SWSA
Department of Social Work and Social Administration
THE UNIVERSITY OF HONG KONG
香港大學社會工作及社會行政學系

FEPT HKU

COMMUNITY DEVELOPMENT (CD) PLACEMENT ORIENTATION



2027-2028 SETTING BRIEFING

Rundown

(A) Social work and Community Development

(B) Choices of Community Development Services

(C) Community work project of student in CD setting

(D) FAQ about CD

A) Social work and Community Development

社會工作者註冊局
SOCIAL WORKERS REGISTRATION BOARD

第一部分 – 基本價值觀及信念

1.社工的首要使命為協助有需要的人士及致力處理社會問題。
2.社工尊重每一個人的獨特價值和尊嚴，並不因個人的族裔、膚色、家庭/　社會/國家本源、國籍.....而有所分別。
3.社工相信每一個人都有發展的潛質，因而有責任鼓勵及協助個人在顧及他人權益的情況下實現自我。
4.社工有責任維護人權及促進社會公義。
5.社工相信任何社會都應為其公民謀取最大的福祉。
6.社工有責任更新、提升及運用本身的專業知識和技能去推動個人和社會的進步，務求每一個人都能盡量發揮自己的所能。.....

PART 1 – BASIC VALUES AND BELIEFS

1.Social workers' primary mission is to help people in need and to strive to address social problems.
2.Social workers respect the unique value and dignity of every human being irrespective of one's ethnicity, colour, family/social/national origin, nationality.....
3.Social workers believe that individuals have the potential to develop and thus accepts a responsibility to encourage and facilitate the self-realization of individuals with due regard to the interest of others.
4.Social workers accept responsibility to advance social justice and to safeguard the cause of human rights.
5.Social workers believe that each society, regardless of its form, should provide maximum benefits to its members.
6.Social workers accept responsibility to update, upgrade and devote their professional knowledge and skills to the betterment of individuals and society, with the aim to empower people to act on their own behalves as far as possible.

Revitalizing “Social Goals” of social work (Kam, 2010)

Overly focused on pathological perspective and clinical social work (counselor role), ignoring important social goals of social work

Promoting social justice and human rights as fundamental principals

6 Social Goals:
1.Concern social issues and problems
2.Work with marginalized and oppressed mainly
3.Using person-in-environment for problem analysis
4.Social construction perspective: blaming the systems not users as victims
5.Promote Social Change
6.Promote Social Justice

甘炳光 (2010). “社會工作的「社會」涵義：重拾社會工作中的社會本質”. The Hong Kong Journal of Social Work, Vol. 44, No.1 (summer 2010) 17-28

Training Up Macro Mindset



- ‘Big-picture’ perspective
- Breaking stereotype
- Strategic Vision
- Proactive vs. Reactive → (empowering)

- individuals (groups) can anticipate and react to broader social issue, rather than just focusing on tangible needs **ONLY**

How to Develop a Macro Mindset:

- Practice Openness and Space: (allow new ideas, new theories to bombard your brain)
- Focus on the Long-Term Vision:
- Break down long-term goals into smaller, manageable steps (process goals) to maintain progress and avoid feeling overwhelmed.
- Be Flexible

6 community work models (Popple, 2018)



If you are .....

-interested in connecting people
-always think of ‘fun’ ways to engage people in the community
-want to have a taste on social action
-have ‘feeling’ towards other’s suffering , social injustice
-open , flexible , want to take up challenges

or you haven’t decide what to choose for one of the placement choice 😛

Welcome to choose CD ~!







土家

(B) Choices of Community Development Services

1.Community Centre (CC)

- Subverted services and 13 cc centers in Hong Kong
- Targeted population in the community, such as: people living in sub-divided flat, people from new arrivals, ethnic minorities, women, etc.

‘serving 3 years old to 100 years old’

- The services includes, special project for targeted population, policy and concern groups, innovative and pilot projects for filling service gap in the community, etc.

- Huge geographical size with diverse population and needs
- Flexibility in work and the project





2. Neighbourhood Level Community Development Project (NLCDP)

- Subvented services and 17 projects in Hong Kong
- Targeted population is people living in designated geographical area in the community, such as : 藍地(Tuen Mun) , Hung Shui Kiu, etc.
- The services includes, community planning and economy, concerning social issues with residents, community education and social skills training, etc.
- Small or designated area of geographically community with closed relationship with residents.
- Space for preparing down-to-earth services with residents in the rural area



3. Advocacy-based Organization or Pressure Group (AG)

- Non-subvented and/or Project-based services

- Targeted population is people share similar characteristics and value in the functional community, such as : CSSA recipients, women new arrivals, grassroots elderly, parents with SEN children, South Asian residents, etc.

- The services includes, organizing social action, concerning policy issues with functional targets, community planning and economy, community education, etc.

- Mainly focus on advocacy plan with residents
- Work with existing resident groups, or form a new concern group



4. People in need of housing or accommodation (PHA)

- Social Housing Project
- Targeted population : The residents in Social Housing
- Services include concern group on SH issues (environement, internal affairs), empowerment, organising volunteers



5. Special /newly added sites

香港婦女勞工協會
Hong Kong Women Workers' Association
尊重婦女勞動 爭取應有權益

Sham Shui Po Community Association Limited, Sham Shui Po Community Service

(C)Community work project of student in CD setting



Examples



Group Buying



Bugs killing self help service team in social housing

Community Education Group

-Subdivided flats

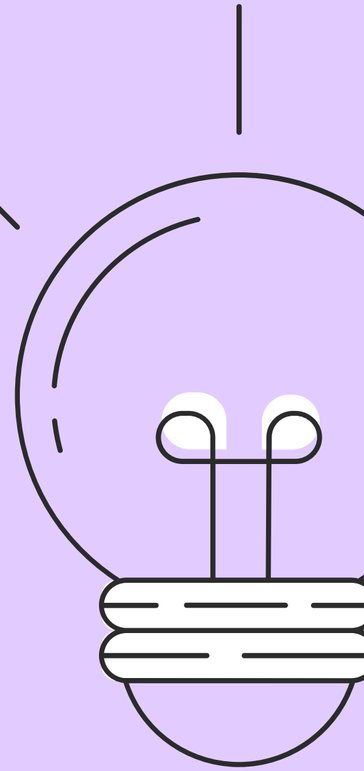
-Elderly Policy

Advocacy on community facilities

Gender Empowerment Group

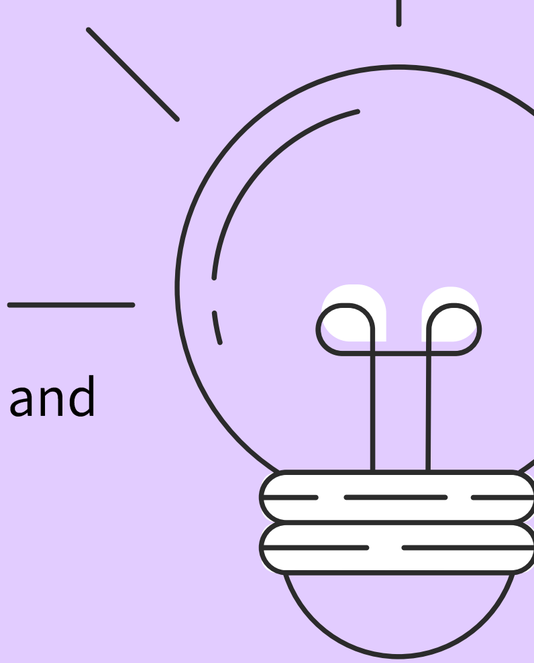
Children Empowerment Group

Special Learning/ requirements (CD)



- 1.Be Keen or Passionate to learn promoting social justice, human rights and social (policy/community/ political) changes as enabler, educator & advocate
- 2.Be Proactive & Courageous to identify & reach out disadvantaged or marginalized/ oppressed communities
- 3.Be Flexible & Independent to work shift duties under less structural & less resourceful environments
- 4.Be Sensitive to social, political issues, and learn being Knowledgeable and Critical towards unjust issues and policy analysis

Career prospects



- **Hong Kong Housing Society ,**working in Public Housing Estates Networking and Community making
- **SOGO 香港社區組織協會**, working on people in recovery (mental health)
- **UNICEF**, working as a Project Officer to follow up on poverty issue
- **Pentecostal Church of Hong Kong 竹園區神召會**, working in rural area near Hung Sui Kiu (洪水橋)

Others

- **BGCA 香港小童群益會** , working on project on parent -child relationship and communication
- **PROJECT CARE 懷愛會**, working on project on improving kids behaviour in Children Home

-one of the students continue studying PHD



Be the change you wish to see in the world

Enquiry/ 呻/Chat

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*Interested in Cultural Studies
*Chiikawa
*Gender /Community issue