

公共關係 Public Relations

During the year, the Authority undertook a number of initiatives to strengthen communication with the mass media and other stakeholders and, thereby, cultivate better understanding of URA's work.

Our public hotline service, neighbourhood centres and Kwun Tong office handled some 7,900 enquiries and requests for assistance. We fully met our performance pledge to provide same-day reply for 95 percent of all enquiries and five-day reply for 90 percent of all requests. The one-stop hotline service between the URA, Hong Kong Housing Society (HS) and Buildings Department (BD) also provided an effective means of handling public enquiries and requests for building rehabilitation and maintenance assistance.



市建局於結志街開設地區辦事處，與受嘉咸街/卑利街重建項目影響的人士加強溝通。
URA opens a neighbourhood centre at Gage Street to enhance communication with those affected by Peel Street/Graham Street project.

To maximize the publicity of URA's rehabilitation schemes, we joined hands with HS and BD to organize the Building Safety Carnival in January 2007 which attracted 5,800 visitors. To reach out to the wider community, we broadcasted a 30-second promotional video on local TV channels in early 2007.

Massive public relations and publicity efforts were organized for the Kwun Tong Town Centre redevelopment project. These included a two-month public consultation exercise featuring roadshows in four locations, media conferences, editors' briefings, media interviews, radio talk-shows and TV programmes. Models of the final design for this project are now on display for public inspection in our new Kwun Tong office.

The URA website was further strengthened with the addition of a special "corner" for the Kwun Tong Town Centre project. During the year, the website recorded over 15,600,000 hits, an increase of 32 percent compared to the previous year. In addition, the URA's corporate video has been updated to include our latest 4Rs efforts.

To enhance understanding of the URA's work and the challenges and dilemmas that we face, our Managing Director had delivered various speeches and presentations on urban renewal to business and professional groups and conferences locally and overseas. The Authority also participated in the 10th anniversary of HKSAR exhibition in Beijing in June 2007 and exhibited the URA's 4Rs work in the context of sustainable development of Hong Kong.

Meanwhile the URA had exchanged views with a number of delegations hailing from various regions, including United Kingdom, Sweden, Malaysia, Singapore, Bangkok, Taipei and Macau as well as Mainland cities such as Wuxi, Guangzhou, Shanghai, Hangzhou. Senior URA staff had also visited a number of overseas cities, including Berlin, Dresden, Vienna and London in Europe, to see at first hand their approaches to urban renewal.

人力資源 Human Resources

年內，本港經濟持續復蘇，就業市場明顯轉佳，本局為了吸引優秀員工留任及激發各員工的動力，需要面對人力資源上很多的挑戰。為應付這些挑戰，本局繼續落實各項計劃方案，並定期調整及優化有關方案，以切合時宜，從而維繫一支優秀的團隊去推行本局的願景、使命及目標。

工作表現及薪酬

為鞏固本局以工作表現為本的文化，本局設定機制，按員工個別表現調整薪酬，以便更有效地獎勵優秀的員工。在二零零七年四月開始的年度薪酬調整，便是按這個機制實行，而調整幅度，則按照市場情況，平均為百分之三點三。同時，本局亦改良了低層職員的工作表現評估表格，以提升本局「工作表現管理制度」的效率。

組織及員工

由於觀塘市中心項目規模龐大，牽涉問題複雜，本局於二零零六/零七年度特別成立一個專責部門，協調及管理這個重建項目。

本局年內成功聘請所需的高層職位，員工人數共增加十九人，主要是因為觀塘項目增添了人手。本局亦有聘用獨立顧問、臨時職員，以及由個別委員會及專責小組委任的專家，以配合全職員工履行本局的職責。