

## COMMUNITY

(Left)  
Our caring staff volunteer to visit the elderly.

(Right)  
Tree planting is a vital part of the greening of our airport environment.



### WHILST WE DEVELOP AS A GLOBAL PLAYER, WE NEVER FORGET OUR CLOSE TIES TO THE LOCAL COMMUNITY.

#### FOSTERING AN “AIRPORT INC. SPIRIT”

Each of the over 200 organisations and 55,000 people working at HKIA helps to make it one of the world’s best airports. This “Airport Inc. Spirit” unites us as a team. Working together, we create a pleasant and memorable airport experience for millions of customers. We are also a source of pride for the people of Hong Kong and Mainland China.

Communication with the members of this big team underpins all of our activities. For example, an airport-wide campaign was launched to prepare for a potential outbreak of avian influenza. A three-level response system, crisis drills and a range of communications – using seminars, e-newsletters, our Intranet, letters, posters and other channels – have raised awareness and understanding of the threat posed by infectious diseases.

We continue our efforts to strengthen the service culture at HKIA. During the year, over 80 staff from the Airport Authority, business partners and Government were commended through the Customer Service Excellence Programme. A newsletter and a video were produced to share the success of our service-focused people. In addition, the Airport Ambassador Programme that was launched in 2002 now boasts over 120 members. Comprising students and retirees, our diplomatic corps provide passengers with information and directions seven days a week. As well as delivering a service to passengers, the programme also brings a wide cross-section of the community to our airport team.

#### REACHING OUT TO THE COMMUNITY

Community involvement is essential to create a sharing, caring and learning organisation. We are keen to build links with our immediate neighbours in Tung Chung. In January 2006, our volunteers visited the elderly in Tung Chung, bringing them festive joy before the Lunar New Year.

In March 2006, our CEO officially opened the Airport Trail, which runs between HKIA and Tung Chung. More than 10,000 trees have been planted along the trail, which is an ideal venue for jogging, relaxing and enjoying nature. The trail includes Ancient Kiln Park, which showcases the ruins of more than 10 archaeologically significant furnaces from the Yuan Dynasty (AD 1279–1368).

Another contribution to the Hong Kong community comes in the form of fundraising for worthwhile causes. In August 2005, we received an award of distinction from the Community Chest for the HK\$440,000 we raised through a range of events. We also support the charitable efforts of our employees. During the year, a staff member climbed Mount Kilimanjaro to raise funds for the Christina Noble Children’s Foundation. In December, in recognition of our enduring efforts in caring for the community and commitment to corporate citizenship, HKIA was awarded the Caring Organisation Logo 2005/06 by the Hong Kong Council of Social Services.

#### ENVIRONMENTAL INITIATIVES

As an organisation that touches the lives of millions of people each year, we are committed to promoting sound environmental practices. We start by making our operations as environmentally friendly as possible.

In 2005/06, we introduced several initiatives to promote recycling and minimise our environmental impact. In May 2005, we launched a plan to reduce our paper consumption by 10 per cent, while in June we introduced a scheme to collect and recycle used CDs and DVDs. Our waste-reduction efforts earned the Environmental Protection Department's Wastewi\$e Gold Certificate.

We have also encouraged environmental awareness among the airport community through events such as the Airport Environmental Best Practice Fair. The fair included an environmental exhibition and a best practice award that was won by Hong Kong Aircraft Engineering Company for its energy-conservation programmes. Some 44 companies entered this year's competition, under the Green Restaurant theme.

In November, we co-organised the 2005 Hong Kong Organic Festival with the Girl Guides and the Agriculture, Fisheries and Conservation Department. This event attracted over 300 girl guides who took part in an organic farming competition to promote waste reduction, recycling and composting.

### MAINTAINING TRANSPARENCY

Our many stakeholders expect regular communication. In return, our management and communication teams work hard to deliver information that is timely, accurate and useful. Through frequent news releases, tours and background briefings, we keep the media and the public current on our activities. By providing more than 120 tours during the year, we introduced our facilities and development plans to a diverse group of local and overseas visitors.

Business partners play an important role in HKIA's success, so we stage a number of information-sharing events, such as the HKIA 2025 Summit, the Air Cargo Forum and the annual Airport Community Reception. Through these events, our partners work with us to develop a vision and plans for the future of our airport.

Our commitment to transparency is exemplified by our annual report. The Airport Authority's 2004/05 annual report was awarded a Diamond Award in the 2005 Best Corporate Governance Disclosure Awards in the "Public Sector/Not-For-Profit Organisation Category" by the Hong Kong Institute of Certified Public Accountants. The 2004/05 annual report also obtained a Bronze Award in the Hong Kong Management Association's Best Annual Report Awards 2005 under the "General Category".

Our management maintains frequent contact with both the Hong Kong SAR and Central Governments, to ensure our plans and priorities support and contribute to the betterment of Hong Kong and the Mainland.

Our success is built on a firm foundation of outstanding staff, close relationships with our many business partners and the local community, and transparency to all our stakeholders.

**UNITED BY THE "AIRPORT INC. SPIRIT",  
THE AIRPORT COMMUNITY COMES  
TOGETHER TO CREATE ONE OF THE BEST  
AIRPORTS IN THE WORLD.**

