

賽馬會長者計劃新里程 A Jockey Club Initiative for Seniors

CADENZA Community Project: Elder-Friendly Employment Practice

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Funded by:

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CADENZA: A Jockey Club Initiative for Seniors

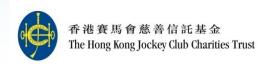
 A HK\$380 million project initiated by The Hong Kong Jockey Club Charities Trust in May 2006 to meet the challenges of Hong Kong's rapidly ageing population.

Objective:

 To create an elder-friendly community which fosters positive attitude towards older people and continually improves the quality of life and quality of care for Hong Kong's elderly



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4 Major Components of CADENZA

1. Public Education

Revolutionize the way Hong Kong perceives and cares for its elders

2. Training

 Provide general and professional education in gerontology to professional frontline workers involved in elderly work, family carers, and the general public

3. Leadership Training

Nurture a new generation of leaders in gerontology

4. Community Projects

 Partnered with NGOs to pioneer new health and social care models for the elderly

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CADENZA Community Projects

- 1. Jockey Club CADENZA Hub
- 2. Chronic Disease Self-Management Programme
- 3. Health-social Partnership Transitional Care Model for Post-discharged Elderly
- 4. Transitional Care for Stroke Patients
- 5. Elder at PEACE

Funded by:

- 6. Senior Mentorship Programme for Soon-To-Retire People
- 7. Elder-Friendly Employment Practice (EFEP)





Project

Partners:



Elder-Friendly Employment Practice

Background:

- As a result of increasing life expectancy and declining fertility rates, the Hong Kong labour force participation rates will decline progressively from 61.5% in 2007 to 55% in 2026.
- We shall be facing a labour shortage.
- The solution to sustaining economic growth is to mobilize all available labour resources and one of the most significant sources of labour supply is older people who are currently inactive.







Background

- Older workers represent a valuable resource:
 - People aged 55-65 with tertiary education will increase from 10% in 2006 to 40% in 2039.
- Employment for older people is also an important strategy for active ageing and economic and social inclusion:
 - Older workers enjoy many benefits from working:
 - Better health; stronger sense of self-worth; feeling active; maintaining social connection; generating income...







Project Partner

The Hong Kong Society for the Aged (SAGE)



Project Period: May 2008 – Apr 2012 (4 years)







Objectives

- To develop a local EFEP framework that can serve as a guideline for private and public companies as well as government to attract and retain older workers
- To facilitate employers to develop an elder-friendly working environment
- To enhance the employability of older workers
- To provide better employment services for older job seekers







Research Component

Objectives:

- Examine the attitude of employers to an age-diverse workforce and the barriers they may face in retaining older workers
- Identify the needs of older workers to remain in the workforce
- Develop an age-friendly employment practice framework for private and public companies as well as the government to attract and retain older workers







Research Component

Progress:

- To identify the needs of older workers to remain in the workforce
- Conducted a focus group study & a questionnaire survey
- About 1,000 people aged over 50 participated.
- 7 working conditions were identified:
 - 1. Flexible work schedule
 - 2. Chance to use skills
 - 3. Being respected
 - 4. Able to learn new things
 - 5. Can work part-time
 - 6. Flexibility to balance work and personal life
 - 7. Reasonable salary







Training Programme

- STAR Programme:
 - Senior Talent Acquisition & Retention
- Objective:
 - To enhance the employability of older workers
- Programme content:
 - Career planning
 - Self-image development
 - Communication skills
 - Computer & IT skills
 - Job interview skills









STAR Programme

Progress:

- About 200 retirees aged over 55 have participated in the Training Programme. (Target: 360)
- Nearly 60 graduates get employed.











Employment Services

Objectives:

- To engage employers to participate in developing an agefriendly working environment
- To provide employment services for older job-seekers
- Job Expo & Web-based Services
- Progress:
 - The first Job Expo was held in Olympian City in Sept 2010.

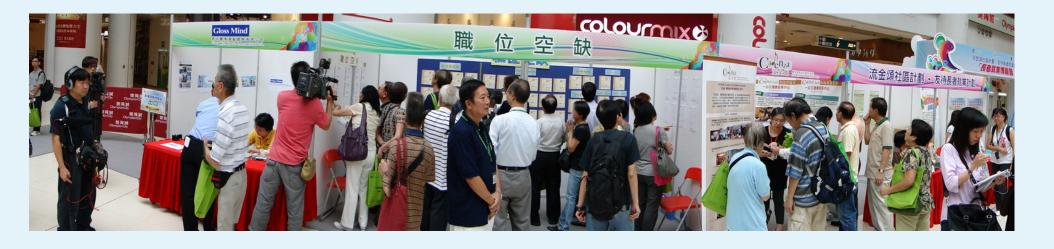








The First Job Expo



- 16 agencies, including HKJC, SAGE and CADENZA, joined the events.
- More than 1,300 people participated.
- About 20 participants successfully got a job at the Expo.
- The 2nd one will be held in Mar 2011.







Media Coverage

- EFEP Project has been covered by about 50 local media, including newspapers, radio and TV:
 - Mingpao
 - SingTao Daily
 - HK Economic Journal
 - The Standard
 - South China Morning Post
 - Commercial Radio 1
 - TVB Jade & Pearl (e.g., Pearl Report, Sunday Report)
 - ATV, Now TV







Web Information

- CADENZA Community Project:
 Elder-Friendly Employment Practice
 - Website: http://www.sage.org.hk/elderlyemployment/

- CADENZA Project:
 - Website: http://www.cadenza.hk





