

企業傳訊

Corporate Communications

宗旨

企業傳訊處負責構思及推行東華三院的傳訊策略，提高機構形象，爭取公眾的認同和支持，以助機構持續發展。本處的工作包括拓展傳媒網絡、刊物出版、活動籌劃、網頁資訊及設計管理等，令機構與持份者的溝通更為有效。

組織

於二〇〇九年十一月成立的企業傳訊處，由四位成員組成，在董事局的領導下負責企業傳訊工作的策劃、管理及推行。

獎項

香港管理專業協會最佳年報優異獎

本院的二〇〇八／二〇〇九年年報獲選為二〇〇九年香港管理專業協會最佳年報比賽「非牟利及慈善機構」類別的優異年報，評審團尤其對該年報就「機構管治」和「僱員關係及發展／企業社會責任」所披露的翔實資料寄以高度評價。



東華三院的二〇〇八／二〇〇九年年報獲選為香港管理專業協會最佳年報比賽「非牟利及慈善機構」類別的優異年報。Tung Wah's 2008/2009 Annual Report won the Honourable Mentions in the "Non-profit Making and Charitable Organizations" category of the Hong Kong Management Association Best Annual Report Awards.

主要工作

拓展傳媒網絡

本處致力開拓傳媒網絡，讓廣大市民認識本院的服務，其中包括為「上醫館」九型體質辨識舉行傳媒聚會；另為有關發展四年制學士學位課程計劃、電子書、遠程教學活動、麵包工房社會企業、預防青少年吸毒成癮服務，及善長行善的感人故事增加媒體報導。

妥善處理申訴及危機

在本處及各部門的協作下，本院加速回應媒體就市民投訴的詢問。年內，本處亦滙同稽核處檢討投訴處理流程，並着手確立投訴處理的機制，以在符合公眾期望的原則下公平公正地監督服務水平。此外，為確保董事局更快捷地理解危機或緊急事件的始末以便監督應變措施的效能，本處負責編寫事件報告並發出簡報，及在需要時向傳媒及市民交代及時和準確的訊息。

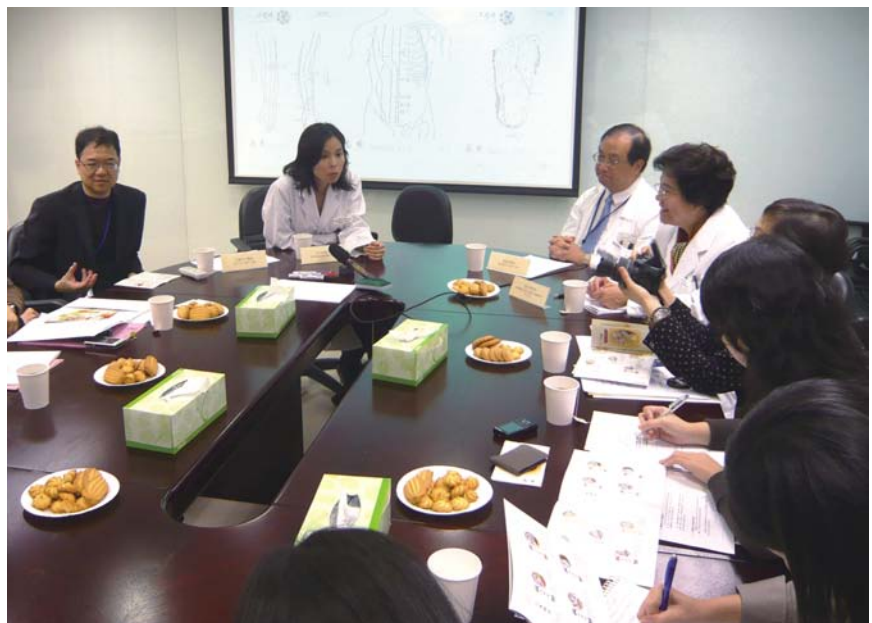
提供高素質機構資訊

本處負責機構對外發放資訊的刊物、錄像製作及電子網站設計，包括撰寫《東華通訊》的每月專題文章、統整及編輯各部門工作報告製成年報、攝製環保教育活動的錄像光碟、設計網站專頁、管理機構網站及Facebook專頁資訊等，在提升機構透明度的同時亦致力確保持份者和公眾得到高素質的資訊。

推動環保教育及宣傳工作

為迎接本院開展「東華三院邁向綠色機構」三年計劃帶來的挑戰，本處擔任環保工作小組的成員，負責籌劃及推進環保教育及宣傳的具體工作，以期東華在實施環保試點項目的同時能為本院廣大的服務使用者和員工廣泛發送環保訊息，以凝聚力量提升本院履行企業責任的成效。

除建立綠色網頁[www.tungwah.org.hk/green]外，本處亦與教育科和社會



本處為東華三院王澤森上醫館舉行傳媒茶聚介紹體質辨識服務。
The Branch held a media gathering for TWGHs Wilson T.S. Wang Centre of Integrated Health Management to publicize its body constitution service.

Objectives

The Corporate Communications Branch aims at generating public empathy and support of the Group's initiatives for its long-term and sustainable development. This is achieved through formulating and implementing corporate communications strategies in media networking, publications production, event management, web content management and design management.

Organization

The four-member Corporate Communications Branch was set up in November 2009 and is responsible for the planning, management and implementation of corporate communications work under the guidance of the Board of Directors.

Award

Honourable Mentions in Hong Kong Management Association Best Annual Report Awards

The Group's 2008/2009 Annual Report won the Honourable Mentions in the "Non-profit Making and Charitable Organizations" category of the Hong Kong Management Association Best Annual Reports Awards. The panel was impressed with the detailed and accurate reporting on the Group's corporate governance, employee relations and corporate social responsibilities.

Major Tasks

Media networking

The Branch works with the media to publicize the Group's services. There was media coverage on the Chinese and western medicine integrated health management concept, the development plan of 4-year degree programmes, introduction of electronic textbooks, distance learning and teaching activities, bakery social enterprise, anti-drug services for the youths as well as the stories of donors, among others.

Management of complaints and crisis

Working jointly with other Divisions and Branches, responses to media inquiries and complaints from the public have been expedited with prompt incident investigation. A review on the workflow of complaints processing is underway with the Audit Branch, which will lead to the setting up of an open and fair mechanism for complaints handling, thereby ensuring service quality to meet public expectation. Besides, the Branch was responsible for issuing flash reports to update the Board on the latest situation of crisis or incident, and to recommend remedial actions as necessary. With such good practices in place, timely and accurate information has been disseminated to the public.

Corporate information management

With the objectives to enhance the Group's transparency as well as providing accurate information to stakeholders and the public, the Branch took charge of the dissemination of information through managing the quality and timeliness of printed publications, audio/visual materials and website. Activities included editing and writing stories in the monthly Tung Wah News, compiling and editing work reports from other Divisions and Branches for producing the Annual Report, producing video on Green education programmes, designing web pages for special projects, content management of the official website and the Facebook Page.

Promoting Green education and Green projects

To meet the challenge in the launching of the "TWGHs Moving Towards a Green Organization" 3-year programme, besides being a member of the Green Working Group, the Branch was responsible for the planning and implementation of Green education and publicity work to engage service users and staff and empower them to sustain the Group's Green efforts, which also highlighted the Group's initiative in fulfilling social responsibility.



東華三院屬下的幼稚園及幼兒園生於東華三院環保小天使—幼兒環保教育開展禮上宣讀誓章。

Pupils of Tung Wah's kindergartens and nursery schools reading out the pledge at the Kick-off Ceremony for the TWGHs Little Green Angel - Children Green Education Programme.

服務科攜手舉辦一系列環保教育活動，包括氣氛熱烈歡欣的「環保小天使——幼兒環保教育」開展禮、「Facebook環保小貼士比賽」、「環保吉祥物及標語創作比賽」、「共創綠色新香港」聯校講座等，將本院的環保訊息傳遞至三萬名社區書院、中、小、特殊學校、幼稚園和幼兒園學生及其家人，讓學生的環保及綠色生活意識得以大大提升。上述環保教育活動詳情請參閱「綠色新一頁」章節。

一百四十周年紀念活動

為紀念東華三院於二〇一〇年三月三十日踏入服務社會一百四十周年，董事局透過籌拍東華首部電影《東風破》，希望以電影作為大眾溝通媒介讓市民大眾，尤其年輕一代，領略一直推動東華服務前進的核心價值，並鼓舞這一代的香港人積極面對人生。一百四十周年誌慶酒會暨《東風破》首映於二〇一〇年三月二十六日假金鐘太古廣場舉行，本院亦由同日起於太古廣場舉行為期五天的展覽，與市民一起回顧東華伴隨香港發展和成長的歲月。

為配合周年盛事，本院分別以醫療衛生、教育及社會服務、歷史文化和環保等作主題增添服務計劃，突顯本院服務香港的特色和意義。本處亦為此統籌有關的傳訊工作，其中包括推廣《東風破》電影、新出版的歷史書冊及與香港歷史博物館合辦的歷史展覽等項目，另外還負責周年標誌的設計管理、出版周年特刊、報章特輯及配合其他部門的主要周年慶典活動。



董事局成員與東華電影《東風破》的導演、編劇及部分演員在鮑科宴上合照。

Board Members picturing with the director, screenwriter and some of the actors of the Tung Wah Movie "Merry-Go-Round" at a dinner to celebrate the completion of shooting.

As a Green organization, Tung Wah has developed a website [www.tungwah.org.hk/green] and organized a series of Green learning programmes jointly with colleagues from education and community services. Activities such as the fun-filled Kick-off Ceremony for the Little Green Angel - Green Education for Young Children, the Facebook Green Tips Competitions, the Joint Schools Green Mascot and Slogan Design Competition, and the Joint Schools Seminar on Building a Green Hong Kong have reached out to more than 30,000 students and their families from the community college, secondary schools, primary schools, special schools, kindergartens and nursery schools under the Group. These activities have enhanced the students' sense of environmental conservation and green living, and helped sustain the momentum of the Group's campaign. For details of the Green learning programmes, please refer to the chapter "A New Green Page".



李三元主席(上圖)及陳文綺慧副主席(下圖)分別頒發予「環保吉祥物創作比賽」及「環保標語創作比賽」的初級組得獎學生。

Dr. John LEE (top photo), the Chairman, and Mrs. Viola CHAN (lower photo), 3rd Vice-Chairman, presenting award certificates to junior category winners of TWGHs Green Mascot Design Competition and Green Slogan Design Competition respectively.

Commemorative activities of 140th Anniversary

To mark the 140th anniversary of the Group on 30 March 2010, the Board has endorsed the production of our first movie, "Merry-Go-Round", to convey to the general public, especially the younger generation, our core values and the need to think positive in face of adversity. The anniversary reception and movie premiere were held on 26 March 2010 at the Pacific Place, Queensway, also starting a 5-day exhibition on the history of Tung Wah.

Taking the opportunity, projects from our medical, education and community services, in addition to highlight activities on our heritage conservation efforts and Green initiatives, were organized in 2009/2010 through to the coming year. Aside from the opening ceremony, the Branch was the coordinator in promoting all the anniversary projects, including the Tung Wah Movie "Merry-Go-Round", the newly launched history books, a joint exhibition with the Hong Kong Museum of History, among others. The Branch also coordinated efforts to enhance the anniversary promotion through design management of the anniversary logo in publicity materials and stationary items, publishing anniversary brochure and newspaper supplement, and promotion of key events of other Divisions and Branches throughout the anniversary year.