

Jockey Club SMART Family-Link Project cum International Conference 2025

「賽馬會智家樂計劃」成果分享暨國際研討會2025



賽馬會
Jockey Club
SMART Family-Link Project



香港賽馬會慈善信託基金
The Hong Kong Jockey Club
Charities Trust

Partner Institutions
合作院校



香港浸會大學
HONG KONG Baptist University



HKSARS
Department of Social Work and Social Administration
The University of Hong Kong
香港大學社會工作及社會行政學系



HKU Med
LKS Faculty of Medicine
School of Nursing
香港大學護理學系

Partners
合作夥伴



香港明愛
Caritas
HONG KONG



家福會
HKFWS



香港社會服務處
Social Service
HONG KONG



International Social Service
enhancing NGOs' operational efficiency



基督教家庭服務中心
Christian Family Service Centre



香港天主教傳道會
The Hong Kong Catholic Missionary Society



聯合輔導會
The Hong Kong Baptist Church



香港賽馬會慈善信託基金



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Since 2018, the Hong Kong Jockey Club Charities Trust funded around HK\$330 million to initiate the Jockey Club SMART Family-Link Project, supporting the digital transformation of all 26 NGO-operated Integrated Family Service Centres and Integrated Services Centres across Hong Kong. The project leverages information and communication technology (ICT) to enhance service effectiveness, foster innovation, and promote family well-being. Through cross-sectoral collaboration between NGOs and academia, it also provides training to strengthen sector capacity in the use of technology and data for family service innovations that can respond to emerging service needs.

自2018年起，香港賽馬會慈善信託基金撥款近3.3億港元策劃及捐助推行「賽馬會智家樂計劃」，支援全港26間非政府機構營運的綜合家庭服務中心及綜合服務中心推動數碼轉型。計劃推動非政府機構與學術界合作，運用資訊科技提升服務效能、促進創新及推動家庭和諧，並透過培訓和數據分析加強業界能力，以回應家庭的各種變化及需要。



I-Connect Service Management System enhancing NGOs' operational efficiency 透過I-Connect服務管理系統提升非政府機構營運效率

Developed and implemented the I-Connect (Service Management System), streamlining daily operations such as e-referral (across NGOs and Social Welfare Department), e-assessment for early risk identification, form customisation, remote access, and Statistical Information System (SIS) report generation. 開發並推行了I-Connect (服務管理系統)，優化日常運作，包括電子轉介 (通覆機構間與社會福利署的對接)、電子評估 (以便及早識別風險個案)、表格自訂、遠端存取及統計資訊系統 (SIS) 報表生成等。

Enabled supervisors and frontline staffs to directly access and update case files, saving significant time on paperwork and greatly improving workflow and efficiency. 主管及前線同工可直接查閱及更新個案檔案，大幅減少文書處理時間，大大提升工作流程及效率。



Technology-assisted programmes engaging service users and promoting family well-being 將科技融入活動促進服務使用者參與及提升家庭和諧

More than 4,800 technology-assisted programmes/sessions organised by NGO partners, benefiting over 340,000 service users. 非政府機構合作夥伴舉辦逾4,800個應用科技的活動/小組，惠及超過340,000名服務使用者。

Organised over 50 ICT-enhanced community events, including promotion truck, InnoCarnival, as well as online games and publicity campaigns, reaching more than 330,000 people and improving family relationship and well-being. 舉辦超過50個融入資訊科技的社區活動，包括流動宣傳車、創新嘉年華，以及網上遊戲和宣傳活動，惠及逾330,000人，有效促進家庭關係及和諧。

Developed 13 evidence-based blended mode of services (online and face-to-face) to increase flexibility for service users to join the programmes of family services, enhance interaction, reduce time and location constraints, and provide a continuous support network. 大學團隊與機構夥伴共同開發了13個實證為本的混合服務模式 (網上及面對面)，提升了服務使用者參與活動及使用服務的靈活性，加強互動，同時減低時間及地點的限制，並提供持續的支持網絡。



Generating data intelligence for service planning and innovation 以數據智能推動服務規劃及創新

Developed a Data Analytics System (DAS) featuring case classification, data visualisation, GeoInfo Map, correlation analysis and DataBot to support data-driven decision making. 開發數據分析系統 (Data Analytics System)，包括個案分類、數據可視化、地理資訊圖、相關性分析及數據機器人，促進以數據為本的決策。

Provided customised data analysis reports to NGO partners, identified emotional problems as the most prevalent issue in complex cases, highlighting the importance for holistic planning. 向機構夥伴提供數據分析報告，發現情緒問題為複雜個案中最常見，突顯整全規劃的重要性。



Capacity building on the use of ICT and data strengthening NGOs' digital literacy 加強非政府機構在資訊科技及數據應用方面的能力

Delivered over 150 workshops for social workers on data processing, analytics and ICT skills. 舉辦逾150場工作坊，為社工提供數據處理、分析及資訊科技應用培訓。

Launched the iHub, an integrated online resource hub for family services in Hong Kong, gathering diverse and practical resources and case studies to inspire and promote innovative family services. 推出為香港家庭服務而設的電子資源中心iHub，蒐集多元實用的資源及案例，啟發推動創新家庭服務。

InnoFamily Award attracted over 200 students from 14 local tertiary institutions to develop innovative technology ideas aimed at enhancing family well-being in Hong Kong, nurturing the next generation of digital social service innovators. InnoFamily Award 吸引超過200位來自本地14間院校的大專生參加，讓創新意念與經驗服務接軌，旨在提升家庭和諧，培育新一代社會服務創新人才。

3-year impact assessment (over 2,000 surveys and interviews) showed increased ICT adoption and satisfaction among social workers and service users. 三年成效評估 (逾2,000份問卷及訪談) 顯示社工及服務使用者對資訊科技應用率及滿意度顯著提升。

Project Achievements 計劃成效

i-Connect Service Management System

First-ever sector-wide integrated service management platform customised for family services in HK



Data Analytics System

Generating data intelligence for better service planning and innovations



4,800+ Tech-assisted programmes/sessions

Benefitting 340,000+ service users



13 Blended intervention models

Evidence-based, combining online and face-to-face intervention



Online co-learning platform i-TLS and resource hub i-Hub for family services



150+ Capacity building sessions on digital literacy

With 3,400+ attendance by social workers



50+ Community events and campaigns with ICT elements

Promoting family well-being to 330,000+ general public



15 Digital tools promoting family well-being



91% Service users

Satisfied with diversified mode of intervention and communication



90% Service users

Reported increased use of ICT to enhance family communication



89% Social workers

Have increased competency (knowledge and skills) in providing blended mode of services



86% Centre supervisors

Have increased use of data for social work practice and service planning

