



30th
智樂 playright
1987 - 2017

三十周年特刊
30th Anniversary Booklet

看重孩子 看得起遊戲
VALUE CHILDREN VALUE PLAY



獻辭
Message

香港特別行政區行政長官獻辭

Message from the Chief Executive of Hong Kong Special Administrative Region



兒童在遊戲中成長。即使在過去物質匱乏的時代，小朋友無需甚麼名牌玩具，亦能找到方法自製玩具、自創遊戲，在學校操場和左鄰右里的好友玩個不亦樂乎。各式各樣的遊戲，不但能激發兒童的創意和想像力，也讓他們學習與人相處，解決問題。這些技能對於兒童的個人成長和發展相當重要，塑造他們成為未來社會棟樑。事實上，兒童享受閒暇和遊戲的權利受到《聯合國兒童權利公約》所訂明保障，而該公約於一九九四年在香港實施。

智樂深信遊戲是開啟兒童潛能的鑰匙，亦是開創未來的動力。過去三十年，智樂致力推廣遊戲對兒童的益處，提倡兒童的遊戲權利，在方方面面為推動社會改變，貢獻良多。

適逢智樂成立三十周年，謹此衷心致賀，並祝智樂百尺竿頭，更進一步，在促進兒童福祉的工作上繼續努力，為我們建設更美好的社會。

林鄭月娥



Play is an important childhood experience. Even when society was not well-off and branded toys were an expensive luxury, children had always been adept at making their own toys and inventing their own games, making school playgrounds and neighbourhoods places of fun and laughter. It is through play that children develop their creativity and imagination, learn to get along with others and resolve problems, which are all important skills essential to children as they grow into mature individuals forming our future. In fact, the child's right to leisure and play is enshrined under the United Nations Convention on the Rights of the Child, which came into force in Hong Kong in 1994.

Playright shares the belief that play unlocks the full potential of children and empowers them to secure a better future. Over the past three decades, Playright has done a good deal in promoting the benefits of play for children and advocating children's right to play, making a difference to our society in ways big and small.

I extend my warmest congratulations to Playright as it celebrates its 30 years of progress and achievements and wish it every success as it continues to contribute to the well-being of our children and society.



Carrie Lam

林鄭月娥女士，大紫荊勳賢，GBS
Mrs Carrie Lam Cheng Yuet-ngor,
GBM, GBS

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名譽會長 馬登夫人和曾孫兒
Honorary President
Mrs Anne Marden, BBS, JP
and her great-grandchildren

由來和誕生 Origin and Birth

We want to
PLAY!



小時候的安妮
Little Anne

在很久以前……

安妮這位住在上海的小朋友，喜愛躺在床上，望著天色由白轉黑，細看鳥兒展翅，彷彿與牠們一同拍翼翱翔。

各有名字和個性的公仔大家族，令安妮感到溫暖和安穩，更陪伴著她跨過危機處處的睡床之國，穿過睡枕，就可抵達毯子下的安全「家園」。

安妮也愛聯群結隊，掘個史無前例的地洞巢穴，難理汗流浹背、蚊叮蟲咬。

每個星期天，安妮一家會與友人結伴郊遊，圍著爸爸生起的營火，分享美好時光，說說動人故事。

長大成人的安妮與約翰馬登先生結為夫婦，並於1947年前來香港。想起小時候的快樂時光，深明遊戲對小朋友的價值，馬登夫人決定與一群志同道合的朋友攜手出力，為香港的孩子將遊戲變成真實，智樂因而在1987年正式誕生。

Once upon a time……

When Anne was a child in Shanghai she would lie in bed and watch the sky grow dark and see the birds flying past and feel as though she was flying with them.

She felt warm and safe with her large family of soft toys, each one an individual with a name and character. With them she lived through many adventures as the bed became a country full of dangers - beyond the pillow- and a safe haven under the blankets.

Anne also joined a gang of friends to dig a huge underground den in the garden with much sweat and many mosquito bites.

Every Sunday, Anne's family and friends would go out to the countryside and sit around a fire built by her father, sharing good times and telling stories.

When Anne grew up she married John Marden and in 1947 came to live in Hong Kong. Looking back on her happy childhood, she came to understand of the value of play in a child's life and decided to join with like-minded friends to make play a reality for children in Hong Kong. Together they founded Playright in 1987.

大人小時候 Childhood Relived



周鎮邦醫生
Dr Chow Chun Bong, BBS, JP

主席的話 Message from the Chairperson

沙田的鄉郊農村是我的成長地，家的方圓百里是我的遊樂場。每天放學後，我會在稻田奔跑蹦蹦跳、徒手捉嘍嘍叫青蛙、涉足魚塘捕魚；假期玩盡一點，就和同伴直闖山丘樹林，跳入山澗溪流玩一轉水，回程時總會捕獲小蜘蛛。

那片迷人晚霞訴說著的大自然奧妙、同伴喧嘩叫嚷後累積的可貴友誼、為玩而自然出現的腦袋急轉彎，統統造就了我的精彩童年，雖已年代久遠，卻在回憶裏永久留存。

這些年來，城市縱變遷，環境雖轉變，孩子的遊戲卻是永恆的人類本能。智樂一直堅信，兒童遊戲需要推動、爭取和維護，過去30年如是，未來也不會改變。期望，轉變的是這個城市，有一天會進步成重視孩子、重視遊戲的兒童樂土。

The rural villages in Shatin are places where I grew up. The vast space surrounding my home was my playground. Every day after school, I jumped and ran in the rice fields, caught croaking frogs, or set foot in the pond to catch fish. During holidays, I played even harder. Together with my friends, I ran into the woods, jumped into the streams to swim, and caught a few spiders on the way back.

The captivating sunset telling the story of natural wonders, the invaluable friendships built up with laughter and screams, and the creative thinking arisen from play have contributed to my fascinating childhood. Although the days have long passed, the moments will remain in my memory forever.

All these years, despite the evolution of the city and changes in the environment, children's play is still part of human nature. All along, Playright strongly believes that children's play needs to be promoted, safeguarded and striven for. This has been true in the past 30 years, and will remain true in the future. We hope that what really changes will be the city; that the city will one day evolve to be a paradise that values children and treasures play.

總幹事的話

Message from the Executive Director



王見好女士
Ms Kathy Wong Kin Ho

我在公共屋邨長大，經常與鄰家的友人到附近街市執拾紙皮箱，再半拉半推到樓梯，然後坐在紙箱內向下一級一級滑下來，過程有點顛簸，卻令遊戲加倍刺激好玩。

因家居環境所限，我常常走到單位外玩，賽跑、捉迷藏、手指遊戲、雨天玩水，周圍有甚麼就玩甚麼。在遊樂場就必玩鞦韆，最愛向高度挑戰，更學懂自轉鞦韆，我甚至會踏上坐位，雙腳一用力，又會盪得更快更高，心滿意足得就算跌下受傷，嘴角依然上揚，難怪鄰居們都冠我「笑怪」之名。

我的童年心願是成為別人的快樂泉源，長大後擔起推動兒童遊戲的角色，可說是如願以償。在30周年我再許願，祈求每一位小朋友都可樂享遊戲，如「笑怪」一樣，一邊玩一邊笑，笑個停不了！

As a child growing up in a public housing estate, I always collected cardboard boxes from nearby markets with my friends in the neighbourhood. We pulled and pushed the boxes to the stairs, sat in the boxes and slid down the stairs. It was a bumpy ride but it was also fun and exciting.


Due to the limited living space, I always went outside to play. I played wherever I went and with whatever I encountered. I ran, played hide-and-seek, finger games and even with water on rainy days. In the playground, I had to play on the swing as I loved to challenge heights and even learned how to spin the swing. Sometimes, I stepped on the swing where I pushed hard with my legs to swing higher and higher. Even when I fell down and injured myself, I remained happy and kept on smiling. No wonder my neighbours named me “smiling weirdo”.

My childhood wish was to become the source of happiness for other people. When I grew up, my wish came true when I took up the role of promoting children’s play. On this 30th anniversary, I make another wish: every child can enjoy play, just like a “smiling weirdo” who laughs while playing, who laughs without stopping.


執行委員的話

Message from the Executive Committee Members

重拾兒時玩意，回憶難忘的智樂時光。
Relive the childhood and remarkable moments at Playright.




周鎮邦醫生
Dr Chow Chun Bong, BBS, JP
主席 Chairperson
看到小朋友開心地玩禾稈草
最令人難忘。
Seeing children playing with
hay was the most memorable.



Dr Yvonne Becher
聯席副主席 Co-Vice Chairperson
仍然記得首個在維多利亞公園舉行的「歷險遊樂日」。
Still remembered the first "Adventure
Play Festival" at Victoria Park.



馬慧敏女士
Ms Anita Ma Wai Man
聯席副主席 Co-Vice Chairperson
最開心是看見小朋友在智樂活動
中的燦爛笑容。
Most satisfying was to see the
beautiful smile of children at
Playright events.



何錦輝先生
Mr Ho Kam Fai
名譽司庫 Honorary Treasurer
最難忘的是醫院遊戲服務在
缺乏資金下，也能堅持繼續。
The most memorable was the
persistence of providing
hospital play service despite a
shortage of funds.

程德智女士
Ms Sansan Ching Teh Chi

委員 Member

建造京士柏公園遊樂場令我欣喜若狂。

I was ecstatic about the building of King's Park Playground.



何苗春暉女士
Ms Joanna Hotung

委員 Member

囡囡在住院期間玩遊戲，令我印象難忘。

My daughter's play during hospitalization really impressed me.



徐玉珊女士
Ms Lancy Chui Yuk Shan

委員 Member

一群病童在「智樂開心小熊醫院2017」唱歌表演，令我最難忘。

Enjoying a group of sick children singing at "Happy Bear Hospital 2017" was the most memorable.



彭芷君女士
Ms Gigi Pang Che Kwan

委員 Member

最難忘的是於中山紀念公園舉行的「智樂開心小熊醫院」。

The most unforgettable was the "Happy Bear Hospital" held in Sun Yat Sen Memorial Park.



李穎妍女士
Ms Vivian Li Wing Yin

委員 Member

陪著病童遊戲，最令人感動。

The most touching was playing with hospitalized children.

李惠兒女士
Ms Susanna Lee Wai Yee

委員 Member

仍然記得1994年與智樂攜手設計仁濟醫院的兒科病房。Still remembered working with Playright in 1994 on the design of the Paediatric Ward in Yan Chai Hospital.



林秀霞女士
Ms Annie Lam Sau Ha

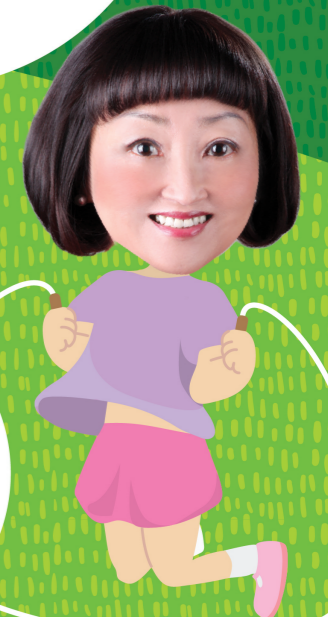
委員 Member

參與「共融遊樂空間設計概念比賽」的評審工作給予我難忘的經驗。Being one of the judges of the "Inclusive Play Space Design Ideas Competition" was my unforgettable experience.

廖譚婉琮女士
Ms Amy Liu Y. K.

委員 Member

我是新加入的成員。I am the newcomer.

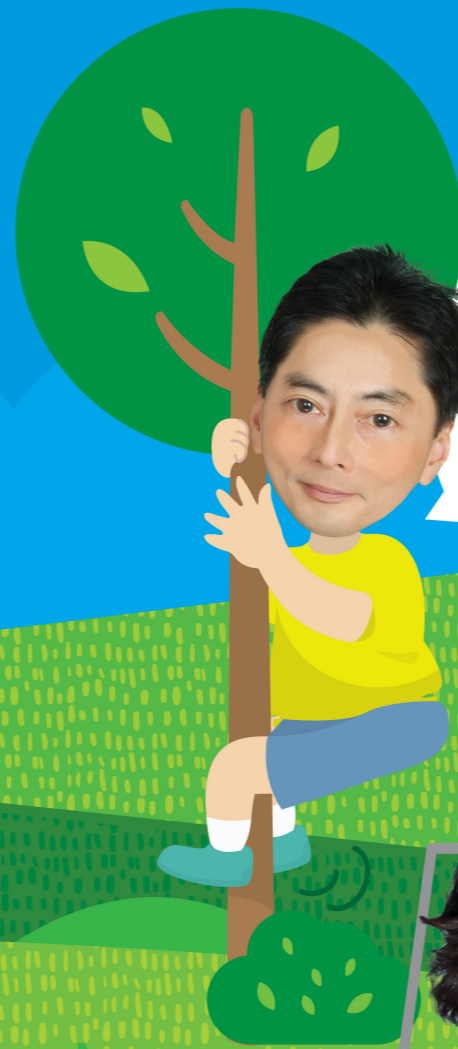


關國樂先生
Ar. Joseph Kwan Kwok Lok, MH

委員 Member

最深刻的是本港首個通達遊樂場——京士柏公園「月球之旅」遊樂場於1989年的開幕。

The Opening of King's Park Playground "Voyage to the Moon" in 1989, the first accessible playground in Hong Kong, was the most memorable.



蔡李凱玲女士
Mrs Sabrina Lee Choi

委員 Member

見證智樂的成長最叫人心花怒放。

Witnessing its growth made me burst with joy.





關於我們 About Us

智樂 **playright**

願景 Vision

建立一個尊重、保護、實踐兒童遊戲權利的社會，讓小朋友樂享童年。
To build a society that respects, protects and fulfills a Child's Right to Play, where children can enjoy their childhood.

使命 Mission

倡導遊戲的價值，尋求社會各界承諾在政策、籌劃及供應層面，回應每一位兒童的遊戲需要。
To advocate the value of play and seek societal commitment to meet the play needs of every child at policy, planning and provision level.

價值 Values

- 專業
Professional
- 熱情
Passionate
- 賦權
Empowering



引領者 Guiding Our Growth

贊助人 Patron

王葛鳴博士 Dr Rosanna Wong Yick Ming, DBE, JP 1994 - 2018

名譽會長 Honorary President

馬登夫人 Mrs Anne Marden, BBS, JP 1991 - 2018

名譽顧問 Honorary Advisor

區佩兒女士 Ms Theresa Au 2008 - 2011

陳用樑先生 Mr Denny Chan 2008 - 2012

劉玉燕女士 Ms Jane Lau 2008 - 2012

孔美琪博士 Dr Maggie Koong May Kay, BBS, JP 2015 - 2018

名譽法律顧問 Honorary Legal Advisor

林鏡明先生 Mr Mark Lam 1994 - 1998

廖蘿蓮女士 Ms June L.L. Liao 1998 - 1999

廖譚婉琮女士 Mrs Amy Liu Tam Yuen King, JP 1999 - 2002, 2007 - 2009

Mr William Ahern 2002 - 2010, 2017 - 2018

Mrs Mary Ahern 2010 - 2017



核數師 Auditor

Fan, Chan and Company

1988 - 1997

PriceWaterhouseCoopers

1997 - 2007

ShineWing (HK) CPA Ltd

2007 - 2018

主席 Chairperson

馬登夫人 Mrs Anne Marden, BBS, JP

1987 - 1991

Mr Derek Lindsay

1991 - 1992

葉約德女士 Ms Amy Yip

1992 - 1994

Mr Damian Pinel

1994 - 1996

王桂梅女士 Ms Cammy Wong

1996 - 1998

何錦輝先生 Mr Ho Kam Fai

1998 - 2002

周鎮邦醫生 Dr Chow Chun Bong, BBS, JP

2002 - 2018

總幹事 Executive Director

Ms Margaret Webb

1990 - 1995

Mr Benjamin Lee

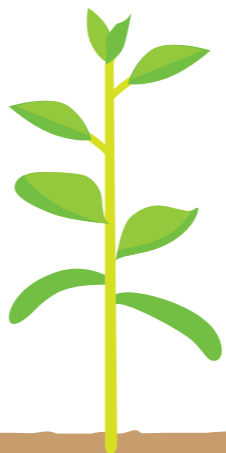
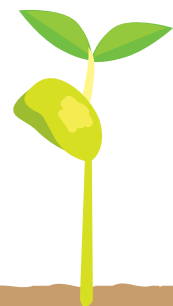
1995

Ms Yvonne Becher (Acting)

1996

王見好女士 Ms Kathy Wong Kin Ho

1996 - 2018



1989年 京士柏兒童遊樂場開幕典禮
Opening Ceremony of King's Park Children's Playground in 1989

一路走來
Highlights of Our Journey

機構性
Organizational

遊戲及遊戲工作
Play & Playwork

醫院遊戲
Hospital Play

資源
Resources

遊樂環境
Play Environment

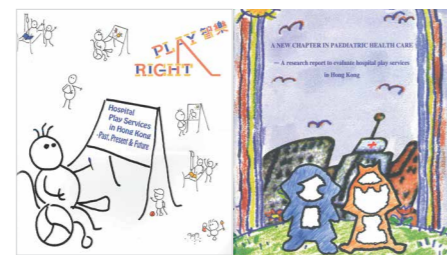


1987

誕生
Birth



與市政局合作於京士柏公園
建成本港首個通達兒童遊樂場
Create HK's 1st accessible
playground in King's Park with
Urban Council



出版「香港醫院遊戲服務」之研究
Publish research of "Hospital Play
Services in Hong Kong"

開放參考圖書館
Open reference library



在喜靈洲及芝麻灣船民中心
建設遊樂場
Create playground in Hei Ling Chau
and Chi Ma Wan Detention Centre

國際遊樂協會亞太區遊樂會議
International Play Association Asia
Pacific Regional Play Conference



於瑪麗醫院、伊利沙伯醫院、
瑪嘉烈醫院及廣華醫院開展服務
Launch service at Queen Mary
Hospital, Queen Elizabeth Hospital,
Princess Margaret Hospital and
Kwong Wah Hospital



合辦「醫院遊戲證書課程」
Jointly offer "Certificate in Hospital
Play Specialists Training"

合辦「公屋遊樂場的遊戲行為」
研討會及公佈研究
Research release seminar "Play
Behaviour in Public Housing
Estate Playgrounds"

於大欖女懲教所向在囚媽媽及
其子女提供遊戲服務
Play service at Tai Lam Centre
for Women

首個策略性計劃
1st strategic plan

「兒科護理新篇章」研究及研討會
Research release cum seminar
on "A New Chapter in Paediatric
Healthcare"



於葵涌首創遊戲資源中心
Opening of HK's 1st Play Resources
Centre at Kwai Chung

為學前兒童開展醫院遊戲外展
計劃
Hospital play outreach programme
for pre-schools



於維多利亞公園舉辦「歷險
遊樂日」
"Adventure Play Festival" in
Victoria Park

1995

1996

1997

1998

1999



與新鴻基地產推行屋苑遊戲計劃
Housing Play Scheme of residential
estates with Sun Hung Kei Properties

為香港房屋委員會之遊樂場
設施定期檢查
Regular inspection of all playground
facilities of HK Housing Authority

舉辦由RoSPA UK & USA 專家主講的遊樂場安全檢查課程
Playground safety inspection course by RoSPA UK and expert from USA



在遮打道舉辦「玩玩遊戲街」
“PlayStreet” in Chater Road
進駐小學推行遊戲計劃
Station at school to organize play



管理及營運香港中央圖書館之玩具圖書館
Manage and operate the toy library of HK Central Library

發表「玩具圖書館使用者對兒童遊戲意見」的研究
Release research on “Children’s Play from Perspective of Toy Library Users”



討論設立兒童事務委員會
Discussion of the setup of a Children’s Commission



開展遊樂車服務
Launch Playmobile service



開展「小空間·愛夢想」計劃，讓小學生設計和管理校內遊樂設施
“Small Space. Unlimited Dreams” project involves primary school students to design and manage school play spaces

在屯門市廣場開設「I-kidz遊戲平台」
“I-kidz Playland” in Tuen Mun Town Plaza



在瑪嘉烈醫院推出互動電視「智樂遊戲台」
Interactive TV programme “Playright Channel” in Princess Margaret Hospital

智樂 playright



重建品牌
Rebranding

2000

2001

2002

2003

2004

2005

2006

轉用新名字
Name change

為明愛醫院設計友善環境
Design a friendly environment for Caritas Medical Centre

在馬鞍山公園開展「創意樂園」
“Adventure Playpark” in Ma On Shan Park

為離院的長期病患童提供服務
Service to discharged child patients with chronic illnesses

加入兒童事務委員會聯盟
Join the Alliance for a Children’s Commission



對應沙士疫情，向住院病童及被隔離的兒童送上遊戲包
Play packs for hospitalized children and those quarantined in campsites during the SARS period



與香港理工大學合辦第17屆國際遊樂協會世界會議
17th International Play Association World Conference with HK Polytechnic University

與英國 Common Threads 合辦「遊戲工作證書課程」
Organize the "Playwork Certificate Course" jointly with Common Threads, UK

向四川地震災區送上遊戲包
Play packs for victims of Sichuan earthquake

服務擴展至明愛醫院
Extend service to Caritas Medical Centre

開辦「美國認可遊樂場安全檢測員證書課程」

Offer "Certified Playground Safety Inspector Course (USA)"

發表「兒童跟父母親之遊戲時間模式」調查

Research release of "Play Time Between Parents and Their Children Survey"



「滙豐智樂遊戲萬象館」開幕
Opening of "HSBC Playright PlayScope"

開展「大自然遊戲計劃」
Launch "Environmental Play Project"

對應人類豬流感，推出單次使用的遊戲包兼支援瑪嘉烈醫院的傳染病中心

Produce disposable play packs and support the Infectious Disease Centre in Princess Margaret Hospital during the Human Swine Influenza outbreak

為油塘邨商場天台提供遊樂環境顧問服務

Play environment consultancy for rooftop of shopping mall in Yau Tong Estate



舉辦「Play for All」遊戲日，讓不同能力的兒童一同遊戲
Organize "Play for All" playday for children with different abilities



組成醫院遊戲青年大使
Form a Hospital Play Youth Ambassador Group

本港首個「遊樂場維修保養課程」
1st "Playground Maintenance Course" in HK

「Play for All」研討會
"Play for All" Symposium



於遮打道舉行「遊戲萬歲日」
Organize "Cheers for Play" at Chater Road

擴展服務至東區尤德夫人那打素醫院
Extend service to Pamela Youde Nethersole Eastern Hospital

與聯合國基金香港委員會攜手推動「遊樂共融計劃」
Partnership with UNICEF HK on "Inclusive Play Project"

聯合國兒童權利委員會發表第17號一般性意見
United Nations Committee on the Rights of the Child releases the General Comment No.17



發佈「殘障兒童對公共遊樂空間的需要評估調查」

Release the research regarding "Needs of Disabled Children on Public Play Space"

推出「好玩爸媽學堂」
Launch "Playful Parent"

於迪欣湖舉辦「社區共建遊樂場」
"Community Built Playground" at Inspiration Lake

於天水圍及秀茂坪推出「鄰舍遊戲計劃」
"Playbourhood Project" at Tin Shui Wai and Sau Mau Ping

對香港房屋委員會之全港屋邨遊樂場作安全檢查
Safety inspections for playgrounds in public housing estates of HK Housing Authority



醫院遊戲服務研究結果公佈
Hospital play research release

於威爾斯親王醫院及將軍澳醫院開展服務

Begin to serve at Prince of Wales Hospital and Tseung Kwan O Hospital
醫院遊戲師獲多間醫院委任為榮譽員工
Hospital Play Specialists appointed as Honorary Staff in various hospitals

就醫護界與醫院遊戲發佈「醫護界之迴響」研究調查
Research release about "Views of Hospital Staff Towards Hospital Play"

推出「智樂學院」
Launch "Playright Academy"

與醫院建成伙伴，回應鉛水事件的大規模抽血行動
Partner with hospitals for large scale blood testing as a result of lead-in-drinking-water incident



「共融遊樂空間設計概念比賽」、頒獎禮及「升級遊樂場，星級新未來」展覽
"Inclusive Play Space Design Ideas Competition", prize presentation and "Better Playgrounds, Better Future" exhibition

「屯門公園共融遊樂場先導計劃」動土儀式

Ground-breaking for "Pilot Inclusive Playground" at Tuen Mun Park

為香港兒童醫院之遊樂空間提供顧問服務

Play consultancy for play areas in HK Children's Hospital



「小小遊樂場專員培育計劃」
"Junior Playground Commissioners Incubation Programme"

就成立兒童事務委員會積極回應
Active response to the setup of the Commission on Children



有關拆石膏醫院遊戲的研究結果公佈

Research release of hospital play for cast removal



「賽馬會好玩社區同盟」
"Jockey Club Playful Community" project

推出學前教育遊戲培訓計劃
Play training project in Early Childhood Education

推出與特殊需要學童有關的「Play N Able計劃」
"Play N Able" project for children with special needs



小成果
The Fruits We Have Yielded

姓名 Name: _____ (☺)

班別 Class: _____ (🐟)

1. 填充題 Fill in the blanks

想囡囡囡囡自由自在玩一趟，會想起 _____。

When you want your children to play freely, the name of _____ would come to your mind.

想籌劃遊戲活動，會想起 _____。

When thinking about organizing play events, you will think of _____.

想舉辦遊戲培訓，會想起 _____。

Whenever you want to arrange play training, the name of _____ would pop up.

想安排遊戲分散病童的注意力，會想起 _____。

Whenever you want to distract sick children's attention, your mind will be filled with _____.

想發展安全好玩的共融遊樂場，會想起 _____。

When you want to develop a safe and playful inclusive playground, you would think of _____.

想邀請遊戲專家接受訪問，會想起 _____。

If you want to interview play experts, the name of _____ would come to your mind.



智樂孜孜不倦，為兒童遊戲努力奮鬥30年，總算被認同為遊戲專家。
當各界想尋求具知識、富經驗、有滿腔熱誠為兒童遊戲而出力的組織，「智樂」自然在眼前浮現。
Having advocated children's play with steadfast dedication for 30 years, Playright is widely recognized as a play expert. If anyone wants to search for a knowledgeable, experienced and enthusiastic organization which puts in best efforts in children's play, the name of Playright would pop up.



獲各個媒體邀請，就兒童遊戲的不同範疇發表意見。
Invited by the media to express views on different aspects of play.



醫院遊戲師以遊戲幫助兒童面對醫療程序，令過程更流暢順利。
Hospital play specialists use play during medical procedures, resulting in a calmer process for all.



將屯門公園共融遊樂場由無變有，是專業推動的一次優良示範。
Creating the inclusive playground in Tuen Mun Park from zero - a good demonstration of promoting play to other professionals.



本會的遊戲培訓課程源自英國，再經本地化演繹而成。
Our play training courses originate from the UK, and are localized by us.

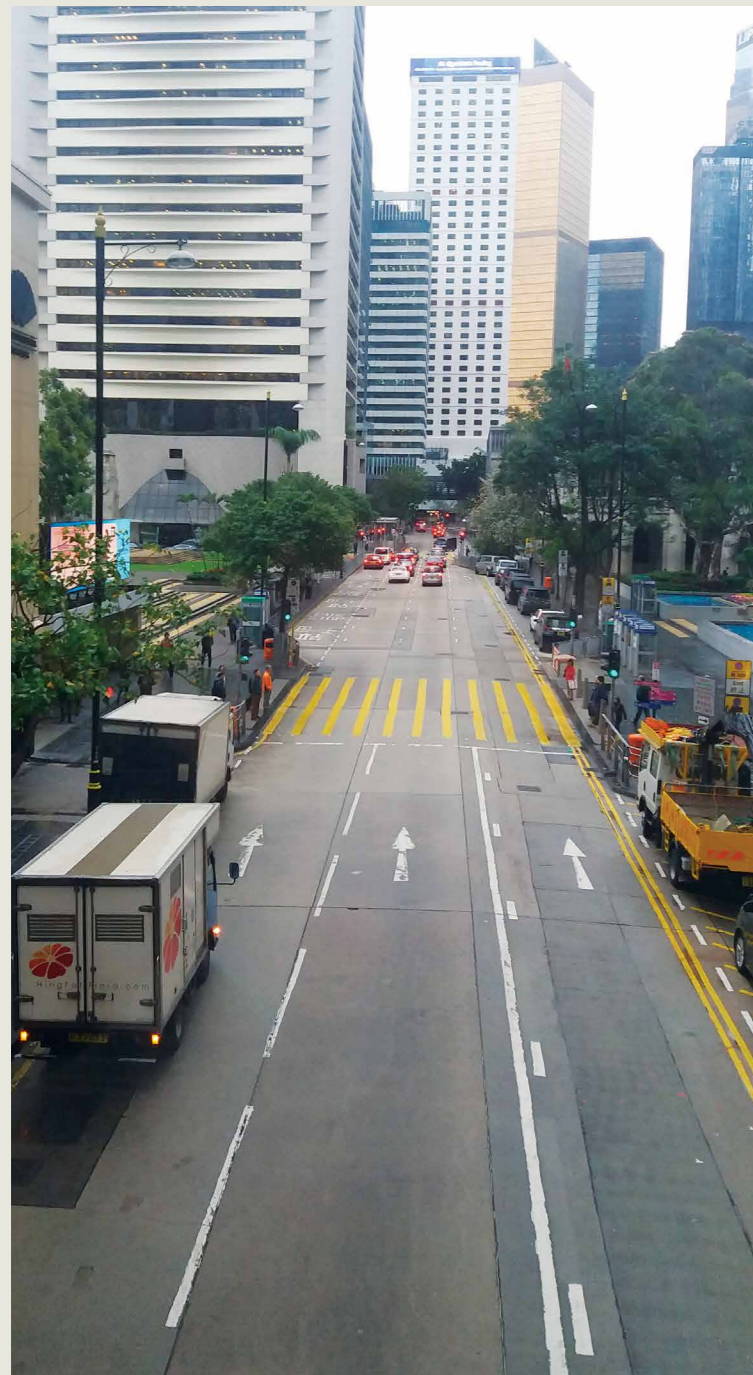


形形色色的遊戲活動中，最常見的是家人的笑容。
Big smiles are commonly seen at our play events.



高好玩度是本會遊戲活動的特色。
Playfulness is the characteristics of our play events.

2. 找出不同之處
Find the differences



廣
Extensive

一般人認為，城市的金融中心區是屬於大人，我們卻反問，如果大人心繫兒童，為何不可向孩子開放？所以，我們於2000年開始玩轉遮打道，圖中所示2013年的一次，參加者更多達20,000人。

其實，街道可以玩、醫院的病房、屋邨的球場、公園的草地、社區的一隅、學校的課室等，統統都可以玩。為了打造理想的遊戲環境，三個十年以來，我們積極向外擴張，延展項目，令遊戲遍地開花，務求讓小朋友在那裏長大，就在那裏玩。

In most people's eyes, the financial district of the city belongs to adults. But we want to ask, "Why can't it be open to children?" Hence, since 2000, we have started to turn Chater Road into a play street. The photo shows it being packed with over 20,000 participants in 2013.

In fact, children play wherever they can, including roads, hospital wards, basketball courts of housing estates, lawns of parks, classrooms in schools, anywhere in the community. In order to create an ideal play environment, Playright has been actively expanding and developing programmes. We strive to make play blossom everywhere, and children can play wherever they grow up.



任何地方都可成為好玩的遊戲空間。
Any empty space can be a play zone.



遊戲為病童帶來笑容、安慰和理解。
Play brings a smile, comfort and better understanding to hospitalized children.



遊樂車為社區創造獨特的遊戲。
Our Playmobile brings unique play opportunities to the community.



於迪欣湖舉辦社區共建遊樂場。
A Community Built Playground at Inspiration Lake.



幼稚園的自由遊戲孕育創意。
Free play in kindergartens means nurturing creativity.

3. 請圈出遊戲的價值 Circle the values of Play

體能發展 Physical Development	社交溝通 Sociability & Communication	思考認知 Cognitive Thinking	創意培養 Incubating Creativity	感受情緒 Feelings & Emotions	認識自己 Self-understanding
情感表達 Expressing Emotions	學習解難 Problem Solving	擴闊視野 Expanding Horizon	培養專注 Nurturing Concentration Ability	挑戰突破 Taking Challenges	建立自信 Building Self-confidence
紓緩壓力 Relieving Stress	親子媒介 Parent-child Relationship Medium	引發動力 Sparking Motivation	快樂泉源 Origin of Happiness	探索世界 Exploring the World	自我評估 Self-assessment
刺激感官 Stimulating Senses	啟發語言 Mastering Languages	興趣孕育 Interest Cultivating	開展關係 Relationships Building	滿足需要 Satisfying needs	本能體現 Realizing Basic Instinct



古語有云：「勤有功，戲無益。」當代卻有不少教育學者、心理學家不約而同強調遊戲對兒童成長的重要性。本港近年亦湧現不少認同及支持遊戲的團體組織，更有家長親身體會、老師親眼見證遊戲對孩子帶來種種的好處和裨益。原來，我們絮絮的苦口婆心沒有被貶低、積累功夫沒有白費、三十個寒暑沒有白過，欣喜慶幸，兒童遊戲的意識終在本港生根、發芽、生長。

There is an old saying "Diligence has its reward, play has no advantages." In modern times, however, many educationists, psychologists and paediatricians emphasize the importance of play in children's growth. In recent years, many organizations which recognize and support play have emerged. Moreover, parents have experienced in person and teachers have witnessed with their eyes the benefits brought by play to children. It means our continued advocacy has not been gone unnoticed, our accumulated efforts have not been wasted and our three decades of time have not been spent without meaning. We are so pleased that the idea of children's play has taken root, germinated and grown in Hong Kong.



時任政務司司長林鄭月娥女士多次親身支持本會的活動，圖為2016年的社區共建遊樂場。
Mrs Carrie Lam, the then Chief Secretary of Administration, has attended many of our events. Here she engages at the Community Built Playground 2016.



爸爸媽媽前來學習兒童遊戲，為的是孩子的開心童年。
Fathers as much as mothers learn about play to foster a happy childhood.



回復童心的幼稚園老師，更能理解兒童遊戲。
After experiencing play, kindergarten teachers understand more about children's play.



遊樂環境的業內專才參與培訓，以兒童角度審視遊樂場。
Professional training in play environments includes assessing playgrounds from the children's perspective.



醫護人員認同病童為本的原則，自能明白遊戲的重要性。
Medical teams which believe in child-oriented principles understand the importance of play.

4. 請將相關的連線 Link up the related

社會福利署
Social Welfare Department

將軍澳醫院
Tseung Kwan O Hospital

協康會
Heep Hong Society

香港建築師學會
Hong Kong Institute
of Architects

香港中文大學醫學院那打素護理學院
Nethersole School of Nursing, Faculty of
Medicine, Chinese University of HK

明愛醫院
Caritas Medical Centre

醫護界專業組織
Medical professional
organizations

民政事務處
District Offices

香港兒科護理學院
Hong Kong College
of Paediatric
Nursing

病人組織
Patient support groups

威爾斯親王醫院
Prince of Wales Hospital

建築署
Architectural Services
Department

東區尤德夫人那打素醫院
Pamela Youde Nethersole
Eastern Hospital



香港教育大學幼兒教育學系
Department of Early Childhood Education,
Education University of HK

非政府組織及社區團體
NGOs and Community
Groups

香港社會服務聯會
Hong Kong Council of
Social Service

香港房屋委員會
Hong Kong
Housing Authority

康樂及文化事務署
Leisure and Cultural
Services Department

瑪嘉烈醫院
Princess Margaret
Hospital

香港大學社會科學院地理學系
Department of Geography, Faculty
of Social Sciences, University of HK

明愛特殊教育服務
Caritas Special Education
Services

香港園境師學會
Hong Kong Institute
of Landscape Architects

香港兒童醫院
Hong Kong Children's Hospital

香港大學專業進修學院
HKU SPACE

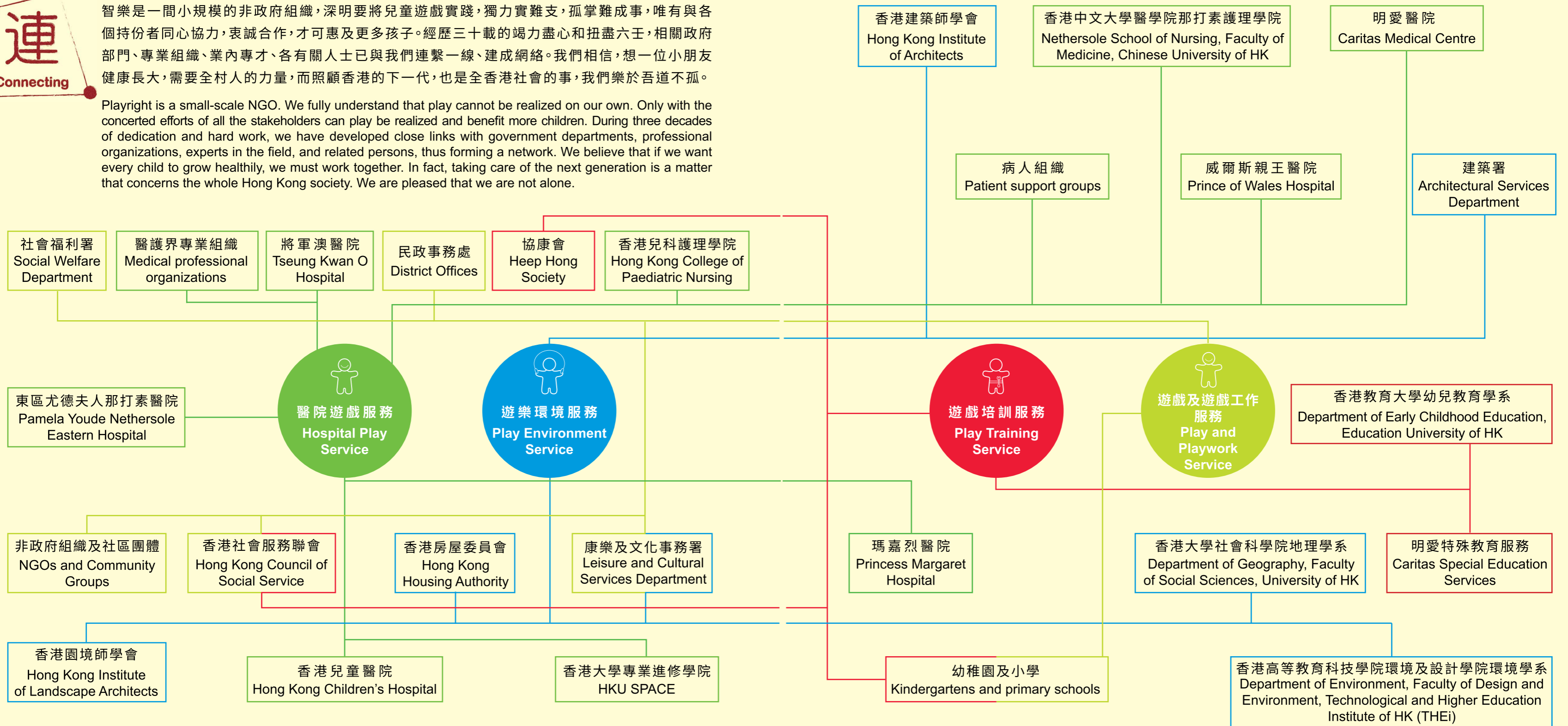
幼稚園及小學
Kindergartens and primary schools

香港高等教育科技學院環境及設計學院環境學系
Department of Environment, Faculty of Design and
Environment, Technological and Higher Education
Institute of HK (THEi)



智樂是一間小規模的非政府組織，深明要將兒童遊戲實踐，獨力實難支，孤掌難成事，唯有與各個持份者同心協力，衷誠合作，才可惠及更多孩子。經歷三十載的竭力盡心和扭盡六壬，相關政府部門、專業組織、業內專才、各有關人士已與我們連繫一線、建成網絡。我們相信，想一位小朋友健康長大，需要全村人的力量，而照顧香港的下一代，也是全香港社會的事，我們樂於吾道不孤。

Playright is a small-scale NGO. We fully understand that play cannot be realized on our own. Only with the concerted efforts of all the stakeholders can play be realized and benefit more children. During three decades of dedication and hard work, we have developed close links with government departments, professional organizations, experts in the field, and related persons, thus forming a network. We believe that if we want every child to grow healthily, we must work together. In fact, taking care of the next generation is a matter that concerns the whole Hong Kong society. We are pleased that we are not alone.





政府官員對本會十分支持，圖為時任食物及衛生局局長高永文醫生投入參與「開心小熊醫院2015」。
Government officials are very supportive of Playright, like the then Secretary for Food and Health, Dr Ko Wing Man who is very involved in the "Happy Bear Hospital 2015".



「共融遊樂空間設計概念比賽」集合業內專才，群起出謀獻策。
"The Inclusive Play Space Design Ideas Competition" brings together professionals in various fields to contribute their ideas and solutions.



香港兒童醫院行政總監李子良醫生是眾多支持本會的醫護界領導之一。
Dr Lee Tsz Leung, Hospital Chief Executive of Hong Kong Children's Hospital is one of the leaders of the medical profession who support Playright.



屯門公園共融遊樂場得以出現，相中各人居功至偉。
The efforts of these people in the photo attribute to the realization of the inclusive playground in Tuen Mun Park.



香港教育大學的準老師努力地將自由遊戲帶入幼稚園校園。
The teachers-to-be of the Education University of Hong Kong diligently bring free play to kindergartens.



大揭秘 Big Revelation

一個字的分別

A difference made by a word

智樂在1987年成立時，以創造安全的兒童遊戲空間為宗旨，因而以「智樂兒童遊樂場協會」為名；至2001年經品牌重整後，改名為「智樂兒童遊樂協會」。一字之差，卻更精準地表達我們的使命，標示的工作範疇更深更廣，更與時並進。

When Playright was founded in 1987, it was called "Playright Children's Playground Association" as we primarily aimed to create safe play spaces for children. Since the brand revamp in 2001, it has been renamed as "Playright Children's Play Association". Only one word has been changed, but the new name more accurately expresses our mission, signifies a wider scope of work and evolves with time.

標誌的演變 Evolution of logo



口號的更新 Change in slogan



制服的變化 Uniform of different generations

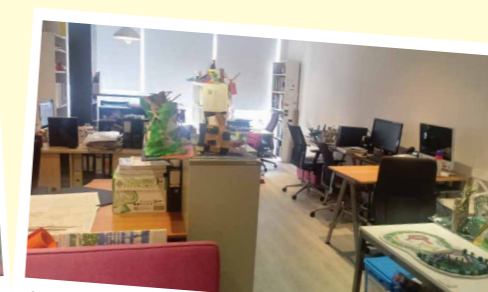


移動中的據點

A moving stronghold



總部的廚房
The pantry at headquarter



葵涌支部
Kwai Chung branch office



屯門倉
Tuen Mun warehouse

剛成立時，我們在灣仔一間租來的小單位辦公，至1992年，才搬進柴灣東區醫院的高級職員宿舍，並一直以此為總部，其後分別於2012及2015年進行兩次大裝修，同年配合擴充安排，於葵涌新增辦公支部。

除了辦公的據點，我們多年來也曾在各個地方落腳駐足，如與提供遊戲資源有關的開放場所就曾在灣仔出現，之後轉往柴灣總部的一個角落，繼而搬往葵涌、大埔及粉嶺，最後演變成太和的萬象館。存放遊戲物資的倉庫在辦公桌旁的木櫃外，也擴展至現存的白石、屯門及九龍灣。此外，在每間有醫院遊戲師駐守的醫院也有或大或小的辦公室，當然還有香港中央圖書館玩具圖書館的辦公地點。

At its inception, we rented a small office in Wan Chai. In 1992, we moved to the senior staff quarters of the Pamela Youde Nethersole Eastern Hospital in Chai Wan. Since then, it has been our headquarter. In 2012 and 2015, the office underwent renovations. In the latter year, a branch office was set up in Kwai Chung due to the need to expand the office space.

Apart from the office "strongholds", over the years we have shown a presence in other places. For example, an open venue providing play related resources was once set up in Wan Chai and then in a corner at the headquarter in Chai Wan before it was moved to Kwai Chung, Tai Po and Fanling respectively. The venue evolved into PlayScope in Tai Wo. The cabins near working tables were used as "warehouses" to store play materials. Later the "warehouses" were extended to Whitehead, Tuen Mun and Kowloon Bay. In addition, in every hospital we have hospital play specialists, we have an office, and we also have working places in the Toy Library of Hong Kong Central Library.

與地球連線

Building up a global network



會議獲全球30個地區超過400位代表參與。
The Conference attracts more than 400 delegates from around 30 jurisdictions.



本會總幹事也是國際遊樂協會的副主席。
Our Executive Director as Vice President of the International Play Association.

我們立足香港，並放眼世界，多年來遠赴世界各地參與多個重要會議，更聯繫不少環球組織，除了 International Toy Library Association外，不可不提的當然是地位舉足輕重的國際遊樂協會 (International Play Association: Promoting the Child's Right to Play)。

智樂在1987年成為活躍會員後，於2008年擔當重任，舉辦三年一度的第十七屆國際遊樂協會世界會議。至2017年，本會總幹事獲選為該會的副主席，進一步聚焦環球視野，提升經驗和知識，與世界看齊。

Based in Hong Kong, Playright has a global vision. Over the years, we have travelled far and wide to participate in numerous important conferences around the world. We have also built up rapport with international organizations. In addition to the International Toy Library Association, the internationally renowned International Play Association: Promoting the Child's Right to Play, is also worth mentioning.

As Playright became an active member in 1987, we took up an important role in 2008 to organize the triannual 17th World Conference of International Play Association. In 2017, our Executive Director was elected as the Vice President of the Association, thus furthering our global vision and upgrading our experience and knowledge according to world standards.

獎項和掌聲

Awards and acclaim

智樂成立之心不在爭標奪錦，未料在推動遊戲的過程中，因緣際會，得到各方的肯定、認同和鼓勵，計有：
The purpose of setting up Playright is not to compete for fame. However, in the process of promoting play, we have won the support, recognition and encouragement in different competitions. The awards and recognition include:

- 獲香港社會服務聯會於2003年頒發「傑出伙伴合作計劃獎」
“Outstanding Partnership Project Award” was presented by the Hong Kong Council of Social Service in 2003
- 萬象館於2010年獲選為香港室內設計協會「亞太區室內設計大獎」公共空間十大作品之一
PlayScope was honoured as one of the top ten works in the category of Public Space under the “Asia Pacific Interior Design Awards” presented by the Hong Kong Interior Design Association in 2010
- 遊樂環境團隊參與之百子里項目於2012年獲香港園境師學會頒發園境設計銀獎
The Pak Tsz Lane Park was awarded the HKILA Silver Award 2012 under the landscape design category by the Hong Kong Institute of Landscape Architects
- 本會之「升級遊樂場·星級新未來」項目於2017年憑優良表現及出色效果，獲國際遊樂協會之特別嘉許
Recognition of Excellence and Impact Award for the “Better Playgrounds, Better Future” campaign was awarded by the International Play Association in 2017



本會之「升級遊樂場·星級新未來」項目，獲香港公共關係專業人員協會頒發「香港公共關係獎2016」之優異獎。

The “Better Playgrounds, Better Future” campaign won the Award of Merit of “Hong Kong Public Relations Awards 2016” by the Hong Kong Public Relations Professional Association Ltd.



包括醫院遊戲師之瑪嘉烈醫院兒童腎科團隊，於2017年獲醫院管理局頒發「傑出員工及團隊」獎項。

The Paediatric Nephrology Team of Princess Margaret Hospital, including our Hospital Play Specialists, was awarded the “Outstanding Staff and Team Award” by the Hospital Authority in 2017.



於2017年「360度遊戲在大埔」獲滙豐香港社區夥伴計劃之傑出創意大獎。

Outstanding Creativity Award was awarded for the “360 Play in TaiPo” campaign by HSBC HK Community Partnership Programme.

來自星星的……
From the stars……

我們的遊戲不但吸引小朋友，也深得多位星級名人的歡心，相繼出樣出聲甚至親自落場，以智樂大使的身份，推廣不同項目。

Our play not only attracts children, it is also appreciated by celebrities. They voice out for Playright and even participate as Playright Ambassadors in different events to promote different projects.



陳慧琳
Ms Kelly Chen

早於2004年的慈善獎券義賣中，陳慧琳已開始支持本會。
Ever since the charity sale of raffle tickets in 2004, Kelly has been supporting us.



李嘉欣
Ms Michele Reis

「遊戲萬歲日2013」是李嘉欣產後首次公開露面。
“Cheers for Play 2013” was the first public event that Michele participated in after giving birth to her son.



林氏婉儀
Lily Hong and
Jerry Lamb

康子妮和林曉峰以夫妻檔身份當上遊戲爸媽大使，當然默契十足。
As a couple, Lily and Jerry took up the role of Parent Ambassadors in 2015. Of course, they have great chemistry.



楊千嬅
Ms Miriam Yeung

於「開心小熊醫院2017」中，楊千嬅以前護士身份談及照顧病榻兒子的經歷，份外深刻。
At the “Happy Bear Hospital 2017”, Miriam shared her impressive experience of taking care of her son as a former nurse.

招財來進寶
Raise funds for better services

智樂是一間沒有政府撥款資助的志願機構，多年來一直自力更生，可謂艱苦經營；為了深化服務，為了發展項目，除了積極向各基金或企業游說支持，包括1993年開始獲香港公益金資助特定項目外，我們也有另闢籌謀，籌款項目計有於禮賓府舉行慈善歌劇、慈善粵曲表演、慈善聖誕音樂會、慈善首映，還有賣旗日、慈善獎券、蘇富比慈善拍賣、慈善晚宴；不可不提的當然還有大型籌款活動「智樂快樂行」和「智樂開心小熊醫院」。近年更全力開拓受惠機構發展計劃、生日奉獻及遺愛人間捐獻項目。

Playright is a non-subsidized organization. Over the years, we have been financing ourselves and fighting an uphill battle to operate. In order to better our services and develop projects, we have actively solicited support from different funds and corporations. Since 1993, we have been supported by the Community Chest of Hong Kong for designated programmes.

In addition, we have also held special events to raise funds which include the fund-raising opera at the Government House, the Cantonese opera charity show, the Classic for kids Christmas charity concert, charity movie premiere, flag days, charity raffle ticket sales, Sotheby's charity auction and Gala Dinners. Large scale fund raising events including “Playright Walking on Air” and “Happy Bear Hospital” cannot be omitted. In recent years, we have also launched a beneficiary initiative plan, birthday gift donations and a condolence donation plan.



歌劇 Opera



獎券 Raffle ticket



粵曲 Cantonese opera



賣旗 Flag selling



電影首映 Movie premiere



開心小熊醫院 Happy Bear Hospital



慈善晚宴 Gala Dinner





小朋友的話
Children's Voices



幼稚園高班 勞紫晴
K3 Lao Tsz Ching
我很愛玩水
I love water play



幼稚園高班 禱洋西
K3 Zhuo Zoe
我最喜歡波波池
I love ball pit



9歲 劉欣恩
9 years old Lau Yan Yan
想天天在學校玩遊戲
Want to play at school
everyday



10歲 李凱琳
10 years old Lee Hoi Lam

我想遊樂場有
很高的滑梯和繩網
I hope there would be a
very high slide and rope
course



中一 永青
S1 Wing Ching

想有一些適合
我們玩的遊樂場
Want the playground to be
suitable for us to play



7歲 小葉
7 years old Chilton Yip

最希望有醫院遊戲師
Biggest wish is to have
Hospital Play Specialist
to play with



如果明天
About Tomorrow

明天，孩子們將會長大一天，這個事實不會改變，也不可改變。

可以改變的是，如何創造環境、資源至方法，如何訂定守則、規劃至政策，讓孩子活出健康、快樂和豐盛的童年。智樂的方案是遊戲，三十年來如是，明天如是，後天也如是。

Tomorrow, children will be grown up by another day. This cannot be changed.

What can be changed is to create an environment, resources and methods, to draw up guidelines, plans and policies with the aim of children living a healthy, happy and fruitful childhood.

未來十年的目標是令香港變成「好玩城市」，所指的是：

Our aim for the future decade of Hong Kong is to be a “Playful City” where:

每一個公眾遊樂場
均屬安全、通達、共融
兼好玩
Every playground will
be safe, accessible,
playful and inclusive
for all

每一間提供兒科的
醫院均有醫院遊戲
服務
Every hospital with a
Paediatric department
will include a hospital
play service

全港十八區均有由孩子
話事的社區遊樂空間
Child-led community
play spaces will be
available in 18 districts
all over Hong Kong

校內自由遊戲時間的安排由
幼稚園延伸至所有學前中心及
小學，惠及不同能力的小朋友
Free play time will be extended
from kindergartens to all early
childhood settings and primary
schools, regardless of ability levels

大人們會努力加油的，只因我們「看重孩子·看得起遊戲」！

We, the grown-up, will strive to get the above accomplished because we “Value Children” and “Value Play”!



to **PLAY!**



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