

Speakers and Abstracts



Mr Leong CHEUNG

**Executive Director, Charities & Community
The Hong Kong Jockey Club**

Mr. Leong Cheung has been the Executive Director of Charities & Community at The Hong Kong Jockey Club since 2014. In this capacity he is also the co-Chair of the Hong Kong Chapter of the United Nations' Sustainable Development Solutions Network. In the financial year 2016-2017, The Hong Kong Jockey Club

donated HK\$7.6 billion to the community through the Club's Charities Trust for the betterment of our society.

Mr. Cheung has had extensive experience before joining the Club. He was an Operating Partner with Bain Capital. Prior to that, he was Managing Director of Global Sourcing & Supply Chain at Esquel Group, the founder and CEO of an education focused Internet venture, and a senior consultant at the Boston Consulting Group. Mr. Cheung is also co-Founder & Chairman of an innovative social enterprise, RunOurCity.

Mr. Cheung is active in the community. He currently serves in the Elderly Commission, and the Community Care Fund task force under the Commission on Poverty of the Hong Kong Special Administrative Region Government. He is a director of the Hong Kong Mortgage Corporation Limited and is an adjunct professor at the Chinese University of Hong Kong.

Mr. Cheung has an MBA from Harvard Business School and a BBA from the Chinese University of Hong Kong.

A Collaborative Approach to Build a City for All Ages in Hong Kong

According to the Government's projection, almost one third of the Hong Kong population will be aged 65 or above in 2040. In response to that, the Hong Kong Jockey Club Charities Trust ("The Trust") has taken a proactive role in addressing both opportunities and challenges of an ageing population, and stipulated "Elderly" as one of the overarching strategic themes, aiming to build Hong Kong into an age-friendly city.

In 2015, the Trust partnered with Hong Kong's four gerontology research institutes to implement the Jockey Club Age-friendly City Project ("The Project") to build momentum for developing an age-friendly community. Using the WHO framework, the Project adopts a bottom-up, district-based approach to plant an age-friendly culture in all 18 districts in Hong Kong. So far, 12 districts have successfully joined the WHO Global Network of Age-friendly Cities and Communities. The remaining 6 districts are in process of applying for the recognition.

Under the Project, the four research institutes had conducted baseline assessment referencing the WHO standard for all 18 districts. The studies assessed the age-friendliness in key elements of urban environment and identify appropriate actions to support active and healthy ageing. More than 9,500 respondents and 91 focus groups with over 700 members have taken part in the study, of whom about 87% were 50 years old or above. The Project has also trained close to 1,000 ambassadors, engaged 53 NGO to organize 70+ district programs touching ~70K people. All 18 districts have set up regular committee within the District Council framework to continue promote Age-Friendliness in the districts.

This presentation will introduce the Trust's strategy and collaborative approach engaging multiple stakeholders to build our city, Hong Kong, for all ages.