

Volunteer Movement in Hong Kong: Engagement and Management

Volunteerism has been developing in Hong Kong for a long time. In order to promote volunteering in a systematic and coordinated way, encourage citizens to actively participate in volunteering, the Social Welfare Department launched the territory-wide “Volunteer Movement” (VM) in 1998 and set up the Steering Committee on Promotion of Volunteer Service (SCPVS) to formulate the overall strategies and promotional directions on volunteering over the territories. Under the SCPVS, four Sub-committees, each with focus on different sectors, chaired by renowned local leaders, were formed to devise further action plans.

Over the past decade, VM has successfully embedded in Hong Kong. The development of one-off/episodic volunteering (Level one) and sustainable volunteering (Level two) has become mature in all walks of life. Organisations, schools, enterprises and groups have, in response to the community needs identified, implemented volunteer projects of various natures for interested citizens to participate. In order to spearhead the development of VM to wider horizon, the SCPVS adopted the theme, “Volunteering – New Attitude to Life”, to promote Level 3 Volunteering, i.e. actualisation of the core value of volunteering into one’s everyday life. Under this direction, volunteering is no longer just a “program”, but a passion and a life style.