



香港輔導教師協會有限公司

Hong Kong Association of Careers Masters and Guidance Masters Limited

Correspondence Address c/o Kowloon Regional Education Office, Room EP05, Podium, East Block,
EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon.

Tel: 2671 1722 Fax: 2671 0703 Website: <http://www.hkacmgm.org> E-mail: info@hkacmgm.org

5 September 2025

To: Principals
(Attn: Heads of Guidance and Counselling/Student Affairs/Career Guidance Teams)

Dear Principals and Teachers,

Re: Registration/Renewal of Membership 2025/2026 and Annual General Meeting 2025

Founded in 1959, the Hong Kong Association of Careers Masters and Guidance Masters (now 'Hong Kong Association of Careers Masters and Guidance Masters Limited' [HKACMGM Ltd]) aims at providing professional support for all front-line counselling/guidance and careers guidance teachers in secondary schools of Hong Kong. We have around 400 member schools in 2024-2025.

It is within our charter that the majority of our well-received and unique programmes/services, including the following, are open to member schools ONLY. They include:

- Dissemination of JUPAS Statistics (there were over 12,000 individual cases of university admission results with actual subject results collected in 2024)
- JUPAS Talk, and talks/seminars related to multiple pathways & in-house staff development programmes
- Quality tools on career guidance and positive education (letter on ordering of items in 2025-26 to be delivered to school by the end of Sep 2025)
- Summer Career-related Experience Scheme for S.5 and S.6 students

To renew/apply for **membership subscription** of your school in 2025/2026 (subscription fee is \$400 per annum) and to enroll in our **AGM**, please fill in the online reply form (<https://forms.gle/qJLHNvMAoEgs8cNX8>) **on or before 26 September, 2025 (Friday)**. Teachers will then receive an auto-reply email with details of membership renewal and AGM attendance. Please print out the email form and return it with a crossed cheque payable to "Hong Kong Association of Careers Masters and Guidance Masters Limited" to our correspondence address, c/o Room EP05, Podium, East Block, EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon on or before 17 October 2025 (Friday). On the envelope, please write 'Membership application/renewal'.



You are cordially invited to attend the 12th Annual General Meeting which has been scheduled on **10 October 2025 (Friday) from 4:15 p.m. to 5:55 p.m.**, conducted in a face-to-face mode. We are delighted that our Honorary Advisor, Dr. TSUI Yan Cho, Joe (徐恩祖博士), and Executive Committee Member, Dr. YAU Shun Yee, Flora (邱信儀博士), currently serving educators and scholars in the Education University and special school, as guest speakers. They will present their latest research on career development needs and challenges for gifted students and for students with SpLD (SEN) in Hong Kong, enriching audience with insights from both perspectives.

Looking forward to meeting you at the AGM soon. Please contact our admin staff at 2671 1722 (from 22 Sep 2025 onwards, office hours only) or info@hkacmgm.org for further enquiries.

Yours faithfully,

Dr. Esther Ho
Chairperson

Enclosed: (1) Appendix I: Activities/ Programmes organized by HKACMGM Ltd
(2) Appendix II: Agenda of the AGM 2025
(3) Appendix III: Bio-sketch of Dr. Joe TSUI and Dr. Flora YAU



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Appendix 1

Activities/ Programmes organized by

The Hong Kong Association of Careers Masters and Guidance Masters Limited

Courses, Seminars & Workshops

Topics like JUPAS application, professional occupations, successful transition and multiple pathways for secondary school leavers, overseas studies, careers assessment tools, prevention of student suicide, crisis management and inclusive education are some of our recurrent themes.

Research and Development on Individual Student Planning and Student Guidance

With the support of local academics, experienced careers teachers and CDI, two learning tools, *"Finding Your Colours of Life"* (for S.1-S.3) and *"Career Mapping"* (for S.4-S.6) were published for local secondary schools since 2007. *"Finding Your Colours of Life"* and *"Career Mapping"* are widely used as the career and life planning curriculum for most local secondary schools. *"Dreamcrafter 2.0"* board game, *"Career Fingerprint: Occupation Card Sort"*, *"Career Fingerprint: Skill and Style Card Sort"*, are the other career assessment tools developed with the joint-effort of HKACMGM research team and local academics in recent years.

Since 2020, we have been collaborating with Prof. Mantak Yuen and Dr. Jiahong Zhang to establish *LIFE+* - a comprehensive on-line survey on life skills, career development and various constructs on positive development of local students. Schools and secondary school students are given group-based profile and individual reports to facilitate understanding of developmental needs and individual guidance/advising.

Summer Career-Related Experience Scheme

The Scheme provides students from member schools with opportunities to acquire work knowledge and interpersonal skills and to experience the actual working environment in safe working conditions covered by insurance. About 260 workplace opportunities were provided for S.5 & S.6 students during the past summer vacation.

JUPAS Talk and Statistics, Electronic Learning Platform, DSE Results Release Resource Platform

Our annual JUPAS talk with representatives from all JUPAS participating institutions has been one of the most well-received professional training seminars organized by our Association for more than a decade.

In 2024-2025, the Association has enhanced the JUPAS Statistics platform and we successfully collected over 12,000 real cases with JUPAS offers contributed by member schools. The data bank is by far the most reliable and informative resources for careers teachers and students' reference.

A resource platform has been established and integrated at our website to provide careers teachers, students and parents with various updates related to multiple pathways and resource packages supporting students' transition needs at any time of the year.

Response to Education Policies related to Careers Guidance and Guidance

The Association has taken up an active role in response to various policies and voice the needs and concerns of front-line practitioners to various sectors. In view of the emergence of various reform measures which might have significant implications on the role and development of Careers Guidance and Life Planning Education and Guidance in secondary schools, from issues related to multiple pathways, policies on school guidance to the optimization of secondary school curriculum lately. Representatives of the Association are members in different liaison committees or advisory meetings to channel voices of the front-line counsellors to various parties.



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Appendix 2

Hong Kong Association of Careers Master and Guidance Masters Ltd Annual General Meeting 2025

Date: 10 October 2025 (Friday)

Time: 4:15 p.m. – 5:55 p.m.

Mode: Face-to-face mode

Venue: Holy Trinity College
No. 3 Wai Chi Street, Shek Kip Mei, Kowloon
(MTR Shek Kip Mei Station, Exit C)

Agenda:		
4:00 pm - 4:15 pm	1.	Registration
(Items 2-7: 4:15 pm – 4:45 pm)	2.	Welcoming Remark by Chairperson
	3.	Confirmation of the Minutes of last AGM on 24 October 2024
	4.	Chairperson's Report 2024-2025
	5.	Secretary's Report 2024-2025
	6.	Hon. Treasurer's Statement of Account 2024-2025
	7.	Executive Committee Members for 2025-2026
4:45 pm – 5:45 pm	8.	Keynote Speech <i>Stars in two polars? Career development needs of the gifted and the SEN (SpLD) and rethinking the intervention strategies</i> Guest Speakers: Dr. TSUI Yan Cho, Joe (徐恩祖博士) Associate Head cum Senior Lecturer, Department of Special Education and Counselling, EdUHK Dr. YAU Shun Yee, Flora (邱信儀博士) Principal, Rotary Club of Hong Kong Island West Hong Chi Morninghope School
5:45 pm – 5:55 pm	9.	Q&A



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Appendix 3

Profiles of Keynote Speakers

Dr. TSUI Yan Cho, Joe

Associate Head cum Senior Lecturer

Department of Special Education and Counselling

The Education University of Hong Kong



Before joining the Education University of Hong Kong, Dr. Joe Tsui possessed extensive experience in the secondary education sector in Hong Kong, where he served as a teacher, school counsellor, and vice principal, working with students from diverse backgrounds, including high-ability learners. He holds a Doctor of Education (Career Counselling and Gifted Education) from the Faculty of Education at the University of Hong Kong.

Dr. Tsui's areas of interest include career counselling, gifted education and talent development, and school guidance and counselling. Additionally, he has been an active member of the Hong Kong Association of Careers Masters and Guidance Masters (HKACMGM) for over one and a half decades, contributing significantly to the field.

Selected publications:

Book chapter:

Tsui, J. & Yuen, M. (2025, in preparation). Giftedness and Career Guidance in Education. In M. McMahon & N. Arthur (Eds.), *Palgrave international handbook of career guidance in education* [Manuscript in preparation]. Palgrave.

Tsui, J., & Yuen, M. (2020) Career guidance for gifted students in Hong Kong. In M. Yuen, W. Beamish, & V. S. H. Solberg (Eds.), *Careers for students with special educational needs: Perspectives on development and transitions from the Asia-Pacific region* (pp.177-187). Springer. https://doi.org/10.1007/978-981-15-4443-9_12

Journal paper:

Ng, S.F., & Tsui, J. (2020). Challenges and coping strategies of inclusive education in Hong Kong under the COVID-19 pandemic. *Nanping Journal of Special Education*, 11, 29-40 (in Chinese)

Ng, S.F., & Tsui, J. (2021). Difficulties and coping strategies in promoting self-directed learning in Hong Kong schools. *Student Affairs and Guidance Counselling*, 60(1), 7-12. (in Chinese)

Conference paper:

Tsui, J. (2024 May). Presentation on "Applications of Artificial Intelligence (AI) in Pre-service Teachers' Career Development". 2025 11th Huashan Seminar on Education. National Dong Hwa University, Hualien, Taiwan. 4 May 2024.



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Profiles of Keynote Speakers

Dr. YAU Shun Yee, Flora

Principal, Rotary Club of Hong Kong Island West

Hong Chi Morninghope School



Dr. Flora Yau serves as the principal of the Rotary Club of Hong Kong Island West Hong Chi Morninghope School. She brings extensive experience in educating students with special educational needs across both mainstream secondary school and specialist settings.

A seasoned career counsellor, Flora has supported high school students in Hong Kong and has been a long-standing committee member of the Hong Kong Association of Career Masters and Guidance Masters (HKACMGM) for over two decades. Her research interests include career guidance and counselling, vocational education, secondary education, and special education.

Her Doctor of Education (EdD) research investigates the challenges and opportunities in career development and education for students with Special Learning Difficulties in Hong Kong.

Selected publications arising from her research:

Yau, F. S. Y., Yuen, M. (2020). Career guidance for high school students with specific learning difficulties: Hong Kong perspective. In M. Yuen, W. Beamish, & V. S. H. Solberg (Eds.), *Careers for students with special educational needs: Perspectives on development and transitions from the Asia-Pacific region* (pp.189-202). Springer. https://doi.org/10.1007/978-981-15-4443-9_13

Yuen, M., Yau, F. S. Y., Tsui, J. Y. C., et al. (2019). Career education and vocational training in Hong Kong: Implications for school-based career counselling. *International Journal for the Advancement of Counselling*, 41, 449–467. <https://doi.org/10.1007/s10447-018-9361-z>