



# 同渡每一天

Together every step of the Way

## 新渡輪響應社區關愛活動 建立和諧共融社會

First Ferry lends full support to community activities



多年來，新渡輪肩負社會企業責任，致力參與社區活動，支持公益事務。2011年11月，新渡輪全力支持「國際復康日2011」及「長者日2011」，分別於11月13日及11月20日為殘疾人士及長者提供免費乘搭普通渡輪的服務，以響應主辦單位鼓勵殘疾人士及長者積極投入社區，共建和諧共融社會的目標。

活動當天，不少受惠者前往新渡輪碼頭，井然有序地登上渡輪往返離島及市區，享受愉快歡樂的一天。

As always, First Ferry shoulders its responsibilities as a corporate citizen by actively participating in community and charity activities. During November 2011, First Ferry participated in "International Day of Disabled Persons 2011" held on 13 November, and "Senior Citizen's Day 2011" held on 20 November, by offering the disabled and the elderly free rides on ordinary ferries. The organizers' goal was to encourage the disabled and seniors to take active roles in the community and build a harmonious society together.

On the event days, many citizens enjoyed their free rides on First Ferry, travelling with their families and friends to the inner harbour and outlying islands.

在「國際復康日2011」活動當天，受惠人士魚貫地排隊等待免費乘搭新渡輪。  
Citizens queue up in an orderly fashion for a free ride offered by First Ferry on "International Day of Disabled Persons 2011".



新渡輪於「長者日2011」活動當天特別安排長者入口通道以疏導享有免費乘搭新渡輪優惠的長者。  
Senior citizens are channelled through a dedicated "Elderly Entrance" at the piers to enjoy a free ride offered by First Ferry on "Senior Citizen's Day 2011".



### 免費派發龍年利是封

### Blessings for the Year of the Dragon

新渡輪於2012年1月10日開始於碼頭備有精美龍年利是封供乘客免費索取，請詳見內頁四。

First Ferry exquisite red packets are available to the passengers for free at local piers from 10 January 2012 onwards. For details, please see the related article on Page 4.

# 新渡輪獲頒「長者友善措施致意行動2011」銅星獎 NWFF honoured with Bronze Star Award in “Age-Friendly Hong Kong Appreciation Scheme 2011”



2011年11月18日，新渡輪在香港社會服務聯會舉辦的「長者日2011 - 『為長者友善 多行一步』」慶祝活動上獲頒「長者友善措施致意行動2011」銅星獎，以表揚新渡輪在長者友善社區的「交通」範疇上作出貢獻，提供顧及長者需要的措施及服務，包括為長者提供搭乘優惠，以及透過訓練向員工推廣友善對待長者的態度。

新渡輪獲得是次榮譽，實有賴各界予以肯定。新渡輪會繼續支持推廣敬愛長者文化的活動，鼓勵大眾關懷及尊重長者，以回饋長者多年來對社會的貢獻。

On 18 November 2011, First Ferry was honoured with the Bronze Star Award in the “Age-Friendly Hong Kong Appreciation Scheme 2011” organized by The Hong Kong Council of Social Service. The award recognizes First Ferry’s contribution to the elderly by offering them concessionary fares and providing training to its staff in age-friendly practices.

First Ferry is proud of and grateful for this recognition, and is dedicated to encouraging respect and love for the elderly in the territory.



新渡輪管理層(前排左五)和一班獲頒「長者友善措施致意行動2011」獎項機構代表與主禮嘉賓拍照留念。Representative from First Ferry (5th from left, first row) and awardee organizations pose with officiating guests in the award presentation of “Age-Friendly Hong Kong Appreciation Scheme 2011”.

# 新創建集團與新渡輪全力支持 「聯合國兒童基金會慈善跑2011」 Staunch support for “UNICEF Charity Run 2011”



2011年11月27日，新創建集團慈善基金贊助隊伍參加「聯合國兒童基金會慈善跑2011」團體挑戰賽，響應其全球運動籌款項目「攜手為兒童·攜手抗愛滋」，為有需要的孕婦及早提供適當治療，預防愛滋病母嬰感染。新渡輪亦一如既往，全力贊助「聯合國兒童基金會慈善跑2011」，於2011年7月至10月期間在碼頭廣告燈箱張貼活動海報，以及在渡輪上播放活動宣傳短片以鼓勵市民參與此曠富意義的活動。

On 27 November 2011, NWS Charities Foundation sponsored a corporate team in the “UNICEF Charity Run 2011” in support of UNICEF’s global fund-raising campaign “Unite for Children. Unite against AIDS”, which aims to help expectant mothers by providing essential medication that prevents the transmission of the HIV virus to their babies.

From July to October 2011, First Ferry also supported this meaningful charity event by sponsoring light-box advertisement displays at ferry piers and onboard video broadcasts to encourage public participation.



# 新世界集團及新創建集團2010/2011全年業績

## New World Group and NWS Holdings 2010/2011 Annual Results

2011年9月29日，新世界集團公佈2010/2011全年業績，收入錄得328.82億港元，上升9%；分部業績總額為109.876億港元；股東應佔溢利總額為91.539億港元；基本溢利為46.671億港元；派發末期股息每股0.28港元。

另於2011年9月28日，新創建集團亦公佈2011財政年度的全年業績。集團取得空前佳績，股東應佔溢利破記錄達46.27億港元，較上個財政年度增長15%；應佔經營溢利上升20%至40.56億港元；派發末期股息每股0.33港元。其中交通業務於2011財政年度的應佔經營溢利較2010財政年度減少24%，主要由於年內燃料成本上漲所致。

On 29 September 2011, New World Group announced its 2010/2011 annual results, posting revenues of HK\$32.882 billion, an increase of 9%. Total segment results amounted to HK\$10.9876 billion, with profit attributable to shareholders amounting to HK\$9.1539 billion. Underlying profits were HK\$4.6671 billion and the final dividend was HK\$0.28 per share.

On 28 September 2011, NWS Holdings announced its annual results for the year ended 30 June 2011 ("FY2011"). The Group achieved a record-breaking profit attributable to shareholders of HK\$4.627 billion, representing an increase of 15% over the previous financial year. Attributable Operating Profit ("AOP") rose by 20% to HK\$4.056 billion, and the final dividend was HK\$0.33 per share. The Group's Transport business reported an AOP of HK\$115 million during FY2011, a 24% decrease over the previous financial year attributed to an increase in fuel costs during the year.

## 新世界集團為社會培育未來商界領袖

### New World Group nurtures future business leaders

新世界集團與香港大學及香港中文大學合辦的「啟航新世界」商管友導計劃於2011年11月10日舉行啟動儀式。此計劃已招募30位於香港大學及香港中文大學主修商學相關學系的一年級及二年級學生，並邀請30位來自新世界集團及子公司的管理人員擔任師友。新世界集團將安排學生到旗下公司進行考察、出席行政總裁講座及職業實習，提供發展事業及職業技巧的機會。



On 10 November 2011, New World Group co-launched the New World Navigator Business Mentorship Programme with the University of Hong Kong ("HKU") and the Chinese University of Hong Kong ("CUHK"). The Programme recruited 30 Year One and Two students who study business-related majors at HKU and CUHK, while 30 business professionals from New World Group were invited to be their mentors. New World Group will organize company visits, a CEO Talk and job-shadowing for the participants, to increase their exposure to both career and business-skills developments.

## 新創建香港地貌行2011-12

### NWS Hong Kong Geo Wonders Hike 2011-12

2011年11月27日，「新創建香港地貌行2011-12」首項公眾導賞活動「起步禮暨西貢地質文化深度行」吸引約2,000名市民參與，攜手與主禮嘉賓及活動大使於北潭涌起步，為第四屆「新創建香港地貌行」連串活動揭開序幕。

早前，「新創建香港地貌行」更舉辦全港首個青年岩石保育大使培訓計劃，40位脫穎而出的中學生在地質學者及專業導賞員指導下接受實習及理論課程，以岩石保育大使身份將保育地貌的訊息推廣至學校及社區。

有關「新創建香港地貌行」之活動詳情，可瀏覽<http://geo.nws.com.hk/2011>。



The fourth NWS Hong Kong Geo Wonders Hike was launched with a Kick-off Ceremony cum Sai Kung Geoconservation Walk on 27 November 2011. Some 2,000 participants and officiating guests, as well as ambassadors, set off from Pak Tam Chung on the first of a new programme of hiking activities.

Earlier, the first-ever Ambassador for Geoconservation training programme in Hong Kong was launched, with 40 shortlisted teenagers participating in a training programme organized by geo-experts acting as ambassadors, and who also took part in the subsequent guided public tours and related educational activities.

For full details of NWS Geo Wonders Hike activities, please visit <http://geo.nws.com.hk/2011>.

# 「新創建愛心聯盟」與新渡輪攜手參與慈善步行活動

## NWS Alliance and First Ferry participate in Charity Walkathons

2011年11月13日，新創建慈善基金贊助由無止橋慈善基金舉辦的「無止行2011」活動，「新創建愛心聯盟」義工於大潭水務文物徑步行，為無止橋籌款，支持本地大學生於內地偏遠地區的建橋活動(上圖)。

另於2011年10月22日，新渡輪員工響應「新創建愛心聯盟」的號召，參與「扶康會第八屆『甜蜜心連心』步行籌款」活動。活動當天，新渡輪員工聯同「新創建愛心聯盟」義工完成香港山頂夏力道至盧吉道之步行路線，以行動為扶康會籌募經費，支持該會為智障人士及自閉症人士提供服務(下圖)。



On 13 November 2011, NWS Charities Foundation sponsored "Wu Zhi Xing 2011" held by the Wu Zhi Qiao Charitable Foundation. NWS Volunteer Alliance members participated in the charity walk at Tai Tam Waterworks Heritage Trail in support of local university students involved in the development of bridge-building projects in Mainland China's remote regions (upper photo).



On 22 October 2011, First Ferry participated in "The 8th FHS Charity Walkathon" with NWS Volunteer Alliance members, on the designated track on The Peak, to raise funds for Fu Hong Society in aid of services to persons with intellectual disabilities and autism (bottom photo).

## 接待團體參觀新渡輪船塢及碼頭

### First Ferry hosts dockyard and pier visits

2011年11月16日，新渡輪接待梅窩學校師生及家長參觀梅窩碼頭。新渡輪員工除向師生們詳細講解碼頭設施、碼頭運作及碼頭職員日常工作外，更教導學生如何成為一位好乘客，為他們帶來一個愉快兼富教育意義的下午(上圖)。

新渡輪於2011年8月25日，亦接待了旺角街坊會陳慶社會服務中心一行二十多人參觀新渡輪位於長沙灣的船塢，並向參加者介紹公司背景、船隻種類、碼頭設施及服務。隨後，新渡輪員工帶領參加者登上渡輪，參觀渡輪內各部分設備，讓他們了解渡輪的日常運作(下圖)。



On 16 November 2011, First Ferry hosted an educational visit at Mui Wo Pier by Mui Wo School (upper photo), introducing the pier facilities, pier operations and routine duties of pier staff to students, as well as advising them on how to be model passengers when taking ferries.



Earlier, First Ferry hosted a visit at Cheung Sha Wan dockyard by a group of some 20 teenagers from the Mongkok Kai Fong Association Limited Chan Hing Social Service Centre. First Ferry staff introduced First Ferry's company background, ferry types, pier facilities and services to the participants and also arranged a conducted tour of a ferry (bottom photo).

## 新渡輪派發精美龍年利是封

### Blessings for the Year of the Dragon

一元復始，萬象更新，2012壬辰年將至，新渡輪特別製作精美龍年利是封，為乘客送上祝福，共渡福氣安康新一年。

新渡輪龍年利是封以如意結圖案作設計，寓意如意吉祥，伴以花卉點綴，簡約優雅。

乘客於2012年1月10日開始可在各碼頭的新渡輪顧客及八達通服務站免費索取新渡輪龍年利是封，數量有限，送完即止。

To celebrate the arrival of the Year of the Dragon, First Ferry exquisite red packets are available to the passengers for free at First Ferry Customer and Octopus Service Centres at local piers from 10 January onwards, on a first-come-first-served basis while stocks last.

A decorative "Ruyi Knot" was employed on the red packets, symbolizing luck and auspiciousness.

## 「渡」盡古今 Voyage

長洲既是香港著名的旅遊景點，亦是少部份在香港仍保存著濃厚漁村風味的小島之一。讀者陳小姐於今期《「渡」盡古今》專欄內，把長洲的特色漁村風味透過影像呈現讀者眼前。

新渡輪歡迎乘客及員工以圍繞古今渡輪或離島為題投稿，稿件形式不限，文章及相片均可。有興趣投稿人士請以「《「渡」盡古今》投稿」為題，並將稿件電郵至 [ferry\\_ideas@nwff.com.hk](mailto:ferry_ideas@nwff.com.hk) 或傳真至 (852) 2131 8877。

敬請投稿人留下姓名及聯絡方法，稿件一經刊出，新渡輪將送出禮品乙份予投稿人以表謝意。

Cheung Chau is one of the most well-known outlying-islands in Hong Kong, where the unique style of Hong Kong's fishing past is still preserved. In this issue, reader Eva offers us some classic images of Cheung Chau's distinctive fishing-village history.

Your stories relating to our ferry services or the fascinating culture of the outlying islands are always welcome. Submissions can be made in the form of articles or photographs. Please send them to [ferry\\_ideas@nwff.com.hk](mailto:ferry_ideas@nwff.com.hk) or fax to (852) 2131 8877, with the subject heading "Submission to Voyage" together with your details, including name and contact number. First Ferry will present a souvenir to those whose contributions are published.



# 香港 離島 1 日通 Island Hopping Pass One-day Pass

HK\$60

## 新渡輪載您探索香港古貌

「香港離島一日通」紀念票讓短期訪港旅客盡享香港離島風情，於自選的一天內（星期一至星期六），無限次乘坐新渡輪，暢游長洲、大嶼山（天壇大佛的所在地），以及乘坐橫水渡航線前往坪洲#。

## Ride on FIRST FERRY for a glimpse of Hong Kong's past

With the Island Hopping Pass, excursionists can now enjoy unlimited rides on a day of their choice to Cheung Chau, Lantau Island (Home of the Big Buddha) and Peng Chau (via Inter-Islands ferry route) on First Ferry#.



### 售票地點

Ticketing Outlets

中環五號碼頭及六號碼頭「新渡輪顧客及八達通服務站」

First Ferry Customer and Octopus Service Centres at Central Pier 5 and Central Pier 6

### 顧客服務電話專線

Customer Service Hotline

：(852) 2131 8181

### 專用電子郵箱

Service Suggestion Email

：ferry\_ideas@nwff.com.hk

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新世界第一渡輪服務有限公司\*（「新渡輪」）在香港經營港內及離島共五條渡輪航線，分別為北角往來紅磡和北角往來九龍城，以及中環往來長洲、中環往來梅窩和橫水渡（穿梭坪洲、梅窩、芝麻灣及長洲），每日平均載客約35,000人次（截止2011年6月30日）。

新渡輪由周大福企業有限公司及新創建集團有限公司共同持有。新創建集團有限公司（「新創建集團」；香港股份代號：659）乃新世界發展有限公司（香港股份代號：17）之基建及服務旗艦，業務遍及香港、中國內地及澳門。基建業務涵蓋道路、能源、水務和港口及物流四大範疇；服務則包括設施管理（香港會議展覽中心之營運管理和「免稅」店）、建築及交通（協興建築和巴士及渡輪服務）以及策略性投資（新礦資源、Tricor、海通及證券投資）。

New World First Ferry Services Limited\*（「First Ferry」）operates five inner harbour and outlying island ferry routes in Hong Kong, including North Point-Hung Hom and North Point-Kowloon City, as well as Central-Cheung Chau, Central-Mui Wo and Inter Islands (between Peng Chau, Mui Wo, Chi Ma Wan and Cheung Chau). First Ferry has a daily traffic footfall up to 35,000 passengers (as of 30 June, 2011).

First Ferry is jointly owned by Chow Tai Fook Enterprises Limited and NWS Holdings Limited. NWS Holdings Limited（「NWS Holdings」，Hong Kong stock code: 659），the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17), embraces businesses in Hong Kong, Mainland China and Macau. Its Infrastructure portfolio includes Roads, Energy, Water and Ports & Logistics projects. Its Services division comprises Facilities Management (the management of Hong Kong Convention and Exhibition Centre and Free Duty), Construction & Transport (Hip Hing Construction and bus and ferry services) and Strategic Investments (Newton Resources, Tricor, Haitong and securities investments).

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