

Bernadette Tsui
Adjunct Professor, HKU



Bernadette previously served as Associate Vice-President (Development & Alumni Affairs) at The University of Hong Kong. Under her leadership, the HKU Foundation for Education Development and Research has become a pioneering model emulated in the tertiary as well as non-profit sectors.

She authored the book, "The City with a Heart -- Stories of Giving from Hong Kong and Hong Kong University", citing 100 cases to capture the essence of philanthropy as a power for transformation, catalyst for social change, and source of social capital. This has become an important analysis on the tradition and trends as well as a guidebook for fundraising.

For her leadership, she was granted the "2018 Asia-Pacific Distinguished Service Award" by the Council for Advancement and Support for Education (CASE) headquartered in Washington DC. The award recognizes professionals whose "accomplishments have made a significant and lasting impact on institutional advancement."

She has been teaching philanthropic studies for Master in NonProfit Management at HKU's Faculty of Social Sciences. She also taught for the MFA at the Hong Kong Academy for the Performing Arts, and was Adjunct Professor for the China Global Philanthropy Institute in China.

Bernadette has a BA and MPhil in drama from The University of Hong Kong, studied at Sophia University, New York University and interned at German theatres. She started her career as a theatre director; launched the first-ever Hong Kong Festival of Arts with the Disabled and then the 3rd International Abilympics, pioneering the collaborations between arts and rehabilitation. She went on to become radio host, TV executive as well as media consultant before re-joining the university. She is a veteran columnist for the HK Economic Journal, writing on society and culture.

For public service, she is now Member of the Town Planning Board, Member of the Hospital Authority's Advisory Committee on Donation and Development Matters, Member of the Hospital Governing Committee of Duchess of Kent Children's Hospital, Executive Committee Member of the Society for the Relief of Disabled Children; and Advisor for InspiringHK Sports Foundation as well as HK Arts with the Disabled Association.

She has recently launched new ventures in film and stage production.