

**REPORT TO THE GENERAL ASSEMBLY  
OF THE 46th NATIONAL CONVENTION  
FROM 2011-2013 LONG RANGE PLANNING COMMITTEE CHAIRMAN  
SENATOR SPENCER LI**

1 Foreword  
On behalf of the 2011-2013 Long Range Planning Committee (“LRPC”), I am pleased to present the following report to the General Assembly of the 46th National Convention of the Junior Chamber International Hong Kong (JCIHK).

2 Appointment and Reports  
The 2011-2013 LRPC consists of the following members: -  
Chairman: Senator Spencer Li - 2000 National President (NP)  
Members:  
Senator Henry U - 1997 National President  
Senator Michelle Tang - 2001 National President  
Senator Tony Chan - 2002 National President  
Senator Alice Liu - 2003 National President  
Senator Joseph Ho - 1995 President of Ocean Junior Chamber  
Senator Kenneth Ho - 2009 NOM SMC Chairman  
Ex-officio: Senator Timmy Lee - 2011 National President (Ex-officio in 2011)

Three committee meetings were held in 2011, during which the LRPC reviewed the current situation of our organization and discussed the vision of NOM and in which directions NOM affairs are recommended to be managed. Our Ex-officio member, NP Timmy updated the committee about the latest development of LOMs, NOM and 2012 ASPAC.

This report summarizes the views and recommendations of the LRPC in relation to the development of JCIHK for the consideration of the General Assembly.

Recommendations in 2011

Public Image of JCIHK

As recommended by LRPC in 2010, considerable efforts have to be put in enhancing the external image of JCIHK. In year 2011, NOM projects like Change Maker, CEO Forum, and so on have successfully improved the public image of JCIHK. A large number of PMs were recruited through these channels. It is recommended that NOM and Hong Kong Junior Chamber Foundation should sponsor LOMs to organize large-scale public relations (PR) projects.

It is recommended NOM should allocate some budget to organize large scale and consistent marketing campaign to promote the image of JCIHK. JCIHK should build a long-term relationship with partners like MTR, printed media and RTHK, etc.

### Training and Development

Strategically, JCIHK training mission should align with that of Junior Chamber International (JCI). JCI Training provides the tools for our members to advance the JCI Mission. Training helps people become instruments of positive change and impact their communities through projects. Therefore the primary objective of JC training should serve the purpose of JC movement.

JCI Trainers must reconnect with the true purpose of JCI: to provide development opportunities that empower young people to create positive change. All activities of JCI, including training, must support this Mission. Thus, the success of a JCI trainer is not measured by the level of satisfaction of attendees, but by the impact and concrete positive change created by those members when they apply the new skills acquired from the training. Therefore JCI trainer path should NOT be differentiated from the member's path. NOM should set an entrance requirement for JCI certified program in term of JC experience especially program like JCI Presenter and JCI Trainer. JCI Official Courses exist for the development of JC, rather than only for personal development. The ideal JCI Trainer uses their skills to give back to other members through teaching them how to fulfill the JCI Mission more effectively, thereby expanding JCI's global impact. Therefore JCI Trainer is not recommended to involve only in training but not other JC activities. On the other hand LOM presidents should treat trainer development as important as member development, because trainers will become an essential catalyst for membership.

To up-grade the training skills for the JCI training, it is advised that NOM should co-operate with other NOMs in trainer exchange program. Professional training skill is also needed to enhance the competence of JCIHK Trainers. Although external training hour is not counted, more training opportunity is valuable for our trainer. Besides it could serve to build the brand for JCIHK.

### Internationalism

Year 2012 is the great year for JCIHK since 2012 ASPAC will be held in Hong Kong. It is the golden opportunity for NOM to promote our organization via different ways like media and e-Marketing, etc. JCIHK can promote JC Spirit to the public and also act as a bridge between HKSAR, China and Mainland China by inviting Chinese government officials and NGOs as guests to join the 2012 ASPAC.

One of highlights of internationalism is the long history of LOM sisterhood pact relationship. JCIHK should advocate LOMs to invite more sister chapters to come to Hong Kong. All delegates will be happy to explore Hong Kong's city culture, ways of living and hospitality. Study tours may be arranged for delegates to visit Shenzhen for a better understand of China.

LOMs are encouraged to organize more sister chapter projects to foster internationalism.

### Relationship with Local Districts

Despite LOMs are reminded to spend efforts in building relationship with local districts, the result is not so significant. NOM and LOMs should put more emphasis on local community affairs to build relationship at district level.

There would be many elections in Hong Kong in 2011 and 2012. LOMs are advised to organize more public events in the local districts to arouse public's attention on community issues. By means of organizing meaningful projects, LOMs can continue to build a better relationship with local districts.

District Offices always welcome NGOs to participate and organize meaningful projects at local districts and funding should be available upon application. LOMs should play a strategic role to collaborate with local districts in some key events and projects.

### Sustainability of Junior Chamber International Hong Kong

Everything evolves with time and changing circumstances. For a mature leadership organization like JCIHK, we need to review from time to time whether the mode of operation is to meet the needs of our members.

We have to balance the need to conserve our culture, to make the best use of various resources in terms of network and branding established over the years, to ensure cost effectiveness and to provide attractive and value added programs to all sectors of membership.

This requires the continuous input from all stakeholders and LRPC would engage them to give ideas and take action together to make JCIHK an evergreen entity.

### Strategic Alliance

JCIHK can maximize its impact by forming long-term strategic alliance with other entities on four areas of opportunities. This year, alliance for training opportunity is formed with Tung Wah College. In long-run, RTHK can be one of our strategic partners because some JC members participated in 窮富翁大作戰 program.

### United Nations Millennium Development Goals Flagship Project

Since year 2012 is an international year for JCIHK, it is highly recommended that JCIHK should organize United Nations Millennium Development Goals (UNMDG) flagship project. It is a very useful platform for LOMs to customize their projects to align with UNMDG and enhance the publicity impact.

NOM is recommended to continue organizing UNMDG project and also focus on co-operating with United Nations Development Programme. In the near future, PR team should prepare a good project proposal to attract more collaborating partners,

sponsorship and government funds to echo with HKSAR theme "Asia's World City".

#### Senior Members

Since the membership of NOM Senior Members Club (SMC) is growing in a substantial magnitude, NOM SMC is encouraged to assist LOMs to establish their own SMCs. NOM and LOMs' SMCs social gathering is highly recommended.

#### 3 Conclusion and Acknowledgement

Taking this opportunity, I would like to express my sincerest thanks to all LRPC members for their valuable time and efforts. The above recommendations are drafted in the long-term interest of our beloved organization. We look forward to the early implementation of these recommendations in the hope that they would benefit our members and our organization in the long run.

Senator Spencer Li  
Chairman  
2011-2013 Long Range Planning Committee