



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:



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

Project  
Partners:



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

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# 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.



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# 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



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# 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



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# 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



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# 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



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# STAR Programme

## ■ Progress:

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



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# Employment Services

- **Objectives:**
  - To engage employers to participate in developing an age-friendly 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.



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# 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 2<sup>nd</sup> one will be held in Mar 2011.



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# 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



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# Web Information

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

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