





Recognize your interests
Pursue your career
Continue your studies
You will succeed!

Strategies to help students meet their career aspirations

- **Seminars / briefings** to gain **employers'** buy-in on the NAS and foster partnership to achieve a win-win situation for both the employers and the students
- **Expos / exhibitions / seminars** to help students find their career orientation **before D-Day** 
- **Support for schools** on career guidance
- **Web-based support** to serve as one-stop career resources platform 
- **Continuous Communications** with the **employer sector**
- **post- D-Day face-to-face support** to prepare and/or help students enter the workforce

Face-to-face support for graduates in the double-cohort year

- Helping students to meet their aspirations and plan for future
- 3 Service Centres (23-27 July 2012)



Kwun Tong



Cheung Sha Wan



Tin Shui Wai

Face-to-face support:

3 Service Centres 23-27 July (supported by ERB)

Scope of Services:

- One-on-one career guidance (by appointment)
- Workshops to prepare students enter work force (Dos & Don'ts in Job Application, Assessment of Aspirations, Job Search Skills, Interview Skills, etc.)
- Employers from different industries to
 - (a) provide career talks (covering career prospects, entry requirements, skills, qualities and attributes required, real-life success stories, etc.)
 - (b) conduct preliminary recruitment
- Designed job corner for fresh school graduates



Some of the participating industries

Industries	Organisations
Airline	Cathay Pacific
Catering	Starbucks, Pacific Coffee
Construction	Sun Hung Kai Properties Group, Gammon Construction Limited
Hospitality	Disneyland
Hotel	Langham Place, Holiday Inn Golden Mile
Logistics	LF Logistics (Hong Kong) Limited
Mass Transportation	MTR, KMB
Program Production	TVB
Property Management	Hong Yip Services Ltd.
Retail	City Super Ltd.
Skincare	Laneige, Jurlique, Ingrid Millet
Tourism	Wing On Travel Services Limited
Wedding Planning	Lafa Yette Wedding Ltd
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Means of Communication

- New Academic Structure Web Bulletin (<http://www.edb.gov.hk/nas>) link to designated website
- Via HKACMCG
- Social media network (e.g. facebook, yahoo, etc.)
- Newspapers
- 「放榜日指南針」 pamphlet (includes websites, telephone hotlines, important dates, students' roadmap) will be distributed to all students through their schools by 13 July (e-version to be uploaded in June)
- Any other means we could reach students?



Other support on students employment

➤ **Employees Retraining Board**

- Teen's Action 2012 (TEEN 試行動2012)

➤ **Labour Department**

- **Special tailor-made service package** for the graduates of the double-cohort year
- **Designated webpage** on job vacancies for secondary graduate (<http://www.jobs.gov.hk/1/o/opening/main.html>)
- **Various Job Fairs**
- **Y.E.S. (青年就業起點)**
 - **career assessment and career consultation**
 - **interactive dramas on appropriate interview skills and simulated job interview workshops**
 - **celebrity experience-sharing session** on tips in career planning and job hunting
 - **training courses and consultation services** for graduates who are interested in running retail business