

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

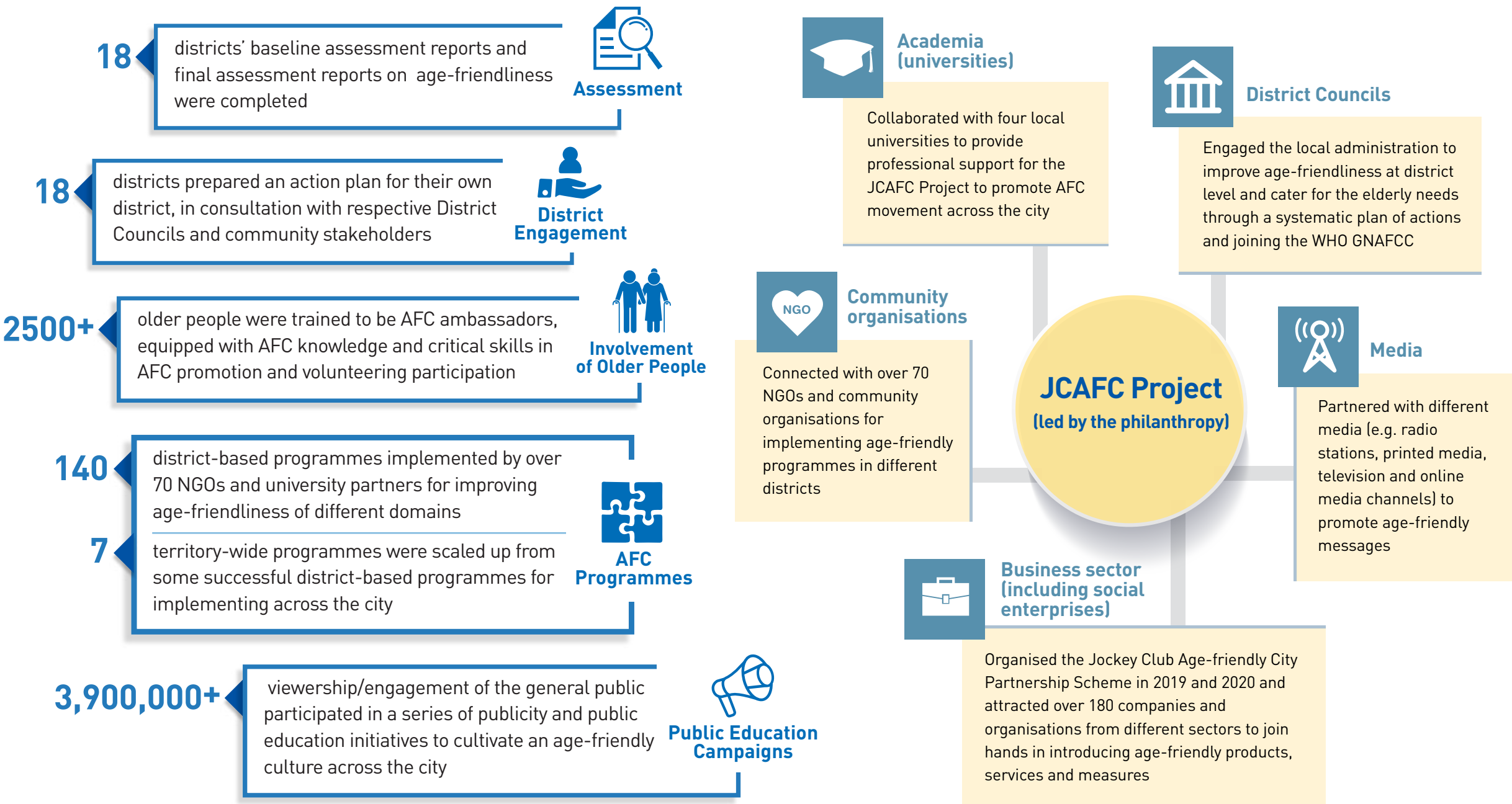
Data were analysed using thematic analysis to identify the key roles of philanthropy in promoting age-friendly movement in Hong Kong

## Results

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

- 1 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

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



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

## Key milestones

- 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:



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



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