

Jockey Club Age-friendly City Project:

**A unique and successful model in
building an age-friendly city**

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Executive Director, Charities and Community

The Hong Kong Jockey Club

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One Club One Team One Vision



香港賽馬會

The Hong Kong Jockey Club

同心 同步 同進 RIDING HIGH TOGETHER

CONFIDENTIAL

A unique integrated business model to channel surplus to charity



Club Contributions to Hong Kong 馬會對香港的貢獻 2019/20									
Tax Contribution 稅款貢獻									
19.9 HK\$ billion 十億港元	<table><tr><td>Home Race Betting Duty 賽馬博彩稅</td><td>12.0</td></tr><tr><td>Football Betting Duty 足球博彩稅</td><td>6.3</td></tr><tr><td>Lottery Duty 獎券博彩稅</td><td>1.3</td></tr><tr><td>Profits Tax 利得稅</td><td>0.3</td></tr></table>	Home Race Betting Duty 賽馬博彩稅	12.0	Football Betting Duty 足球博彩稅	6.3	Lottery Duty 獎券博彩稅	1.3	Profits Tax 利得稅	0.3
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Donations 捐款									
Approved Donations to Community 已審批慈善捐款									
4.5 HK\$ billion 十億港元	<table><tr><td>Charities and community projects supported 獲助慈善及社區項目</td><td>210</td></tr></table>	Charities and community projects supported 獲助慈善及社區項目	210						
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Lotteries Fund Contribution 獎券基金貢獻									
0.8 HK\$ billion 十億港元									
Employment Created 創造就業機會									
21,715									
Full-time and Part-time Jobs 全職及兼職職位									

Started 100+ years ago, HKJC Charities Trust is recognised globally among top foundations

1884

Establishment of The Hong Kong Jockey Club

1915

Club made first charitable donation

1950s

Charitable donations became integral to the Club's operation during post-war construction

1955


Formally decided to devote surplus to charity each year

1993

Establishment of HKJC Charities Trust

2009-2018

Donation increased from US\$176m to US\$544m
Exchange rate - US\$1 : HK\$7.78



Rank	Organisation	Founded	2019 Donations* (US\$)
1	Bill & Melinda Gates Foundation (USA)	2000	4.16B
2	Wellcome Trust (UK)	1936	1.07B
3	Novamedia /Postcode Lotteries (Netherlands)	1989	896M
4	Hong Kong Jockey Club Charities Trust (China)	1884	549M
5	Lilly Endowment (USA)	1937	543M
6	The Walton Family Foundation (USA)	1987	526M
7	William and Flora Hewlett Foundation (USA)	1967	455M
8	The Robert Wood Johnson Foundation (USA)	1972	397M
9	David and Lucile Packard Foundation (USA)	1964	333M
10	Andrew W. Mellon Foundation (USA)	1969	313M

**Based on the figures in the annual reports 2019. HKJCCT's number represents donations in 2018/19 season
The full World Charity Donor List methodology can be found here: <https://www.cityam.com/giving/>*

Challenges and Opportunities of Ageing in Hong Kong

In 2015, we set out a new Elderly strategy aiming to support dignified and active ageing of the elderly



The burning platform:

Challenge

Rising demand for care beyond what we can provide (limited manpower, space, budget)

- Proportion of Elderly will go from 15% of the total population (2015) to 30.6% (2043)
- Existing shortage of institutional long term care facilities – while demand will rapidly increase

Opportunity

Change in users' socio-demographic profile and aspirations for elderly services

- Current services not suited to the next generation of elderly (more educated, more technologically proficient and better off financially): limited choice, diversity, flexibility, and control

Two key objectives for donations:

1. **Prevention:** Promote active ageing to lower demand for care



Key areas include: Preventative health (incl. early detection and self-management), employment and volunteering, mental wellness

2. **Care:** Fill gaps and create more person-centered, community-based care models

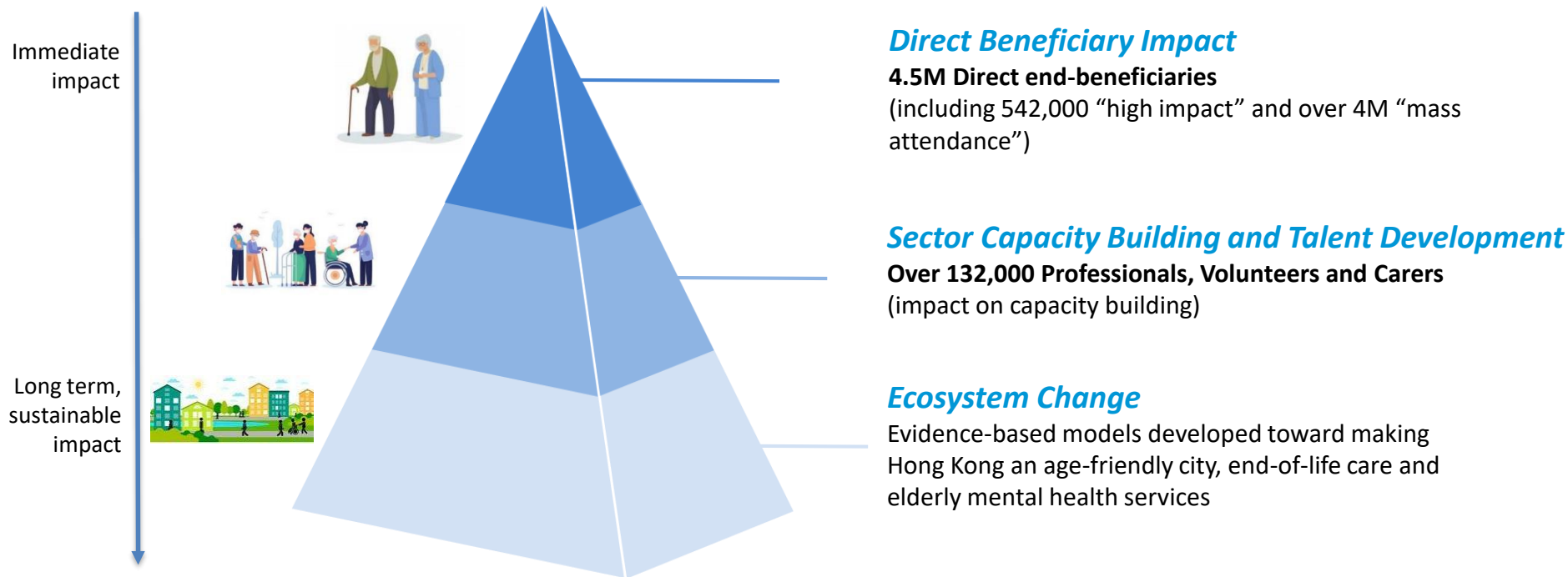


Key areas include: Facilitate “ageing in place”, build community carer support (esp. for frail elders), end-of-life care

Over six years of Elderly strategy implementation, the Trust supported 200 elderly projects (\$3.7B in total) aiming to create impact on three levels



Our elderly portfolio in the last six seasons (2014/15 - 2019/20) will collectively drive...





Jockey Club Age-friendly City Project

Project period: July 2015 – March 2022

Donation amount: HK\$191M

Initiated and funded by



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

Project partners



香港中文大學
The Chinese University of Hong Kong



香港大學
THE UNIVERSITY OF HONG KONG



Lingnan 嶺南大學
University 香港 Hong Kong



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



香港中文大學
賽馬會老年學研究所
CUHK Jockey Club Institute of Ageing

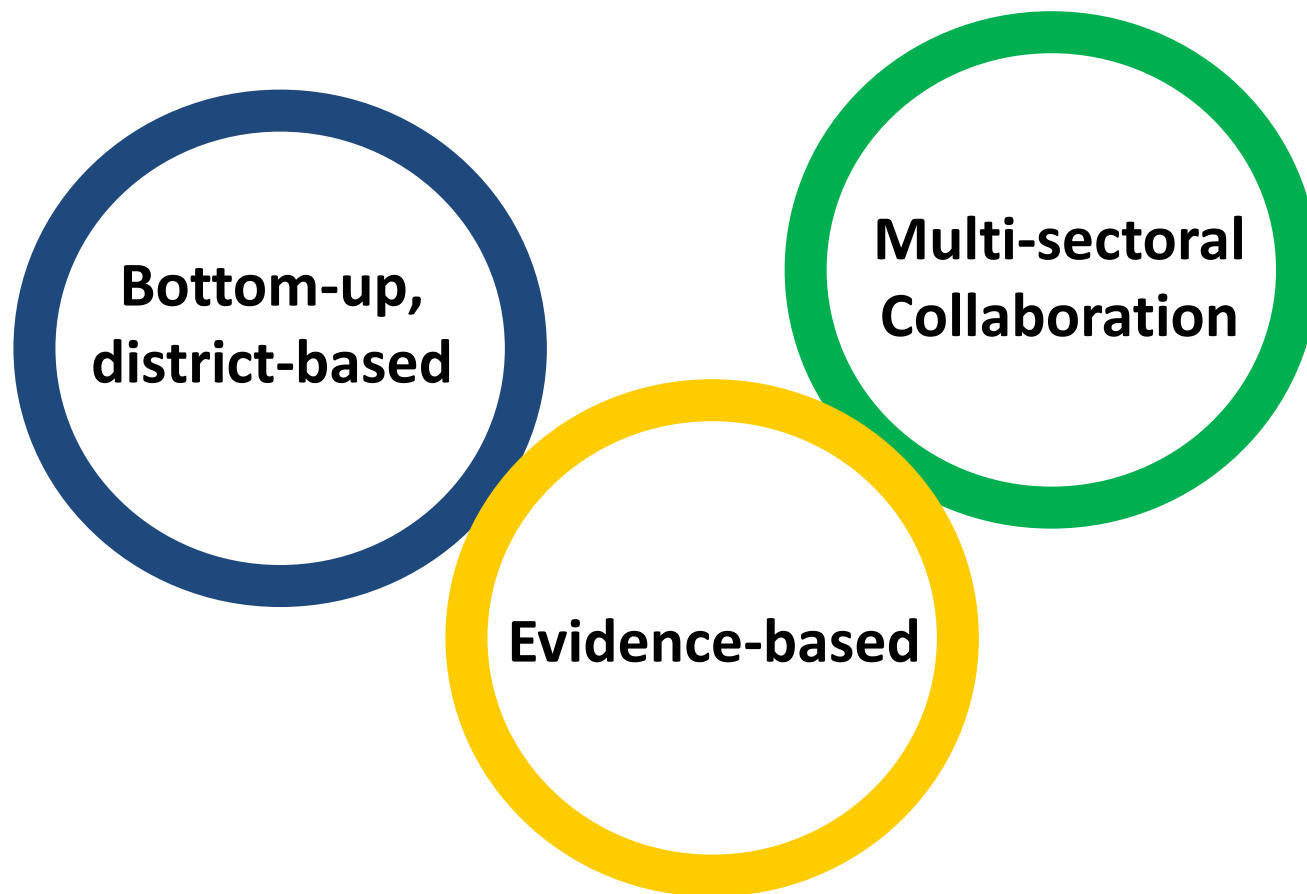


香港大學秀園老年研究中心
Sau Po Centre on Ageing
The University of Hong Kong



亞太老年學研究中心
Asia-Pacific Institute
of Ageing Studies

Institute of
Active Ageing
活齡學院



Bottom-up, district-based

- Provided **comprehensive support scheme** for all 18 districts of Hong Kong by the **4 university partners**
- Assessed age-friendliness of each district based on the 8 AFC domains to address different needs
- Tailor-made **three-year action plans** and **district-based programmes** in consultation with District Councils and district stakeholders according to the assessment results
- Trained local elders to be ambassadors to spread AFC messages in the community



Leveraged HKJCCT's strong network, neutral and philanthropic role to ignite multi-sectoral collaboration

Involving **18 District Councils** and **District Offices** and various government departments



Active involvement of **>70 NGOs** in building Age-friendly momentum

Multi-sectoral Collaboration



Partner with **4 Gerontology Research Institutes** to engage professional sectors and the broader community



Participation of over **180 companies/organisations** from the **business and public sectors** under the Jockey Club Age-friendly City Partnership Scheme



Hong Kong's four Gerontology Research Institutes partnering together for the first time to assess the age-friendliness of each of the 18 districts



賽馬會齡活城市
Jockey Club Age-friendly City

Evidence-based

- Around 10,000 completed questionnaires and more than 90 focus group interviews
- Provided **quantitative and qualitative findings for each district** on the unique concerns in local community, as well as common strengths and concerns across the territory



Common strengths in age-friendliness

- ✓ Availability of a wide variety of social activities and programmes through different channels
- ✓ Government Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities (i.e. "\$2 scheme")
- ✓ Good accessibility to key destinations and neighbouring places



Common concerns on age-friendliness

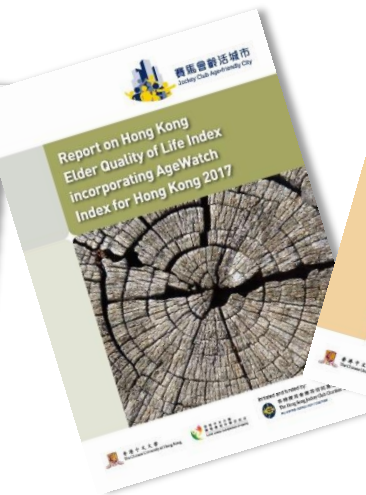
- x Insufficient age-friendly facilities at home, e.g. *Lack of handrails, non-slippery tiles*
- x Limited information on trust-worthy housing maintenance services
- x Inadequate columbarium spaces and high cost of burial services



Evidence-based

AgeWatch Index for Hong Kong and Hong Kong Quality of Life Index

- **Assess well-being** of older adults in Hong Kong by incorporating some local important determinants and core AFC indicators
- Allow **trend analysis** on quality of life of Hong Kong older adults over years, which facilitates the monitoring and evaluation of local age-friendly interventions



Local administration

- Identified appropriate **platforms in 18 District Councils'** Working Groups or Committees for ongoing discussion of age-friendly initiatives and providing a channel for the elderly to voice their opinions

The HKSAR Government

- AFC concept adopted in the 2016 **Policy Address** and **Policy Agenda in 2016, 2017 and 2018**



“The Government will make continuous efforts to develop Hong Kong into an age-friendly city and promote active ageing.”

Assessment & action plans for each of the 18 districts

→ Tailor-made directions, action items and framework for improving well-being of the elderly continuously

Publicity and public education programmes

→ Promoted AFC messages to the general public with more than **3,260,000 viewership/engagements** through different interesting initiatives

Jockey Club Age-friendly City Partnership Scheme

→ **180 companies and organisations** with age-friendly products, services and practices participated in 2019 and 2020

140+ district-based programmes organised
114,600+ elderly people benefited
2,270+ AFC Ambassadors trained
70+ NGOs engaged





18 districts have successfully joined the WHO Global Network for Age-friendly Cities and Communities

The United Nations Sustainable Development Solutions Network

- **One of the eight solutions around the world** selected to present in the Global Solutions Forum 2020
- The Forum has brought together sustainable development experts from around the world to **showcase how the local initiatives have been implemented in each network** to advance the Sustainable Development Goals (SDGs)

GLOBAL
SOLUTIONS
FORUM

GLOBAL SOLUTIONS FORUM

Meet the speakers



Mr Leong Cheung
Executive Director, Charities and Community of The Hong Kong Jockey Club and Co-Chair of SDSN Hong Kong

Population ageing is expected to have a profound impact on the socio-economic conditions in Hong Kong. Society should get prepared for this demographic challenge to ensure good health and well-being of our citizens, as well as make our city and community inclusive, safe, resilient and sustainable.

The The Jockey Club Age-friendly City Project ("JCAFC") was launched to take a proactive role in responding to the challenges and opportunities of ageing population, aiming to build Hong Kong into an age-friendly city to help older people extend their healthy and active years of life and enjoy more fulfilling lives.



Each district is unique

- **District-based, bottom-up approach is crucial**
- Imperative to assess accurately the needs of the elderly in light of the conditions in each district and community

The elderly are not monolith

- **The elderly population is diverse**
- Develop AFC programmes for elderly with different health status, mobility, relative affluence, cognitive impairment and functional abilities

Make sure everyone is engaged

- **Everyone has a role to play**
- Important to have cross-sectoral collaboration, proactive involvement and dedicated efforts of government, District Councils, NGOs, academia, business sector, general public



- **Share experience and collaborate** with other cities for an age-friendly world
- **Facilitate knowledge transfer** and further dissemination of AFC good practices
- Unleash the potential of **Silver Hair Market**
- **Maintain and strengthen AFC momentum** and capacities of districts
- **Sustain close partnership and network** among partners



Let's join hands in building an age-friendly world!

Thank You

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