

From vision to actions

Experience sharing of HKRC Strategic Planning Process
(2017-2022)

Why

strategic planning in
HKRC?



2011 - 2016



人道 齊行動 Action for
Humanity

2017 - 2022

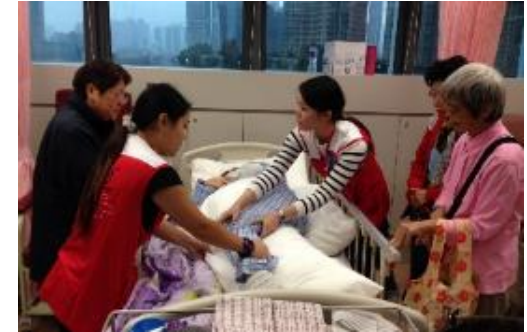
HKRC service highlights



Blood Service



Local & International Relief & Development



First Aid & Health Training



Community Service

Total number of direct beneficiaries in 2018/19:

Over 1,471,000



Volunteer Engagement



Youth Development



Special Education & Rehabilitation



Humanitarian Education

Framework


of HKRC
Strategic Plan


五年策略發展計劃 2017-2022 5 - Year Strategic Plan 2017 - 2022

Strategic Goal

帶動社會為人道行動和發聲
To Lead and Mobilize Actions and Voices for Humanity

Strategic Aims


在危難事故中
拯救及保護生命
Save and protect lives
in crises and emergencies


加強社區應對
危難事故的能力
Strengthen
community resilience


推廣人道價值
及關注人道議題
Promote humanitarian values
and humanitarian agenda

Enabling Actions

善用國際紅十字與紅新月運動的
資源及專業經驗

Mobilize resources and expertise in the International
Red Cross and Red Crescent Movement

加強社區聯繫

Strengthen community engagement

強化義工參與

Empower volunteer participation

發展為更健康與高效的機構

Grow a healthy and effective organization

Strategic planning

process



Senior Management Retreat

(28 April 2015)



Extended Chairman's Committee Meeting

(14 July 2015)



Brainstorming Meetings

(Oct - Nov 2015)



Planning Workshop

(2 April 2016)



Staff Focus Group

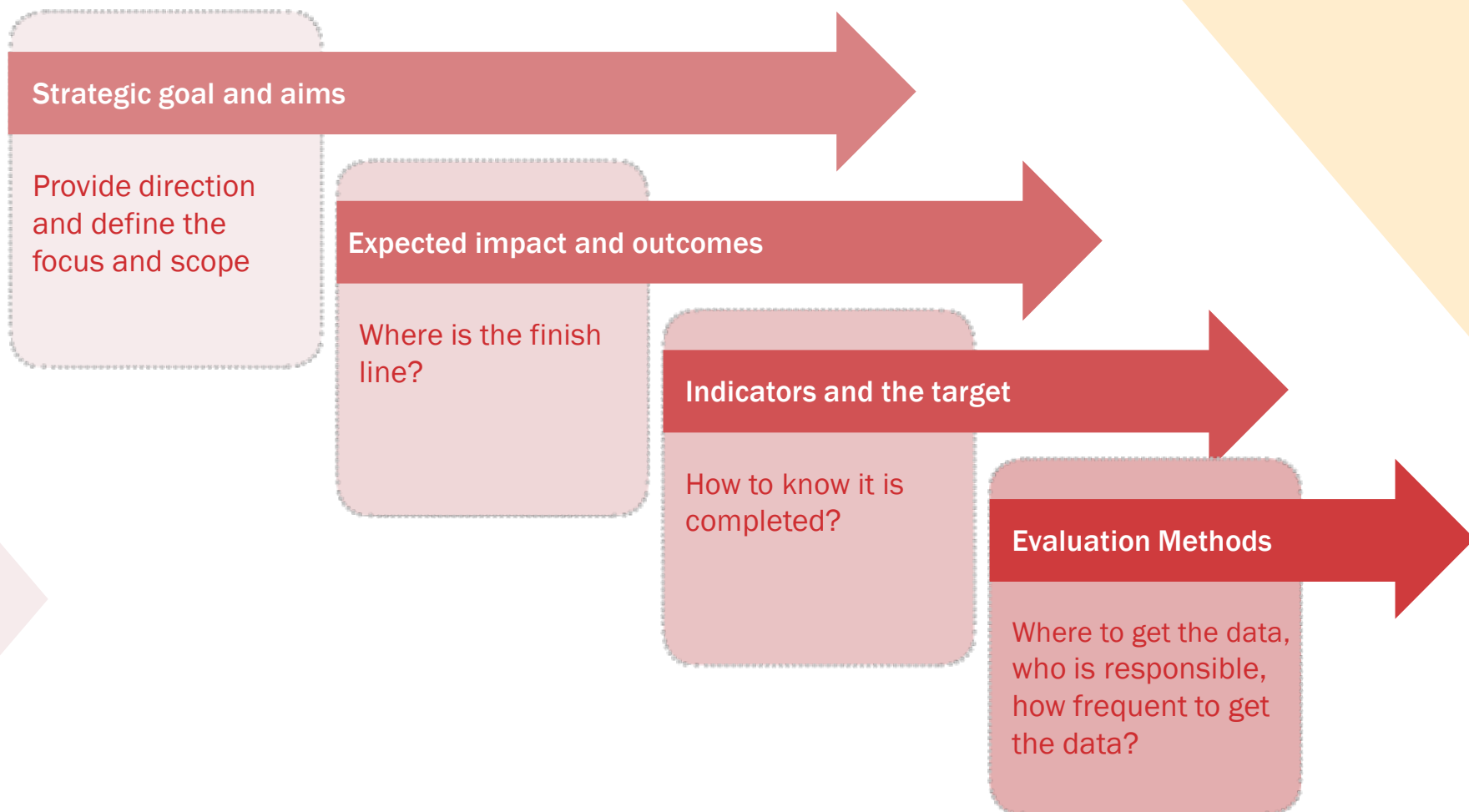
(Jun - July 2016)



Approved at Council

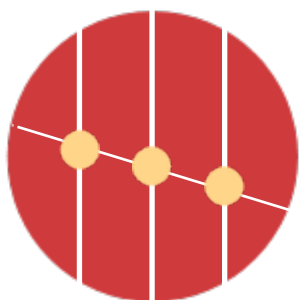
(Sept 2016)

On-going discussion in Senior Management Team



Measuring

Strategic Goals and Aims



Service alignment



Task Force



Council's support



Action plan with budget

Translating
strategic goals

to actions

One-agency-one-plan





Trust and support



Key **successful factors**

Determination with vision



Embrace changes



Participation, engagement,
shared direction

Lessons learnt



Ongoing monitoring

ongoing monitoring on the reactions of committee members, staff and volunteers



Evidence

more evidences to be built for evaluation after 5 years



Staff consultation

staff consultation at critical moment



Budget plan

sustainable budget plan for service development



Knowledge management

capture the experience and process as knowledge management and also for future reference