

## **HKCAAVQ Local Member**

### **Ms Candy TAM Lai-chuen, MH**

Ms Candy Tam has been involved in public service since early in her career. She served as the Chairperson of the Graphic Arts Association, Advisor to the Trade Development Council's Digital, Marketing and Licensing Committee, Vetting Committee for Government funding, External Subject Specialist for tertiary institutions, and others. Candy stepped away from her career in the advertising, design and communications industry after 25 years, including positions in two of the world's largest communications agencies, Hill and Knowlton and Ogilvy & Mather Advertising, where she was a Group Board Member and the General Manager of its subsidiary Red Works. In 2008, she established Candyfoom Infinity, using her talents to help improve the community. Candyfoom Infinity serves charities, non-profit organizations and social enterprises in operations, marketing and event management. In 2011, she founded "Growing in Reading", a non-profit that encourages a passion for books. She believes that reading good books is key to nurturing critical thinking, insights to the world and correct moral values, as well as preserving our Hong Kong culture.

Candy now invests her time on the youths of today. She served on many Social Enterprises, Government and Statutory boards and committees in non-paid capacity, but the most recent and important ones are those relating to teaching and learning. She is Board Member of the Vocational Training Council and Council Member of the HKCAAVQ. She continues to coach fledging entrepreneurs as a judge and mentor in various competitions and start-up events. In reverence for the grace of God, in all her volunteer services Candy seeks ways to make things better, a step or a leap at a time.

Candy holds a Master of Cultural Studies from Lingnan University. She was awarded the Medal of Honour by the Hong Kong SAR Government in 2015.

### **Previous Official Capacities**

#### **Education:**

- Chairman, Policy Setting Committee, Special Education and Rehabilitation Service, HKRC (Hong Kong Red Cross) (2015-2021)
- Selection Committee Member, Sir Jack Cater Scholarship Fund (Home Affairs Bureau) (2015-2021)
- School Supervisor, Hong Kong Red Cross Margaret Trench School (2017-2020)
- Deputy School Supervisor, Hong Kong Red Cross Margaret Trench School (2015-2017)
- Member, IMC (Incorporated Management Committee), Hong Kong Red Cross Margaret Trench School (2013-2014)

- Member, IMC (Incorporated Management Committee), Kit Sam Lam Bing Yim Secondary School (2014-2017)
- Honorary Advisor, Student Association of Business Administration of Hang Seng Management College (2011-2016)
- Subject Specialist, HKCAAVQ (Hong Kong Council for Academic and Vocational Qualifications Accreditation) (2007-2012)
- External Advisor, Project Yi Jin, Caritas Bianchi College of Careers (2009-2011)
- Member, Continuing Education Fund – Creative Industries Focus Group, EDB (Education Bureau) (2005-2006)
- Member, Printing & Digital Media Course Board, IVE Kwun Tong, VTC (Vocational Training Council) (2004-2005)
- Member, IMC (Incorporated Management Committee), Kit Sam Lam Bing Yim Secondary School (2001-2005)
- Honorary Advisor, Associate Degree Program in Design, Caritas Bianchi College (2001)

#### **Youth:**

- Founder and Sponsor, Youth Development Fund, Kit Sam Lam Bing Yim Secondary School (2001-2009)

#### **Creative Services:**

- Vetting Committee Member, CreateSmart Initiative, Create Hong Kong, Commerce and Economic Development Bureau (2013-2017)
- Advisory Committee Member, Printing and Publishing Industry Training Board, QF (Quality Framework), EDB (2005-2017)
- Member, CreateSmart Initiative (Design) Assessment Panel, Create Hong Kong, Commerce and Economic Development Bureau (2008-2011)
- Member, Design, Marketing and Licensing Advisory Committee, TDC (Hong Kong Trade Development Council) (2006-2009)
- Chairman, Graphic Arts Association of Hong Kong (2005-2008)
- Chairman, Hong Kong Print Awards (2005-2008)
- Advisor, Taiwan Printing Technology Association (2005-2009)

- Member, Printing and Publishing Training Board, VTC (Vocational Training Council) (2005-2009)
- Member, Skills Upgrading Scheme of Printing Industry Board, VTC (Vocational Training Council) (2005-2009)
- Member, Tripartite Cooperation (Printing Industry), Labour Department, HKSAR (2005-2008)

#### **Industry:**

- Governing Council Member, HKQAA (Hong Kong Quality Assurance Agency) (2013–2020)
- Chairman, Code of Conduct Technical Committee, HKQAA (Hong Kong Quality Assurance Agency) (2018-2020)
- Technical Committee Member, Quality Management System, HKQAA (Hong Kong Quality Assurance Agency) (2010-2020)
- Vetting Committee Member, SME Development Fund, Trade and Industry Department, HKSAR (2010-2015)
- Vetting Committee Member, SME Dedicated Fund on BUD, Trade and Industry Department, Commerce and Economic Development Bureau (2012-2015)
- Member, SME Board, Trade and Industry Department, Commerce and Economic Development Bureau (2009-2014)
- Mentor, SME Mentorship Program, Trade and Industry Department, Commerce and Economic Development Bureau (2005-2008)
- Member, Training Board and General Committee, VTC (Vocational Training Council) (2006-2007)

#### **Charity and Social Enterprise:**

- Advisory Committee Member, Social Enterprises, HAB (Home Affairs Bureau) (2010-2016)
- Executive Director, SoFree Media (charity organization) (2009-2012)
- Director, Aide-et Action (charity organization) (2011-2012)
- Adviser, Aide-et Action (charity organization) (2009-2011)
- Consultant, SoFree Media (charity organization) (2007-2008)

#### **Community:**

- Member, Television and Radio Consultative Group, Communications Authority (2014-2017)