



與社會同行 應變創新 共建未來

READY FOR CHANGE. READY FOR COMMUNITY

總幹事的分享

Message from the Executive Director

各位合作夥伴、持份者、支持者及社區友好：
Dear Partners, Stakeholders, Supporters and Friends of NAAC,

社會正以前所未有的速度轉變。人口老化、家庭結構改變、精神健康需要上升、照顧者壓力增加，以及科技發展和社區期望的轉變，都在重塑社會服務的面貌。

The social landscape is changing rapidly. Hong Kong is facing an ageing population, evolving family structures, rising mental health needs, growing care responsibilities, technological transformation, and emerging community expectations. These changes bring challenges, but also opportunities for us to rethink how social services can create greater impact.

作為鄰舍輔導會新任總幹事，我深感榮幸能夠帶領這個服務香港超過半世紀的機構。

在過去數月，我走訪了不同服務單位，與同工、服務使用者、社區夥伴、商界、學界及政府代表交流。

As the new Executive Director of The Neighbourhood Advice-Action Council (NAAC),

I am honoured to lead an organization that has served Hong Kong for over six decades. During my first few months, I have visited many service units and engaged with colleagues, service users, community partners, businesses, academics, and government representatives.

我深刻感受到一個共同的信息：

One message stands out clearly:

社區需要一個能夠快速回應需要、勇於創新、善於協作的社會服務機構。而鄰舍輔導會已準備就緒。
communities need organizations that are agile, innovative, collaborative, and ready to respond to emerging needs.

NAAC IS READY.

在新三年發展策略的帶領下，我們將持續提升組織應變能力，積極推動創新及跨界別合作，以更整全、更前瞻的方式服務市民。



我們深信，社會服務不單要回應當前需要，更要為未來作好準備。

Guided by our new Three-Year Strategic Plan, we are strengthening our capacity to anticipate change, embrace innovation, and deliver integrated services that place people and communities at the centre. We believe social services must not only respond to today's challenges but also prepare for tomorrow's opportunities.

感謝各界一直以來的信任與支持，讓我們攜手建設一個更關愛、更具韌性和更共融的香港。

Together with our partners, we are committed to building a caring, resilient and inclusive Hong Kong. Thank you for your continued trust and support.

鄰舍輔導會總幹事

彭桓基

Antony Pang

Executive Director

The Neighbourhood Advice-Action Council

我們的發展方向 – OUR STRATEGIC DIRECTION

我們的三年發展策略共有5大核心：
Our Three-Year Strategic Plan focuses on five key priorities:

以人為本 關顧社區需要

1. People and Communities First

提升管治及問責文化

2. Ownership, Transparency and Accountability

推動創新服務及專業發展

3. Innovation and Professional Excellence

建立人才梯隊及領導文化

4. Talent and Leadership Development

深化夥伴合作及社區連結

5. Partnership and Community Engagement

為未來社會需求作好部署

PREPARING FOR TOMORROW'S SOCIAL NEEDS

近月，鄰舍輔導會積極從未來發展視角檢視服務方向，重點包括：

In recent months, NAAC has been actively reviewing services through a future-oriented lens. Key emerging priorities include:

加強照顧者支援網絡

☒ Supporting carers through holistic community networks

推動跨年齡精神健康促進工作

☒ Promoting mental wellness across the life course

發展數據驅動及以實證為本的服務

☒ Strengthening data and evidence-based service planning



發展創新的長者、青年及家庭服務

- ☑ Exploring innovative elderly, youth and family services

- ☑ 深化政、商、學協作關係
Building stronger collaborations with government, business and academic sectors

透過科技及數碼轉型提升服務效能

- ☑ Enhancing service efficiency through technology and digital transformation



為何這些工作重要？ WHY THIS MATTERS

社會變化愈趨迅速，社區需要也愈趨複雜及多元。

The pace of social change is accelerating. Community needs are becoming more complex and interconnected.

鄰舍輔導會相信，社會服務機構必須由被動回應轉向主動規劃。透過推動創新、培育人才、建立夥伴網絡及提升服務質素，未來我們能夠更有效地支援個人、家庭及社區需要。



At NAAC, we believe organizations must be proactive rather than reactive. By investing today in innovation, partnerships, talent and quality services, we can better support individuals, families and communities tomorrow.

展望未來 - LOOKING AHEAD

未來季度通訊將與大家分享：
In upcoming issues, we will share:

- | | | |
|--|--|---|
| <p>最新策略發展動向</p> <ul style="list-style-type: none"> • New strategic initiatives | <p>服務使用者影響故事</p> <ul style="list-style-type: none"> • Impact stories from service users | <p>社會發展趨勢分析</p> <ul style="list-style-type: none"> • Community trends and insights |
| <p>創新服務及轉型項目</p> <ul style="list-style-type: none"> • Service innovations and transformation projects | <p>合作伙伴成功案例</p> <ul style="list-style-type: none"> • Partnership highlights | <p>與鄰舍輔導會合作的機會</p> <ul style="list-style-type: none"> • Opportunities to collaborate with NAAC |

與我們保持聯繫 STAY CONNECTED

讓我們攜手同行，以創新思維回應轉變，共同創造更大的社會價值。

Together, we can better anticipate change and create positive social impact.

Thank you for reading!

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 Follow NAAC's social media platforms for the latest updates