

以心相連

Connecting
with Heart



東華三院得以穩步發展，是建基於本院與政府及社會各界之間的良好合作關係和大眾給予的支持。本院除不斷開拓服務領域、努力推廣企業品牌，以接觸社會各階層，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 the scope of our services and promote our brand to target different social classes, we strive to strengthen our long-standing relationship with our stakeholders.

東華三院企業品牌推廣活動

The TWGHs Corporate Branding Campaign

結合賣旗日與「東華三院 x Hello Wong 愛 • 郵你Action」互動遊戲推廣本院品牌

東華三院繼過去兩年以創新紙旗設計和互動遊戲成功帶動熱潮後，今年的賣旗日再接再厲，伙拍本地人氣插畫師Hello Wong，以東華三院的醫療衛生、教育和社會服務為主題，加入愛與關懷的訊息，設計了4款郵票造型的紙旗，並結合網上互動遊戲，吸引不同年齡層的市民，特別是年青人，多做善事，主動關心弱勢社群。

本院透過名為「東華三院 x Hello Wong 愛 • 郵你Action」的網上互動遊戲，鼓勵市民以Hello Wong設計的紙旗為主要元素創作一張明信片，寫上祝福語或心意字句，然後將作品上載至指定社交媒體，向身邊的人表達關愛。互動遊戲的優勝者可獲得由Hello Wong設計的限量版禮品，包括暖水壺、卡片套、索繩袋和「心思心意」郵票。活動期間，東華三院的臉書專頁瀏覽率上升超過930%，成為全城熱話，達至良好的品牌推廣效應。

Branding Campaign on TWGHs Flag Day 2017 and Interactive Game

TWGHs has pioneered and set a new trend to launch innovative flag sticker design and interactive games on the annual Flag Day 2 years ago. This year, TWGHs joined hands with young illustrator Hello Wong to develop 4 paper flag designs featuring TWGHs medical and health, education and community services, carrying love and care messages in a stamp-like layout. Together with the online interactive game, the campaign attracted public at all ages, especially young people, to take part in charity and care about the underprivileged.

Through the online interactive game titled "TWGHs x Hello Wong Love Mail Action", the Group encouraged the general public to create a postcard using the flags designed by Hello Wong as the key element with love and caring messages, and post to the designated social media channels to express their love and care to the beloved ones. The winners were awarded with the limited edition of souvenirs including thermal bottles, cardholders, casual backpacks, and heartwarming stamps designed by Hello Wong. The browsing rate of TWGHs Facebook page increased by over 930% during the Campaign, creating an intense talking point in the community and achieving a remarkable brand-building effect.

主席李鑒麟博士太平紳士在賣旗日前聯同 Hello Wong 接受媒體訪問，呼籲市民支持賣旗日，並一起利用簇新的紙旗創作明信片，隨後親手送給屬下護老院的長者，以行動傳遞關愛訊息。

四款紙旗設計和網上互動遊戲大受歡迎，活動期間共收到逾200份極具創意及心思的作品，反應熱烈。

Dr. LEE Yuk Lun, JP, the Chairman, and Hello Wong jointly called for action to support the Flag Day at a media interview session before the event day. Together, they created a postcard by using the brand new TWGHs flag stickers and distributed to elders of TWGHs elderly home in person to spread messages of love and care.

The 4 paper flags and the online interactive game received overwhelming response. More than 200 well-designed postcards were received during the Campaign.



四款紙旗以本院醫療衛生、教育及社會服務為題，並加入愛與關懷的訊息，嶄新的旗款得到不少市民大力讚賞和支持。Four themed-based paper flags featuring TWGHs medical and health, education and community services were designed with messages of love and care. The creative designs received positive feedback from the public.



心思心意郵票

Hello Wong 設計了多款限量版精美禮品，包括暖水壺、卡片套、索繩袋和「心思心意」郵票
Limited edition of souvenirs including thermal bottles, cardholders, casual backpacks and heartwarming stamps designed by Hello Wong



主席李鑒麟博士太平紳士（右）與人氣插畫師Hello Wong（中）接受媒體訪問，並送上親手設計的巨型明信片予屬下護老院的長者，宣揚關愛。
Dr. LEE Yuk Lun, JP (right), the Chairman, and illustrator Hello Wong (centre) participated in a media interview and sent their love and care to elders of TWGHs elderly home through their customised big postcard.

東華三院與Hello Wong合作，以獨特、有趣的插畫設計網上遊戲，讓市民一邊玩，一邊認識東華三院的醫療衛生、教育及社會服務，短短4天已有超過600人參加。
Featuring the Group's medical and health, education and community services, a unique and funny online interactive game with Hello Wong's illustrations was developed for the public. The game attracted more than 600 participants in just 4 days.



東華三院「Teen才橫溢『童』創未來」午間派對暨傳媒午宴

本院於2017年8月29日在屬下黃笏南中學舉行東華三院「Teen才橫溢『童』創未來」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約40位傳媒友好。本院當日以輕鬆活潑的互動方式，讓嘉賓認識東華三院的教育服務及其最新發展。派對上設有多個由屬校學生籌備的STEM教育互動攤位，讓嘉賓與機械人互動、嘗試模擬飛行、利用編程控制機械車，以及製作環保防潮包等。此外，午宴亦加入不少藝術元素，包括現場音樂演奏、藝術裝置、攝影作品及舞蹈表演，盡顯東華三院學生在學術和體藝上的多元才華。

主席李銒麟博士太平紳士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。

Grooming Young Talents for Tomorrow — TWGHs Media Luncheon Party

The “Grooming Young Talents for Tomorrow — TWGHs Media Luncheon Party” was held at TWGHs Wong Fut Nam College on 29 August 2017. Mr. WONG Chi Cho, Joe, JP, Director of Information Services, and his senior officials as well as about 40 representatives of various media organisations attended the Luncheon and took a glimpse into our education services and its latest development in a funny and interactive manner. At the party, there were STEM-education-themed booths designed by students which allowed guests to interact with robots, try out the flight simulator, control the robot car through coding, make their own eco-natural dehumidifying pack, etc. Artistic elements, such as live music performance, art installations, photograph displays, and dance performance by students were also added to showcase the multi-talents of TWGHs students.

Dr. LEE Yuk Lun, JP, the Chairman, expressed his heartfelt gratitude to the media for their continuous support throughout the years, keeping the public updated on the latest developments of TWGHs so that more needy people can be served.



主席李銒麟博士太平紳士（前排右五）、政府新聞處處長黃智祖太平紳士（前排右四），聯同董事局成員拍照留念
A group photo of Dr. LEE Yuk Lun, JP (front row, right 5), the Chairman, Mr. WONG Chi Cho, Joe, JP (front row, right 4), Director of Information Services, and Board Members



新聞處處長黃智祖太平紳士參與模擬飛行駕駛，親身體驗翱翔天際的樂趣。
Mr. WONG Chi Cho, Joe, JP, Director of Information Services, tried out the flight simulator to enjoy the fun of flying a plane.



東華三院香港華都獅子會幼稚園的同學們以《胡桃夾子與老鼠王》的舞蹈表演為午宴揭開序幕。
Opening dance performance “Nutcracker and Mouse King” was presented by students from TWGHs Lions Club of Metropolitan Hong Kong Kindergarten.



政府新聞處處長黃智祖太平紳士、政府新聞處官員及多位傳媒友好獲誠邀出席傳媒午宴。
Mr. WONG Chi Cho, Joe, JP, Director of Information Services, his senior officials and representatives from various media organisations attended the Luncheon.

多元媒體推廣 積極傳揚東華三院多元化服務

東華三院今年繼續伙拍不同媒體，以多樣化的形式，包括傳媒專題訪問、報紙和雜誌報導，以及定期的資訊專欄等，接觸不同層面及年齡的市民，介紹本院現代化的醫療服務、教育服務、傳統服務及文化保育服務。

報導內容涵蓋：

- 東華三院中醫師團隊以中醫角度分享紓解與調理各種疾病的個案；
- 東華三院西醫師團隊講解香港市民常見疾病；
- 東華三院多個學生大使主題參訪團；
- 東華三院STEM教育的特色；
- 東華三院幼稚園及特殊教育新發展；
- 東華三院秋祭典禮及東華三院學生文化保育大使計劃；及
- 東華三院精英運動員計劃。

Uplifting the Image of TWGHs' Diversified Services through Diversified Media Promotion

TWGHs continued to partner with different media organisations this year to reach out to people of all ages and all walks of life, enhance its professional image, demonstrate the latest developments in medical services, education services, traditional services and heritage conservation by theme-based media feature interviews, news articles on newspapers and magazines; regular themed columns in selected media.

The following topics were included:

- Case sharing from the perspective of the Chinese medicine by a team of TWGHs Chinese medicine practitioners;
- Introduction to common illnesses in Hong Kong by a team of TWGHs Western medicine practitioners;
- Thematic study tours for TWGHs student ambassadors;
- Features of TWGHs STEM Education;
- Advancement in kindergarten and special education;
- TWGHs Autumn Sacrificial Rites and TWGHs Student Conservation Ambassador Programme; and
- TWGHs Elite Athletes Programme.



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^{品牌故事}，強化本院的專業和關愛形象及各項服務。

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。為了適時向公眾人士提供更豐富的資訊，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，吸引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（例如巴士車身廣告）能有效接觸不同階層的市民。本院年內繼續以此等平台作對外宣傳，包括推廣戒煙服務、賣旗日品牌推廣活動、天秀墟農曆新年年宵活動等不同資訊。

Effective Transit Advertising for Brand Image and Service Based Promotion

TWGHs makes use of various platforms to tell its brand story, enhance public awareness, reinforce its professional and caring image and promote its wide spectrum of public services.

During the year, the body panels of TWGHs pool cars were used as a promotional channel of the 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 of TWGHs and gain its timely information.

Public transport advertising, such as bus body advertisement, is generally recognised as an effective means to reach out to a large audience in various geographical areas. TWGHs continued to leverage this platform to promote a diversified range of initiatives including smoking cessation service, the Flag Day Branding Campaign and the Chinese New Year Carnival in Tin Sau Bazaar.



巴士車身宣傳廣告推廣東華三院多元化的服務和活動。
Bus body advertisements were placed to promote different TWGHs services and campaigns.



東華三院企業車隊作為免費宣傳渠道，推廣本院的不同服務及微信募捐平台。
The body panels of TWGHs pool cars were used as a free promotion channel for 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2017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式拜會。董事局訪問團成員向各位官員介紹東華三院在醫療、教育及社會福利服務的最新發展，以及探索與內地相關單位的合作機會。

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，包括國務院港澳事務辦公室宋哲副主任、國家民政部黨組成員社會組織管理局詹成付局長、國家教育部劉錦港澳台辦主任、國家衛生和計劃生育委員會副主任兼國家中醫藥管理局局長王國強教授及中央統戰部三局覃菊華巡視員，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及探討協作空間。

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，就本院提升醫療衛生服務的質素、拓展教育服務、加強安老服務及扶貧等福利工作各方面的議題與有關官員進行討論和交流，以及尋求相關部門對東華三院未來發展的支持。董事局亦與環境局、保安局、香港警務處、香港消防處及香港懲教署進行交流，加強彼此的聯繫，以爭取相關部門對本院服務及活動的支持。除此之外，董事局亦於2017年8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。

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 2017 to report the latest development of TWGHs' medical, education and community services and to explore opportunities for collaboration with our Mainland counterparts.

Through the assistance of the Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region (HKSAR), courtesy calls were made to Mainland officials including Mr. SONG Zhe, Deputy Director of the Hong Kong and Macao Affairs Office of the State Council, Mr. ZHAN Chengfu, Director-General of Bureau of Administration of NGOs of the Ministry of Civil Affairs, Ms. LIU Jin, Director of the Hong Kong, Macao and Taiwan Affairs Office of the Ministry of Education, Prof. WANG Guoqiang, Vice Minister of the National Health and Family Planning Commission cum Commissioner of the State Administration of Traditional Chinese Medicine, and Ms. QIN Juhua, Counsel of the Third Bureau of the United Front Work Department, to exchange views on the provision of medical and health, education and community services, and explore future collaboration opportunities.

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 for discussing and sharing the Group's achievements in the provision of diversified services covering medical and healthcare, education, elderly care and poverty alleviation. During these visits, support was secured to help drive the Group's future development. Meetings were also held with the Environment Bureau, the Security Bureau, the Hong Kong Police Force, the Hong Kong Fire Services Department and the Hong Kong Correctional Services Department, to foster closer working ties and solicit support from the respective government departments for the Group's services and activities. In August 2017, the Board also met with the Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region to strengthen the Group's communications and relationships with the Liaison Office.

董事局北京之旅 Beijing Tour of the Board of Directors



1. 國務院港澳事務辦公室宋哲副主任（右）與主席李逦麟博士太平紳士就本院事務及發展進行交流。
Mr. SONG Zhe (right), Deputy Director of the Hong Kong and Macao Affairs Office of the State Council, exchanged views on the Group's services and development with Dr. LEE Yuk Lun, JP, the Chairman.

2. 主席李逦麟博士太平紳士（右）致送紀念品予國家教育部港澳台辦劉錦主任。
Dr. LEE Yuk Lun, JP (right), the Chairman, presented a souvenir to Ms. LIU Jin, Director of the Hong Kong, Macao and Taiwan Affairs Office of the Ministry of Education.

3. 主席李逦麟博士太平紳士（左）致送紀念品予國家民政部黨組成員社會組織管理局詹成付局長。
Dr. LEE Yuk Lun, JP (left), the Chairman, presented a souvenir to Mr. ZHAN Chengfu, Director-General of Bureau of Administration of NGOs of the Ministry of Civil Affairs.

4. 主席李逦麟博士太平紳士（右三）聯同董事局5位副主席致送紀念品予國家衛生和計劃生育委員會副主任兼國家中醫藥管理局局長王國強教授（右四）。
Dr. LEE Yuk Lun, JP (right 3), the Chairman, accompanied by 5 Vice-Chairmen, presented a souvenir to Prof. WANG Guoqiang (right 4), Vice Minister of the National Health and Family Planning Commission cum Commissioner of the State Administration of Traditional Chinese Medicine.

5. 中央統戰部三局覃菊華巡視員（前排左五）與董事局成員合照
A group photo of Ms. QIN Juhua (front row, left 5), Counsel of the Third Bureau of the United Front Work Department, with Board Members

董事局拜會及與政府部門交流會面

Courtesy Calls to and Meetings with Government Bureaux and Departments



1. 參加立法會主席梁君彥GBS太平紳士（前排右五）與6大慈善機構進行的茶聚
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. 拜會發展局局長黃偉倫太平紳士（左）
Courtesy call to the Hon. WONG Wai Lun, Michael, JP (left), Secretary for Development

3. 拜會食物及衛生局局長陳肇始教授太平紳士（左六）及衛生署署長陳漢儀醫生太平紳士（左四）
Courtesy call to Prof. the Hon. CHAN Siu Chee, Sophia, JP (left 6), Secretary for Food and Health, and Dr. CHAN Hon Yee, Constance, JP (left 4), Director of Health

4. 拜會教育局局長楊潤雄太平紳士（右五）
Courtesy call to the Hon. YEUNG Yun Hung, Kevin, JP (right 5), Secretary for Education

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. 拜會勞工及福利局局長羅致光博士GBS太平紳士（第二排右八）及社會福利署署長葉文娟太平紳士（第二排左五）
Courtesy call to Dr. the Hon. LAW Chi Kwong, GBS, JP (second row, right 8), Secretary for Labour and Welfare, and Ms. CAROL YIP, JP (second row, left 5), Director of Social Welfare

7. 與環境局局長黃錦星GBS太平紳士（左三）會面
Meeting with the Hon. WONG Kam Sing, GBS, JP (left 3), Secretary for the Environment

8. 與保安局局長李家超SBS, PDSM, PMSM太平紳士（前排左六）、警務處處長盧偉聰處長PDSM, PMSM（前排左四）、消防處李建日處長（前排右三）及懲教署林國良署長CSDSM（前排左二）交流會面
Meeting with the Hon. LEE Ka Chiu, John, SBS, PDSM, PMSM, JP (front row, left 6), Secretary for Security, Mr. LO Wai Chung, Stephen, PDSM, PMSM (front row, left 4), Commissioner of Police, Mr. LI Kin Yat Daryl, FSDSM, (front row, right 3), Director of Fire Services, and Mr. LAM Kwok Leung, CSDSM (front row, left 2), Commissioner of Correctional Services



1. 國家主席夫人彭麗媛教授（圖一，前排右一及圖二，後排左七）於2017年6月30日探訪東華三院賽馬會松朗安老綜合中心。
Chinese First Lady Prof. PENG Liyuan (photo 1, front row, right 1 and photo 2, back row, left 7) visited TWGHs Jockey Club Sunshine Complex for the Elderly on 30 June 2017.

3. 國務院僑務辦公室郭軍副主任（右五）於2017年10月12日到訪東華三院。
Mr. GUO Jun (right 5), Deputy Director of the Overseas Chinese Affairs of the State Council, visited TWGHs on 12 October 2017.

4. 勞工及福利局局長羅致光博士GBS太平紳士（左八）與勞工及福利局常任秘書長張琮瑤太平紳士（左九）於2017年7月31日到訪東華三院廖烈武伉儷兒童發展中心。
Dr. the Hon. LAW Chi Kwong, GBS, JP (left 8), Secretary for Labour and Welfare, and Ms. CHANG King Yiu, JP (left 9), Permanent Secretary for Labour and Welfare, visited TWGHs Mr. & Mrs. Liu Lit Mo Child Development Centre on 31 July 2017.

5. 財政司司長陳茂波大紫荊勳賢GBS, MH太平紳士（前排右五）於2017年8月28日到訪東華三院愛烘焙生產及培訓中心。
The Hon. CHAN Mo Po, Paul, GBM, GBS, MH, JP (front row, right 5), Financial Secretary, visited TWGHs iBakery Production and Training Centre on 28 August 2017.

6. 公務員事務局局長羅智光GBS太平紳士（前排右四）於2017年9月19日到訪東華三院自在軒餐飲服務。
The Hon. LAW Chi Kong, Joshua, GBS, JP (front row, right 4), Secretary for the Civil Service, visited TWGHs "Take a Break" Catering Service on 19 September 2017.

7. 運輸及房屋局常任秘書長（運輸）黎以德太平紳士（後排左六）、教育局常任秘書長楊何蓓茵太平紳士（後排左七）及財經事務及庫務局副秘書長（庫務）袁小惠太平紳士（後排左八），於2017年9月23日率領一眾政務主任協會會員到訪東華三院賽馬會松朗安老綜合中心。

Members of the Administrative Service Association were led by Mr. LAI Yee Tak, Joseph, JP (back row, left 6), Permanent Secretary for Transport and Housing (Transport), Mrs. YEUNG HO Poi Yan, Ingrid, JP (back row, left 7), Permanent Secretary for Education, and Ms. YUEN Siu Wai, Carol, JP (back row, left 8), Deputy Secretary for Financial Services and Treasury (Treasury), to visit the TWGHs Jockey Club Sunshine Complex for the Elderly on 23 September 2017.

8. 財經事務及庫務局局長劉怡翔太平紳士（左二）及副局長陳浩濂太平紳士（右一）於2017年10月30日到訪東華三院黃祖棠社會服務大樓。

The Hon. LAU James H. Jr., JP (left 2), Secretary for Financial Services and the Treasury, and Mr. CHAN Ho Lim, Joseph, JP (right 1), Under Secretary for Financial Services and the Treasury, visited TWGHs Wong Cho Tong Social Service Building on 30 October 2017.

9. 公務員事務局局長羅智光GBS太平紳士（左）於2017年11月15日到訪東華三院賽馬會大角咀綜合服務中心及東華三院慧妍雅集善膳軒。

The Hon. LAW Chi Kong, Joshua, GBS, JP (left), Secretary for the Civil Service, visited TWGHs Jockey Club Tai Kok Tsui Integrated Services Centre and TWGHs Wai Yin Association Food-for-all Kitchen on 15 November 2017.

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



協同

Collaboration



與尚色園董事會舉行聯合晚宴

A joint dinner held with the Board of Directors of Sik Sik Yuen



歡宴東華三院顧問局

Luncheon in honour of the TWGHs Advisory Board



與保良局董事會舉行聯合晚宴

A joint dinner held with the Board of Directors of Po Leung Kuk

促進歷屆董事局成員間之聯繫

Fostering Relationship among Directors of Former and Current Boards

維繫歷屆董事局成員的網絡

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。本院分別於2017年4月24日舉行東華三院歷屆總理聯誼會第204次聯歡午宴及於2018年2月27日舉行春節團拜暨東華三院歷屆總理聯誼會第205次聯歡午宴，以維繫歷屆董事局成員的友誼。

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. With an aim to strengthening the network among former and current Board Members, the 204th Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 24 April 2017 and the Spring Gathering in the Year of the Dog cum the 205th Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 27 February 2018.



主席李添麟博士太平紳士（右十）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205次聯歡午宴合照。

A group photo of Dr. LEE Yuk Lun, JP (right 10), the Chairman, with Board Members as well as former Chairmen and Board Members at the Spring Gathering in the Year of the Dog cum the 205th Reunion Luncheon of The Association of Past and Present Directors of TWGHs.