



*We Can, if we believe We Can*

**Wharf Launches Project WeCan, a Pioneer 360° School Improvement Programme Targeting Secondary Schools in Hong Kong**

May 26, 2011, Hong Kong - The Wharf (Holdings) Limited (the Group) (stock code:004) today announces the launch of Project *WeCan*, a pioneer 360° school improvement programme targeting 10 secondary schools and benefiting nearly 10,000 students in Hong Kong who are with fewer opportunities yet great potential, involving a funding of HK\$150 million by the Group.

A 6-year programme, Project *WeCan*, aims at uplifting secondary school students' total performance covering a wide spectrum ranging from teaching, academic learning, extra-curriculum development, conduct and behavior, life-goal planning, to learning environment and support, care and counselling as well as parent-teachers collaboration.

“Guided by the mission of Building for Tomorrow, we are keen to see Hong Kong's future – the young people from all levels – shine, and we believe they *can*, if appropriate opportunities are provided,” said Mr Stephen Ng, Deputy Chairman and Managing Director, The Wharf (Holdings) Limited. “We are particularly pleased to be able to leverage on the expertise of Quality School Improvement Project (QSIP), Hong Kong Institute of Educational Research, The Chinese University of Hong Kong (CUHK) to make Project *WeCan* come into play, after almost a year's exploration and study.”

Besides financial support, staff volunteering is an important part of the programme. Wharf will mobilize staff volunteers of its business units for the schools and students as required. Wharf's 10 business units and fellow businesses will each connect with one participating school for the entire six-year period whereby respective business units will provide support for the schools as needed, assist in arranging interaction with the students, providing executive sharing and career talks etc.

**NEWS RELEASE**

### ***A Win-win-win Collaboration***

Besides the strong commitment by Wharf, Project *WeCan* is well-supported with expertise from QSIP of the CUHK as well as the strong will to excel by the participating schools. A key partner in the Project, CUHK's QSIP is commissioned by Wharf to be the programme planner providing a host of leading services to participating schools. QSIP will dedicate much time and resource to conduct a series of school visits to each school throughout the year, review the school's current challenges in terms of teaching and students performance, and make recommendations. Each school will devise a school-based enhancement programme that is relevant to the current needs of students and school situation. Relevant training and workshops for teachers and students for advancement will be conducted. Cross-school best practice sharing and exchange programmes will also be organised.

"QSIP is pleased to be part of Project *WeCan* which is probably the most comprehensive and systematic educational programme ever initiated by business sector thus far," commented Leslie Lo Nai Kwai, Wei Lun Professor of Educational Administration & Policy, The Chinese University of Hong Kong. "We are particularly impressed by Wharf's putting into action their vision of grooming our future generations and their well thought-through approach,"

### ***Will to Excel, Ready to Engage***

Initially, Project *WeCan* has selected 10 secondary schools, nearly 10,000 students with the most potential to benefit from this programme. Schools were invited to join the programme subsequent to meetings with the Group and CUHK where school principals and their teaching teams were required to substantiate "why them". An Advisory Council composing experienced educators, principals, teachers and social worker representative has been formed.

"On behalf of the participating schools, we are grateful for the support from Wharf which is not only a great endorsement to the schools' hard work and effort but also important motivation for the benefiting students," said Mr Lin Chun Pong, Principal of Ng Yuk Secondary School. "In this ever competitive world, our students who are lacking in social capitals and resources, need all the exposure that they could get. We are particularly excited about the sustainability of the programme. We are hopeful that Project *WeCan* will help fast track a group of young people, full of potential, and groom our future generation to become better citizens."

Of the HK\$150 million of funding for the entire Project, over 90% will be used directly on the students and HK\$5 million each year is dedicated to a "Resources Pool" for extra-curriculum activities for the 10 participating schools per year. The set up will enable greater synergies, transparency, more effective

use of resources among schools and minimize administrative work for schools such as budgeting and cost comparison as they plan their extra-curriculum activities in future.

“A sustainable learning environment is critical to students, teachers and schools. We believe that six years is an appropriate period for the Project to testify, and it will provide sufficient time for schools to pursue and attain their goals. The 10 schools selected have all demonstrated their will to excel and readiness to engage, and their students’ potential. With the strong line up of Advisors, strong will of participating schools and hands on involvement of CUHK, we are confident that the participating schools will succeed and become a role model for their peers,” added Mr Stephen Ng.

10 schools are just a start. Resources for deprived schools and students are never adequate. With the framework established and the pilot scheme up and running, Wharf welcomes other members of the business sector who are passionate about our young people and education to join force by sponsoring more schools and enable more students to benefit. All they need to do is to contact QSIP of CUHK or any other experts that they see appropriate, and pick the schools of their choice.



The Wharf Group’s management pictured with 10 participating school principals and Advisory Board members



(From left to right) Mr Lin Chun-Pong, Principal of Ng Yuk Secondary School, Dr Chiu Chi-Shing, Executive Director of Quality School Improvement Project, Hong Kong Institute of Educational Research, The Chinese University of Hong Kong, Professor Leslie Lo, Wei Lun Professor of Educational Administration & Policy, The Chinese University of Hong Kong, Mr Stephen Ng, Deputy Chairman and Managing Director, The Wharf (Holdings) Limited, Ms Doreen Lee, Executive Director, The Wharf (Holdings) Limited, Mr Ricky Wong, Director, Wheelock and Company Limited, Dr Yuen Pong-Yiu, Chairman of Hong Kong Association of Heads of Secondary Schools & Principal of Tin Ka Ping Secondary School

### **About The Wharf (Holdings) Limited**

Founded in 1886, The Wharf (Holdings) Limited is a listed subsidiary of Wheelock and Company Limited. With prime real estate as Wharf's primary strategic focus, site acquisition, financing, development planning, design, construction and marketing are its core competencies. Mall management remains its strategic differentiation. Landmarks Harbour City and Times Square form the backbone of its prime real estate in Hong Kong. Wharf's strategic initiative of Building for Tomorrow in China pre-occupies the Group's asset expansion program with its medium-term target of increasing its Mainland assets to 50% including a land bank of at least 15 million square metres. The Group now owns or manages 10 hotels in Asia Pacific, nine new hotels are in the pipeline to nearly double its scale by 2015. Also contributing to Wharf's presence in the Mainland are key port assets along the China coast, the most dynamic coast line in the world for cargo movement in the coming decades.



## **FACT SHEET**

### ***A Win-win-win Collaboration to groom the future generations of good citizens of Hong Kong***

#### **FEATURES**

- ◆ A 6-year programme targeting schools and students lacking resources
- ◆ A pioneer 360° holistic programme covering teaching, learning, extra-curriculum development, conduct and behavior, life-goal planning, learning environment and support, care and counseling, and parent-teachers collaboration
- ◆ 10 schools are selected at this stage, benefiting nearly 10,000 students
- ◆ A total funding of HK\$150 million for 10 participating schools for six years, of which HK\$5 million will be allocated to a Resource Pool each year for funding a host of extra-curriculum activities and service support for participating schools
- ◆ Quality School Improvement Project of CUHK acts as the programme planner providing a host of leading service including professional train-the-trainer training to teachers, assisting schools in design and customization of class materials, providing class observation and review, consultation, and keep track of progress
- ◆ A “Resource Pool” will be established with a strong line up of service providers covering a host of extra-curriculum needs and service support, to be used by participating schools for greater synergies, transparency, more effective use of resources among schools and minimize administrative work
- ◆ Companies visits, career talks, executive sharing and “star” talks will be arranged for all levels of students of the 10 participating schools every year
- ◆ Cross schools sharing and forums will be organized to encourage best practices sharing among participating schools
- ◆ Wharf’s 10 business units and fellow subsidiaries with each take up one school and support them with staff volunteering
- ◆ An Advisory Council has been formed with experienced educators, school principals, teachers and social workers as members

## **CRITERIA/SELECTION OF SCHOOLS**

### ***Will to Excel, Ready to Engage***

1. Schools demonstrate their passion with proven track record the commitment and passion of their teaching teams and strong leadership
2. Schools and students that demonstrate their will to excel, talent and potential
3. Schools and students lacking in resources and economic support
4. Interested schools meet CUHK and Wharf's executives and present their teaching philosophy, needs and why them
5. Schools can self nominate themselves for consideration to be included in the programme or by referrals

### **PARTICIPATING SCHOOLS (In alphabetical order)**

1	Buddhist Ho Nam Kam College
2	CCC Kei Heep Secondary School
3	Chiu Chow Association Secondary School
4	Cotton Spinners Association Secondary School
5	Fung Kai No 1 Secondary School
6	Lok Sin Tong Yu Kan Hing Secondary School
7	Nam Wah Catholic Secondary School
8	Ng Yuk Secondary School
9	Po Chiu Catholic School
10	Yan Oi Tong Chan Wong Suk Fong Memorial Secondary School



**Wharf Project WeCan**  
**九龍倉·學校起動計劃**  
**Advisory Board Member List**  
**顧問委員會成員名單**

Stephen Ng Tin-Hoi  
Deputy Chairman and Managing Director  
The Wharf (Holdings) Limited  
Chairman of Project WeCan Advisory Board

吳天海  
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學校起動計劃顧問委員會主席

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余綺華  
教育工作人員總工會會長

Amarantha Yip Yun Wan  
Head of Service  
Hong Kong Family Welfare Society

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