# Exploring the **Philanthropic Role** on **Building Age-friendly Community:**

# Jockey Club Age-friendly City



# The Case Study of Jockey Club **Age-friendly City Project** in Hong Kong

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## Introduction

This study addresses the gap in the scholarly literature by exploring the roles of philanthropy in promoting age-friendly movement.

## **Objectives**

- Following the age-friendly cities framework developed by the World Health Organization (WHO) (2007), The Hong Kong Jockey Club Charities Trust (HKJCCT) has been implementing the Jockey Club Age-friendly City Project (JCAFC Project) since 2015, in partnership with four local gerontology research institutes, with the aim of building an age-friendly city (AFC) that can cater to the needs of all ages in Hong Kong.
- Supported by the JCAFC Project, all 18 local districts have joined the WHO Global Network for Age-friendly Cities and Communities (GNAFCC). Despite the philanthropy is one of the leading actors in transforming Hong Kong into an AFC, little is known regarding its unique role in the age-friendly movement.

### **Methods**

Choosing the JCAFC project as a case study, three data collection tools were adopted:

- Open-ended questionnaires with the project stakeholders (n=94), containing district councilors, non-governmental organisations (NGOs) representative, academia, and business sector
- Focus group interviews with elderly who were trained to be an age-friendly ambassador (n=33)
- Document analysis of the project collaterals, including baseline assessment reports, local action plans, progress reports, as well as evaluation reports on AFC initiatives

Data were analysed using thematic analysis to identify the key roles of philanthropy in promoting age-friendly movement in Hong Kong

#### Results

The analysis identified three major roles of philanthropy, HKJCCT, on advancing AFC momentum in Hong Kong, including:

**Central coordinator:** set up the Advisory Committee, initiated, steered and set the overall direction of AFC development and strategies for facilitating bottom-up, district-based participation from local communities

districts' baseline assessment reports and



districts prepared an action plan for their own district, in consultation with respective District Councils and community stakeholders

were completed



older people were trained to be AFC ambassadors. 2500+ equipped with AFC knowledge and critical skills in AFC promotion and volunteering participation



district-based programmes implemented by over 70 NGOs and university partners for improving age-friendliness of different domains

> territory-wide programmes were scaled up from some successful district-based programmes for **Programmes** implementing across the city



Intermediary role: leveraged HKJCCT's strong network, neutral and philanthropic role to ignite cross-sectoral collaboration to spur AFC initiatives



#### Academia (universities)

Collaborated with four local universities to provide professional support for the JCAFC Project to promote AFC movement across the city



#### **District Councils**

Engaged the local administration to improve age-friendliness at district level and cater for the elderly needs through a systematic plan of actions and joining the WHO GNAFCC



#### Community organisations

Connected with over 70 NGOs and community organisations for implementing age-friendly programmes in different districts





#### Media

Partnered with different media (e.g. radio stations, printed media, television and online media channels) to promote age-friendly messages



**Business sector** (including social enterprises)

Organised the Jockey Club Age-friendly City Partnership Scheme in 2019 and 2020 and attracted over 180 companies and organisations from different sectors to join hands in introducing age-friendly products, services and measures

3,900,000+

viewership/engagement of the general public participated in a series of publicity and public education initiatives to cultivate an age-friendly culture across the city



3 Policy actor: built AFC into agenda of the government and local administration that respond to the ageing needs



- Hong Kong Chief Executive's Policy Address featured "Building an Age-friendly Community" as a specific policy focus and committed to directing resources towards building an AFC in Hong Kong in 2016. AFC concept was also adopted in Policy Agenda in 2016, 2017 and 2018
- All 18 districts of Hong Kong joined as members of the WHO GNAFCC by 2019
- Identified platforms in 18 District Councils for on-going discussion on AFC and providing a channel for the elderly to voice their opinions, showing commitment to enhancing the community's age-friendliness

Project partners:

















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