PUBLIC RELATIONS AND PUBLICITY



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.

接觸市民

水務署在提供服務之餘,又進行各式各類的宣傳及教育活動,務求多些與客戶和市民 接觸,上述活動有本署自行舉辦的,也有借助與傳媒的良好的關係來進行的。

年內,本署「水的真相」巡迴展覽在本港多個公共屋邨、私人屋苑、購物中心及會 所舉行,將關乎香港食水水質和水務的詳實資料陳列出來,吸引不少市民參觀

其他形式的宣傳包括在各地鐵站廣貼海報、向參觀濾水廠的學童和成人派發單張及 小冊子等。

用戶指南就本港水務和申請供水程序提供一般資料,並扼要講解如何處理樓宇內部 供水設備問題,第三版已經推出,各客戶諮詢中心和民政事務處均可索取。

與傳媒關係

透過公開坦誠的方針,客戶關係組與傳媒保持良好關係。

對於公眾關注的課題,諸如食水水質及污染問題,我們均以坦誠認真的態度面對及 處理。水務署人員又經常出席電台及電視台節目,回應意見和批評,或參與有關食水 及供應事宜的公開討論。

此外,我們又不時派發服務承諾小冊子和其他單張,以收宣傳之效。

水務署網頁

互聯網使用者眾,數目增長迅速,是水務署散發宣傳資料的一個重要途徑

我們定期把水務簡訊、年報及服務承諾等水務署刊物上網,讓市民得知有關本署的 最新資料。現時在水務署網頁登載的資料,大都可以下載。

Reaching Out

In providing its services, the WSD strives also to be more accessible to its customers and the public. It endeavours to achieve this aim with the help of a number of promotional and educational activities that are carried out on its own and with the help of good media relations.

One means of attracting the attention of the public is through a roving exhibition on water quality that calls regularly at public and private housing estates, shopping centres and clubhouses. Throughout the year, this 'Truth about Water' exhibition brought the message about the quality and other facts of Hong Kong's water to numerous places, attracting many people.

Other forms of publicity include posters widely displayed at all MTR stations, and leaflets and brochures distributed to school children and adult groups visiting treatment works.

A consumer guide book, now in its third edition, provides general information on water, tells about application procedures for water supply services, and gives basic instruction on how to deal with internal plumbing problems. It is available at Customer Enquiry Centres and District Offices.

Media Relations

Through a policy of openness, good relations are maintained with the media by the Customer Relations Unit.

Issues of public concern, such as water quality and pollution, are frankly and widely pursued, and WSD staff often appear on radio and television to discuss and respond to comments and criticisms, or to engage in open discussions about water and supply matters.

In addition, the Performance Pledge, and various leaflets, are distributed from time to time.

Internet Home Page

The Internet, and its rapidly gaining numbers of users, are an important means for

dissemination of WSD information.

The public are kept informed through the publications in it of such WSD periodicals as the Waterlink newsletter, Annual Reports and Performance Pledge. Most of the publications on the WSD website can now be downloaded.



沙田濾水廠開放日,學生 對展出的水錶大感興趣 Pupils interested in water meters displayed during the Sha Tin Treatment Works Open Day.

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參觀濾水廠

我們每年都舉辦濾水廠開放日,使市民可以親身了解食水的處理 過程。年內,約有8 000名學童和成人參觀了沙田、北港、馬鞍山 及凹頭濾水廠。

海外訪客

水務署不單經常派員前往海外考察,亦頻為海外訪客作東道。透過國際性的拜訪往來,資訊得以充分交流。

年內,共有12個訪客團到來考察及參觀我們的工作,當中包括美國麻 薩諸塞州州長Paul Cellucci先生,他於二零零零年三月參觀了馬鞍山濾水 廠

一九九九年九月,來自新德里市議會的代表團訪問水務署,雙方分享工作經驗。該代表團對本署為防漏和測漏進行的系統化工程及採用的先進壓力控制方法, 留下深刻的印象。

此外,日本浮飄建築株式會社的專家團亦在年內到港,旨在參觀船灣淡水湖,研究「海中水庫」的宏偉工程。

水塘釣魚

為讓愛好垂釣的人士得享其樂,水務署發出牌照,容許市民在魚類非繁殖季節到水塘釣魚。我們亦會相當謹慎,務求既可保護生態環境,又可讓市民得享垂釣的樂趣。釣魚牌照亦有規定垂釣方法和可捕取的魚類及其大小。年內,我們共發出近6 300個為期三年的釣魚牌照。

佔全港土地三分之一面積的集水區,對於收集雨水十分重要。這些集水區多為受到 周全保護的天然風景區,本署在漁農自然護理署及地政總署的協助下,悉心維護區內的 生態環境。集水區已劃為郊野公園,可作各式各樣的康樂用途,吸引不少海外訪客及本 地市民遊覽。



美國麻薩諸塞州州長Paul Cellucci 先生細看馬鞍山濾水廠的模型。

Governor Paul Cellucci of Massachusetts, USA, examines a model of Ma On Shan Treatment Works.



本署代表向到訪的印度代表團致送紀念品。 A souvenir for the visiting Indian delegation.



日本考察團參觀水務署後,獲致送紀念品。 A Japanese guest being presented with a souvenir during a visit to the WSD.

Visitors to Treatment Works

Open Days are held annually to allow the public to see first hand about water production. Some 8 000 visitors, school children and adults, visited a number of treatment works at Sha Tin, Pak Kong, Ma On Shan and Au Tau during the year.

Overseas Visitors

A good deal of information is exchanged through international visits. While the WSD often sends staff overseas, it also as frequently plays host to foreign visitors.

This year, 12 groups of visitors came to study and see the work being carried out here. Among them was Governor Paul Cellucci of Massachusetts, USA, who was shown around the Ma On Shan Treatment Works in March 2000.

A delegation from the New Delhi Municipal Council called at the WSD in September 1999. Experiences were shared, and the visitors were very much impressed with the systematic work and use of advanced pressure control methods in leakage detection and control.

A team of experts from the 'Floating Structures Association of Japan', visited Hong Kong for the purpose mainly of learning about the 'reservoir in the sea' at Plover Cove.

Reservoir Fishing

Mindful of the pleasure some people derive from fishing, the WSD issues licences for this activity during the off-breeding season. Care is taken, nevertheless, in striking a balance between conservation of the ecology and the interest in the sport. Conditions are imposed also on the method of fishing and on the type and size of the catch. This year, nearly 6 300 fishing permits good for three years were issued.

Hong Kong's water gathering grounds, essential for the collection of rainfall, take up about one-third of Hong Kong's land area. They are well-conserved scenic areas and protected by the WSD with the help of the Agriculture, Fisheries and Conservation and Lands Departments. They are designated as country parks, and provide a variety of recreational facilities, attracting many visitors, local and overseas.

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