

## SHA commends flexible operation of social enterprises (with photos)

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The Secretary for Home Affairs, Mr Tsang Tak-sing, today (September 7) said that social enterprises in Hong Kong have been developing well and many of them had a good understanding of the market, successfully expanding their businesses as well as achieving the aim of serving the community.

Mr Tsang visited Sha Tin and Tai Po today to learn more about the operation of social enterprises in these two districts. He also took the opportunity to visit a day care centre and share with the elderly there the festive mood of the Mid-Autumn Festival.

Accompanied by Sha Tin District Officer, Mrs Do Pang Wai-yee, and Chairman of the Sha Tin District Council, Mr Wai Kwok-hung, Mr Tsang paid a visit to a community supermarket called "Good Family" in Sha Tin to understand more about its operation. "Good Family" is subsidised by the Enhancing Self-Reliance Through District Partnership Programme under the Home Affairs Department.

Mr Tsang said that social enterprises have brought about new sales services in food and daily necessities for the community, helping female employees to strengthen their confidence as well as cultivating a caring consumption habit among residents. He added that the "Good Family" supermarket understood the consumption habits of residents and was therefore able to meet local market needs in terms of price and supply of commodities.

In Tai Po, accompanied by the Salvation Army Tai Po District Officer, Mr Ivan Lee, and the Chairman of Tai Po District Council, Mr Cheung Hok-ming, Mr Tsang went to the Fu Heng Estate to visit the Tai Po Integrated Home Care Service cum Day Care Centre for Senior Citizens, wishing all the elderly there a happy Mid-Autumn Festival.

Additionally, Mr Tsang visited the "Salvation Army Fitness Box" to learn more about its operation. The "Fitness Box" is another social enterprise supported by the Enhancing Self-Reliance Through District Partnership Programme of the Home Affairs Department. Operated by the Salvation Army, it provides rehabilitation and fitness programmes such as yoga and pilates for the elderly in Tai Po, meeting their needs for exercise and keeping in good health. The programmes also enable both the healthy elderly and those with fragile health to enjoy the fun and benefits of group

exercise.

Mr Tsang said community support is key to enhancing the development of social enterprises. Apart from the Enhancing Self-Reliance Through District Partnership Programme, in 2011-2012 the Home Affairs Bureau and the Home Affairs Department have allocated \$19 million to further promote and support the development of social enterprises in Hong Kong.

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