宗旨
政務科負責為董事局及管理層級提供文書服務，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，並透過舉辦活動及'utilisation of media and events build public awareness and strengthen the identity of Eastern and Southern Acts.

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進行。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

加強企業管理
為進一步強化本院的企業管理，內年會行由董事局和高級行政人員共同參與制訂發展策略的工作，分別於二〇〇八年至二〇〇九年十二月四日舉行本院的發展策略工作坊，藉此讓董事局執行委員會的成員，包括主席和五位副主席，與行政總部管理層統一思維，共同策劃本院未來的發展方向和藍圖。

於中國正式東華商標
年內，本院已透過法律獲得中國商標的申請，以保障本院的商標在國內免被誤用。

為董事局及管理層提供秘書支援
為董事局及行政總部管理層的會議包括行政事務局局長與東華三院董事局聯席會議，董事局會議，執行委員會委員會會議，主席會議及董事局其他特別會議提供秘書支援。

編纂每季工作報告
編纂工作報告書有關東華政策、重要事務、工作及主要活動，於每季呈交顧問局，以強化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博物館發展計劃
東華三院博物館透過宣揚東華歷史及修復和保存機構檔案來推動保護文化遺產的工作。博物館致力推行各種活動及服務，並保留在諮詢館藏，積極參與有助社會發展的工作。年內進行的工作主要包括：

• 為推廣東華的歷史及東華三院文物館活動，於二〇〇八年至二〇〇八年七月十七及十八日參加二〇〇八香港國際博物館日博物館博覽會。設有活動由香港、北京、廣東及澳門逾三十間文博機構攜手舉辦。東華三院博物館於此兩天的博覽會，大大加強與市民的溝通。

• 策動逾七十名義工協助本院將歷史檔案數碼化；並展開研究東華牌匾及和對聯的工作。

• 製作短片介紹十項有關東華歷史建築及非存放於博物館的珍貴文物，並上載至東華三院博物館網頁。

• 東華三院博物館分別於二〇〇八年六月二十八日及二〇〇九年十一月十七日舉辦專題講座，宣揚東華歷史。首個公開講座名為‘活在現代’：從館藏牌匾對探討東華歷史。講座由香港歷史博物館館長丁壽博士主持；另一個講座則由‘評論簡史：東華與中上環的變遷’為題，由香港歷史博物館香港文化博物館及香港大學美術博物館舉辦，由黃嘉鴻先生主講，兩個講座均得到市民踊躍支持。

• 本院聯同香港大學亞洲研究中心合作推行為期三年的東華三院口述歷史研究計劃於二〇〇九月三月完成。是項計劃共徵集一百個與東華相關人士的口述歷史檔案，包括歷史人士的訪談摘要及錄音。有關資料將成為研究東華及香港歷史珍貴的一手資料。

• 為慶祝東華服務社會時任一百四十周年，本院與香港大學中文大學歷史系合辦的《風雨同路——香港東華百年成長的社會檔案書冊及有關研究計劃》完成，書冊預計於二〇一〇年出版，將為東華在香港社會發展以至近代中國發展史的角色提供全面及具分析性的參考資料。
Objectives
The administration functions aim at providing secretarial support for the Board 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 corporate administration and public relations 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

Strengthening Corporate Governance
Strategic planning exercises involving the Board and senior executives were initiated during the year to strengthen the corporate governance of the Group. 2 strategic planning workshops with the participation of Members of the Executive Committee including the Chairman and 5 Vice-Chairmen of the Board as well as the senior management of the Administration Headquarters were held on 23 June and 4 December 2008 respectively to align thinking and map out the strategic directions of the Group.

Registration of Tung Wah's trademarks in China
With a view to protecting Tung Wah's trademarks against possible misuse in China, the Group had commissioned its legal adviser to initiate the applications for the registration of its trademarks on the Mainland during the year.

Provision of secretarial support for the Board and the senior management
Secretarial support was 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.

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

Managing and formulating development plans for Tung Wah Museum
Tung Wah Museum plays an active role in supporting heritage movement through promoting the history of Tung Wah and preserving its organization archives. It undertakes various projects to conserve and enrich the collections of the Group and engages in activities to enhance the knowledge and interflow of skills on archives management. Major tasks undertaken during the year include:

• Following the completion of the research project on the archives of Tung Wah launched in collaboration with the Department of History of The Chinese University of Hong Kong in March 2008, manuscripts of the 1,000 single pieces of authentic archives on the charitable work as well as the bone repatriation and burial services of the dead provided by Tung Wah in the past were published in February 2009 in a set of 3 volumes, 2 on the modernization of Tung Wah's charity work for the years from 1870 to 1930 and 1 on Tung Wah Coffin Home, inserted with colour photos and annotations. A ceremony was held on 23 February 2009 to launch the books. The publications will be of great reference value to both researchers and secondary school students when the subject of Liberal Studies is introduced to the school curriculum.

• Launching a 2-year extended research project on the archives of Tung Wah focusing on the research of authentic archives on the modernization of Tung Wah's charity work for the years from 1930 to 1970 in collaboration with the Department of History of The Chinese University of Hong Kong in 2008/2009. A 400-page book of manuscripts will be published in 2010.

• Completing the 3-year TWGHs oral history project launched in collaboration with the Centre of Asian Studies of The University of Hong Kong in March 2009. Over 100 oral histories of individuals who are related to Tung Wah, including the transcripts and audio tapes of their interviews were collected. These records will become useful first-hand research information materials on the history of Tung Wah and the Hong Kong community.

• Making good progress on the research project on the publication of the book (風雨同路：與香港同步成長的慈善機構) in commemoration of the 140 years of the Tung Wah Group of Hospitals. The project was launched in collaboration with the Centre for Comparative and Public History of the Department of History of The Chinese University of Hong Kong. The book, to be published in 2010, will provide analytical and comprehensive reference information on the role played by Tung Wah in the history of Hong Kong and the modern China.

• Participating in the "Panorama of the International Museum Day 2008, Hong Kong" jointly presented by over 30 museums from Hong Kong, Beijing, Guandong Province and Macau on 17 and 18 May 2008 with a view to promoting the history of Tung Wah and museum activities. Communication with the public had been greatly enhanced during the 2-day event staged at the Hong Kong Cultural Centre Piazza.

• Mobilizing over 70 volunteers to help digitizing the Tung Wah Museum archives and to conduct research on the plaques and couplets of Tung Wah.
在是項由香港中文大學在港島、九龍和新界多處地方進行的大型消費者研究中，本院獲最多市民認可為同類別最具代表的機構。該研究範圍集中探討香港市民對企業品牌的認知及喜愛，問卷中有關品牌的問題均以「不提示」的方式提出，因此所有獲獎的品牌均可被視為所屬類別中的表表者。

「人間有愛」口號創作比賽
東華三院用心服務香港市民一百三十九年，一直本着「救病拯危、安老服務、康樂、育才、扶幼尊賢」的宗旨幫助社會上有需要的人，播種愛心，並促進社會團結，和諧。是次比賽的目的是鼓勵各界人士發揮創意，為本院創作一個具意境又能傳出人間有愛的口號。

比賽獲得市民踊躍支持，於一個半月內共收到二千二百多件參賽作品，優勝作品由香港中文大學新聞與傳播學系學生創作。

舉辦「香港人的消費模式及財務狀況」研究調查結果新聞發佈會。
Enriching the exhibits of the Tung Wah Museum by producing a documentary video on 10 historical buildings and precious relics of Tung Wah which are not kept or located in the museum. The video had been uploaded to the webpage of the Museum.

- Holding 2 thematic talks on 28 June 2008 and 17 January 2009 to promote the history of Tung Wah. The first talk on "Life and Charity: Studying the Relief Work of Tung Wah in the Past through its Collection of Plaques and Couplets" was presented by Dr. Joseph TING, former Chief Curator of the Hong Kong Museum of History. The second one on "Past & Present: Tung Wah and the Transition of Central & Sheung Wan" was presented by Mr. CHENG Po Hung, Honorary Adviser of the Hong Kong Museum of History, the Hong Kong Heritage Museum and The University Museum and Art Gallery. Both talks were well received by the public.

- Designing a tailor-made information kit for local secondary schools' teachers and students to promote the significant role of Tung Wah in shaping the history of Hong Kong. The information kit comprised contents of great reference value for the teaching and learning of Liberal Studies in the new senior secondary curriculum.

- Compiling condition reports of archives stored in the museum to ensure that they were kept under good condition.

- 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 2009, 39 guided tours were organized and 47 internal and external requests for information on records and the history of Tung Wah were handled for the purpose of conducting academic research or other research projects.

Induction programme & familiarization visits for Directors
An induction programme and familiarization visits to Tung Wah's service centres were organized for the Board before and after its inauguration. Briefing on the medical, education and community services of Tung Wah in the context of Hong Kong were also organized for Directors.

Public Relations Section

Major Tasks

Winning "Consumer's Choice - Grand Prize" in Hong Kong Corporate Branding Award 2008
The Group won the "Consumer's Choice - Grand Prize" in the "Non-profit Organization, Charity & Fund Raising Organization Category", a newly added category, in the Hong Kong Corporate Branding Award 2008 organized by Ming Pao Newspapers Limited and MSc in Marketing Programme of The Chinese University of Hong Kong (CUHK). In the large-scale survey conducted by CUHK to investigate consumers' brand awareness and preferences throughout Hong Kong territory, the Tung Wah Group of Hospitals was named by most of the respondents in this category. As names of local brand were not mentioned nor suggested to the respondents in the questionnaire, the winners in the 24 categories in total could be regarded as the best recalled and preferred brands in their specific categories.

"World Filled with Love" Slogan Creative Competition
Having served Hong Kong citizens wholeheartedly for 139 years, Tung Wah has all along upheld its service mission, promoted social harmony and sown the seed of love in the society it serves. The competition, held between mid November and December 2008, aimed at encouraging the community to compose a simple slogan and imparting the message of benevolence. Out of the 2,200 entries received, the winning slogans were selected by the judges' panel comprising Prof. Francis LEE, School of Journalism and Communication, The Chinese University of Hong Kong, Mr. Perry MAK, Publisher and Group Managing Director, Hong Kong Economic Times, and Mr. Vincent WONG, Director of Strategic Planning, Hong Kong Commercial Broadcasting Co., Ltd.. The prize-giving ceremony was held on 12 March 2009.

Strengthening service promotion and corporate image
Besides arranging publicity programmes, media interviews and helping publicize the Mainland disaster fund-raising campaign, support was also rendered to various Divisions/Branches in organizing ceremonies, service promotion programmes and staff functions. The Group was assisted by now TV to produce a 7-episode series on Chinese and Western medical services in its Medicine Online Programme. In addition, assistance was rendered to the Radio Television Hong Kong in producing 2 episodes on the Group's early history in charity and repatriation of bones service for a documentary programme on Hong Kong history. Through the Group's website and corporate publication Tung Wah News, the community is always kept abreast of the latest development of Tung Wah's services and fund-raising work.

Strengthening relationship with stakeholders and external organizations
To maintain effective communication with the Group's stakeholders and external organizations, including government officials, former and present Members of the Board, service users, staff etc., networking functions and social activities were organized throughout the year. Courtesy calls were made to central government officials on the Mainland, including Mr. LOU Zhihao, Vice Minister of the United Front Work Department, Mr. CHEN Zhu, Minister of Health, Mr. ZHOU Bo, Vice Minister of the Hong Kong and Macao Affairs Office of State Council, Mr. DOU Yueji, Vice Minister of the Civil Affairs of the State Council, and Mr. WANG Guoqiang, Vice-Minister of Health cum Director of the State Administration of Traditional Chinese Medicine, PRC. Courtesy calls were also made to senior government officials and heads of associate organizations in the territory and Macao Special Administrative Region.
Mr. Patrick MA (left 3), the Chairman, attending the opening ceremony of the Hong Kong Olympic Trail and Olympic Green.

Courtesy call to the Home Affairs Bureau headed by Mr. TSANG Tak Sing, JP (front row, centre).

Courtesy call to the Health and Food Bureau headed by Dr. York CHOW, SBS, JP (right).

Courtesy call to the Labour and Welfare Bureau headed by Mr. Matthew CHEUNG, GBS, JP (left).
Corporate Administration & Public Relations

 Courtesy call to the Education Bureau headed by Mr. Michael SUEN, GBS, JP (right).

Courtesy call to the Health Department headed by Dr. LAM Ping Yan, JP (right).

Courtesy call to the Development Bureau headed by Mrs. Carrie LAM, JP (centre), the Architectural Services Department headed by Mr. YUE Chi Hang, JP (left 2), the Lands Department headed by Miss Annie TAM, JP (right 2) and the Planning Department headed by Mrs. Ava NG, JP (right 3).

Courtesy call to the Hospital Authority Headquarters headed by Mr. Shane SOLOMON (left).

Luncheon in honour of the Information Services Department headed by Mrs. Betty FUNG, JP (front row, centre), and mass media.
出席立法會范徐麗泰主席（前排中）歡宴六慈善機構茶會。
Attending the tea reception hosted by Mrs. Rita FAN (front row, centre), President of the Legislative Council.

董事局出席於四川舉行的抗震救災儀式，捐贈三百萬元購置二十四部救護車予四川省中醫藥管理局轄下偏遠災區的中醫醫療單位。
The Board donated $3 million to the Sichuan Provincial Administration of Traditional Chinese Medicine for purchasing 24 ambulances for the remote Chinese medicine health care institutions at a ceremony held in Sichuan, PRC.

香港警務處副處長（左）與高級警務人員歡宴本會董事局。
The Board attending the luncheon hosted by Mr. TANG King Shing, PDSM (left), the Commissioner of Police, and senior officials of the Hong Kong Police Force.

拜會中央統戰部楊志明副部長（右）。
Courtesy visit to Mr. LOU Zhihao (right), Vice-Minister of the United Front work Department, PRC.
Corporate Administration & Public Relations

 Courtesy visit to Mr. CHEN Zhu (front row, left 5), Minister of Health, PRC.

 Courtesy visit to Mr. ZHOU Bo (right), Vice-Minister of the Hong Kong and Macao Affairs Office of State Council, PRC.

 Courtesy visit to Mr. DOU Yipei (left), Vice-Minister of the Civil Affairs of the State Council, PRC.

 Courtesy visit to Mr. WANG Guoqiang (left 4), Vice-Minister of Health cum Director of the State Administration of Traditional Chinese Medicine, PRC.
Courtesy visit to Mr. HO Hau Wah, Edmund (front row, left 5), Chief Executive of Macao Special Administrative Region.

Dinner in honour of the delegates of exchange programme of the Ministry of Civil Affairs, PRC.

A joint dinner with the Board of Directors of Sik Sik Yuen.
與保良局董事會舉行「東保一家」聯歡晚會。
A joint dinner with the Board of Directors of Po Leung Kuk.

馬清鏗主席（左二）出席「資本傑出領袖2008」頒獎典禮，並擔任頒獎嘉賓。
Mr. Patrick MA (left 2) attending the prize-giving ceremony of the CAPITAL Leaders of Excellence 2008 as an award presenter.

《東華三院檔案資料彙編》

（左起）香港中文大學副校長楊錦麟教授、馬清鏗主席及三聯書店（香港）有限公司董事暨總經理曾佩華先生為《東華三院檔案資料彙編》主持新書發佈儀式。
(From left) Prof. Kenneth YOUNG, Pro-Vice- Chancellor, The Chinese University of Hong Kong, Mr. Patrick MA and Mr. TSANG Hip Tai, Director and General Manager of Joint Publishing (HK) Company Ltd., officiating at the book launching ceremony for the Research Project on the Archives of the Tung Wah Group of Hospitals.