

Public Bank (Hong Kong) : Corporate Responsibility in Training & Development Educational Program for United Christian College Students

大眾銀行(香港)：企業社會責任 滙基書院學生教育計劃

Public Bank (Hong Kong) is committed to corporate social responsibility in manpower development with Training and Development Department organized 1-day educational program for a batch of United Christian College Secondary Students on 3 March 2015 at the Bank's premises.

This educational program introduced to the students an overview of the banking industry in Hong Kong and also helped them explore careers in the different professions of the banking industry. Experienced managers from various departments giving a briefing to these students about their nature of work and invited them to walk through the work process. A Senior Management staff was also invited to share his experiences in managing the Bank's network of branches.

At the end of the program, the students found the program meaningful and informative as it provided an opportunity for them to learn about the operations of a bank and what it was like to perform a certain type of job at the workplace of a bank. This learning experience would help them prepare for their future career planning.

大眾銀行(香港)履行在人力發展方面的企業社會責任，其培訓及發展部於2015年3月3日為一批來自滙基書院的中學生舉辦了一個為期一天的教育活動。

這個教育活動為學生介紹銀行業的概況，並協助他們探索銀行業的不同專業範疇。各部門擁有豐富經驗的經理向學生們介紹他們的工作性質，並邀請學生們在旁進行影子學習。一名高級管理人員也被邀請來跟同學們分享他在管理銀行分行網絡方面的經驗。

在活動結束時，學生們均表示感受到此計劃的意義和精彩之處，因為它提供了機會讓他們了解一間銀行的運作，並透過向經驗豐富的經理進行影子學習，認識到在工作場所是如何進行某種類型的工作。這種學習經歷確實有助他們為將來的職業規劃作好準備。

本行將繼續支持香港本地社區，舉辦活動以加強環境保護、社會責任和企業管治。



A welcome session by the Head of Training & Development Department.



The Head of Branch Banking sharing his experiences of managing the Bank's network of branches.



Students job-shadowing the experienced managers.



A student sharing his career aspiration with the Training Manager.



The students showing their 'thumbs-up' of appreciation to this program.

Public Bank (Hong Kong) : Participation in HKAB Youth Financial Education Programme 2015 大眾銀行(香港)：青年理財教育計劃 2015

Staff of Public Bank (Hong Kong) participated as volunteers together with other bank's volunteers in the Hong Kong Association of Banks (HKAB) "Youth Financial Education Programme 2015" to promote financial literacy and life planning concepts to the youth in Hong Kong in a fun, interesting and interactive way through a number of activities and events. Two of our staff, Mr Eric Lam and Ms Jessica Fong from Training and Development Department signed up as volunteers to support this meaningful programme.

The 1st event of the programme was the "Financial Literacy Workshop" held on 11 June 2015 attended by college students. The aim of this workshop was to provide training to a team of 30 students from different colleges in becoming Young Financial Ambassadors. Mr Eric Lam, together with other volunteers, acted as one of the mentors and group leaders in this workshop who shared their career stories, financial management and life planning experience with the Young Financial Ambassadors. The workshop gave them new insights for their future development and career planning.

The 2nd event of the programme called "Life Journey Financial Experiential Session" will be held in October 2015 for another group of secondary students. Ms Jessica Fong, together with other bank volunteers, will act as activity leaders to guide the students during the Experiential Session.

Public Bank (Hong Kong) continues to commit to corporate social responsibility in the training and development of youths in the local community.

大眾銀行(香港)培訓及發展部兩位同事·Eric Lam和Jessica Fong以義工身份參與香港銀行公會(下稱銀行公會)舉辦之「青年理財教育計劃2015」。這項有意義的計劃目的是讓學生透過各種互動有趣的遊戲和活動，建立正確的理財觀念，積極規劃自己的未來。

青年理財教育計劃的第一個活動“青年理財大使理財工作坊及分享會”於2015年6月11日舉行。工作坊及分享會之目的是培訓一班30名來自不同院校的大專學生，成為「青年理財大使」。Eric Lam與其他香港銀行公會義工在工作坊及分享會中擔任導師和組長，分享了他們的職業生涯故事、財務管理，以及人生經驗。這個工作坊及分享會對青年理財大使思考自己未來的發展和職業規劃十分重要。

第二個活動“模擬城市體驗「人生旅程」”將於2015年10月舉行，活動之目的是讓中學生建立正確的理財態度。Jessica Fong和其他銀行公會義工，將於上述體驗活動中指導學生積極參與。

大眾銀行(香港)將繼續貫徹企業社會責任精神，致力參與社區青年的培訓和發展。



Group photo of HKAB organizers, bank volunteers and Young Financial Ambassadors at the opening event.



Mr Eric Lam, mentor and trainer, listening attentively to a group of Young Financial Ambassadors in sharing their life experiences.

Participation in HKAB Youth Financial Education Programme 2015 : Life Journey Experiential Session 香港銀行公會舉辦：青年理財教育計劃 2015 - 生涯規劃理財體驗

Public Bank (Hong Kong) continues to commit to corporate social responsibility in the training and development of youths in the local community by participating as volunteers together with other banks in the "Youth Financial Education Programme 2015: Life Journey Experiential Session" organized by HKAB. The session was held on 15 Oct 2015 to promote financial literacy and life planning concepts to secondary students from Concordia Lutheran School in a fun and interactive way through activities.

During the experiential session, Ms Jessica Fong, a staff from Training & Development Department, acted as one of the activity leaders in guiding the students. In the activity, the students played different roles in their various stages of life such as a student and a worker role within a 5-year period. In their roles, they have the choice of freedom in furthering their studies in the university, working, spending on consumer goods, gambling and investing. Whatever expenses incurred in their choices and their experiences were recorded in a book which was given to them before the activity.

大眾銀行（香港）繼續貫徹企業社會責任精神，致力參與青年社區的培訓和發展，於2015年10月15日連同其他銀行志願者一同參與由香港銀行公會舉辦之「青年理財教育計劃2015 - 生涯規劃理財體驗」，讓來自北角協同中學的學生透過參加各種互動有趣的體驗活動，建立正確的理財觀念，積極規劃自己的未來。

在理財體驗活動中，本行培訓及發展部同事Jessica Fong擔任指導學生的領導員之一。在活動當中，學生們可於5年時間內體驗不同的生活階段，扮演不同的角色如學生和工作者。在自己扮演的不同角色當中，他們可自由選擇升讀大學、工作、消費、賭博和投資等。所有因自己作出之選擇而衍生的任何費用和經驗，均須記載於早在活動前派發給他們的書本上。



Jessica showing the posters and props used in the life journey experiential activity.

At the end of the session, Ms Jessica Fong conducted a debriefing session together with other activity leaders to summarize and share the experience of each of the students. The activity leaders also shared their own career stories and financial management with the students. At the end of the day, the students commented that they benefited from the activities by learning from the life experiences of the different roles they played and the sharing of experiences by the activity leaders.

體驗活動完結前，Jessica Fong 連同其他領導員一起帶領活動總結部份，總結並指導每名學生分享他們的體驗。領導員也和學生們分享了自己的職業生涯故事和財務管理經驗。活動結束時，學生們均表示從活動中所扮演的不同角色生活體驗，及領導員的經驗分享中獲益良多。



Students listening attentively in the session.



Jessica leading the debriefing session.

Public Bank (Hong Kong) : Renewal of ERB Manpower Developer Award Scheme for 2015-2017 大眾銀行(香港)獲頒「2015-2017年人才企業」

Public Bank (Hong Kong) successfully renewed its Employee Retraining Board "Manpower Developer (MD)" Award Scheme status for another 2-year validity period from April 2015 to March 2017. The Bank continued to fulfill a set of objectives and stringent assessment criteria to be awarded the renewal of MD. The award recognizes the outstanding achievement in five aspects : *Leading a Learning Culture; Resources Planning; Training & Development; Performance Management; Corporate Social Responsibility in Manpower Development.*

A trophy and an award certificate on its renewal of the MD status was presented to the Bank.

As MD, the Bank will continue to invest substantial resources in developing the five aspects to ensure the existence of a well-trained, experienced and skilled staff force and a working environment that fosters workplace quality and a learning culture. As a corporate social responsible Bank, more initiatives will continue to be organized in caring for the local community and environment.



The "MD" trophy



The Award Certificate

大眾銀行(香港) 成功通過僱員再培訓局各項嚴謹的評審準則，繼續獲頒授「人才企業」的尊稱，有效期為兩年，由2015年4月至2017年3月止。這項嘉許旨在表揚大眾銀行(香港)於五方面的卓越表現：「倡導學習文化」、「資源規劃」、「培訓及發展」、「績效管理」及「人才發展的企業社會責任」。

大眾銀行(香港) 同時獲發獎座和獎狀以示鼓勵。

作為「人才企業」，本行將繼續投放大量資源發展上述五大方面，務求保留一眾培訓完善，具備經驗和技能的員工，以及促進學習文化和優質的工作環境。作為一間具企業社會責任的銀行，大眾銀行(香港) 將會安排更多活動以關懷本地社區環境的需要。