

榮譽社會科學博士學位

蕭志成先生

校董會主席先生：

我們所認識的蕭志成先生，一直都以服務大眾為終身職志。聖經的金句：「非以役人，乃役於人」是蕭先生的座右銘。他堅持不要別人為他服務，而是由他主動去服務別人。事實證明，蕭先生無論在工作、教育及社會公益三方面都身體力行，貫徹這金句的精神。

蕭先生是香港殯儀館的總經理及九龍殯儀館的董事，年少時就讀瑪利諾小學及慈幼中學，其後遠赴英國升學，中學畢業後轉往美國加州惠特學院（Whittier College）繼續學業，於 1975 年榮獲文學士學位。蕭先生畢業後回港，協助父親打理業務，致力提升本港殯儀服務的專業水平，對業界貢獻良多。

在 1950 年代之前，先人的身後事一般會透過兩種形式進行。家境普通的人士只會在政府永別亭為先人舉行簡單惜別儀式，而家境較富裕的人士則會光顧長生店的上門殯儀服務，於家中為先人舉殯。蕭志成先生的父親蕭明先生因應當時社會的發展趨勢，於 1950 年代創辦了香港殯儀館，將殯儀服務普及化，讓普羅大眾可以在殯儀館辦理先人後事。蕭老先生一生行善最樂，先後捐款創辦了天主教母佑會蕭明中學和保良局蕭明紀念護老院，讓幼有所長，老有所依。

「創業難，守業更難」。當蕭志成先生主理殯儀業務的時候，整個行業的經營環境已變得越益複雜。蕭先生既要面對業內的競爭，亦要應付政府不斷提升的規管要求。儘管如此，蕭先生一方面致力改善設施質素，以提升殯儀服務的專業水平及滿足規管要求；另一方面，他秉承服務大眾、真心待客的原則，配合家屬的需要及情況，提供更全面貼身的個人化殯儀服務。

蕭先生從事殯儀服務超過 35 年，有不少難忘的經歷，其中印象最深刻的要說是 2003 年香港爆發非典型肺炎（俗稱「沙士」）疫潮。由於當時社會對「沙士」認識不多，以致人心惶惶，全城聞「沙士」色變，深恐不慎與「沙士」病人接觸而受到感染，事實上，期間有多名醫護人員在治療「沙士」病人時亦不幸染病殉職。在此艱難期間，作為香港殯儀業的翹楚，蕭志成先生無畏無懼，帶領屬下發揮專業精神，緊守崗位，協助失去至親的家屬辦理喪事，為因感染「沙士」而去世的人士提供殮葬服務。

此外，蕭志成先生熱心教育事務，堅信教育是個人和社會的發展基石。他一直倡議和鼓勵終身學習，又贊成香港加快推行 15 年免費教育，積極培育人才。當中，蕭志成先生對香港公開大學的支持就是一個有力的證明。

香港公開大學是一所以自負盈虧模式開辦的高等教育機構，收入來源除了學費之外，便是依賴社會各界的捐款資助。香港公開大學所堅持的「有教無類」的辦學理念，深得蕭先生的認同，因此多年來蕭先生一直致力推動香港公開大學的發展，不遺餘力。2010 年，蕭先生捐贈一千萬元予香港公開大學，用作支持校舍發展，同時亦成立「蕭志成獎學金」，嘉許修讀護理學及創意藝術的優異生，以促進本地護理專業及創意產業發展，讓數百名學生受惠。香港公開大學何文田校舍正門庭院亦以蕭志成先生母親蕭曾鳳群女士的名字命名。

蕭先生希望自己可以發揮牽頭作用，吸引更多熱心人士支持香港的教育工作，讓更多學生獲益，並為同學樹立「取諸社會，用諸社會」的榜樣，鼓勵同學在學成後積極回饋社會。

除了個人專業及慈善教育方面，蕭志成先生亦積極參與社會公益事務，以市民大眾的福祉為依歸。他先後出任多個非牟利團體的職務，當中包括於 1978 年至 1979 年出任保良局總理、現任保良局委員、東區少年警訊名譽會長會副主席、香港西區婦女福利會永遠名譽會長、九龍東區扶輪社社董、東區康樂體育促進會副會長、銅鑼灣街坊福利促進會副會長、香港公開大學資助及發展基金委員會委員，以及香港公益金公益慈善馬拉松籌劃委員會委員等。蕭先生心繫香港，積極參與公職，為社會的發展作出貢獻。

蕭先生多年來默默支持香港的社會發展，行事低調，樂善好施，貢獻良多，實在值得加許褒揚。本人現恭請校長引介蕭志成先生接受香港公開大學頒授的榮譽社會科學博士學位。

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贊辭由梁鎮明教授撰寫及宣讀

DEGREE OF DOCTOR OF SOCIAL SCIENCES, *honoris causa*

Mr Gerald Siu Chi-shing

Mr Chairman,

I present to you today Mr Gerald Siu Chi-shing, who has dedicated his life to public and social services. 'Not to be served but to serve' – part of a verse from the Bible – is Mr Siu's motto. He truly lives by this motto and has never been a man who just enjoys what he has. Mr Siu is currently the Managing Director of Hong Kong Funeral Home and the Director of Kowloon Funeral Home. He makes it his mission in life to serve the people of Hong Kong, not only in his work but also through his commitment to education and social welfare.

Mr Siu studied at the Maryknoll Sisters Primary School and the Salesian English Secondary School in Hong Kong. After completing his secondary education in England, he went on to pursue tertiary education at Whittier College in California and received his Bachelor of Arts degree in 1975. He then returned to Hong Kong to assist in his father's business in the funeral service industry and has devoted himself to improving the professional level of local funeral services. Over the years, he has made a very significant contribution to this industry.

Before the 1950s, there were two main types of funeral ceremony in the city. For most families, the services would be held at the Government Farewell Pavilion that offered a simple ceremony; and the more affluent families would employ undertakers to hold the funeral ceremonies at home. As the economy grew and people demanded more professional funeral services, Mr Siu's father, Mr Siu Ming, set up the first funeral parlour in Hong Kong, the Hong Kong Funeral Home, in the 1950s. This provided affordable funeral services for individual families in a centralized location, and this type of service appealed to more and more local people. The late Mr Siu Ming was a true philanthropist in every sense of the word: his generous donations helped to establish the Daughters of Mary Help of Christians

Siu Ming Catholic Secondary School and Po Leung Kuk Siu Ming Memorial Home, thus providing care for both the young and the elderly.

It is often said that it is difficult to start a business, but even more difficult to sustain it and keep it growing. When Mr Siu returned from the United States and took up his father's business, he faced many challenges, such as the growing competition within the industry and the stricter regulations imposed by the government. However, he overcame these obstacles in two main ways: on the one hand, he worked hard to improve the quality of facilities in order to provide better funeral services and to meet the new regulatory requirements; and, at the same time, he served the general public wholeheartedly by providing them with personalized services and tailored ceremonial arrangements to meet the specific needs and circumstances of each family.

Having been working in the funeral service industry for over 35 years, Mr Siu has had many unforgettablely tragic experiences, of which the worst was the outbreak of SARS (Severe Acute Respiratory Syndrome) in 2003. During the initial stages of the epidemic, the community had very limited knowledge about SARS. As the number of infections and deaths increased, people were horrified and quarantined themselves at home to avoid contact with others. Many medical professionals worked day and night, helping those infected with the deadly disease; and several died unfortunately after treating the SARS patients. In the face of this unknown danger, Mr Siu and his team, as the premier provider of funeral services in Hong Kong, continued to offer professional funeral services to those who died from SARS, as the last comfort to the grieving families. Mr Siu showed great leadership, not only to his staff, but also in the entire funeral service industry.

Mr Siu is also committed to educational affairs, as he firmly believes that education is the cornerstone of personal and social development. He has been advocating and encouraging lifelong learning, and supports the implementation of 15 years of free education for nurturing talent in Hong Kong. His long-time support for the work of The Open University of Hong Kong (OUHK) is a testament to his belief.

As you may know, the OUHK is a government-established and self-financing institution. Apart from receiving its income from tuition fees, the OUHK relies on donations from its supporters and benefactors. Mr Siu firmly subscribes to OUHK's mission of 'Education for All' and he has been a staunch supporter of the University for many years. In 2010, he

donated \$10 million for the University's campus development and Student Assistance Fund. To help promote the development of the health care profession and creative industries, the Gerald Siu Scholarship was established to reward outstanding academic performance of full-time students in nursing and the creative arts. Hundreds of students are expected to benefit from this scholarship. In recognition of the contribution by the Siu family, the courtyard of the University's Ho Man Tin campus has been named Siu Tsang Fung Kwan Square in honour of Mr Siu's mother.

Mr Siu hopes that he can play a leading role in inspiring more people to support education in Hong Kong to benefit more students who, in return, would make contributions to society in the future.

Apart from being a successful businessman and an education philanthropist, Mr Siu has participated actively in community services. He was a Director of Po Leung Kuk from 1978 to 1979 and currently holds the following positions: Voting Member of Po Leung Kuk; Vice Chairman of the Honorary President Council of Eastern District Junior Police Call; Permanent Honorary President of the Women's Welfare Club of the Western District of Hong Kong; Director of the Rotary Club of Kowloon East; Vice President of the Eastern District Recreation and Sports Advancement Association Limited; Vice President of the Causeway Bay Kai Fong Welfare Advancement Association; Member of the OUHK's Sponsorship and Development Fund Committee; and Member of the Community Chest Corporate Challenge Half Marathon Organizing Committee.

Mr Council Chairman, Mr Siu has for many years been dedicating himself to the social development of Hong Kong through his generous support, offered in a quiet and unassuming manner. In recognition of his frequent contributions to Hong Kong society, may I invite our President to present Mr Gerald Siu Chi-shing for the conferment of the degree of Doctor of Social Sciences, *honoris causa*.

Chinese citation written and to be delivered by Professor Leung Chun-ming