



拜會民政事務局何志平局長（前排右五）及民政事務總署陳甘美華署長（前排左四）。  
 Courtesy call to Dr. Patrick HO, JP (front row, right 5), Secretary for Home Affairs, and Mrs. Pamela TAN, JP (front row, left 4), Director of Home Affairs.



拜會衛生福利及食物局楊永強局長（前排中）。  
 Courtesy call to the Health, Welfare and Food Bureau headed by Dr. E.K. YEOH, JP (front row, centre).



拜會教育統籌局李國章局長（前排中）。  
 Courtesy call to the Education and Manpower Bureau headed by Prof. Arthur LI, GBS, JP (front row, centre).



拜會衛生署林秉恩署長。  
Courtesy call to the Health Department headed by Dr. P.Y. LAM, JP.



拜會社會福利署鄧國威署長。  
Courtesy call to the Social Welfare Department headed by Mr. Paul TANG, JP.



拜會醫院管理局何兆煒行政總裁（前排中）。  
Courtesy call to the Hospital Authority Headquarters headed by Dr. William HO, JP (front row, centre).



拜會規劃署馮志強署長（前排右三）。  
Courtesy call to the Planning Department headed by Mr. FUNG Chi Keung, JP (front row, right 3).



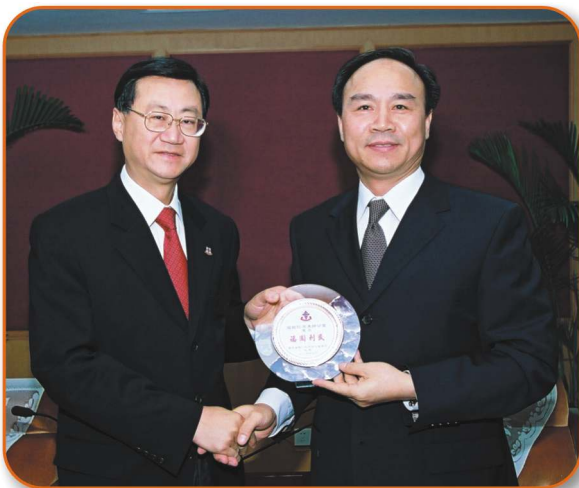
拜會地政總署劉勵超署長。  
 Courtesy call to the Lands Department headed by Mr. Patrick LAU, JP.



歡宴新聞處蔡瑩璧處長（中）及傳播界友好。  
 Luncheon in honour of Information Services Department headed by Ms. Yvonne CHOI, JP (centre) and mass media.



拜會國家中央統戰部黃躍金副部長（前排左五）。  
 Courtesy call to Mr. HUANG Yuejin (front row, left 5), Vice Minister of the United Front Work Department, PRC.



拜會國務院港澳辦公室周波副主任。  
 Courtesy call to Mr. ZHOU Bo, Vice Minister of the Hong Kong and Macao Affairs Office of State Council, PRC.



拜會國家民政部李立國副部長。  
 Courtesy call to Mr. LI Liguo, Vice Minister of Civil Affairs, PRC.



拜會國家衛生部馬曉偉副部長（前排中）。

Courtesy call to Mr. MA Xiaowei (front row, centre), Vice Minister of Health, PRC.



拜會國家中醫藥管理局于文明副局長（前排中）。

Courtesy call to Mr. YU Wenming (front row, centre), Deputy Director of the State Administration of Traditional Chinese Medicine, PRC.



拜會中央人民政府駐香港特別行政區聯絡辦公室黎桂康副主任。

Courtesy call to Mr. LI Gui-kang, Vice Minister of the Liaison Office of Central People's Government in HKSAR.



拜會台北市馬英九市長。

Courtesy call to Mr. MA Ying-jeou, Mayor of Taipei City.



拜會澳門鏡湖醫院慈善會許世元副主席。  
Courtesy call to Mr. HOI Sai lun, Vice Chairman, Board of Directors of Kiang Wu Hospital Charitable Association.



新加坡德教太和觀李錦祥主席（右二）及成員到訪東華。  
Mr. LEE Kam Siang (right 2), Chairman of Singapore Thye Hua Kwan Moral Society, and fellow members visited Tung Wah.



陳耀莊主席應邀出任香港華都獅子會午餐會演講嘉賓。  
Mr. Christopher CHAN was invited to speak at the luncheon meeting of Lions Club of Metropolitan Hong Kong.



陳耀莊主席應邀出任東區扶輪社午餐會演講嘉賓。  
Mr. Christopher CHAN was invited to speak at the luncheon meeting of Rotary Club of Kowloon East.



莫結如副區長（前排左五）率領佛山市南海區政府考察團到訪東華。  
Nanhai District Government officials headed by Vice Mayor of Nanhai District, Foshan City Ms. MO Jieru (front row, left 5), visited Tung Wah.

## 宗旨

政務科負責為董事局及管理階層提供文書服務，修復和保存東華三院的文獻及文物，管理和發展東華三院文物館，籌辦典禮及聯誼活動，並透過舉辦宣傳活動及與傳播媒介和市民建立良好的溝通，加強東華三院的整體形象。

## 組織

機構行政及公共關係工作是在董事局的領導及政務科的支援下運作。政務科分為兩個部門，分別為董事局及委員會事務部和公關部。

## 董事局及委員會事務部

### 主要工作

#### 物色新人加入董事局

由於注入新血可為董事局帶來新動力及革新的意念，加強董事局的管治能力，因此董事局致力提高總理的流動率。

#### 推薦第五副主席候選人

由於現任總理較了解東華多元化的服務及運作上的需要，因此當屆董事局任內會推薦一位第五副主席候選人予來屆董事局於互選時作參考；獲推薦的候選人必須曾任東華總理至少兩年。



#### 為董事局及管理階層提供文書支援

為董事局及行政總部管理階層的會議如民政事務局局長與東華三院董事局聯席座談會、董事局會議、執行委員會會議、主管會議及董事局其他特別會議提供文書支援。

## Objectives

The administration functions aim at providing secretarial support for the Board of Directors and the senior management, conserving and preserving the archives and relics of Tung Wah, managing and developing the Tung Wah Museum, organizing ceremonial events and social functions as well as promoting the image of Tung Wah through publicity campaigns and effective communication with the media and people from all walks of life.

## Organization

The administration functions are carried out under the guidance of the Board of Directors and taken charge by the Administration Division which comprises 2 Sections, namely Board & Committees and Public Relations.

## Board and Committees Section

### Major Tasks

#### Injection of new blood into the Board

As the injection of new blood into the Board helps bring fresh input and innovative ideas to the Board and in turn enhances the governance of Tung Wah, efforts have been made to facilitate higher mobility of Directors.

#### Making the recommendation of a nominee as the 5th Vice-Chairman

In view of the fact that the serving Directors have a better understanding of Tung Wah's diverse services and operational needs, it has become a practice for the current Board to make the recommendation of a nominee, who should have served the Board for at least 2 years, for the post of the 5th Vice-Chairman for the consideration of the next Board.

歷屆總理聯誼會宴賀獲政府授勳的東華成員。

The Association of Past and Present Directors hosted a dinner in honour of members who were named on the Government's Honours List.

#### Provision of secretarial support for the Board of Directors and the senior management

Secretarial support is provided for various meetings of the Board and the senior management of the Administration Headquarters including the Joint Secretary for Home Affairs and Tung Wah Board Consultative Meeting, Board Meeting, Executive Committee Meeting, Division Heads' Meeting and other special meetings of the Board.

### 編纂週年計劃書

於二〇〇五年二月完成編纂來年度週年計劃書，結集資料以協助董事局有效益及效率地監察東華的工作，該計劃書並用作機構整體規劃及監管的中央文件。二〇〇五至〇六年度週年計劃書詳載工作表現數據，二〇〇四至〇五年度主要活動檢討、二〇〇五至〇六年度工作計劃及各項服務的財政資料。

### 編纂每季工作報告

編纂工作報告匯報有關東華政策、重要事務、工作及主要活動，於每季呈交顧問局，以加強顧問局與董事局的溝通及提高東華運作的透明度。

### 管理及制訂東華三院文物館發展計劃

東華三院文物館肩負修復和保存東華的文獻和文物以及宣揚東華歷史的重任，此外推行各項豐富館內藏品的工作，又積極參與有助增加檔案管理知識和經驗交流的活動。年內完成的工作主要包括：

- 為推廣東華的歷史及文物館的活動，於二〇〇四年五月十五及十六日參加由本港、廣東省及澳門逾二十間博物館及文化機構攜手舉辦，以「一個消閒、學習、思考的好去處」為主題的「2004香港國際博物館日」。博物館日在香港科學館廣場及特備展覽廳舉行，為期兩天，其間文物館大大加強與市民大眾的溝通



為《東華通訊》提供有趣的文章、故事以及和東華文獻和文物有關的研究，以展示和介紹本院的歷史和文物館的藏品，從而宣傳東華歷史以及保存文獻和文物的重要性

### Compiling the Annual Plan

The Annual Plan for 2005/06 has been compiled in February 2005 to aggregate information which will enable the Board to oversee Tung Wah's work effectively and efficiently as well as to serve as the central plan of the integrated planning and control system. The Annual Plan for 2005/06 has included a set of performance figures, a review of the major activities completed in 2004/05, work plan for 2005/06 and financial information on each service area.

### Compiling quarterly situation reports

Situation reports on Tung Wah's policy issues, significant matters and undertakings as well as major activities held have been compiled and submitted to the Advisory Board on a quarterly basis, aiming to strengthen the communication between the Advisory Board and the Board of Directors and to enhance the transparency of Tung Wah's operation.

### Managing and formulating development plans for Tung Wah Museum

The Tung Wah Museum plays an active role in conserving and preserving the archives and relics of Tung Wah as well as in promoting the history of Tung Wah. It also undertakes various projects to enrich the collections of the Group, besides engaging in activities to enhance the knowledge and interflow of skills on archives management. Major tasks completed during the year include :

- participating in the International Museum Day 2004 jointly presented by over 20 public museums and cultural offices in Hong Kong, Guangdong province and Macau under the theme of Enjoying, Learning and Exploring at Museums on 15 and 16 May 2004 with a view to promoting the history of Tung Wah and the museum activities. Communication with the public has been greatly enhanced through the 2-day event staged at the Piazza and the Special Exhibition Hall of the Hong Kong Science Museum

東華三院文物館在國際博物館日設立攤位，第五副主席李三元博士（左一）代表東華於開幕禮上接待主禮嘉賓。

A Tung Wah Museum booth was set up for the International Museum Day. Dr. John LEE (left 1), 5th Vice-Chairman, received officiating guests at the opening ceremony on behalf of Tung Wah.

- providing interesting write-ups, stories and research findings on archives and relics of Tung Wah for coverage in Tung Wah News to showcase its history and the collections of the museum so as to promote a better understanding of the history of Tung Wah and the significance of preserving the archives and relics

- 逐步修復破舊歷史文獻，並將其內容數碼化以備日後參考之用
- 策動行政總部及服務單位每年移交檔案及富有價值的紀念品存放於文物館，以作中央保存
- 為預約參觀文物館及東華醫院禮堂的團體提供導賞服務。截至二〇〇五年一月底，文物館共提供四十次有關導賞服務，又處理了二十六項內部或外界人士為進行學術研究或其他研究計劃查詢東華檔案及歷史的申請
- 積極參與香港檔案學會的活動，包括出任學會執行委員會財政及總務的職位
- 加強與其他博物館及有關機構的交流及聯繫

## 主要活動

### 迎新活動及巡視服務單位

於董事局新上任時，安排迎新活動及巡視東華屬下服務單位。



董事局探訪幼稚園。  
Board Members visiting a kindergarten.



董事局探訪屬下安老院。  
Board Members visiting an elderly services centre.

- taking steps to conserve the old and damaged historical archives as well as to digitize their contents for future reference
- carrying out an annual exercise for the transference of records and valuable souvenirs from the Administration Headquarters and service centres to the museum for central storage
- providing guided-tour service for visiting groups to the museum and the Assembly Hall of Tung Wah Hospital. As at the end of January 2005, 40 such guided tours were organized and 26 internal and external requests for information on records and history of Tung Wah were handled for the purpose of conducting academic research or other research projects
- actively participating in the activities of the Hong Kong Archives Society including undertaking the posts of Treasurer and General Affairs Co-ordinator of the Executive Committee of the society
- strengthening the contact and interflow of experience with museum counterparts and associate institutions

## Major Activities

### Induction programme & familiarization visits

An induction programme and familiarization visits to Tung Wah's service centres were organized for the Board soon after its inauguration.



董事局參觀東華東院。  
The Board paying a familiarization visit to Tung Wah Eastern Hospital.



### 主要工作

#### 維持及拓展公共及傳媒關係

公關部竭力建立及鞏固董事局與外界的關係網絡，年內舉辦多次互訪活動，除安排董事局拜會與本院緊密合作的政府部門、醫院管理局及其他相關機構外，亦組織董事局於二〇〇四年九月前往北京拜訪中央統戰部、國務院港澳辦公室、國家民政部、國家衛生部及國家中醫藥管理局等部門。另外董事局於十月拜訪台北市市長。



董事局到金山嶺長城遊覽。  
Board Members paid a visit to the Great Wall.

公關部亦是外界認識東華的一個主要渠道，年內處理傳媒和公眾人士對本院政策及服務的查詢、探訪申請、贊助和捐助呼籲，以及對東華服務及活動的意見發表，務求加強機構的透明度和問責性。

本部年內接待多個到訪本院的本地、內地及海外團體，有關資料撮錄於附錄A1。

#### 策劃及推行宣傳計劃

公關部致力推廣東華形象及宣傳東華服務及活動，年內為推廣新服務籌辦新聞界聚會，安排傳媒訪問，統籌報章專輯的編採工作，協助各部門刊登報章廣告及發放東華最新活動和發展動向的資料。

陳耀莊主席（左）代表董事局致送三百萬元支票予醫管局主席胡定旭太平紳士（中），支持醫管局的撒瑪利亞基金。

Mr. Christopher CHAN (left), the Chairman, presenting a donation cheque for \$3 million to Mr. Anthony WU, JP (centre), Chairman of the Hospital Authority, in support of the Samaritan Fund.

### Major Tasks

#### Strengthening and developing the relationship with the public and the mass media

The Public Relations Section always endeavours to strengthen and develop the network of the Board. A number of visits were arranged during the year. Apart from organizing annual courtesy calls to relevant Government departments, the Hospital Authority and other local associate organizations during the year, the section also arranged the Board to pay official visits on the Mainland to the United Front Work Department, the Hong Kong and Macao Affairs Office of State Council, the Ministry of Civil Affairs, the Ministry of Health and the State Administration of Traditional Chinese Medicine in September 2004. Visit to the Mayor of Taipei City was also organized in October 2004.

The Section serves as a major channel through which the media and the public know more about Tung Wah. In the year, it handled numerous requests for information about the Group's policies and services, applications for visits, appeals for sponsorships and donations as well as the public's opinions on Tung Wah's services and activities in the hope of enhancing the organization's transparency and accountability.

A number of local, Mainland and overseas groups paid visits to Tung Wah Headquarters and its service centres during the year. A summary of such visits is set out in Appendix A1.

#### Planning and launching publicity programmes

The Section is committed to promoting Tung Wah's image and publicizing its services and activities. Press meetings and media interviews were lined up for promotion of new services during the year. Moreover, it provided editorial assistance for newspaper supplements to publicize its services besides rendering support to all Divisions and Branches for placing newspaper advertisements. Press releases are issued to provide the public with latest information on Tung Wah's activities and development.



為增加機構透明度及宣傳東華服務和活動，印製多份刊物及宣傳資料單張，包括年報、機構簡介小冊子、東華統計數字單張及《東華通訊》雙月刊等。

### 協助籌備慶典及員工福利活動

公關部協助各部門籌備典禮及活動，提供支援包括印製及寄發請柬，佈置會場，安排攝影服務及音響設備，出任典禮司禮，負責禮節安排及新聞界查詢和宣傳等工作。



With a view to enhancing corporate transparency, the Section produced a number of corporate publications and promotion materials including Annual Report, Corporate Brochure, Tung Wah in Figures and the bi-monthly Tung Wah News, etc. .

### Assisting in organizing ceremonial events and staff welfare activities

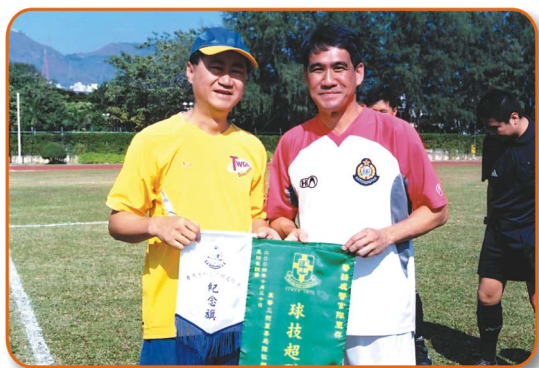
The section assisted all Divisions and Branches in organizing and providing public relations support for ceremonies and functions all year round. Assistance provided included printing and dispatching of invitations, decoration of venue, arrangement of photography service and sound equipment, acting as Master of Ceremonies, handling of protocol arrangement, press enquiries and publicity.

民政事務局何志平局長（右四）、漁農自然護理署陳鎮源署長（左四）、陳耀莊主席及其他五個善團主席為六善亭主持剪綵儀式。

Dr. Patrick HO, JP (right 4), Secretary for Home Affairs, Mr. Thomas CHAN, JP (left 4), Director of Agricultural, Fisheries and Conservation, Mr. Christopher CHAN and Chairmen of other 5 charitable organizations officiating at the ribbon-cutting ceremony of pavilion of 6 charitable organizations.

### 安排董事局聯誼社交活動

為董事局籌備宴會、聚會和體育活動以加強現任董事局與前任董事局成員和工作夥伴的聯繫，以及與政府和有關機構的溝通；此外統籌董事局成員出席外界邀請的社交活動。



陳耀莊主席與警務處鄧竟成副處長（行動）於足球友誼賽上交換錦旗。

Mr. Christopher CHAN and Mr. TANG King Shing, Deputy Commissioner (Operation) of Hong Kong Police Force, exchanging team pendants at a friendly football match.

### Arranging social activities for the Board

Board dinners, parties, sports activities were organized to strengthen the relationship of the current Board with their fellow former Directors and working partners as well as their communication with Government departments and associate organizations. Board's participation in external social activities are co-ordinated that helped build up ties with the community.



董事局與中央人民政府駐香港特別行政區聯絡辦公室舉行運動同樂日。

The Board held a games day with the Liaison Office of the Central People's Government in the HKSAR.

到訪日期 Date of visit	來訪單位 Visiting group	活動 / 探訪 Activity/Tour
7/4/2004	薈色園代表團 Delegation of Sik Sik Yuen	安排參觀廣華醫院普通科門診部、長者牙齒保健及治療中心及廣華醫院中醫藥臨床研究服務中心 Arranging visits to the Kwong Wah Hospital General Outpatient Clinic, Dental Health Centre for Senior Citizens and Chinese medicine clinical centre in Kwong Wah Hospital
23/4/2004	江西省萍鄉市慈善會 Charity Society of Pingxiang, Jiangxi province, PRC	安排參觀許莫德瑜護理安老院 Arranging a visit to Hui Mok Tak Yu Care and Attention Home
10/6/2004	佛山市南海區政府代表團 Government officials of Nanhai District, Foshan, PRC	舉行歡迎儀式由本院主席接見，舉行座談會由籌募總主任介紹本院籌募工作，以及安排參觀許莫德瑜護理安老院 Arranging a welcoming reception hosted by the Chairman, organizing talks with the Fund-raising Secretary speaking on Tung Wah's fund-raising work, and arranging a visit to Hui Mok Tak Yu Care & Attention Home
8/7/2004	四川省及西藏自治區領導幹部經濟管理研究班 A study group of Government officials of Sichuan province and Tibet, PRC	舉行座談會由執行總監介紹本院歷史、組織運作及服務，以及安排參觀東華醫院中醫藥臨床教研中心及許莫德瑜護理安老院 Organizing talks with the Chief Executive speaking on Tung Wah's history, organization, operation and services, and arranging visits to the Chinese medicine clinical centre in Tung Wah Hospital and Hui Mok Tak Yu Care & Attention Home
23/8/2004	新加坡德教太和觀 Thye Hua Kwan Moral Society, Singapore	舉行歡迎儀式由本院主席接見，舉行座談會由執行總監介紹本院歷史、組織運作及服務 Arranging a welcoming reception hosted by the Chairman, and organizing talks with the Chief Executive speaking on Tung Wah's history, organization, operation and services
25/8/2004	湖南省人事廳幹部考察團 A study group of Government officials of Hunan province, PRC	舉行座談會由執行總監介紹本院歷史、組織運作及服務，以及安排參觀東華醫院禮堂 Organizing talks with the Chief Executive speaking on Tung Wah's history, organization, operation and services, and arranging a visit to the Assembly Hall of Tung Wah Hospital
1/9/2004	上海市黃浦區醫療衛生系統高級管理人員 A delegation of medical profes- sionals from Shanghai, PRC	安排參觀黃祖棠社會服務大樓 Arranging a visit to Wong Cho Tong Social Service Building
4/9/2004	國內領導幹部經濟管理研究班 A study group of senior Government officials of PRC	舉行座談會由政務總主任介紹本院歷史、組織運作及服務，以及安排參觀東華醫院禮堂及東華醫院中醫藥臨床教研中心 Organizing talks with the Administration Secretary speaking on Tung Wah's history, organization, operation and services, and arranging visits to the Assembly Hall of Tung Wah Hospital and the Chinese medicine clinical centre in Tung Wah Hospital