

# 65週年慶典活動 65<sup>th</sup> Anniversary Celebration Events



## 承先啟後：善導會65周年誌慶活動特輯

為慶祝善導會成立65週年，本會推出一連串慶祝活動藉此與大眾同賀本會邁向別具意義的里程碑。

### 品牌革新計劃 揭開全新篇章

藉著善導會成立65週年的契機，本會於二零二二年開展機構品牌革新計劃，為品牌換上新裝，銳意以更專業、創新和更活力的全新形象亮相，接觸更多有需要人士和合作伙伴。

嶄新的善導會標誌主要以「一對引號」組成，象徵我們的服務宗旨和承諾：以堅定不移的初心，聆聽服務對象所需，由心出發，與他們並肩同行。天藍色象徵和平恬靜、無限靈感、保護和希望；耀眼的鮮橙色代表了我們的朝氣及魄力。我們亦已更換英文品牌名稱為SideBySide，並簡化中文名字為「善導會」。善導會轄下的各個服務單位及宣傳品設計亦會陸續換上新裝示人。

### 善導會65週年星輝慈善晚宴

善導會65週年星輝慈善晚宴於二零二二年十二月七日圓滿舉行。晚宴共筵開了20席，超過200位嘉賓參與，當中包括一眾主禮嘉賓、來自社會各界的社會賢達、合作夥伴，善導僱主、一眾善導會委員及義務顧問等。善導會各單位同工亦有應邀一同共襄盛舉，場面熱鬧。

晚宴上，除了與一眾嘉賓共同回顧機構過往65載點滴，亦特別安排了服務使用者的表演和分享環節，讓有會友們有一展所長的機會，同時展現機構在社區推動自在共融的成果。此外，當晚亦設有慈善拍賣環節，由不同的善長捐贈物品支持，所籌集的資金將用作支持非社署資助服務的發展，以滿足更多使用者的需要。

## Forward Happens Here: Celebration of SideBySide's 65<sup>th</sup> Anniversary

2022 marked SideBySide's 65<sup>th</sup> Anniversary. An array of initiatives was launched throughout the year to invite the public to join us in celebrating this meaningful occasion.

### Launch of Rebrand Sets Off for New Chapter

Seizing the opportunity of celebrating the 65<sup>th</sup> anniversary of SideBySide, we launched the rebranding project in 2022 to revitalise our brand identity to present a more professional, innovative, and versatile characters and hopefully to connect with more people in need and potential supporters.

The new logo of SideBySide is created from "a pair of quotation marks", symbolising our founding purpose and commitment: We're SideBySide with excluded people, offering understanding, unwavering support and kindness so they can belong. The serene blue represents peace, serenity, spirituality, infinity, protection and hope, while the bright, eye-catching active orange represents our vitality and energy. We have also changed the English brand name to SideBySide and simplify the Chinese name to "善導會". The new image will be gradually introduced to the various service units and corporate promotional designs under SideBySide.

### SideBySide 65<sup>th</sup> Anniversary Gala Spectacular

To celebrate the Sapphire Jubilee of SideBySide, an exceptional 65<sup>th</sup> anniversary Gala Spectacular was successfully held on 7 December, 2022. It was a full house of 20 seated tables and more than 200 esteemed guest came together to celebrate this historic moment, including distinguished guests, social elites from various sectors, partners, benevolent employers, members of the SideBySide's Executive Committee, and honorary consultants.

The event served as an opportunity to reflect on SideBySide's remarkable journey over the past 65 years. Guests enjoyed special performances and engaging sharing sessions that showcased the talents of our service users and highlighted the agency's accomplishments in fostering inclusive community participation. Moreover, a charity auction was held, featuring generous donations from supporters. The funds raised will be instrumental in advancing our non-subsidised services, enabling us to meet the evolving needs of a greater number of service users.

## 「講理性－跨專業預防性違法分享會」

「講理性－跨專業預防性違法分享會」於二零二二年七月十二日假溫莎公爵社會服務大廈以實體及線上直播形式舉行。分享會上介紹性違法人士的背景統計資料及現時在監禁和社區為性違法人士及家人提供的支援服務。同時，亦邀請了多位來自社會不同界別的專業人士，包括：心理學家、精神科醫生、社會工作者等分享及剖析罪行可能成因、康復需要及性違法人士獲釋／感化後社區支援服務的重要性，從而鼓勵大眾支持性違法更生人士的康復。是次分享會共有207位參加者親身及網上參與，反應熱烈。

## 「甦·屋」音樂劇場

由善導會主辦、甦星劇團演出的「甦·屋」音樂劇場已於二零二三年二月三至五日假青年廣場Y綜藝館圓滿完成了四場公演，吸引了超過1,600人入場欣賞。

「甦·屋」音樂劇場將生命故事與社會議題融合於戲劇當中，以藝術手法推廣共融及預防犯罪的訊息，並招募了十多名青年加入表演。演出以「社會房屋」為題，講述當不同年紀和背景的人共居的故事，劇中角色包括更生人士、傷健人士和長者等，盼望以貼身故事引發觀眾共鳴。劇中演員們載歌載舞，以輕鬆手法呈現各個有關「家」的人物故事，包括少女的掙扎、過來人媽媽的擔心等，藉着充滿人情味和活力的表演，與大家一同探索「家」的真諦。

音樂劇與香港展能藝術會合作，加入聾人演員及視形傳譯演員參演，並提供口述影像，讓不同需要的人士也能一同欣賞精彩演出。

## Multidisciplinary Forum on Professional Services for People with Sexual Offence

The “Multidisciplinary Forum on Professional Services for People with Sexual Offence” was successfully organised on 12 July 2022. During the seminar, comprehensive insights were provided into the background statistics of sexually offending individuals, as well as the support services available to them and their families during incarceration and in the community. Professionals from psychology, psychiatry, and social work also shared their expertise. The seminar received an overwhelming response, with a total of 207 participants engaging actively both in person and online, highlighting strong public interest in understanding and supporting the rehabilitation of sex offenders. The successful collaboration among professionals from various sectors showcased the importance of cross-disciplinary collaboration in implementing effective preventive measures and successful reintegration efforts.

## “So Uk” Musical Theatre

The “So Uk” Musical Theatre, presented by SideBySide and performed by the STAR Theater, concluded a series of four shows at the Youth Square Y Theatre from 3 to 5 February 2023. The play was a resounding success which drew over 1,600 attendees.

The “So Uk” Musical Theatre combined real-life stories with social issues, conveying inclusivity and crime prevention messages through artistic expression. With a talented cast of young performers, the play explored the theme of “social housing,” delving into the lives of individuals from diverse backgrounds. The actors skillfully blended singing and dancing, bringing to life heartwarming tales illuminating the essence of “home”.

In collaboration with the Arts with the Disabled Association Hong Kong, the play also promoted inclusivity by involving deaf actors, visual interpretation performers, and audio descriptions to ensure access for diverse audiences.



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### 「轉化作貢獻」研討會2023－朋輩支援應用及未來發展

「轉化作貢獻」研討會2023－朋輩支援服務應用及未來發展在二零二三年二月二十四日同時以實體及線上形式舉行。活動由主禮嘉賓揭開序幕，包括：香港特別行政區政府社會福利署署長李佩詩女士，JP、香港特別行政區立法會議員（社會福利界）狄志遠博士，SBS，JP及善導會執行委員會主席潘兆童法官。研討會上匯聚了深圳、新加坡、澳洲等地的社會服務組織，一同探討「朋輩支援服務」的發展和可能性，並就精神健康、照顧者支援、社區融合、更生康復等不同範疇進行服務分享和交流，讓大眾對朋輩支援服務有更深入的認識。當日共141人親身出席，而線上參與人數更達165人，反應熱烈。

### 《毒舌大狀》善導教育場

善導會以社區推廣及教育活動作為新品牌發佈的第一擊，獲《毒舌大狀》發行商安樂影片有限公司全力支持，在二零二三年三月四日於電影主要拍攝場地前北九龍裁判法院「一號法庭」內舉行放映會。活動由善導會執行委員會主席潘兆童法官致歡迎辭掀起序幕，並藉此機會分享新品牌的名稱「善導會」(SideBySide)的意義、承諾及標誌。

### “Transforming Lives, Transforming Communities” PEER Support Services Conference 2023

“Transforming Lives, Transforming Communities” PEER Support Services Conference 2023 took place on 24 February 2023, in both physical and online formats. The event was kicked off by distinguished guests, including Miss Charmaine LEE Pui-sze, JP, Director of Social Welfare Department of HKSAR, Dr. Hon TIK Chi-yuen, SBS, JP, Legislative Councillor (Social welfare) of HKSAR and The Hon. Mr. Justice POON Siu-tung, Chairperson of the Executive Committee. This seminar brought together social service organisations from Shenzhen, Singapore, Australia, and other regions to explore the development and potential of “peer support services.” Sharing and exchange in areas such as mental health, caregiver support, community integration, and rehabilitation, the event aimed to deepen public understanding of peer support services. The seminar attracted a total of 141 attendees in person, with an additional 165 participants joining online, showcasing a vibrant response.

### SideBySide Thematic Screening: “A Guilty Conscience”

SideBySide made the debut of its new brand’s launch with community outreach and educational activities. Garnered the unwavering support from the renowned film distributor, Edko Film Limited, the screening of the award-winning film, “A Guilty Conscience” was held on 4 March 2023 at the iconic “No.1 Court” in the Former North Kowloon Magistracy. The Hon. Mr. Justice POON Siu-tung, Chairperson of the Executive Committee, extended a warm welcome speech to set the stage for the occasion and took the opportunity to announce the new brand’s name, “SideBySide” together with its mission, vision, and new logo.

映後的分享環節特別邀請了電影導演吳煒倫先生、演員栢天男先生、麥子雲先生及法律顧問鍾凱婷大律師與本會代表進行電影賞析及「法律對法律」深度交流，包括善導會副會長李瀚良先生、機構革新委員會委員陳永豪大律師及總幹事李淑慧女士。

The post-screening sharing session followed by a deep exploration of the film and legal topics featuring an esteemed panel of guests, including Mr Jack NG Wai-lun, the Film Director, Mr Adam PAK Tin-nam, and Mr MAK Chi Wan, the supporting actor, and Ms Katy CHUNG, barrister-at-law and legal advisors of the film and the representatives of SideBySide, including Mr. Patrick LI Hon-leung, Vice Presidents of SideBySide, Mr. Charles J. CHAN, Barrister-at-law, member of the Rebranding Committee and Ms. Anthea Lee Shuk-wai, Chief Executive of SideBySide.

## 義工嘉許禮2022

善導會每年都會舉辦義工嘉許禮，以表揚一直與本會服務使用者並肩同行的義工。隨着疫情放緩，二零二二年度義工嘉許禮回歸實體，並於三月十八日順利舉行。本年度嘉許禮的主題是「每道微小，成就偉大」，寓意著雖然義工的服務看似微小，但卻帶來了很大的影響力。當日有幸得到善導會執行委員會主席潘兆童法官、兩位副主席張復熾醫生及郭樺明先生、委員陳偉道先生，MH、財務委員會委員麥漢成先生及汪耀誠會計師到場支持並頒發各個獎項，亦邀請了得獎義工分享他們每道微小的故事，引發共鳴。

## Volunteer Recognition Ceremony 2022

Every year, SideBySide organises the Volunteer Recognition Ceremony to honor our dedicated volunteers and their impactful contributions to our service users. We were thrilled to reinstate the physical ceremony on 18 March 2023, highlighting the theme "Every Small Act, Great Achievements." Esteemed guests, including The Hon. Mr. Justice POON Siu-tung, Chairperson of the Executive Committee, Dr. Eric CHEUNG Fuk-chi and Mr. Bernard KWOK Wah-ming, Vice Chairpersons of the Executive Committee, Mr. CHAN Wai-to, MH, Member of Executive Committee, Mr. Dennis MAK Hon-shing and Mr. Simon WONG Yiu-shing, Member of Finance Committee joined the ceremony. Awards were presented to commend outstanding volunteers for their selfless dedication and the awarded volunteers also shared inspiring stories.





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### 善導會 六十五週年 星輝慈善晚宴 SideBySide 65<sup>th</sup> Anniversary Gala Spectacular



多元族裔的服務使用者在晚宴上落力演出。

Performance by the ethnically diverse service users at the event.

善導會贊助人終審法院張舉能首席法官，GBM、懲教署署長黃國興先生，CSDSM以主禮嘉賓身份到場支持。

The Hon. Chief Justice Andrew CHEUNG, GBM, Chief Justice of the Court of Final Appeal, Patron of SRACP and Mr. WONG Kwok-hing, CSDSM, Commissioner of Correctional Services attended as the Guest-of-Honour.



### 「甦•屋」 音樂劇場 So Uk Musical Theatre



青年義工賣力參演，為演出增添活力。

Young volunteers participated in the performance, adding vibrancy to the show.



莊嚴的前法庭搖身一變成為電影院。

The solemn "No.1 Court" was turned into cinema for the occasion.

**《毒舌大狀》  
善導教育場  
SideBySide  
Thematic  
Screening:  
"A Guilty  
Conscience"**

電影放映會後的分享環節。  
The post-screening sharing session  
was joined by an esteemed panel.



義工嘉許禮2022頒獎嘉賓合照。  
Group photo of the honoured guest of Volunteer Recognition Ceremony 2022.



**義工嘉許禮2022  
Volunteer  
Recognition  
Ceremony 2022**

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### 「轉化作貢獻」 研討會2023 — 朋輩支援應用及 未來發展 “Transforming Lives, Transforming Communities” PEER Support Services Conference 2023



應邀出席「轉化作貢獻」研討會2023－朋輩支援應用及未來發展」的主禮嘉賓包括：香港特別行政區政府社會福利署署長李佩詩女士，JP、香港特別行政區立法會議員（社會福利界）狄志遠博士，SBS, JP及善導會執行委員會主席潘兆童法官。

“Transforming Lives, Transforming Communities” PEER Support Services Conference 2023 was attended by distinguished guests, including Miss Charmaine LEE Pui-sze, JP, Director of Social Welfare Department of HKSAR, Dr. TIK Chi-Yuen, SBS, BBS, JP, Legislative Councillor (Social welfare) of HKSAR and The Hon. Mr. Justice POON Siu-tung, Chairperson of the Executive Committee.

參加者在線上參與討論。  
Participants joined the forum  
through online platform.







**「講理性 —  
跨專業預防性  
違法分享會」  
Multidisciplinary  
Forum on  
Professional  
Services for People  
with Sexual Offence**

善導會希望透過舉辦分享會，加強業界協作，並鼓勵大眾支持性違法更生人士的康復。

SideBySide organized the “Multidisciplinary Forum on Sexual Offences”, with an aim to gain support from government policies, strengthen industry cooperation, and increase public support for the rehabilitation of sexual offenders.



善導會執行委員會主席潘兆童法官介紹由機構為性違法人士提供的社區支援服務。

The Hon. Mr. Justice POON Siu-tung, Chairperson of SideBySide’s Executive Committee shared the community support services for the sex offenders.

