

HONG KONG
YOUNG AMBASSADOR SCHEME
香·港·青·年·大·使·計·劃

Hong Kong

Young Ambassador

Scheme **2024/25**

香港青年大使計劃



Volunteering for a
Hospitable Hong Kong!
好客香港, 點少得您!

Organisers
主辦機構



香港青年協會
the hongkong federation of youth groups

Hong Kong Young Ambassador Scheme 2024/25 香港青年大使計劃

簡介 Introduction

香港青年大使計劃(以下簡稱本計劃)是由香港特別行政區政府旅遊事務署及香港青年協會聯合主辦。本計劃自2001年成立至今,吸引逾5,400名青年人參加,向市民和來自世界各地的旅客推廣香港的好客形象及多元魅力,豐富其旅遊體驗,並支持旅遊業的可持續發展。展望新一年,本計劃會繼續透過有系統的核心技能培訓及特色的義工服務,培育更多對服務社會有熱誠的青年領袖成為代表香港的親善大使,期望能夠:

- 培養殷勤有禮和主動協助旅客的友善風氣
- 建立好客和優質服務文化
- 增加對香港的歸屬感和多元文化的認識



The Hong Kong Young Ambassador Scheme (the Scheme) is co-organised by the Tourism Commission of the Hong Kong Special Administrative Region Government and The Hong Kong Federation of Youth Groups. Since its inception in 2001, the Scheme has attracted more than 5,400 young people to actively engage in promoting Hong Kong's hospitality and multifaceted charm to locals and visitors all over the world, with the aim to enrich their travel experiences, as well as supporting the sustainable development of the tourism industry. In the year to come, the Scheme will continue this legacy in grooming another cohort of passionate young leaders to be hospitable ambassadors representing Hong Kong through dedicated training and special voluntary services, with a view to empowering and equipping them to:

- cultivate a sense of courtesy and helpfulness to visitors
- develop a culture of hospitality and service excellence
- form a deeper sense of belonging and understanding of the diverse culture of Hong Kong



計劃內容 Scheme Contents

暑假期間,本計劃的參加者須接受全面的培訓,內容涵蓋服務技巧和團隊合作等,並特別聚焦介紹香港鮮為人知的寶藏,引領他們發掘香港的不同面貌。透過互動的全方位培訓,將建立青年大使應有的服務精神,同時裝備他們實踐推廣好客香港的使命。

完成培訓後,參加者將獲委任為青年大使,於2024/25學年的任期內參與各項推廣香港旅遊業的義工服務。本地青年大使將會駐守於旅遊熱點和參與大型盛事以接待訪客。他們亦會在社區組織活動,鼓勵旅客及市民發掘本地更多不同角度的城市風貌和獨特之處。而前往外地升學之青年大使,則會負責在當地院校籌辦活動以推廣香港和中華文化。

過去數年,青年大使駐守於香港的主要旅遊景點,如香港旅遊發展局旅客諮詢中心和香港海洋公園等,以服務旅客。他們亦在涵蓋中西節慶、傳統文化、藝術、體育、戶外活動等主題的大型盛事中提供服務,如2024 UCI國家盃場地單車賽(中國香港)、長洲太平清醮和國泰新春國際匯演之夜,推動本地旅遊氣氛。去年,他們更遠赴杭州及上海,為杭州第19屆亞運會及第6屆中國國際進口博覽會擔任義務工作,向世界展現香港人熱情好客的形象。

During the summer holidays, participants will take part in a series of comprehensive training sessions, covering service skills, team collaboration, and more. Emphasis will be placed on showing participants the hidden gems of Hong Kong, helping them discover different parts of the city. Through interactive modes of training, the Scheme endeavours to inculcate in Young Ambassadors a commitment to serve and a sense of mission to promote hospitality of Hong Kong.

Upon completion of their training, participants will be appointed as Young Ambassadors and engage in a wide range of voluntary services throughout the 2024/25 academic year. Local Young Ambassadors will be stationed at popular tourist spots and greet visitors at mega tourism events. They will also organise activities in the community, encouraging visitors and locals to explore the city's unique characteristics. Those Young Ambassadors who study outside Hong Kong will have the opportunity to organise activities to promote Hong Kong and Chinese culture at their schools and colleges.

Over the past few years, the Young Ambassadors have been able to assist visitors at the Hong Kong Tourism Board Visitor Centres as well as at the Ocean Park Hong Kong. They have also served in mega events, covering festive celebrations, traditional culture, arts, sports, outdoor activities including the 2024 Tissot UCI Track Nations Cup (Hong Kong, China), the Cheung Chau Bun Festival and the Cathay International Chinese New Year Night Parade. Last year, some Young Ambassadors even flew to Hangzhou and Shanghai to volunteer at the 19th Asian Games Hangzhou and the 6th China International Import Expo, showcasing the hospitable image of Hong Kong to the world.



培訓及服務計劃 Training and Service Programmes



1 培訓活動

培訓期：2024年7月至8月

參加者必須參與培訓活動，以掌握有效推廣香港和
好客文化的知識及技能，內容包括：

- 由專業人士主講香港的旅遊發展
- 參觀香港各個與旅遊特色相關的團體或景點，涵蓋歷史掌故、文娛藝術、非物質文化遺產體驗、電影取景地、晚間探索、藍綠色旅遊等範疇
- 一系列由專業導師帶領的服務技能工作坊，內容如團隊建立、優質顧客服務、接待旅客、創意導賞團設計、說故事及溝通技巧
- 歷屆青年大使以「友師」身份與現屆青年大使分享個人經驗和閱歷

參加者於培訓活動必須達到 **70% 或以上的出席率**，
方會獲委任成為香港青年大使。

2 服務計劃

服務任期：2024年9月1日至2025年7月31日

獲委任的香港青年大使須於任期內參與下列其中一項服務計劃：

本地服務計劃

- 駐守於香港的主要旅遊景點，向旅客介紹香港及提供實用旅遊資訊
- 參與大型旅遊盛事及攤位活動，推廣香港的節慶文化
- 組織活動，以解謎遊戲方式推廣本地旅遊體驗，並競逐「傑出計劃年獎」

外地服務計劃

- 在留學當地向學校、大學或社區介紹香港及提供旅遊資訊
- 在學校或社區籌辦展覽及活動，推廣香港及中華文化

青年大使將接受進階培訓，如機構探訪、內地交流團等，以加深對香港、國家以至世界的認識，實現自我增值，並有助他們在服務旅客時更得心應手。

此外，本計劃會為青年大使記錄及核實義工服務時數（包括「其他學習經歷」社會服務時數）；而表現優異者將可獲：

- 頒發獎項及「青年大使證書」（任期內累積至少60(本地)或30(外地)小時的服務)
- 提名參加義工嘉許計劃及境外交流活動



1 Training Programme

Training Period: July - August 2024

Participants must join the following training programmes designed to equip them with the
knowledge and skills necessary for promoting Hong Kong and showcasing hospitality:

- Sharing by professionals on topics related to Hong Kong's tourism development
- Visits to organisations and attractions that promote Hong Kong's history and heritage, leisure, culture and art, intangible cultural heritage experiences, filming locations, night time adventure as well as green and marine tourism
- A series of service skills workshops led by professional trainers, covering topics such as team-building, customer service excellence, tourist reception, creative tour design, storytelling and communication skills
- Sharing of experiences by Young Ambassadors of previous years, acting as "mentors" to the newly-recruited Young Ambassadors

Participants must attain an attendance of **70% or above in order to be appointed as
Hong Kong Young Ambassadors.**

2 Service Programme

Term of Service: 1 September 2024 - 31 July 2025

Appointed Young Ambassadors are required to undertake one of the
following service programmes as appropriate:

Local Service Programmes

- Stationing at major tourist spots; introducing Hong Kong to visitors; and providing them with useful travel information
- Participating in mega tourism events and booth activities to promote Hong Kong's festivities
- Organising activities to promote local experiences through puzzle hunt games, and compete for the "Outstanding Project Award"

Outside Hong Kong Service Programmes

- Introducing Hong Kong to members of the local community in which they are studying and providing them with useful travel information
- Organising exhibitions and activities in schools, universities or their overseas community to promote Hong Kong and Chinese culture

The Young Ambassadors will receive advanced trainings, such as visits and exchange tours to the Mainland to deepen their understanding of Hong Kong, the country and the world, upgrade their skills and prepare themselves to serve visitors with confidence and competence.

The Scheme will record and verify the service hours (including service hours on community service of "Other Learning Experiences") for the Young Ambassadors. Those with outstanding performance will be:

- given awards and "Ambassador Certificates" (contributed at least 60 (for local Ambassadors) or 30 (for Ambassadors outside Hong Kong) service hours during the term of service)
- nominated to participate in the Volunteer Award Scheme and exchange activities outside Hong Kong

青年大使的感想 Reflections of Young Ambassadors



寶貴經驗，難忘回憶

不經不覺，我已成為香港青年大使四年之久，點點滴滴的珍貴回憶，令我回味無窮；透過累積各種經驗，令我發掘到自己的潛能和優點。其中令我印象最深刻的服務，就是在「2024 UCI國家盃場地單車賽（中國香港）」中帶領運動員進行藥物檢測。從事這崗位的義工需要精通粵、英、普三語，才能有效地跟藥檢官及世界各地的運動員溝通。幸好，我在香港旅遊發展局旅客諮詢中心提供駐守景點服務時，在運用三語跟旅客溝通方面，可謂訓練有素。首次擔任該工作的我，心情難免緊張，不但當心說話用詞，避免刺激到運動員的情緒，也要確保他們在我的視線範圍內。當時，一位教練跟我開玩笑說：「你不能够帶走這位運動員。」，莫名的感動湧上心頭，會意地向他笑了笑。



Tam Yan Kwal 譚恩葵

Precious Experiences, Unforgettable Memories

It still feels surreal that I have been a Hong Kong Young Ambassador for four years. The precious memories linger in my mind, and the accumulated experiences helped me discover my potential and strengths. Among all the services, the one that left the deepest impression on me was leading athletes to the doping control station at the "2024 Tissot UCI Track Nations Cup (Hong Kong, China)". Volunteers in this position needed to be proficient in Cantonese, English and Mandarin in order to effectively communicate with the doping control officers and athletes from around the world. Fortunately, I was well-trained in using these three languages to communicate with visitors through rendering stationing service at the Hong Kong Tourism Board Visitor Centres. As a first-time participant in this role, I felt a little bit nervous. I had to be careful with my words to avoid upsetting the athletes' emotions, while also ensuring that they were in my sight at all times. At one point, a coach jokingly said to me, "You can't take this athlete away," an unexpected remark that made me smile.

從服務中增加智慧和幸福感

作為一個土生土長的香港人，我覺得香港是一個特別美麗繁華的城市，而香港青年大使計劃正正給予我不少珍貴的機會，向旅客和市民推廣其迷人的一面。最令我印象難忘的，是在香港海洋公園提供駐守景點服務。我有幸化身為「威威村民」，在園內的動物展館向遊客講解動物的資訊和自然保育知識。在「樹懶與好友」展館中，我會跟遊客介紹樹懶的特徵和有趣生活習性，從中學到實用的導賞技巧如聲調、語速、身體語言、五感表達等，讓他們享受更豐富、更個人化的體驗。遊客滿意的笑容和興奮的表情，便是我作為香港青年大使發放正能量的原動力。



Becoming Wiser and Happier through Service

As a young person born and raised in Hong Kong, my city is beautiful and prosperous, and The Hong Kong Young Ambassador Scheme provided me with valuable opportunities to promote its captivating aspects to visitors and locals. One of the most memorable experiences I had was at Ocean Park Hong Kong. I had the privilege of becoming a "Whiskers Villager", sharing information about animals and conservation knowledge in the animal exhibition halls within the park. In the "Sloth and Friends Studio" animal exhibit, not only did I introduce the characteristics and interesting living habits of sloths, but also improved my tour guiding, intonation, pace of speech, body language and presentation with five senses in order to create a richer, more personalised experience. The beaming faces and excitement of the visitors were the driving force to keep me injecting positive energy as an Ambassador.

突破自我，玉汝於成

參加香港青年大使計劃的第三年，我決定挑戰自己，報名成為組長。我性格慢熱，要在短時間內熟悉組員，並領導他們籌辦「我想推介」導賞活動，對我來說絕非易事。慶幸經過培訓和服務期間的交流相處，我終能與組員建立友誼。我們一起討論，一起撰寫長達百頁的英文計劃書，一起解決困難，最終贏得「傑出計劃年獎」殊榮，能親身帶領非本地大學交流生暢遊香港。為使行程安排更臻完美，我多番調整細節，力求面面俱備，當中的辛酸不足為外人道。縱然好事多磨，我組仍能同心協力，盡展香港大街小巷的迷人風采，讓參加者乘興而來，盡興而歸。我亦在籌備過程中大有裨益，如學會了怎樣令導賞變得更趣味盎然，如何激發聽眾好奇心等；又對香港的歷史、文化、藝術有更深入的了解，如發掘出繁囂背後的隱世瑰寶——百子里公園，領會這寧靜一隅所蘊藏的豐富內涵。挑戰自我，突破自我，我非常自豪。

Surpassing Limits, Achieving Excellence

During my third year as a Hong Kong Young Ambassador, I chose to push myself further by taking on the role of Coordinator. Being a reserved introvert who typically requires time to open up, it was quite a challenge for me to swiftly get to know my team members and, even more so, to lead them in organising the "My Best Picks" Guided Tour. Fortunately, through training sessions and volunteering experiences, I managed to establish strong connections with my team members. Together, we brainstormed, developed a detailed English proposal spanning over a hundred pages, and overcame challenges. Our efforts were recognised with the Outstanding Project Award, allowing us to host a guided tour for university exchange students, offering them an immersive experience in Hong Kong culture. To ensure flawless execution, I meticulously refined details for numerous times, striving for thoroughness in every aspect. Although the journey was fraught with challenges, the magnitude of which is difficult to express, yet the sense of accomplishment made it all worthwhile. We showcased the most captivating and dynamic aspects of Hong Kong, ensuring participants departed with enduring memories. Throughout the preparation process, I gained invaluable insights, learning how to craft more engaging guided tours and how to ignite curiosity among our audience. Furthermore, my appreciation for the history, culture, and art of Hong Kong deepened, uncovering hidden gems such as the tranquil oasis nestled in the heart of the city – Pak Tsz Lane Park, revealing its profound significance. I take immense pride in pushing boundaries and surpassing limits.



Chiu Mei Ki 趙美琦



參加資格 / Eligibility

申請人必須符合下列資格：

- 香港居民，並於2024年7月1日年滿15歲或以上；
- 全日制學生，並必須於本地就讀中學 / 大專院校或即將前往 / 現正於外地就讀高中 / 大專院校；
- 能操流利廣東話、普通話及英語；及
- 具備願意服務社會的熱誠

Applicants must fulfill the following criteria:

- be a Hong Kong resident aged 15 or above as of 1 July 2024;
- be a full-time student at a local secondary school / tertiary institution OR enrolled for study at a high school / tertiary institution outside Hong Kong;
- be able to communicate confidently in Cantonese, Putonghua and English; and
- have commitment to serving the community

報名手續 / Application Procedure

• 申請人須於：

▶ **2024年6月26日或之前**郵寄（以郵戳日期為準）報名表格至香港青年大使計劃秘書處

▶ **2024年6月30日晚上11時59分或之前**經本計劃網站提交網上申請（以網上申請為佳）

• 申請人可於<https://yas.hkfyg.org.hk>下載報名表格，或於該網站遞交網上申請

• 申請人須呈交：

1. 已填妥之報名表格
2. 有效學生證副本一份
3. 醫生證明書副本一份（如申請人要求特別協助或安排）

• 申請人可透過下列方法遞交上述1至3項文件：

- ▶ 網上報名系統
- ▶ 於截止日期或以前（以郵戳日期為準）郵寄至：
香港新界粉嶺馬會道302號香港青年協會領袖學院
香港青年協會青年交流部
香港青年大使計劃秘書處
- ▶ 電郵：yas@hkfyg.org.hk

• Applicants should submit:

▶ the application by mail with a postmark to The Hong Kong Young Ambassador Scheme Secretariat **on or before 26 June 2024**; or

▶ online application via the online application system of the Scheme website **on or before 11:59pm, 30 June 2024 (online application is preferred)**

• Application forms can be downloaded from <https://yas.hkfyg.org.hk>; online applications can also be made on the same website

• Applicants should submit the following:

1. a completed application form
2. a copy of a valid Student Identity Card
3. a copy of medical proof (only applicable if an applicant requires special arrangement)

• All documents listed in (1)-(3) above should be submitted via:

- ▶ online application system
- ▶ mail postmarked on or before the application deadline to:
The Secretariat, Hong Kong Young Ambassador Scheme
The Hong Kong Federation of Youth Groups Youth Exchange Unit
The HKFYG Leadership Institute, 302 Jockey Club Road,
Fanling, New Territories, Hong Kong
- ▶ e-mail to: yas@hkfyg.org.hk

甄選程序 / Selection Procedure

• 申請人須出席2024年7月6、7或10日的評選面試

• 由學校校長提名的申請人將獲優先考慮

• 申請人將獲電郵通知申請結果

• 主辦機構對取錄結果保留最終決定權

• Applicants must attend selection interviews to be conducted on 6, 7 or 10 July 2024

• Priority will be given to students nominated by their school principals

• Applicants will be informed of the results by e-mail

• The organisers reserve the right of final decision on selection results

費用 / Fee

獲取錄的申請人須繳付港幣150元（已繳費用，恕不退還）

Selected applicants will be charged a non-refundable fee of HK\$150



查詢 / Enquiries

香港青年大使計劃秘書處

The Secretariat, Hong Kong Young Ambassador Scheme

☎ (852) 3586 8458

@ yas@hkfyg.org.hk

🌐 <https://yas.hkfyg.org.hk>

📘 <https://www.facebook.com/YAS.HongKong>

📷 <https://www.instagram.com/hkyas>

📺 YAS HK



報名表格 Application Form

請以正楷填寫，並在合適方格填上「✓」號

Please complete this form in BLOCK LETTERS and check the boxes where appropriate

於2024/25學年，本人將是

In the 2024/25 school year, I will be a

申請編號(大會填寫)

Application No. (Official Use Only) _____

 本地學生 Local Student 香港以外地方就讀學生 Student Studying Outside Hong Kong 待定 To be confirmed

A. 個人資料 Personal Particulars

姓名(須與香港身份證上的姓名相同):

Name (as shown in H.K.I.D. card):

(英文)

(English)

(中文)

(Chinese)

性別: _____ 年齡: _____ 出生日期: _____ (日/月/年) _____ 出生地點: _____
Sex: _____ Age: _____ Date of Birth: _____ (DD/MM/YY) _____ Place of Birth: _____

香港地址 Address in Hong Kong: _____

聯絡電話: _____ (住宅) _____ (手提) _____ 電郵: _____
Tel. No.: _____ (Home) _____ (Mobile) _____ E-mail: _____近照
Recent Photo

B. 現時就讀學校資料 (2023/24學年) Present School Particulars (2023/24 Academic Year)

學校 / 大專院校名稱:

Name of School / Tertiary Institution:

(英文全名)

(English name in full)

(中文全名, 如適用)

(Chinese name in full if applicable)

就讀地方:

Place of Study:

本地

 Local

香港以外地方

 Outside HK,

國家

Country:

年級:

Form / Year: _____

只適用於2024/25學年前往香港以外地方就讀高中 / 大專院校的申請人

Only applicable to applicants who will attend High School / Tertiary Institution outside Hong Kong in the 2024/25 school year

獲取錄就讀學校 / 大專院校名稱:

School / Tertiary Institution admitted:

(英文全名)

(English name in full)

(中文全名, 如適用)

(Chinese name in full if applicable)

國家

Country: _____

將就讀年級:

Admitted Form / Year: _____

C. 服務經驗 Service Experience

過去五年的義工 / 社區 / 校內服務經驗 (最多5項) Voluntary / Community / In-school Service Experience in the Past 5 Years (Max: 5 items)

編號 No.	日期(月/年) Dates (month/year)		舉辦機構 Organiser	活動名稱 Name of Activity	負責崗位 / 職責 Position / Duties	獎項 / 服務時數 Award / Service Hours
	由 From	至 To				
1						
2						
3						
4						
5						

附註: 申請人須於面試當日出示上述服務的證明文件。 Note: Applicants must produce documentary proof of the above services when attending the interview.

D. 語言能力 Language Proficiency

英語 English: 優異 Excellent 良好 Good 尚可 Fair普通話 Putonghua: 優異 Excellent 良好 Good 尚可 Fair廣東話 Cantonese: 優異 Excellent 良好 Good 尚可 Fair其他語言 Other Languages: _____ 優異 Excellent 良好 Good 尚可 Fair

E. 技能及興趣 Skills and Interests

內容 Content	
技能 Skills	
興趣 Interests	

F. 諮詢人資料 (如有) Reference (if any)

姓名 Name: _____ 機構及職位 Organisation & Position: _____

推薦評語 Recommendation: _____

推薦人簽名 Referee's Signature: _____ 日期 Date: _____

G. 其他 Others

選擇面試日期 (請在適當方格內填上「✓」號) Preferred Interview Date (please tick the appropriate box(es)):

 6/7/2024 7/7/2024 10/7/2024

(主辦機構不保證能依照申請人的選擇)

(Preference is not guaranteed)

歡迎所有合資格的同學申請參加「2024/25香港青年大使計劃」。基於活動安全理由及為方便編訂適切的服務安排，如您因健康或身體理由而有任何特別需要，我們建議您於以下位置闡明詳情，並附上醫生證明書，連同報名表一併提交，我們會考慮並盡量為您作相關的安排。All eligible students are welcome to apply for the "Hong Kong Young Ambassador Scheme 2024/25". For safety reasons and to facilitate planning of appropriate service arrangements, applicants who have special needs due to health or physical reasons are encouraged to specify the details below so that we can consider making relevant arrangements for you as far as possible. Medical proof(s) should be submitted together with the application form.

H. 聲明 Declaration

閣下提供之個人資料及活動報名資料，包括姓名、電話、傳真、電郵地址、香港青年協會將用作相關活動及項目的管理用途，簽發收據，並且透過上述資料與閣下保持聯繫，包括提供香港青年協會及其附屬組織的最新活動及服務資訊、產品推廣、定期通訊、籌募善款、進行研究/分析/統計、收集意見，及其他配合香港青年協會宗旨及使命的事項。閣下有權查閱及更改個人資料，如需要查閱或更改個人資料，可電郵至 yas@hkfyg.org.hk 與香港青年協會聯絡。招募程序完成後，未獲取錄申請人的資料將予銷毀。The personal data collected during user registration and some other functions and features, including name, telephone number, fax number, and email address, may be used for the management of different programmes and activities and the issuance of receipts by The Hong Kong Federation of Youth Groups. In addition, the above data would be used to facilitate communication with you, including the dissemination of information related to the news, activities and services of The Hong Kong Federation of Youth Groups and its subsidiaries, the promotion of products, the distribution of regular newsletter and updates, holding fund raising events, conducting research / analysis / statistics compilation, collecting user feedback and any other initiatives in relation to the aims and objectives of The Hong Kong Federation of Youth Groups. You have the right to request access to and correction of your personal data. For inquiry or updating of your personal data, please contact The Hong Kong Federation of Youth Groups at yas@hkfyg.org.hk. Information of unsuccessful applicants will be destroyed after the recruitment exercise.

本人謹此聲明報名表格的資料真實無訛，及 *同意 / 不同意 香港青年協會使用本人之個人資料作推廣用途。本人在獲取錄後，會竭盡所能履行香港青年大使的職責。* 請刪去不適用者。

I declare that the information given in this application is accurate and correct, and *agree / do not agree with the use of my personal data by The Hong Kong Federation of Youth Groups for direct marketing purpose. After being selected to join the Scheme, I shall commit myself to perform the role of a Hong Kong Young Ambassador. *Please delete the inappropriate.

簽名 Signature: _____ 日期 Date: _____

18歲以下申請者適用 For applicants below 18 years of age

由申請人之家長 / 監護人填寫 The following is to be completed by the applicant's parent / guardian:

本人(姓名) _____ 同意(申請人姓名) _____ 報名申請參加「2024/25香港青年大使計劃」。

I (Name) _____ hereby give consent to (applicant's name) _____ to apply for the "Hong Kong Young Ambassador Scheme 2024/25".

家長 / 監護人簽名 Parent's / Guardian's Signature: _____ 日期 Date: _____