

Special Award for Established and Medium Enterprises 中型企業特別獎 – ABC Pathways Group

Report from the Board of Examiners

ABC Pathways Group (ABC) is a leading group in children education in Hong Kong. Established in 2002, ABC has grown its businesses with six ABC Pathways School language centers, three International Kindergartens (two in Hong Kong and one in Bangkok), several franchised Junioriversity language centers, a public relation firm Bread & Butter, and the ABC Education Foundation which is a charitable organization in Hong Kong.

ABC provides English education with a “happy learning” style in support of its vision “transforming Hong Kong into a place with enjoyable education that leads to academic success”. This echoes back to its core values which focus on dedication to stress-free education; strong communication between schools, parents and children; and treating teachers and staff as their invaluable assets where ideas are originated from.

Partnered with Cambridge University Press, ABC has co-created and launched the unique, quality and exclusive programme “Read4Fun” which is a synthetic phonics programme. ABC is well positioned to be a leading children education organization in Hong Kong, evidenced by their achievement of outstanding academic results in the Cambridge English Young Learner English Exams and high percentage of kindergarten students being accepted by primary schools of their first choice.

ABC has deployed a comprehensive and effective School Management System which connects with all staff and teachers. Key information for all class scheduling and resources allocation is captured and maintained in a systematic way. Supported by various communication channels, information is made available on needs-basis for all key stakeholders, including parents and staff members.

The contribution made by ABC to society as a whole is impressive and the company has built a positive corporate image in alignment with its vision and core values. Public activity initiatives such as “Bally與您童行” provide a platform to engage parents whereby the Founder and Chairman of ABC connects with parents through videos to discuss parenting issues in Hong Kong. “P1 Sharing” is organized regularly and advice is given to parents preparing their children to get into primary school. ABC also has partnership with the Society for Community Organization to participate in a KPMG sponsored “We Will Fly II Programme” to teach synthetic phonics to underprivileged early childhood learners. ABC also organizes a complimentary “Parents’ Phonics Workshop” to teach parents how to help their children to learn English. All these examples suggest that ABC emphasizes on giving back and is committed to the practice of total quality management.

評審委員會報告

ABC Pathways Group (ABC) 是香港兒童教育的領先集團。於2002年成立，旗下包括六間英語學校、三間國際幼稚園（分別位於香港及曼谷）、多間特許經營的狀學堂學習中心、市場策略顧問公司Bread & Butter以及愛比施慈善教育基金。

ABC致力為學生提供「愉快學習」的英語教育，冀望令香港成為「愉快學習的城市」，以取得豐碩的學術成果。該願景與集團的核心價值互相呼應，這些核心價值是：秉承「零壓力教學法」；加強學校、家長與孩子之間的交流；視提供優質教育課程的教職員為集團的寶貴資產。

ABC與劍橋大學出版社合作，共同創建並推出獨特而優質的專有拼音讀寫課程《Read4Fun》。ABC學生於劍橋英語基礎考試中取得傑出的學術成績，這些都反映集團於香港兒童教育行業內的領先優勢，而且有很高比率的ABC幼稚園學生獲派讀第一志願小學。

集團採用全面且高效的學校管理系統，使教職員間保持緊密聯繫。ABC通過系統管理，為所有班級編排課程、分配資源，收集和保存重要資料。所有持份者包括家長和員工，均可透過不同溝通渠道及因應需要獲取有關資訊。

ABC對整個社會作出深遠的貢獻，並秉承集團的願景和核心價值，為企業樹立正面的形象。透過推行「Bally與您童行」等公眾活動計劃，ABC提供一個與家長互動的平台，創辦人兼主席亦藉此與家長緊密聯繫，探討香港的育兒問題。ABC會定期舉辦「小一分享講座」，為子女升讀小一的家長提供建議。ABC亦與香港社區組織協會攜手合作，參與由畢馬威會計師事務所(KPMG)贊助的“We Will Fly II Programme”，教授弱勢社群學童原音拼合法。此外，ABC為社區提供免費的「家長應用拼音課程」，教導家長如何幫助孩子學習英語。以上種種例子印證ABC重視回饋社會，並致力實踐全面優質管理。