



香港失明人協進會
Hong Kong Blind Union
⠠⠠⠠ ⠠⠠⠠ ⠠⠠⠠ ⠠⠠⠠⠠



2022年 4月號

April 2022

NEWSLETTER
ISSUE 80



讓會員發揮潛能的籌款活動

Fundraising Events That Empower Members To Develop Their Potential



口述影像跨越視障

Audio Descriptions Bridge
Over Visual Impairment



黑暗之中望見光譜

Seeing Light Spectrum
In Darkness

今期焦點 HIGHLIGHTS



April 2022

Newsletter
ISSUE 80



香港失明人協進會
Hong Kong Blind Union


目錄

CONTENTS

- 文：石建莊

Fundraising Events That Empower Members To Develop Their Potential

By Jess Shek

- ## 2. 口述影像跨越視障

文：周俊昌、劉誠君

Audio Descriptions Bridge Over Visual Impairment

By Chou Chun-cheong, Lau Shing-kwan

- ### 3. 黑暗之中望見光譜

文：趙啟彤

Seeing Light Spectrum In Darkness

By Victoria Chiu

- #### 4. 活動回顧

Activity Review

出版：香港失明人協進會

編輯委員會成員：吳秉東、周俊昌（總編輯）、趙啟彤（高級籌款及社區關係主任）

地址：香港九龍觀塘翠屏邨翠櫻樓地下13-20號

電話：(852) 2339 0666

傳真：(852) 2338 7850

網頁： www.hkbu.org.hk

電郵：info@hkbu.org.hk

Facebook : www.facebook.com/HKBlindUnion

香港失明人協進會為有限公司註冊的慈善團體

Hong Kong Blind Union is a registered charitable organization incorporated with limited liability

Published by: Hong Kong Blind Union Members of
Editorial Group: Michael Ng, Chou Chun-cheong
(Chief Editor), Victoria Chiu (Senior Fundraising &
Community Relations Officer)

Address : Rm 13 - 20, G/F, Tsui Ying House, Tsui Ping
Estate, Kwun Tong, Kowloon, Hong Kong.

Telephone : (852) 2339 0666 Fax : (852) 2338 7850

Website : www.hkbu.org.hk

E-mail : info@hkbu.org.hk

Facebook : www.facebook.com/HKBlindUnion

編輯委員會

成員名單

Editorial Group Member List



文：吳秉東

本港的新冠肺炎疫情持續超過兩年，能夠舉辦實體活動的機會顯得彌足珍貴。過去半年本會有幸舉辦了幾個不同形式的活動。

每年10月15日是國際白杖日，以紀念視障人士藉白杖獨立生活。白杖是視障人士獨立自強的標誌，靠著白杖，視障人士就能獨立出行，積極生活。去年本會以眾籌形式舉辦國際白杖日的活動，讓我們一起分享這次別開生面的慶祝活動如何傳達視障人士獨立自強的訊息。

聽覺是視障人士接收資訊的主要感官，本會承蒙「香港賽馬會慈善信託基金」撥款捐助，在2020年開展賽馬會「開聲體」體育口述影像服務。「開聲體」旨在為視障人士提供專業的體育賽事口述影像服務。去年11月本會與香港盲人輔道會及香港展能藝術會破天荒合辦了一次口述影像服務研討會，本期我們將瞭解這研討會如何總結過去逾十年來香港口述影像服務的發展和成果。

全港首間結合按摩與咖啡兩大元素的社企「休Cafe」於去年九月正式開幕，早前舉行了JER點字曲奇禮盒籌款活動，將歌迷的應援活動與慈善工作二合為一，讓粉絲對偶像的愛可伸延到社會上有需要的人士身上，甚具意義。本期我們將深入瞭解這嶄新的社企項目如何為本會寫下歷史的新一頁。

本會在疫情下能成功舉辦上述三項活動，再加上如聖誕聯歡及去年底與香港足球總會合辦的體育口述影像公眾體驗等，實是感恩。盼望隨著疫情逐漸緩和，我們能夠更多地面對面與會員及各位支持者接觸。

By Michael Ng

The COVID-19 outbreak in Hong Kong has lasted for more than two years. Opportunity to host physical events was precious. Blind Union was pleased to held different forms of events in the past six months

15th October marks the International White Cane Day. It was established to commemorate the invention of the white cane used by visually impaired persons. White cane is a symbol of independence and self-strengthening of the visually impaired. Visually impaired persons can go out independently and live an active life by using it.

Blind Union held a thematic celebration event last year as crowdfunding function and mainly participated by members. Let's investigate how this meaning charity event convey to the public that the visually impaired can participate equally and live independently in the community, and the public thus have a better understanding on the abilities and needs of visually impaired persons.

People with visual impairment mainly rely on hearing to perceive information, Blind Union was honoured to receive funding from "The Hong Kong Jockey Club Charities Trust" to launch the "Jockey Club Sports Programmes with Audio-description Service" in 2020, this programme was aimed to provide professional audio description services for the visually impaired. Blind Union, together with the Hong Kong Society for the Blind and Arts With the Disabled Association Hong Kong, held the first ever Audio Description Week last year. Let's have a better understanding on the development of audio description services in Hong Kong over the last decade.

Our first social enterprise "Yau Cafe", which combines two elements of massage and coffee, first ever combination in Hong Kong, officially opened in September last year. A thematic fundraising event of JER Braille Cookie Gift Box was held earlier before. It is a meaningful collaboration to extend contribution back to people in need in the community from transforming the positive impact of popularity among youngsters in Hong Kong. We will take a deeper look on how this new social enterprise marks a great milestone for us.

We are truly grateful to make the events mentioned above happen, as well as the Christmas lucky draw for our members and the public experience day of sports audio description, which co-organized with the Hong Kong Football Association last year. We hope the epidemic will end soon and we will be able to have more face-to-face interaction with our members and supporters.

文：石建莊

讓會員發揮潛能的 籌款活動



會員朋友積極為音樂x故事表演綵排，務求做到最好，為大眾帶來最佳表演。

Visually impaired members devoted much time and effort on rehearsing in order to perform well.

協進會每年都會在國際白杖日舉行籌款活動，目的除了籌募經費外，我們亦希望藉此能夠讓大眾對視障人士有更深的認識。

在社交距離措施的限制下，要舉辦步行、運動會等大型而能讓公眾參與其中的籌款活動較以往困難。經過白杖日籌備委員會一番討論後，我們認為過往的白杖日活動，會員的角色純粹是參與者，但其實白杖日對視障人士而言別具意義，因此我們就朝著提高會員參與度的方向籌劃去年的活動，最終我們決定以「自己籌款自己做」為活動主題，構思了「心睇·力行眾籌企劃」——兩個由視障人士身體力行，共同籌備及完成的眾籌項目，包括行夜山和「音樂 x 故事」的表演。

很想在這裏和大家分享在籌備這兩個眾籌項目時的小故事。

其中一位「行夜山」的參加者溫先生並沒有行山的習慣，最初我們有點擔心所選擇的路線他會否應付得來，但為了完成這個挑戰，他不但買了一對新波鞋，而且經常踏單車練腳骨力。他的努力並沒有白費，最終他能完成整個路程。另外一位參加者更表示，流汗的感覺使他感到快樂，這快樂和滿足感感染了一眾參加者。

籌備『音樂 x 故事』表演的會員，希望藉著歌聲和話劇，分享他們克復視障的經歷。從構思整個故事的情節、選曲到演出，都是由他們一手包辦。這班音樂素人雖然沒有很多演出的經驗，但他們都希望盡一分力來答謝捐款者對我們的支持。這次演出不但給予他們公開演出的機會，頻密的綵排更讓他們建立深厚的友誼，他們不時都會相約出來聚聚，並期待有下一次的演出機會。

我謹代表協進會感謝所有捐款者的支持，讓我們能夠超越我們訂立的籌款目標。但更有意義的是，是次活動能讓會員發揮自助精神，協進會真的能夠做到作為讓視障人士發揮潛能的平台。

By Jess Shek

FUNDRAISING EVENTS THAT EMPOWER MEMBERS TO DEVELOP THEIR POTENTIAL

Blind Union holds fundraising event every year on International White Cane Day. Apart from raising fund to support services for visually impaired persons, we also hope to take this opportunity to enable the public to have a better understanding on the visually impaired.

With social distancing restrictions, it is more difficult than ever to hold large-scale fundraising events, such as walks, sports events, that involve participation of the public.

After having discussion by the White Cane Day Preparatory Committee, we believed that members were purely participant in the past White Cane Day events, but actually White Cane Day has a special meaning for the visually impaired. Therefore, we adopted the direction of improving the engagement of members to plan last year's event, finally we decided to use the concept of "DIY : Do Fundraising Yourself" as the event theme, and conceived "Cane-A-Thon" Fundraising Campaign – two crowdfunding projects, jointly prepared and completed by the visually impaired, including night hiking and the performance of "Music x Story".

I would like to share with you an ordinary story about the preparation of these two crowdfunding projects.

Mr. Wen, one of the participants of night hiking, did not have hiking habit at all. At first, we were a little worried about whether he would be able to cope with the selected route, but in order to complete this challenge, he not only bought a pair of new sneakers, but also often practised cycling to train up his foot endurance. All of his hard work paid off, and in the end he completed the journey. Another participant said that the feeling of sweating made him feel happy, and this joy and satisfaction influenced all the participants.

Members worked hard to prepare for the performance of "Music x Story". They hoped to share their experience of overcoming visual impairment through singing and drama. From the idea creation of the whole story plot to music selection, they prepared all the elements on their own. Although this group of amateur musicians did not have a lot of on-stage experience, they all wanted to do their part to thank the donors for their support. This shows that it not only provided them an opportunity to perform publicly, but the frequent rehearsals also let them establish deeper friendship, they would meet for gathering from time to time and look forward to the next show.

On behalf of Blind Union, I would like to thank all of our donors for their support, which allows us to set a higher fundraising target. However what is more meaningful is that this event enables our visually impaired members to apply their self-help spirit, and Blind Union can really serve as a platform for them to develop their potential.



視障會員朋友踴躍參與行夜山活動，為眾籌活動出一分力。
Visually impaired members actively participated in night hiking to raise fund for Blind Union.

口述影像跨越視障

香港口述影像服務發展歷史並不久遠，過去十多年來在各機構的努力下，逐漸在不同範疇的服務都為社會大眾提供口述影像項目。

本會於去年12月與香港盲人輔導會及香港展能藝術會合辦首屆口述影像週，期間舉辦了多個精彩活動，當中包括網上研討會、本會舉辦的體育口述影像公眾體驗日、香港盲人輔導會舉辦的電影《一路瞳行》口述影像版優先體驗場、香港展能藝術會舉辦的「觀景之外」非視覺攝影展覽。

透過舉辦上述活動，我們期望能夠充分體現口述影像服務如何於電影、藝術項目和體育賽事三方面應用，讓更多公眾人士認識到口述影像服務和了解視障人士在文娛康樂方面的需要。此外，我們亦希望就這服務的發展回顧過去、整合經驗和探討未來。在網上研討會中的一位分享嘉賓李德能先生(註一)表示：「從沒想過它應用的範圍是如此廣泛。」

本會選擇了其中一場「香港超級足球聯賽——流浪對傑志」的賽事，安排了三位資深的體育評述員為賽事提供口述影像服務。參與者是本會的視障會員和40多位公眾人士。除了邀請這些健視朋友一路「睇波」(註二)一路收聽口述影像外，更要求他們在比賽的部份時間蒙眼。進行體驗活動過後，參與者均表示此體驗除了有助於他們認識視障人士的需要，更令他們瞭解到口述影像的精妙之處。口述影像除了可令視障人士更投入球賽之外，更可讓一些不熟悉體育賽事的健視人士更快速的認識該項運動。

本會展望口述影像服務在未來十年可以走入更多視障人士的生活中，不單只由機構推動，更希望政府、公私營機構以及傳媒能夠提供更多口述影像服務，讓視障人士可以獨立地參與更多文娛康樂活動。電視台可考慮在第二聲道提供口述影像服務，讓視障觀眾能安坐家中欣賞高水準的國際體育賽事的直播。冀盼口述影像服務可以為視障人士帶來不同的體驗之餘，亦可推動社會共融。

註一：著名體育評述員。

註二：書面語是「觀賞球賽」。



AUDIO DESCRIPTIONS BRIDGE OVER VISUAL IMPAIRMENT

The historical development of audio description service in Hong Kong is not long at all, audio description projects have been gradually provided for the public in different categories of services with efforts of various organisations over the past ten years.

Blind Union co-organised the first Audio Description Week with the Hong Kong Society for the Blind (HKSB) and Arts with the Disabled Association Hong Kong (ADAHK) in December last year. During the period, a number of exciting events were held, including webinars, public experience day of audio description of sports held by Blind Union, the preview of "Sunshine Of My Life" movie with audio description held by HKSB as well as "Beyond Sight", the non-visual Photography Exhibition organised by ADAHK.

We hope that by organising the above-mentioned events, we can fully demonstrate how audio description services are applied in three categories, i.e. movies, art projects and sports events, let more people recognise audio description services and understand cultural recreational needs of the visually impaired. Furthermore, we would like to review the past, integrate experience and discuss the future development of these services. A guest speaker shared in the webinar, Mr. Lee Tak-nang (Note 1) said, "I never thought it could be applied so widely."

Blind Union chose one of the matches "Hong Kong Premier Football League – Rangers vs Kitchee", and arranged three senior sports commentators to provide audio description services for the event. Participants were our visually impaired members and over 40 members of the public. Apart from "seeing the ball" (Note 2) along the way while listening to the audio description, it was required for these sighted friends to blind-fold during part of the game. Participants responded such experience not only allow them to figure out the needs of the visually impaired, but also let them understand the essence and subtlety of audio description. In addition to better engagement of the visually impaired in the game, audio description can help sighted people who are unfamiliar with sports events to understand the sport more quickly.

We look forward to the fact that audio description services can be more inclusive within the lives of visually impaired in the next ten years. They are not solely driven by institutions, but also can be promoted by the government, public-private sectors. Media can provide more audio description services which allow visually impaired can enjoy more cultural and recreational activities independently. TV stations may consider providing audio description services on the second channel, so that the visually impaired viewers can enjoy live broadcasts of high-level international sports events at home. Hoping that the audio description services not only bring different experiences to the visually impaired, but also promote social inclusion across the city.

Note 1: Famous sports commentator.

Note 2: It means "watching the match" in Cantonese.



文：趙啟彤

黑暗之中望見光譜

近年男子團體Mirror掀起本地一股追星熱潮，相信大家亦能親身感受到應援團的號召力實在不容忽視。因緣際會下，Mirror成員柳應廷Jer的官方粉絲團於去年年尾選址協進會轄下社企休Cafe作為Jer生日展覽應援活動場地之一。柳應廷Jer的歌曲本身公認為有治癒人心的魔力，而在洽談的過程中更偶然發現他數首歌曲的創作背景亦與協進會的理念相近——「即使在漆黑中視障人士仍然有自己的才華及所長，能夠發光發亮」。

本著共同信念，相信每個人也能成為黑暗中的一道光，而應援團亦堅信即使在現今黑暗的世代中，各人除了能夠於看不見未來的漆黑中互相守望對方之外，更重要是他們於自己的崗位中亦能夠發揮獨一無二的所長及才華。此難能可貴的理念亦與協進會自創會以來的理念不謀而合：致力發揮視障人士的自助及互助精神，透過提供多元化的服務予他們實踐視障人士於社會上亦佔有一席位，並且能夠得到大眾平等看待，獨立自強。

在本著共同理念的因由下，協進會首次與粉絲應援團合作。應援團除了租用協進會轄下社企休Cafe為展覽場地之一，讓更多人認識此間首次把按摩與咖啡結合的社企之外，更共同推出JER點字曲奇義賣禮盒，所籌得的款項全數撥作協進會為視障人士提供就業及升學等發展工作所用，盼望能夠以偶像的名義號召不同粉絲為視障人士融入社會以及支援工作出一分力。

是次慈善義賣點字曲奇禮盒全由視障人士親手包裝，除了可為他們提供就業機會之外，協進會亦藉此秉承一直以來發揮視障人士各樣才能的精神，盼望協進會能繼續成為視障人士一展所長的平台，亦期盼社會大眾能與協進會一起堅守與視障人士共同前行的理念。



JER點字曲奇義賣禮盒全聘請視障社企助理包裝，除了增加他們收入之餘，亦貫徹支援視障人士就業支援的精神。
JER Braille Cookie Charity Gift Box was packed by visually impaired social enterprise assistant, not to increase their income only but to enhance the employment support service provided for our visually impaired groups.

By: Victoria Chiu

SEEING LIGHT SPECTRUM IN DARKNESS



MIRROR, a group of male singers have set off in Hong Kong, which created an upsurge of “Chasing Star” recently, it is believed that everybody can also feel personally the appeal of fan group that cannot be ignored. By chance the official Fan Club of Jer Lau Ying-ting of the MIRROR member chose YAU CAFE, a social enterprise cafe under Blind Union, as one of the venues for fan group event of Jer’s birthday exhibition at the end of last year. Songs of Jer Lau are recognised as having the magic power to heal people’s hearts, and in the discussion, it was discovered by chance that the creative background of several of his songs is similar to the concept of Blind Union – “Even in darkness, the visually impaired still have their own talents and skills, and can still shine brightly”.

In line with the common value, it is believed that everyone can become a ray of light in darkness, the fan group also strongly believed even in present dark age that everyone apart from being capable of watching over each other in darkness of unforeseen future, most important is that they can still exert their talents and unique skills in their own positions. Such valuable concept also coincides with the concept of Blind Union since their establishment: striving to exert the spirit of self-help and mutual-help of the visually impaired and provide diversified services, so that the visually impaired can occupy a place in the society and can be independent and self-reliant gaining equal treatment by the public.

With the common concept, Blind Union cooperated with a Fans Club for the first time. The fans group not only rented the social enterprise “YAU CAFE” under Blind Union as one of the exhibition venues, helped arousing awareness of this first social enterprise cafe that combines massage and coffee, but also jointly launched the JER Braille Cookie Charity Gift Box. All funds raised would be donated to Blind Union to provide employment and study development services for the visually impaired, hoping to call for different fans in the names of idols to contribute to the social inclusion and support work of the visually impaired.

The Braille Cookie Gift Boxes of this Charity Sale were all hand-packaged by the visually impaired, in addition to providing employment opportunities, whereby Blind Union uphold the spirit of getting the visually impaired realise fully various talents. Hoping that Blind Union can continue to be a platform for people with visual impairment to showcase their strengths, also wishing both of the public and Blind Union can uphold the concept of walking together with the visually impaired.



☐ 本人樂意成為「協進之友」，每月以信用卡或銀行自動轉賬方式捐款，協助視障人士融入社會。

I would like to donate the following amount monthly by credit card or autopay to support the work of HKBU.

☐ HK\$100 ☐ HK\$300 ☐ HK\$500 ☐ HK\$1,000 ☐ Other \$ _____

☐ 本人樂意作一次性捐款

I would like to make a one-off donation.

☐ HK\$300 ☐ HK\$500 ☐ HK\$1000 ☐ HK\$1,500 ☐ Other \$ _____

捐款者資料 Donor's Information

姓名 (先生女士) Name (Mr/Ms /Miss)	聯絡電話 Tel.
地址 Address	
出生日期 Date of Birth	傳真號碼 Fax No.
電郵地址 Email Address	填表日期 Date

捐款方法 Donation Method

(捐款為港幣 100元或以上者，本會將寄回免稅收據 Receipt will be provided for donations of HK\$100 or above for tax deduction.)

☐ 信用卡捐款 Credit Card ☐ AE ☐ Master ☐ Visa

持卡人姓名 Cardholder's Name: _____

信用卡號碼 Card Number: _____

有效日期 Expiry Date: _____

持卡人簽署 Signature: _____

☐ 直接捐入本會戶口 Deposit to Blind Union's account
(香港上海匯豐銀行 HSBC 511-529299-001)

☐ 恒生銀行網上理財用戶 Users of Hang Seng e-Banking
可透過網頁 www.hangseng.com/e-banking 將捐款存入本會
can make their donations through this website:
www.hangseng.com/e-banking

☐ 匯豐銀行網上理財用戶 Users of HSBC e-Banking
可透過網頁 www.ebanking.hsbc.com.hk 將捐款存入本會
can make their donations through this website:
www.ebanking.hsbc.com.hk

☐ 支票 / 匯票 Cheque / Bank draft
抬頭請寫「香港失明人協進會」
(Payable to "Hong Kong Blind Union")

☐ 透過全港 7-11便利店捐款 Donate via local 7-Eleven stores
只需出示右邊條碼及表明捐款金額
please provide bar code on the right
and indicate your donation amount



☐ Payme 捐款 Payme Donation

請用 Payme 掃描右邊的 QR 圖碼
please use Payme to
scan the QR Code on the right

請於付款訊息提供閣下的姓名、電話和地址

Please provide your name, tel and address in the payment message



☐ 轉數快 Fast Payment System (FPS)

(快速支付系統識別碼 FPS ID: 3245701)

捐款後，請把成功捐款之頁面截圖連同閣下的姓名、電話和地址
WhatsApp 到 5464 5118 或電郵致 info@hkbu.org.hk 給我們。

Please take a screenshot of the successful payment page with
your name, tel and address then whatsapp to 5464 5118 or email
to info@hkbu.org.hk

每月自動轉賬捐款 Monthly Autopay Donation

☐ 向香港失明人協進會索取銀行自動轉賬授權書

Request for Monthly Direct Debit Authorization Form from Hong Kong Blind Union

或 掃描右邊的 QR 圖碼 直接下載銀行自動轉賬授權書

Or scan the QR Code on the right to download the Monthly Direct Debit Authorization Form



個人資料收集聲明 Personal Information Collection Statement

香港失明人協進會會致力遵守《個人資料(私隱)條例》中所列載的規定，確保儲存的個人資料準確無誤，及有妥善的儲存方法，並依照在收集資料時所說明的目的使用該等資料。本會將運用閣下的個人資料包括姓名、電話號碼、手機號碼、傳真號碼、電郵地址及通訊地址作為開立收據、通訊、籌募捐款、活動推廣、義工招募及收集意見之用途。除作上述用途之外，將不會以任何形式出售、租借及轉讓予任何人士或組織。倘若您不同意本會使用您的個人資料作上述用途，或日後查閱及更新資料，請致電 2339 0666 與本會職員聯絡。

Hong Kong Blind Union undertakes to comply with the requirements of the Personal Data (Privacy) Ordinance to ensure that personal data kept are accurate, securely stored and used only for purposes for which they have been collected. Blind Union intends to use your personal data (namely telephone number, fax number, email and mailing addresses) for the purposes of sending donation receipts, providing you with information of Hong Kong Blind Union, fundraising appeal, activities invitation, volunteer recruitment and conducting opinion survey. The personal data collected, other than being utilized for the purposes above mentioned, will not be sold, traded or rented in any forms through any means to any other parties. If you object our Union to use your personal data for these purposes, or want to enquire about or update your personal data, you may contact our staff at 2339 0666.

請於適當方格內加上✓號以表示您的意願：Please tick the appropriate box to indicate your preference

☐ 本人同意香港失明人協進會使用本人的個人資料作為日後通訊、服務推廣、呼籲慈善捐款、活動邀請或收集意見的用途。

I agree Hong Kong Blind Union to use my personal data for the purposes of future communications, fundraising appeal, activities invitation as well as for feedback collection and related promotion purposes.

☐ 本人不同意香港失明人協進會使用本人的個人資料作上述用途。

I do not agree Hong Kong Blind Union to use my personal data for the above purposes.

疫情下的支援工作

SUPPORT FOR MEMBERS AMID EPIDEMIC



ABOUT US

地址 Address : 香港九龍觀塘翠屏村翠櫻樓地下13-20號
Rm 13-20, G/F, Tsui Ying House, Tsui Ping Estate, Kwun Tong, Kowloon, Hong Kong.
電話 Telephone : (852) 2339 0666 傳真 Fax : (852) 2338 7850
網頁 Website : www.hkbu.org.hk 電郵 E-mail : info@hkbu.org.hk

香港失明人協進會成立於1964年，是首個由視障人士自行管理及組織之自助團體。一直以來，本會以促進視障人士發揮自助互助精神，推動社會共融，平等機會為宗旨。

Hong Kong Blind Union was established in 1964. It is the first organization run by people with visual impairment. It aims at promoting the spirit of "self-help" and "mutual-help" among people with visual impairment, as well as facilitating social integration, and equal opportunities in our society.