

# 新耆族

## The New Olds

向僱主、年輕長者和退休人士推廣長者就業和公民參與；將長者及年齡友善的觀念推廣至市民大眾及職場；鼓勵僱主在其公司/ 機構推行齡活措施。

To promote and encourage civic participation and employment of the elderly among the employers, young-olds and retirees; promote genuine age-friendly values to mass public and in workplaces; and urge employers to implement age-friendly practices in their companies.

### 計劃主要元素

#### Key components

- 製作短片展示「新耆族」的才能和潛力
- 透過文章分享長者及年齡友善的小貼士和故事，主題包括勞工條例、員工福利、聘請長者員工的注意事項和個案分享、長者的義務工作、興趣及其他潛力/ 才能
- 出版有關長者學習和個人發展的電子書和長者及年齡友善就業指南
- 於 CTgoodjobs 網站設立計劃專頁
- 舉辦工作坊、專題講座、攝影比賽等活動，對象包括僱主、人力資源人員、年輕長者、退休人士及市民大眾
- Videos to demonstrate the talents and potentials of the New Olds.
- Articles on age-friendly tips and sharing under the topics of labour ordinance, staff benefits, points to note and case sharing on employing elderly employees, voluntary work, hobbies and other potentials / talents of the elderly.
- E-books on elderly learning and development and a guidebook on age-friendly employment.
- Theme page under CTgoodjobs website.
- Events including workshop, seminar and photo contest targeting employers, human resources professionals, young-olds, retirees and general public.

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### 長者及年齡友善城市範疇

#### Domains of Age-friendly City



公民參與和就業  
Civic Participation  
& Employment

