



以心相連 Connecting with Heart

東華三院得以穩步發展，是建基於與政府及社會各界的良好合作關係和大眾給予的支持。本院不斷開拓服務領域，在努力推廣企業品牌以滲入社會各階層的同時，亦會繼續積極維繫與持份者長久以來建立的關係。

The steady development of TWGHs is founded on its effective collaboration with, and the support of, the Government and various sectors of the Hong Kong community. As we continue to expand our services and build our brand targeting different stratas of society, we strive to strengthen our long-standing relationships with our stakeholders.

東華三院企業品牌推廣活動 The TWGHs Corporate Branding Campaign

買旗齊參加「嚟住女神去Dating — 星期三由你話事」

東華三院去年開創先河，伙拍本地人氣插畫師 Plastic Thing 為賣旗日的紙旗「換新裝」，得到不少市民的讚賞及支持。今年賣旗日，本院再次伙拍 Plastic Thing，以社會企業為主題，設計了三款色彩鮮艷及造型生動的紙旗，並舉行「嚟住女神去

Dating — 星期三

由你話事」互動

遊戲，邀請廣大市民投選最喜愛與女神約會的社會

企業，利用創新富特色的方法向市民募捐之餘，

同時加深市民對本院社會企業的認識，支持弱勢社群就業，幫助他們自力更生。



“Dating with ‘Lui Son’ Hurray!” Flag Day Branding Campaign

Capitalising on last year’s success in the collaboration with famous local illustrator Plastic Thing, TWGHs joined hands with her again this year to develop another set of creative paper flag designs featuring the Group’s social enterprises alongside an interactive game on social media titled “Dating with ‘Lui Son’ Hurray!”. The public were invited to make a donation by buying flag sticker(s) on the Flag Day and casting their vote on the social enterprise that they considered to be the most favourite dating venue with “Lui Son”. The Campaign aimed at appealing to the community to donate to the Group, enhancing their understanding of TWGHs social enterprises, and supporting the underprivileged’s self-reliance.

◀ 嶄新的紙旗以本院屬下社會企業為創作概念，獲得不少市民讚賞和買旗支持。

A novel paper flag design featuring TWGHs’ social enterprises was well-received by the public and won much acclaim.

Plastic Thing 亦為東華三院度身設計了3套宣傳動畫，透過其筆下人物介紹東華三院屬下社會企業的愛烘焙、煮餸易餸菜包送遞服務及 BiciLine 單車生態旅遊社會企業。動畫在社交平台播放，吸引了近70,000網民瀏覽。

馬陳家歡主席更在賣旗日前聯同 Plastic Thing 一起接受媒體訪問，呼籲市民支持賣旗日。三款紙旗設計大受歡迎，而投選活動亦反應熱烈，推出首日已收到逾200個投票及作品，總投票額更較去年上升17%。

新穎的旗款加上互動遊戲，東華三院成功將賣旗日「大變身」，更成為社交媒體上談論的話題，引起市民的跨媒體注意，讓大眾認識本院的社會企業外，亦培養年輕人支持社區，參與行善，造福社群的習慣。



馬陳家歡主席（右）與 Plastic Thing 接受媒體訪問，呼籲善長一同以愛心及創意傳揚善心。Mrs. Katherine MA (right), the Chairman, participated in a media interview with Plastic Thing to call on the public to support TWGHs Flag Day with love and creativity.



Plastic Thing 特別設計3套短片介紹本院屬下三間社會企業包括愛烘焙、煮餸易餸菜包送遞服務及 BiciLine 單車生態旅遊社會企業。Three animated videos featuring the Group's Social Enterprises, including iBakery, CookEasy Food Packs and Delivery Service and BiciLine Cycling Eco-Tourism Social Enterprise, were developed by Plastic Thing.



終極創意大獎的作品
Winning Entries for Grand Awards

Plastic Thing also tailor-made 3 animated videos to promote TWGHs iBakery, CookEasy Food Packs and Delivery Service and BiciLine Cycling Eco-Tourism Social Enterprise. The animated videos were uploaded onto the social media platform, generating close to 70,000 viewers.

Mrs. Katherine MA, the Chairman, and Plastic Thing jointly hosted a media interview to call on the public to support the Flag Day. Public responses to the game were overwhelming. Over 200 votes and submissions were received on the first day. The total number of vote for the game jumped by 17% compared with that of the previous year.

The novel branding campaign has effectively increased public awareness of the Group's social enterprises across the media, particularly on social media, while nurturing youth to care for the needy and contribute to society.



Plastic Thing 親自設計了多款精美禮物，送給得獎參加者。Plastic Thing designed limited edition souvenirs for the award-winning participants.



「竊住女神去 Dating — 星期三由你話事」互動遊戲於社交平台舉行，吸引市民參與，特別是年輕一代。The interactive game titled 'Dating with "Lui Son", Hurray!' was organised on social media platforms to enhance the involvement of the public, especially younger generation.



東華三院於社交平台舉行「竊住女神去 Dating」問答遊戲，作為賣旗日前的熱身活動。The lead-in game was rolled out as a prelude to enlist more public participations for the associated game.

東華三院「耆」力無窮午間派對暨傳媒午宴

東華三院於2016年8月30日在旗下位於黃竹坑新落成的東華三院賽馬會松朗安老綜合中心，舉行「東華三院『耆』力無窮午間派對暨傳媒午宴」，出席嘉賓包括政府新聞處處長黃智祖太平紳士、多位政府新聞處官員，以及傳媒友好。本院當日安排長者主理多個特色而有趣的攤位及精彩表演，讓一眾嘉賓以輕鬆的方式認識東華三院安老服務及其最新發展。

馬陳家歡主席於席間感謝各大傳媒多年來對東華三院的支持，讓廣大市民透過不同的媒體報導掌握本院的最新資訊，令更多有需要的市民受惠。

馬陳家歡主席（前排左五）聯同董事局成員與政府新聞處處長黃智祖太平紳士（前排右五）及新聞處官員合照

A group photo of Mrs. Katherine MA (front row, left 5), the Chairman, and Board Members, with Mr. WONG Chi Cho, Joe, JP (front row, right 5), Director of Information Services, and his senior officials attending the Media Lunch Party



長者化身成魔術師為嘉賓獻上耆趣魔法表演。
Elders dressed up like magicians performing "Golden Magic Show".

主禮嘉賓在年輕長者無伴奏合唱樂隊「Upbeat」的帶領下以精彩的無伴奏合唱表演，為傳媒午宴揭開序幕。
Singing performance by officiating guests and a Cappella Band "Upbeat" marked the opening of the Media Lunch Party.



董事局成員、政府新聞處官員及傳媒機構代表在傳媒午宴中合照留念
A group photo of Board Members, senior officials of Information Services Department and media representatives at the Media Lunch Party

Unleash the Power of Age – TWGHs Media Lunch Party

The "Unleash the Power of Age – TWGHs Media Lunch Party" was held at the newly established TWGHs Jockey Club Sunshine Complex for the Elderly at Wong Chuk Hang on 30 August 2016. Mr. WONG Chi Cho, Joe, JP, Director of Information Services, and his senior officials attended the Luncheon, joining representatives of various media organisations to enjoy the elderly's performances, visit the distinctive booths set up by the elderly and learn about the novel services the Group offers to elders.

Mrs. Katherine MA, the Chairman, expressed her heartfelt gratitude to the media for their continuous support throughout the years, keeping the public updated on the latest TWGHs developments so that more needy people can be served.

透過媒體推廣 積極傳揚東華三院專業醫療服務

東華三院一直致力提供優質的醫療衛生服務，秉承「救病拯危」的使命。為進一步提升本院醫療團隊的專業形象，體現傳統中醫服務與時並進，以及向市民宣傳健康信息，本院今年伙拍不同媒體，以多樣化的形式，包括傳統的報紙訪問、雜誌報導、定期的健康資訊專欄和透過媒體的手機應用程式報導等，接觸不同層面及年齡的市民，介紹本院現代化的醫療服務。

報導的內容涵蓋：

- 東華三院顧問中醫師趙景芳教授分享微調平衡法紓解晚期癌症個案；
- 東華三院中醫師團隊以中醫角度分享紓解與調理癌症的個案；
- 中年人士常見的隱形疾病系列；
- 大腸健康資訊；及
- 以「東華醫Share」為專題，一連6輯介紹東華三院各項醫療服務，提升市民注意健康的信息。

Uplifting the Image of TWGHs' Professional Medical Services

Offering quality Chinese and Western medical and health services to the public, "Striving to Heal the Sick and Relieving the Distressed" are TWGHs' long-standing missions. The Group partnered with different media this year to reach out to people of all ages and all walks of life, enhance its professional image, demonstrate the latest developments in Chinese medical services and promote its medical services in the form of theme-based feature interviews and news articles in newspapers and magazines; medical-themed articles and regular columns in selected media; and a series of medical news-styled articles on popular media mobile applications.

The following topics were promoted during the Campaign:

- Terminal cancer therapy by Restoring Equilibrium through Fine-tuning by Prof. ZHAO Jingfang, a TWGHs Chinese Medicine Consultant ;
- Cancer treatment cases from the aspect of Chinese medicine by a team of TWGHs Chinese medicine practitioners;
- Common hidden illnesses of the middle aged;
- A colorectal health alert; and
- A series of 6 medical episodes entitled "Tung Wah Med-share" on TWGHs signature medical services to raise public awareness of health management.



東華三院的醫護團隊參與其中一輯拍攝，介紹東華三院的醫療服務。
TWGHs medical team participated in one of the episodes in promoting TWGHs' medical services.



一系列「東華醫Share」專題醫療報導，透過媒體的手機應用程式介紹東華三院各項醫療服務。
A series of medical-themed articles entitled "Tung Wah Med-share" featuring TWGHs signature medical services on media mobile application.

東華三院顧問中醫師趙景芳教授（中）與徒弟一同接受訪問，分享微調平衡法紓解晚期癌症個案。
Prof. ZHAO Jingfang (centre), TWGHs Chinese Medicine Consultant, and her successors were interviewed on the principles of treating tumours by Restoring Equilibrium through Fine-tuning.

有效戶外車輛廣告 加強品牌及服務推廣

為進一步提升東華三院的品牌形象，並加強公眾對本院不同服務的認識，本院借助不同平台，介紹東華三院的 brand 故事，強化本院的專業和關愛形象，以及各項服務。

年內，本院以旗下的企業車隊作為宣傳渠道，推出一系列車身宣傳廣告，推廣本院的3大服務，包括醫療衛生、教育、社會服務，以及慈善籌款活動。為了向公眾人士提供更豐富及適時的資訊，所有車輛的後窗均特別貼上有關本院微信募捐平台的標貼，帶動公眾登入相關社交平台。

由於公共運輸系統覆蓋範圍廣泛，加上乘客眾多，所以公共交通工具上的宣傳媒介如巴士電視和巴士車身廣告，便成為接觸不同階層市民的有效渠道。本院年內繼續以此等平台作對外宣傳，推廣戒煙服務、家居照顧服務、善壽服務、極光飄雪嘉年華，以及東華三院「奔向共融」—香港賽馬會特殊馬拉松、免費醫療儀器捐助計劃及賣旗日品牌推廣活動等不同資訊。

Effective Transit Advertising for Brand Image and Service Based Promotion

TWGHs utilises various platforms to spell out its brand story, enhance public awareness and reinforce its professional and caring image, and promote various public services.

During the year, the body panels of TWGHs pool cars were used as a promotion channel. The promotion featured 3 key services of the Group, namely medical and health, education and community services, as well as fund-raising events. In addition, a dedicated sticker promoting TWGHs' WeChat donation platform was placed on the rear panel of all pool cars to encourage the public to follow the WeChat platform and gain timely information about TWGHs.

Public transit advertising, including bus TV and bus body advertisements, are generally recognised as an effective means to reach out to a large number of people in various geographical areas. TWGHs continued to leverage these platforms to promote a diversified range of initiatives spanning smoking cessation service, home care services, endless care services, Aurora & Snow Carnival, TWGHs "iRun" - Hong Kong Jockey Club Special Marathon, the Free Medical Services Donation Scheme and the Flag Day Branding Campaign.



巴士電視及車身宣傳廣告推廣東華三院多元化的服務和活動。
Bus body and bus TV advertisements were arranged to promote different TWGHs services and campaigns.



東華三院企業車隊作為免費宣傳渠道，推廣本院不同的服務及微信募捐平台。
The body panels of TWGHs pool cars were used as a free promotion channel for promoting the services of the Group and its WeChat donation platform.

加強與持份者包括政府部門及外界團體的聯繫

董事局於2016年9月組成訪問團前赴北京，向中央政府官員進行一年一度的官方拜會。董事局訪問團成員向各官員介紹東華三院在中醫、教育及社會福利服務的最新發展，以及與內地相關單位的合作與交流。

在中央人民政府駐香港特別行政區聯絡辦公室的協助下，董事局分別與多位內地官員會面，包括中央統戰部三局許光任巡視員、國家教育部郝平副部長、國家民政部顧朝曦副部長、中醫藥管理局于文明副局長及國務院港澳事務辦公室錢益兵交流司長，就醫療衛生、教育及社會福利服務等多個服務範疇的工作進行交流，並探討協作空間。董事局亦於2016年12月與中央人民政府駐香港特別行政區聯絡辦公室會面，以加強雙方的溝通和聯繫。

年度內，董事局又先後拜會了本港多個政府部門，包括食物及衛生局、教育局、勞工及福利局、發展局、社會福利署、衛生署和醫院管理局，並與保安局、香港警務處及香港懲教署，以及兩任食物及衛生局常任秘書長進行交流，加強彼此聯繫，藉此分享東華三院在推動各項醫療衛生、教育及社會服務的工作與經驗，並爭取相關部門及醫院管理局對本院服務及發展計劃的支持。

Strengthening Communication with Stakeholders Including Government Bureaux and External Associates

The Board paid its annual courtesy calls to Central Government officials in Beijing in September 2016 to report on the latest developments in TWGHs' Chinese medicine, education, community services, and collaboration with its Mainland counterparts.

The assistance of the Liaison Office of the Central People's Governments in the Hong Kong Special Administrative Region (HKSAR) enabled courtesy calls to be made to Mainland officials, including Mr. XU Guangren, Counsel of the Third Bureau of the United Front Work Department, Mr. HAO Ping, Vice Minister of the Ministry of Education, Mr. GU Zhaoxi, Vice Minister of Ministry of Civil Affairs, Dr. YU Wenming, Vice Commissioner of the State Administration of Traditional Chinese Medicine, and Mr. QIAN Yibing, Director-General of the Department of Exchange and Cooperation of the Hong Kong and Macao Affairs Office of the State Council, to exchange views on the provision of medical and health, education and community services, and explore future collaboration opportunities. In December 2016, the Board also met with the Liaison Office of the Central People's Government in the HKSAR to strengthen the Group's communication and relationship with the Liaison Office.

During the year, the Board also paid courtesy calls to the HKSAR government bureaux and departments including the Food and Health Bureau, the Education Bureau, the Labour and Welfare Bureau, the Development Bureau, the Social Welfare Department, the Department of Health and the Hospital Authority. Meetings were also held with the Security Bureau, the Hong Kong Police Force, the Hong Kong Correctional Services Department, as well as the current and former Permanent Secretaries for Food and Health, to foster closer working ties and share the Group's initiatives and experiences in the provision of diversified medical and health, education and community services, and solicit support from respective government departments and the Hospital Authority, for the Group's services and developments.



1. 馬陳家歡主席（右三）聯同董事局4位副主席與國家民政部顧朝曦副部長（左三）互相致送紀念品。
Mrs. Katherine MA (right 3), the Chairman, accompanied by 4 Vice-Chairmen, exchanged souvenirs with Mr. GU Zhaoxi (left 3), Vice Minister of Ministry of Civil Affairs.
2. 馬陳家歡主席（右）致送紀念品予國家教育部郝平副部長。
Mrs. Katherine MA (right), the Chairman, presented a souvenir to Mr. HAO Ping, Vice Minister of the Ministry of Education.
3. 中央統戰部三局許光任巡視員（前排左五）與董事局訪京團成員合照
A group photo of Mr. XU Guangren (front row, left 5), Counsel of the Third Bureau of the United Front Work Department, with Board of Directors

4. 馬陳家歡主席（右）致送紀念品予中醫藥管理局于文明副局長。
Mrs. Katherine MA (right), the Chairman, presented a souvenir to Dr. YU Wenming, Vice Commissioner of the State Administration of Traditional Chinese Medicine.
5. 國務院港澳事務辦公室錢益兵交流司司長（右）與馬陳家歡主席交流本院事務及發展。
Mr. QIAN Yibing (right), Director-General of the Department of Exchange and Cooperation of the Hong Kong and Macao Affairs Office of the State Council, exchanged views on the Group's development with Mrs. Katherine MA, the Chairman.



1. 參加立法會主席梁君彥議員GBS太平紳士（前排右五）與6大慈善機構茶聚
Attending the tea reception hosted by the Hon. LEUNG Kwan Yuen, Andrew, GBS, JP (front row, right 5), President of the Legislative Council, for 6 charitable organisations

2. 拜會食物及衛生局局長高永文醫生BBS太平紳士（前排右八）及衛生署署長陳漢儀醫生太平紳士（前排左四）
Courtesy call to Dr. the Hon. KO Wing Man, BBS, JP (front row, right 8), Secretary for Food and Health, and Dr. CHAN Hon Yee, Constance, JP (front row, left 4), Director of Health
3. 拜會教育局局長吳克儉SBS太平紳士（右）
Courtesy call to the Hon. NG Hak Kim, Eddie, SBS, JP (right), Secretary for Education
4. 拜會時任發展局局長陳茂波GBS, MH太平紳士（中）
Courtesy call to the Hon. CHAN Mo Po, Paul, GBS, MH, JP (centre), the then Secretary for Development
5. 拜會醫院管理局行政總裁梁柏賢醫生太平紳士（左）
Courtesy call to Dr. LEUNG Pak Yin, JP (left), Chief Executive of the Hospital Authority
6. 拜會時任勞工及福利局局長張建宗GBS太平紳士（前排右二）及社會福利署署長葉文娟太平紳士（前排左一）
Courtesy call to the Hon. CHEUNG Kin Chung, Matthew, GBS, JP (front row, right 2), the then Secretary for Labour and Welfare, and Ms. Carol YIP, JP (front row, left 1), Director of Social Welfare

 與中央人民政府駐香港特別行政區聯絡辦公室會面
Meeting with the Liaison Office of the Central People's Government in the HKSAR



1. 與中央人民政府駐香港特別行政區聯絡辦公室官員會面
Meeting with officials of the Liaison Office of the Central People's Government in the HKSAR

 親善
Rapport



1. 時任政務司司長林鄭月娥大紫荊勳賢GBS太平紳士（右）於2016年5月4日到訪東華三院愛烘焙餐廳。
The Hon. Mrs. LAM CHENG Yuet Ngor, Carrie, GBM, GBS, JP (right), the then Chief Secretary for Administration, visited TWGHs iBakery Gallery Café on 4 May 2016.

2. 時任勞工及福利局局長張建宗GBS太平紳士（中）於2016年6月25日到訪東華三院善膳軒。
The Hon. CHEUNG Kin Chung, Matthew, GBS, JP (centre), the then Secretary for Labour and Welfare, visited TWGHs "Food-For-All" Kitchen on 25 June 2016.

3. 時任勞工及福利局局長張建宗GBS太平紳士（中）於2016年11月19日到訪東華三院賽馬會松朗安老綜合中心。
The Hon. CHEUNG Kin Chung, Matthew, GBS, JP (centre), the then Secretary for Labour and Welfare, visited TWGHs Jockey Club Sunshine Complex for the Elderly on 19 November 2016.

4. 教育局局長吳克儉SBS太平紳士（左二）於2016年11月8日到訪東華三院高德根紀念幼稚園。
The Hon. NG Hak Kim, Eddie, SBS, JP (left 2), Secretary for Education, visited TWGHs Ko Tech Kin Memorial Kindergarten on 8 November 2016.

5. 運輸及房屋局局長張炳良教授GBS太平紳士（右三）於2016年12月2日到訪東華三院黃祖棠社會服務大樓。
Prof. the Hon. CHEUNG Bing Leung, Anthony, GBS, JP (right 3), Secretary for Transport and Housing, visited TWGHs Wong Cho Tong Social Services Building on 2 December 2016.



1. 歡宴東華三院顧問局
Luncheon in honour of the Advisory Board of TWGHs

2. 與保良局董事會舉行聯歡晚宴
A joint dinner held with the Board of Directors of Po Leung Kuk

3. 與舊色園董事會舉行聯歡晚宴
A joint dinner held with the Board of Directors of Sik Sik Yuen

維繫機構與歷屆董事局成員的聯繫 Fostering and Maintaining Good Networking with the Directors of Former and Current Boards

維繫歷屆董事局成員的聯繫

年內多次舉辦歷屆總理聚會及聯誼活動，讓歷屆及現任董事局成員保持緊密聯繫。現任董事局成員參與各科／處舉辦的典禮及活動，以示董事局對東華三院服務及活動的支持。為維繫歷屆董事局成員的友誼，本院分別於2016年4月25日舉行東華三院歷屆總理聯誼會第202次聯歡午宴及於2017年2月10日舉行春節團拜暨東華三院歷屆總理聯誼會第203次聯歡午宴。



Maintaining Good Networking with Former and Current Directors

During the year, social functions and gatherings were organised to maintain the close relationship between former and current Boards. Current Board Members attended ceremonies and functions initiated by various Divisions/Branches to show their support for the Group's services and activities. With an aim to strengthen the network among former and current Board Members, the 202nd Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 25 April 2016 and the Spring Gathering in the Year of the Rooster cum the 203rd Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 10 February 2017.

馬陳家歡主席（前排左六）聯同董事局成員與歷屆主席及董事局成員於春節團拜暨東華三院歷屆總理聯誼會第203次聯歡午宴合照

A group photo of Mrs. Katherine MA (front row, left 6), the Chairman, with Board Members as well as former Chairmen and Board Members at the Spring Gathering in the Year of Rooster cum the 203rd Reunion Luncheon of The Association of Past and Present Directors of TWGHs