

“The Chin Family” Personal Finance Ambassador Programme 2018/19

Project Brief to Tertiary Institutions

Background

“The Chin Family” Personal Finance Ambassador Programme 2018/19 (“Programme”) is targeted at students from different tertiary institutions. Students are required to form a team to participate, they will be trained as Personal Finance Ambassadors (“Ambassadors”) at a Day Camp and then each team will develop and deliver a team project. The team project will promote financial education messages to students at their own institutions. All Ambassadors will be invited to attend the Ambassador Award Ceremony at the end of the Programme and be awarded an Ambassador certificate at the luncheon. Teams will also compete in the team project competition where the best six teams will present at the ceremony.

Objectives

- ♦ To enhance the financial literacy of tertiary students, and;
- ♦ To raise the awareness of good personal financial management at tertiary institutions.

Period

Oct 2018 – Jan 2019

Target

4 to 6 students from the same tertiary institutions per team
(a maximum of 2 teams per institution)

Students Eligible

- ♦ Any discipline (a cross-discipline team is encouraged)
- ♦ Energetic and have good leadership skills
- ♦ Interested in promoting good personal finance

Team Project Requirement

- ♦ Theme: Smart Online Spending
- ♦ Develop a financial education initiative that is delivered in their own tertiary institutions and targeted at tertiary students
- ♦ Creative and educational initiative to enhance tertiary students’ understanding of good personal financial management
- ♦ Should be able to attract student participation

- ◆ No limitation on the initiative format (for examples, game booth, 3D photo-taking, app design, board game, maze game, micro-film, exhibition, singing, drama or any other performance show, etc.)
- ◆ Financial support will be given for the cost to run the financial education initiatives (Max. \$4,000 accountable inclined reimbursement for each team)

Team Project Competition Assessment Criteria

Creativity (20%), reach (30%), impact (20%), team participation (10%), presentation (20%)

Team Project Competition Prizes

1 x Gold award for Excellent Financial Education Initiative	\$20,000
1 x Silver award for Excellent Financial Education Initiative	\$5,000
4 x Bronze award for Excellent Financial Education Initiative	\$2,000

Timeline

Date	Activities
15 Oct 2018	Enrolment deadline
18 - 19 Oct 2018	Confirmations sent to teams
27 Oct 2018	Day Camp
2 Nov 2018	Team Project final proposal deadline
2 Nov - 15 Dec 2018	Team Project development & delivery
10 days after project completion	Team Project report and financial report
12 Jan 2019	Presentation and Award Ceremony

Enquiry

Mr Peter Yau (Manager, Investor Education Centre)

Tel: 2700 6066

E-mail: peteryau@hkiec.hk

Ms Cindy Wong (Assistant Project Manager, St. James' Settlement)

Tel: 2596 2776

E-mail: cindy.wong@sjs.org.hk