JUNIOR ACHIEVEMENT HONG KONG

INSPIRE AND PREPARE YOUNG PEOPLE IN HONG KONG TO SUCCEED IN A GLOBAL ECONOMY

FINANCIAL LITERACY



WORK READINESS







2017/18 REPORT

ENTREPRENEURSHIP





About JA



Junior Achievement Hong Kong (JA HK) is one of the 100+ members of JA Worldwide, and a leading provider of Other Learning Experiences in Hong Kong. Our programs enable young people to learn the world of work from the first-hand experience of business volunteers. Since our establishment in 2001, we have engaged the support of over 22,000 business volunteers from some 700 companies to serve more than 360,000 students from over 600 schools.

As one of the world's largest youth-serving NGOs, JA Worldwide prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship. We create pathways for employ ability, job creation, and financial success. Each year, our network of over 450,000 volunteers serves more than 10 million students in over 100 countries.

JA Mission



Inspire and prepare young people to succeed in a global economy



Be the partner of choice for businesses, educators, and policy makers around the globe seeking to expand youth, education and economic development

JA Values



- Belief in the boundless potential of young people
- · Commitment to the principles of economics and entrepreneurship
- · Passion for what we do and honesty, integrity, and excellence in how we do it
- · Respect for the talents, creativity, perspectives, and backgrounds of all individuals
- · Conviction in the educational and motivational impact of relevant, hands-on learning
- · Belief in the power of partnership and collaboration

Message from the Chairman



For almost 100 years, Junior Achievement has been inspiring future business leaders to identify opportunities, build networks and achieve long-term dreams. JA understands the crucial role of entrepreneurship in our economy, thus our programs aim to give future generations the tools they need to become entrepreneurs and succeed in a competitive economic landscape.

The constantly changing landscape of the 21st century world has presented new opportunities and challenges to our next generation. In answering students' learning needs in the digital age, in 2017/18 we introduced the "Net's Be Wise" program to equip primary school students with the skills necessary to make discerning and deliberate choices that maximize the benefits of technology while mitigating cyber risks. As well in 2017/18, we co-organized the STEM-focused social innovation program "The Schools Challenge - Live Smart@Kowloon East" for junior secondary school students which was also the first time this event was held in Asia, with the aim of broadening students' interest and learning of various STEM disciplines, which have an ever-increasing importance in today's economy. We have also incorporated new elements into our existing programs - six new themes were added to the JA Company Programme as we hope that this could inspire participants to develop creative solutions to address social needs. Students were also provided with training from our e-commerce partner so that they can have a taste of this megatrend.

Junior Achievement will soon welcome its centenary. The occasion presents us an opportunity to envision the road ahead as well as to reflect on the path we have come along. The journey we have travelled is undoubtedly a fruitful one, but none of our accomplishment can be achieved without the support from our sponsors and partners, educators, business and student volunteers, alumni, board members and staff. I thank them for offering us their support, as well as for sharing our belief in the boundless potential of young people. I look forward to creating even more positive impact in the lives of the next generation and our community, and I hope that you are as excited about this prospect as I am.

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Dr William Lo, JP

Chairman Junior Achievement Hong Kong

JA HK Programs

JA is dedicated to inspiring and preparing young people to succeed in the global economy, through our applied learning programs in work readiness, entrepreneurial thinking and financial literacy.

JA HK addresses fundamental social and economic challenges of young people by educating and empowering them to transform their future and own their economic success. Through the delivery of cutting-edge, experiential learning, JA HK effectively broadens the canvas of possibility for young people and enriches their ability to both engage in their own economic development and contribute to the strength of their families, communities, and global economies.



Co-creating the Future of a **Prosperous and Sustainable Hong Kong**







We are grateful to be supported by the business community, schools and the Education Bureau, enabling us to provide a variety of programs to enhance the learning experiences of the young people in Hong Kong. Through our different experiential programs, we seek to make a difference and create positive impacts to the young lives.

79% of the students agreed that they had benefited from JA programs. Students gained essential career and life skills through the activity-based programs.

94%

94% of the teachers agreed that business volunteers are valuable to JA programs. Business volunteers inspired the young people with their real life work experiences.

88%

88% of the business volunteers are interested in participating in more JA programs. They also learned from participating students insights of the young people.

JA Student Achievements

Nurturing a New Generation of Talents with a Global Vision





JA Company of the Year 2017/18

Unzip, a JA Company at Christian Alliance Cheng Wing Gee College (School Based Track Champion)

L.I.T, a JA Company (Open Track Champion)





JA CP Achiever of the Year 2017/18

Jing Fok, QUENCH, a JA Company (School Based Track)
Amelia Chan, L.I.T, a JA Company (Open Track)



JA Asia Pacific Company of the Year Competition 2018 in Beijing

Iris Lo, Janice Lok, Cartie Chan and Melinda Lau from Harness, a JA Company at St. Clare's Girls' School

Ivan Yim, Jason Poon, Perry Chan and Harry Tang from Greenovation, a JA Company at St. Francis Xavier's College

These teams represented Hong Kong and competed with teams from other markets in Asia Pacific.





Next Generation Leaders Forum Hong Kong Delegates 2017

Wong Chung Hei, Anson, CEO, from Against The Current, a JA Company, Noncurrent (Open Track)

Dione Hodges, CEO, from Okapi, a JA Company, Sha Tin College (School Based Track)

Ho Yuen Shun, Gloria, Finance Director, from colorido, a JA Company, Healthahdic (Open Track)

So Yuet Sum, Serena, Human Resources Director, from Ürth, a JA Company, Diocesan Girls' School (School Based Track)

Anson, Dione, Gloria and Serena attended the Next Generation Leaders Forum 2017 in Canada, to learn and exchange experiences with the world's top youth leaders.



FedEx /JA International Trade Challenge 2017 in Hong Kong

Kevin Ho and Manson So from St. Paul's Co-educational College (Team Aspire)

Benjamin Chu and Peter Ho from La Salle College (Team IBI)

Richard Choy and Thomas So from Queen's College (Team Canvas)

The six students represented Hong Kong in the Regional Final in Singapore. Manson So and Kevin Ho were named winner and 2nd runner-up respectively.

Entrepreneurship

Empowering Young People through Entrepreneurship Education

Entrepreneurship offers alternative pathways for young people to achieve economic success and personal goals, while supporting wider economic and social development. JA's hands-on entrepreneurship learning experience empowers students to increase self efficacy and to boost resilience to sieve the chances in the 21st century.





JA Company Programme

JA Company Programme provides an entrepreneurial learning experience for young people aged 15-18. The program seeks to nurture a new generation of entrepreneurial, innovative and civic-minded talents for Hong Kong. It is one of the largest youth entrepreneurship programs in Hong Kong. Under the guidance of business advisers, participants gain hands-on experience of running a real business. Winning teams and individuals will have international learning opportunities at the Asia Pacific JA Company

of the Year Competition and the Next Generation Leaders Forum in Canada.

Participating in the Company Programme was such a great experience! As the CEO of my company, I learnt about how to deal with ad hoc situations, as well as how to arrange manpower. I have also understood the importance of perseverance - the more we try, the more we can achieve. I treasure my CP experience a lot!

Student

In JA Company Programme 2017/18, students teamed up with peers from the same school or different schools to participate in either School-based Track or Open Track. More than 1,500 youths from 67 school teams and 11 open track teams have taken part in this 5-month entrepreneurial journey and been coached by over 130 volunteer business advisors and 100 school teachers and adult coordinators.

To inspire and guide the participants to develop creative solutions to address the social needs of Hong Kong, six themes were introduced, including silver hair market, health and wellness, green business, education and learning, information dissemination and communication, as well as civic education. Students also received training from our e-commerce partner SHOPLINE and were encouraged to set up their online shop to have a real taste of the megatrends of e-commerce & digital marketing.

A total of 77 JA Companies took part in the Trade Fair held at VESSEL 01 in February 2018 to put their entrepreneurial skills into practice through the marketing and sales of their products and services to customers in an authentic business environment.

55 teams competed at the Semi- Final Presentation and celebrated their success at the Final Presentation Competition cum Awards Presentation Ceremony in March 2018. L.I.T, a JA Company and Unzip, JA Company from Christian Alliance Cheng Wing Gee College were Champion as "JA Company of The Year" from Open Track and School-based Track respectively.

JA Company Programme 2017/18 was sponsored by HSBC, Seeds Foundation, Telstra Foundation, and Bloomberg; and supported by the Commission on Youth, the Education Bureau, Hong Kong Information Technology Federation, Technological and Higher Education Institute of Hong Kong, the Hong Kong Polytechnic University School of Design and SHOPLINE.













Bloomberg





FedEx is committed to connecting people and possibilities around the world. We are proud to be part of this program for over a decade to develop and inspire our next generations of entrepreneurs in Hong Kong. By building up students' understanding and interest in global trade, we hope to connect young people to a future full of possibilities.

Anthony Leung, Managing Director, FedEx Express, Hong Kong and Macau





FedEx Express / JA International Trade Challenge

Designed to foster business knowledge through practical teamwork exercises and classroom learning, the FedEx/JA ITC program comprises two key activities – the International Trade Workshops and the International Trade Challenge. To take part in the FedEx / JA ITC, students in teams of two have to develop a specific product or service and create an original international market entry strategy for a designated country. Through this process, students gain first-hand experience of what roles world trade, product distribution and sales play in a market environment. In addition to teamwork, participating students learn the basics of risk evaluation in the business world and gain confidence in their analytical ability.

In August 2017, 60 delegates from ten Asia-Pacific markets (Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam) gathered in Singapore to take part in the FedEx Express / JA International Trade Challenge 2017 Asia Pacific Final. An exciting new format of competition was introduced where finalists formed a mixed team of two from different markets to increase their experience of cross-cultural collaboration. This year, the finalists were challenged to develop an entry strategy plans to export a pet product to the United States of America.







JA It's My Business! / JA It's My Idea!

JA It's My Business! and JA It's My Idea! hone students' critical thinking and entrepreneurial mindset, helping them develop positive and proactive attitudes towards their personal and career development. Students gained hands-on experience in developing business ideas and an integrated marketing strategy.





As part of The Coca-Cola Foundation's ongoing efforts and commitments to enhance youth development in the local community, we're delighted to join hands with JA HK to promote entrepreneurship. Throughout the school program, we're excited to witness young people learning about the work environment from the first-hand experience of business volunteers.

Page Guillot, Vice President & General Manager (Hong Kong, Taiwan, Macau & Mongolia) The Coca-Cola Company







Entrepreneurship

JA Be My Own Boss: Jockey Club Entrepreneurship Series



JA Be My Own Boss: Jockey Club Entrepreneurship Series is an extended entrepreneurship program designed for Primary 4 to 5 students. The program equips primary school students with basic entrepreneurship skills and the most important 4C skills of the 21st century, and builds their confidence for the future.

In the 12-session program, students learn step-by-step the basics of entrepreneurship through hands-on learning activities with board game, company visit and project presentation. The sessions are facilitated by business volunteer role models and university students, with the support of school teachers. Throughout the program, students appreciate from a young age that business has a purpose to serve the needs of society and create a solution.

The teaching assistant cheered me up when I felt nervous. I can feel that she really believes in my ability!

Student











Work Readiness

Preparing the Youth for the Changing Job Landscape

Technological developments are reshaping our workplaces and changing how businesses are operated. Globalization leads to more young people having jobs crossing different continents and sectors. It is important we equip future generations with the skills and mindsets they need to navigate a world of work we cannot yet envisage.









JA Success Skills

To succeed in the 21st century workplace, students need to develop skills that can help them adapt to and excel in a fast-changing world. Communication, collaboration, creativity and critical thinking are considered the most important 21st century skills. Through interactive workshop led by business volunteers, JA Success Skills helps students develop the 4C skills and equip them with practical job search skills and tools.

It was really refreshing to work with students and it helped me to reflect on my personal/work life as well.

Volunteer

77

Bloomberg

Goldman Sachs



4

The program was very useful in terms of increasing our job-readiness. It has also covered many different kinds of occupation.

Student



JA Career Dimensions

Each JA Career Dimensions workshop focuses on a specific important and high growth industry in Hong Kong in which industry leaders share with students the global and local career landscape in the themed sector through talks, dialogues, group activities and professional advice. Upon completion of the half-day workshop, students will have the opportunity to sign up for a one-day extended learning

through JA Shadow Day in the respective industries/sectors. An exciting JA Future of Jobs Series was introduced this year to feature booming industries including e-Sports.













Work Readiness



JA Job Shadowing

JA Job Shadowing provides opportunities for students to work alongside and gain experience of the role of the workplace mentors in an authentic working environment. The program helps students identify and understand the connection from academic to career success and gain firsthand knowledge of industry and career skills.

To me it was a great experience. I enjoyed the time and chance to participate in the program and I hope that I have provided them with some new knowledge!

Student 7











SH Workshop@School

SH Workshop@School promotes safety and health awareness among students, and encourages a positive attitude towards maintaining a healthy and productive work life. The program is co-organized with Occupational Safety and Health Council, allowing students to experience first-hand safety and heath issue in five themed rooms, including workplace ergonomics, hearing protection, catering safety, relaxing techniques and fire prevention.



The workshop is very informative, and it helps to raise students' awareness to health and safety issues at work.

Teacher

2,245
Student Contact
Hours







Financial Literacy

Cultivating Financially Responsible Individuals

With JA's experiential learning activities, students work with trained business volunteers to learn the important concept of earning, saving, and spending; strengthen their money-management skills; and better understand the role and importance of money in their lives.



JA More than Money[™]

JA More than Money[™] introduces primary students to financial literacy and entrepreneurship that include money-management skills, goods and services, and global markets. Through hands-on activities and a JA cast of characters, students will learn the concept of starting a business and making smart decisions about managing money.

The curriculum was redeveloped to reflect the new thinking of millennial entrepreneurs who believe the social impact of a business is important.



The program is interesting and lively.

Messages were clearly delivered and reinforced by the supporting tools.

Teacher 77







JA Personal Finance

The program introduces the fundamental elements of personal finance: earnings, saving and investing, budgeting, credit, risk management, and giving. Through hands-on activities, students learn to apply these fundamental elements to a personal financial plan that allows them to set specific goals for their lifelong financial needs and the desired quality of life.

The volunteer is very nice and inspiring. He also shared his personal experience with us.

Student 77

















JA Personal Spending 101

The program introduces the basic financial concepts of income, saving, expenses and donation, and the differences between needs and wants. Through personal sharing of business volunteers, students learn the importance of and the right attitude towards financial management.









All Round Development

Developing All-Round Citizens for Tomorrow

The various life-wide learning opportunities provided by JA HK help young people to build a better sense of purpose and future aspirations. We seek strength in every student and empower them to achieve all-round and well-balanced development outside the classroom and become future-ready.





The Schools Challenge

Co-organized by JA HK, J.P. Morgan, and supported by the Energizing Kowloon East Office (EKEO) of the Development Bureau of the HKSAR Government, The Schools Challenge — Live Smart@Kowloon East aims to broaden students' interest and learning of various STEM disciplines. Around 100 students from 12 secondary schools in Kowloon East participated in this programme since January 2018. The 20 teams had regular meetings with 64 J.P. Morgan volunteers and 40 university students to provide ideas and suggestions to transform Kowloon East into a pioneer smart community in Hong Kong.

The Final Presentation Day was held in May 2018 where student teams put forward technological solutions for improving livelihood based on real-life situation.





Everything is perfectly arranged and the mentors from J.P. Morgan are always able to inspire students and guide them to think out of the box!

Teacher









J.P.Morgan

All Round Development



Net's Be Wise

Co-organized with Hong Kong Broadband Network, partnered with HKBN Talent CSI Fund and DQ Institute, the Net's Be Wise program aims to empower children aged 8-12 to acquire 8 digital citizenship competencies, enabling them to make discerning and deliberate choices that maximize the benefits of technology while mitigating cyber risks. This digital citizenship education initiative endeavours to assess students' Digital Intelligence Quotient and offer solutions to potential risks.



This program equips children to meet the challenges in the digital world.

Bonnie Chan, Co-Owner and Senior Manager-Administration and Corporate Social Investment, Hong Kong Broadband Network















JA Play Lab

JA Play Lab is a fun-filled, activity-based program helping children to understand their roles as family members, consumers, employers/employees, and global citizens. Students will learn the basics of collaboration, communication, creative and critical thinking (4C skills), as well as basic entrepreneurial skills. The program allows children to use their creativity while developing their cognitive and emotional strength through six age-appropriate modules tailor-made to the different primary school grades.









JA Dialogue with Gen Y Leaders

Inspiring Gen Y leaders share their experience and career route and introduce career opportunities in different industries. Students are encouraged to build on their interests and strengths to find their sweet spot in the job market, and plan their future careers in the rapidly changing world of work.







The speaker's sharing is substantial and she has the charisma to sustain students' interest in the sharing. Some students even approached me for a workplace visit afterwards.

Teacher



JA Business Ethics

Successful careers are built on sound ethical judgment and knowledge. JA Business Ethics exposes students to ethical challenges in the workplace. They will learn how to successfully navigate these dilemmas and apply lessons in real-life situations.

By drawing on cases and group discussion, students will explore ways to deal with ethical challenges in the workplace and enhance understanding of the broad nature of ethical issues that arise in business contexts. Students will improve their leadership skills and understanding of the importance of ethics in becoming an effective leader. JA Business Ethics is sponsored by ExxonMobil Hong Kong Limited and supported by volunteers of the company.









The sharing on real cases the speaker has dealt with is very useful as it is more complicated than what we learn from textbooks.





Special Events



JA Startmeup Summer Boot Camp

JA Startmeup Summer Boot Camp 2018 is a 2-day residence program to inspire young people to unleash their entrepreneurial potential. 115 students participated to acquire life mastery skills and learn the essential steps of creating a business through a series of fun-filled and highly experiential activities featuring business model canvas, design thinking and digital marketing. The United Nations Global Goals for Sustainable Development (SDGs) were also introduced to students to enhance their understanding of the global challenges we are facing. 10 university students supported the camp in teachincal and advisory roles.



Through JA Startmeup Summer Boot Camp, I have learnt more about presentation skills, creative thinking, as well as the table manner at St. John's College.

Student















Community Connect - STEM Challenge

In partnership with MTR Corporation and HKedCity, the Community Connect - STEM Challenge 2017/18 aims to encourage students to discover how STEM can be applied to solve real-world engineering challenges, and increase their desire to explore STEM subjects. The program has engaged over 7,500 Form 3 to Form 5 students from 76 secondary schools through a series of learning activities including school talks, STEM skills workshop and an innovation challenge for secondary students to share their vision and innovative ideas for "Inclusive and Sustainable Communities". The top three teams from the Pitch Day received the opportunity to further their learning in a study tour in Sweden in July 2018.









We often hear people talking about 3D printing, but it is only through coursework and research we will be able to understand what it really is.

Student







Speed Mentoring with Bloomberg

Speed Mentoring with Bloomberg is a half-day session that promotes networking between our students and mentors. Not only did this opportunity give students an insight into their prospective work environments through the personal sharing of the Bloomberg mentors, but also allowed them to enhance their networking and communication skills. The session was conducted simultaneously in Beijing, Seoul, Shanghai, Singapore and Tokyo, and student were able to talk to Bloomberg mentors in other locations through teleconferencing.







Bloomberg



"Post to Compete" Social Media Advocacy Challenge

The Competition Commission and JA HK co-organized the "Post to Compete" contest as a unique opportunity for tertiary students to unleash their creativity and developed social media posts to convey how the Competition Ordinance safeguards a level playing field for the benefits of businesses and consumers. Participants also learned how to formulate and execute a successful social media campaign from digital marketing gurus including former Political Assistant and seasoned strategic consultant Mr Law Wing-chung.







JA Champions

JA Alumni



JA HK Alumni @ JA Alumni Europe Conference

Four JA alumni attended the 14th annual JA Alumni Europe Conference themed "Unplugged" in Prague in August 2017. Our alumni not only got inspiration from world-class speeches, hands-on workshops and the mini innovation camp but also enjoyed the company of two hundred young talented people from all over the world.

JA Hong Kong Alumni Series: Semester Kickoff

JA Hong Kong Alumni gathered at the semester opening party to hear the stories of two inspiring entrepreneurs: Thomas Hung, Founder of Oopsie and Brian Hui, Founder of Pokeguide.





JA Volunteers

Heartfelt thanks to all business and student volunteers who have helped JA HK in different programs and events in the past year. Your commitment of time and energy made a difference!





Students are keen to learn, they also opened another angle to let us know what our jobs mean to them.

JA HK Income and Expenditure

JULY 1, 2017 - JUNE 30, 2018

HK\$

Turnover	9,293,947
Program expenses	(5,938,029)
Fundraising expenses	(880,946)
Administrative expenses	(2,441,429)
Total Expenses	(9,260,404)
Surplus/(Deficit)	33,543
Administrative expenses Fundraising expenses	Program expenses

Total Expenses 9,260,404

JA HK BALANCE SHEET AS AT JUNE 30, 2018 HK\$ **NON-CURRENT ASSETS** Fixed Assets 90,536 **CURRENT ASSETS** Deposits 82,330 Other receivable and prepayments 888,404 Bank balances and cash 901,250 1,871,984 **CURRENT LIABILITIES** Accounts payable 307,701 Others payable and accrued expenses 452,707 Received in advance 384,566 1,144,974 **NET CURRENT ASSETS** 727,010 **NET ASSETS** 817,546 **RESERVE**

Accumulated surplus

817,546

Acknowledgement





































British United Education Services
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Cigna Worldwide Life Insurance Company Limited & Cigna Worldwide General Insurance Company Limited Franklin Templeton Investments

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VESSEL 01

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