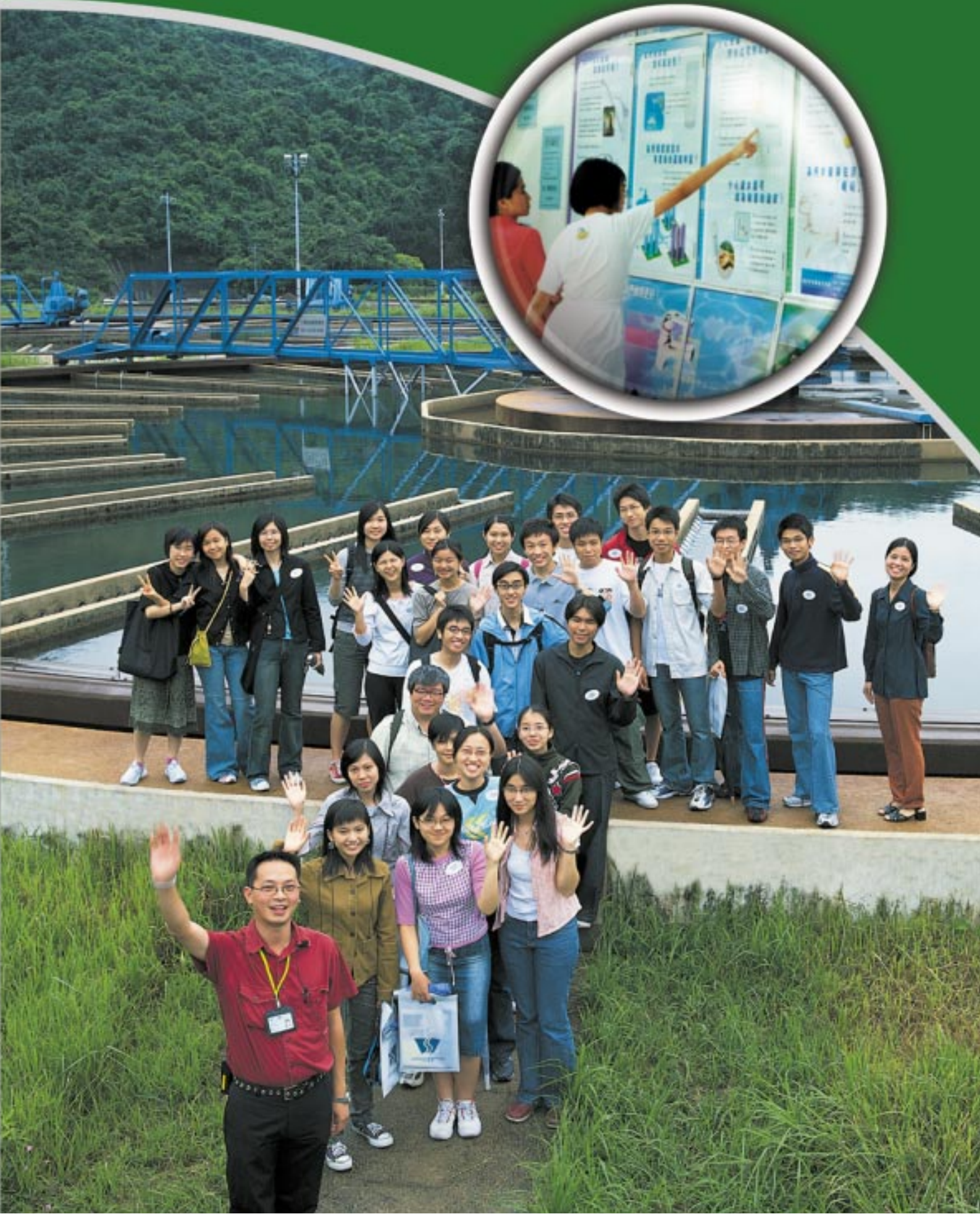




COMMUNITY 社區 AND OUTREACH 及外展工作

- 社區支持
- 國際水務協會大獎
- PR Week 大獎
- 開放日
- 香港電台紀錄片
- 本署網頁

- Community Support
- IWA Award Winner
- PR Week Award
- Open Day
- RTHK Documentary
- Our Website



作為一個負責任且樂於作出回應的公營服務機構，我們明白有必要與市民接觸，尋求他們支持本署的工作，加深市民對供水事宜的認識。為此，我們會就大型工程計劃廣泛徵詢社區意見，並就不同供水事宜包括樓宇水質舉辦各項教育及宣傳活動。

社區支持

我們會藉著有效的諮詢和聯絡途徑，繼續尋求18區區議會的支持，俾能按地下資產管理計劃，完成更換和修復350公里長水管這項主要工程。

有關九龍東南部發展計劃的供水工程，我們亦與市民保持良好的溝通，向地區委員會匯報最新工程進度和相關的交通與環境問題。



國際水務協會二零零一公共關係視聽組別獎狀。

Winner Certificate of Audio Visual Category of the International Water Association (IWA) Public Relations Award 2001.

國際水務協會大獎

介紹本署工作，以及在培養以客為本服務文化所付出努力的「供水五十年 服務客為先」影碟，榮獲國際水務協會二零零一年公共關係視聽組別大獎。

PR Week 大獎

去年，我們為慶祝香港供水五十年而舉辦的一連串活動，在宣傳本署的工作方面十分成功。此外，我們在公共關係上表現出色，贏得國際著名公關雜誌PR Week頒發的公共機構組別大獎。

舉辦的慶祝活動包括嘉年華會、展覽、巡迴講座、步行籌款、出版具紀念價值的香港水務歷史書和發行特別版郵票。



國際水務協會二零零一公共關係視聽組別大獎獎座。
Top prize trophy of Audio Visual Category of the International Water Association (IWA) Public Relations Award 2001.



參觀者對巡迴展覽的展板內容甚感興趣。
Visitors show interest in the display panels at a roving exhibition.

講座

為目標公眾舉辦講座是我們宣傳活動的一個重要環節，並證實是提高公眾對供水事務興趣的一個有效方法。年內，我們在城市大學舉辦了「優質食水 優質生活」講座。

屋邨巡迴展覽

為了釋除客戶對自來水水質的疑慮，我們製備了一套展板，用以說明客戶對其樓宇供水系統應負上的責任，並強調食水的水質良好。這些展板可供物業管理公司放置在屋邨內。年內，逾11個屋邨曾擺設有關展板。

As a responsible and responsive public service provider, we are mindful of the need to reach out to the public to seek community support for our work and to promote public understanding of water supply issues. For this purpose, we carry out wide community consultation on our major projects and launch various education and communication programmes on such issue as water quality in buildings.

COMMUNITY SUPPORT

For the major project of replacing and rehabilitating 350 kilometres of water mains under the Underground Asset Management Plan, we continue to enlist the support of the 18 District Councils through effective consultation and liaison.

We have also maintained effective communication with the public for the water supply to South East Kowloon Developments project by keeping the Area Committees abreast of work progress as well as traffic and environmental issues.

IWA AWARD WINNER

The video '150 Years of Water Supply – We Care for You' won top prize of the Audio Visual Category at the International Water Association (IWA) Public Relations Awards 2001. The video highlights WSD's work and its endeavour to cultivate a customer-focused culture.

PR WEEK AWARD

We achieved a great deal of success in publicizing our work through a varied programme of activities in celebration of the 150 Years of Water Supply in Hong Kong last year. In addition, this won us the award of the winner for the public category from the international magazine, PR Week, for achieving excellence in public communications.

The celebratory activities held included a carnival, exhibitions, roving talks, a walkathon, publications of a commemorative book on the history of Hong Kong water development, and a special stamp issue.

SEMINARS

Seminars for targeted groups form an integral part of our public communication programme and prove to be an important means for enhancing public interest in water supply issues. During the year, we held a seminar on 'Quality Life Needs Quality Water' at the City University.



*PR Week 大獎。
PR Week Award.*

學校巡迴展覽

為提高學生對供水事務的興趣和認識，本署備有一套以水源及食水處理過程為題的展板，可在各學校巡迴展出。年內，我們曾在逾28間學校作巡迴展覽。

巡迴講座

我們舉辦了「水務大使公開演講」活動，作為香港供水百五年的慶祝活動之一。鑑於反應熱烈，本署年內繼續在學校及社區中心舉辦更多講座和探訪活動。



在第三十六屆工展會的水務署攤位內，工作人員正向學生講解水錶的運作。
Pupils learn about the operation of water meter displayed at the 36th Product Expo.



水務署署長在交流日向區議員介紹牛潭尾濾水廠的模型。
The Director shows the District Council Members the model of the Ngau Tam Mei Water Treatment Works at the Inter-flow Day.



在牛潭尾濾水廠開放日，工作人員向市民講解測漏儀器的運作。
Demonstration of leak detection equipment to visitors during the Open Day of Ngau Tam Mei Water Treatment Works.

工業展覽會

本署會把握每個向市民推廣宣傳的良機。年內，我們再次參與在添馬艦場地舉辦的一年一度工展會，在場內攤位豎設展板並派發資料單張，而現場更有職員講解水務署工作及水質事宜。參觀本署攤位的市民多達數千名。

開放日

定期舉辦濾水廠開放日是宣傳食水生產過程的有效方法。在平日我們亦為學童和公眾人士安排由專人帶領參觀濾水廠。年內，約有8 400兒童和成人曾到沙田、北港、馬鞍山、牛潭尾及凹頭濾水廠參觀。本署二零零二年一月在牛潭尾濾水廠舉行開放日暨交流日，讓全港18區區議會的議員可就供水事務與署長及本署全體高層直接對話及交換意見。

ROVING EXHIBITION AT HOUSING ESTATES

To ease customers' concern over the quality of water from their taps, a set of exhibition panels illustrating customers' responsibilities with regard to their internal plumbing systems and emphasizing the quality of potable water has been made available for property management companies to display at their housing estates. The panels were displayed at more than 11 housing estates during the year.

ROVING EXHIBITION AT SCHOOLS

To raise students' interest and awareness of water supply issues, a set of display panels about water sources and treatment processes was sent around to various schools. Over 28 schools joined the roving exhibition in the year.

ROVING TALKS

We launched the "WSD Ambassadors Talk-to-the-Public Programme" as one of the celebratory activities for the 150 Years of Water Supply in Hong Kong. In view of the favourable response, the programme was continued with more talks and visits made to schools and community centres in the year.

PRODUCT EXPO

WSD has been making use of every opportunity to reach out to the public. During the year, we participated again in the annual Product Expo held at the Tamar Base where display panels were put up in the booth, and leaflets were distributed. Staff were present to talk about WSD's work and water quality. The WSD booth was visited by several thousand visitors.

OPEN DAY

As an effective way to make known the water production process, Open Days and guided tours of water treatment works are regularly conducted for school children, and the public in general. Some 8 400 children and adults visited water treatment works at Sha Tin, Pak Kong, Ma On Shan, Ngau Tam Mei and Au Tau during the year. An Open Day cum Inter-flow Day was held at Ngau Tam Mei Water Treatment Works in January 2002 for members of all the 18 District Councils to have a direct dialogue with the Director and the WSD senior management and to exchange views on water supply issues.

ADVERTISEMENT AT MTR STATIONS AND MAJOR TUNNELS

To attract public attention on the message 'Quality Life Needs Quality Water', colourful and eye-catching advertisements carrying the slogan were placed in Mass Transit Railway (MTR) stations and major road tunnel entrances. Attractive banners are also put up at our Regional Offices.



懸掛在旺角辦事處外的彩色橫額。
Colourful banner outside the Mong Kok Office.



在地鐵站內的“優質食水 優質生活”標語廣告。
Advertisement carrying the slogan “Quality Life Needs Quality Water” at a Mass Transit Railway Station.

地鐵站及主要隧道的廣告

為吸引公眾人士留意「優質食水 優質生活」的信息，我們在地鐵站和主要行車隧道入口放置了顏色鮮艷奪目的標語廣告。本署各分區辦事處亦懸掛了引人注目的橫額。

香港電台紀錄片

公務員事務局贊助一個長達半小時的港台電視專輯「飛越工作間」，專題報道本署的郊區供水計劃及測漏工作的實況，並在有線電視台及明珠台播放。透過這套紀錄片，揭示了公務員的工作生涯及其所付出的努力，讓大眾得知其鮮為大部分香港人所認識的一面。



本署年內所印發的新刊物。
New publications issued by WSD in the year.

新編刊物

年內，本署印發新刊物，包括「用戶指南」新版、「水費及排污費寬減計劃」單張及修訂的水塘垂釣資料單張，作為一項主要的宣傳方法。

本署網頁

水務署網頁是一項重要且日漸廣為應用的資料來源。市民現可下載本署大部分刊物及期刊，例如年報、水務簡訊、水務署標準圖則、向水喉匠發出的通函及本署服務承諾等。此外，還設有供水喉管及配件的目錄及持牌水喉匠名冊，以供查考。

水塘垂釣

我們務求在保護生態環境的同時，為市民提供休閒場地。本署發出的釣魚牌照，容許市民在魚類非繁殖季節於若干條件下前往17個水塘垂釣，包括規定垂釣方法和可捕取的魚類及其大小。年內，我們發出約7 200個有效期為三年的牌照。

水塘康樂活動

為回應市民在長遠水塘規劃諮詢期間所表達的意見，當局正考慮可否使用個別水塘作划艇、划獨木舟、駕駛帆船和風帆等非機動、管理妥善及小規模的康樂活動，並會作出公開諮詢。

集水區

全港約三分之一面積用作集水區，對於收集雨水十分重要。我們在漁農自然護理署的協助下，悉心保護這些天然風景區內的生態環境。這些區域大部分已劃為郊野公園，可作各式各樣的康樂用途，吸引大批本地和海外遊客遊覽。

RTHK DOCUMENTARY

Water supply projects in the rural areas and leak detection work were featured in the half-hour RTHK television series 'Working Generation' sponsored by the Civil Service Bureau and shown on Cable TV and Pearl Channel. This documentary serves to bring to light those efforts and work of civil servants unknown to most of Hong Kong people.

NEW PUBLICATIONS

Being an important means of publicity, new publications issued in the year included new edition of "Consumer Guide Book", leaflet on the Water and Sewage Charges Concession and revised information leaflet on fishing at the reservoirs.



本署職員正參與港台電視專輯“飛越工作間”的拍攝工作。
WSD staff participating in the production of the RTHK television series "Working Generation".

OUR WEBSITE

The WSD homepage is an important and increasingly popular source of information. The public can now download most of our publications and periodicals such as annual reports, the Water Link newsletter, WSD Standard Drawings, circular letters issue to plumbers, and the Performance Pledge. There are also a directory on water supply fittings and pipes and a directory of licenced plumbers.

FISHING IN RESERVOIRS

To strike a balance between ecological conservation and public leisure, we issue fishing licences for the 17 impounding reservoirs in the off-breeding season under certain conditions, including restrictions on the method of fishing and the size of fishes caught. Some 7 200 licences valid for three years were issued.

RECREATIONAL ACTIVITIES IN RESERVOIRS

In response to public opinions expressed in the consultation for long-term planning, consideration is being given to the possible use of selected impounding reservoirs for non-motorised, well-managed and modest-scale recreational activities such as rowing, canoeing, sailing, windsurfing etc. Public consultation will be conducted by the government on this issue.

CATCHMENT AREAS

About one third of Hong Kong's territory is taken up by catchment areas, which are essential for rainfall collection. The ecological environment in these scenic areas is well protected with the help of the Agriculture, Fisheries and Conservation Department. Most of these areas are designated as country parks which provide a variety of recreational facilities and attract many local and overseas visitors.