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# 目錄

# CONTENT

03	● 關於教城 <b>THE COMPANY</b>
04	● 發展里程 <b>MILESTONES</b>
09	● 主席序言 <b>MESSAGE FROM THE CHAIRMAN</b>
11	● 行政總監報告 <b>EXECUTIVE DIRECTOR'S REPORT</b>
13	● 工作成果 <b>ACHIEVEMENT HIGHLIGHTS</b>
13	-教城服務 <i>HKECL Services</i>
14	-獎項榮譽 <i>Awards</i>
15	● 重點工作 <b>KEY INITIATIVES</b>
15	-促進電子學習市場 <i>Facilitating eLearning Market</i>
19	-網上教育平台 <i>Education Portal</i>
21	-學與教 <i>Learning and Teaching</i>
	教師專業發展 <i>Teacher Professional Development</i>
	學校服務 <i>Serving Schools</i>
	學生服務 <i>Serving Students</i>
31	-技術和基礎設施 <i>Technology and Infrastructure</i>
32	● 可持續發展 <b>SUSTAINABLE DEVELOPMENT</b>
32	-企業管治 <i>Corporate Governance</i>
	管治架構 <i>Governance Structure</i>
	風險管理 <i>Risk Management</i>
	員工發展 <i>Staff Development</i>
35	-財務報告 <i>Financial Report</i>
	受政府資助活動的支出 <i>Expenditure of Subvented Activities</i>
	儲備 <i>Reserve</i>
	外部審計 <i>External Audit</i>
37	-企業社會責任 <i>Corporate Social Responsibility</i>
38	● 附錄1 – 管治架構 <b>APPENDIX 1 – Company Structure</b>
41	● 附錄2 – 財務業績摘要 <b>APPENDIX 2 – Summary of Financial Results</b>
50	● 附錄3 – 服務承諾 <b>APPENDIX 3 – Performance Pledge</b>



## 關於教城 The Company

香港教育城有限公司（「教城」）前身為優質教育基金項目，及後發展成一家由香港特別行政區（「香港特區」）政府全資擁有的有限公司，致力推動學界利用資訊科技適切配合課程變革。

教城的一站式專業教育網站www.hkedcity.net，結合資訊、資源、互動社群與網上服務於一身。教城承諾與時並進，以成為業界倡導者為己任，全力推動學界透過資訊科技提升學與教效能，與教育界同業並肩迎接新機遇。

教城一直致力發展跨地域的優質網絡平台，藉此：

- 支援學校和教師作教學資源及資訊的互動交流，建立專業教學社群；
- 提倡學生善用電子學習資源，迎接以學生為本的自主學習新趨勢；
- 協助家長培育子女成長學習，促進全人發展及終生學習。

教城透過教師、學生和家長三者的互相鼓勵和影響，以及與不同合作伙伴的協作，打造一個教學相長的互動學與教服務平台。

Hong Kong Education City Limited ("HKECL") originated from a Quality Education Fund project, and developed into a wholly-owned limited incorporated company of the Government of the Hong Kong Special Administrative Region ("HKSAR"). Its vision is to enable teachers to better adapt to changing curriculum initiatives through technology.

As the prime one-stop professional education portal in Hong Kong, the HKECL portal (www.hkedcity.net) is replete with information, resources, interactive communities and online services, which promote the use of information technology ("I.T.") to boost the effectiveness of learning and teaching. It is also devoted to meeting new opportunities arising within the education sector.

HKECL is dedicated to developing high-quality online services throughout Hong Kong, and elsewhere in the Asia Pacific Region, with the aim of:

- Facilitating exchanges in educational resources and information among schools and teachers, while building a professional teachers' community;
- Encouraging students to make effective use of learning resources, as part of the growing trend of student-centric self-directed learning; and
- Empowering parents to nurture their children's whole person development and encourage their commitment to being lifelong learners.

Through synergy arising through teachers, students and parents closely collaborating with our partners, we are proactively building an interactive service platform that is beneficial for both learning and teaching.

## 2014

- 跨平台電子書櫃「教城書櫃」正式啟用，以倡導電子書及電子學習的發展為目標
- 聯同資訊科技教育領袖協會（“AiTLE”）推出「WaaSchool伙伴計劃」，推動學校採用WiFi租賃服務及以教城帳戶作登入驗證，協助校內實踐電子學習
- 推出全新的「家長童學」網站，以煥然一新的面貌為家長提供充實的資源，裝備家長成為孩子終身學習路上的同行者
- 教師電視及共融資料館榮獲「無障礙網頁嘉許計劃」金獎
- EdBookShelf, a unique cross-platform electronic bookshelf, was launched to foster development of eBooks and eLearning;
- WaaSchool Project (WiFi-as-a-Service School Partnership Project) was launched in coordination with Association for I.T. Leaders in Education (“AiTLE”), providing schools with a WiFi network and authenticating service, to facilitate the implementation of eLearning on campus;
- The “Parent Academy” platform was newly revamped and re-positioned to provide parents with comprehensive resources, equipping them to become their children’s companions along the road of life-long learning; and
- Teacher TV and Inclusion Pavilion had the honour of winning the Gold Award of the Web Accessibility Recognition Scheme.



- 第一階段網站更新計劃經已完成，全新教城網站採用了「主動回應式網頁設計」，供用戶以不同載體瀏覽，享受統一性的閱覽體驗
- EdConnect用戶目錄服務（“EdConnect”）正式推出，以配合電子教科書及電子學習資源的迅速發展
- 全新教城購物廣場正式啟動
- 第四屆學與教博覽於2013年12月圓滿結束，反應熱烈，吸引了超過7,000位來自香港及鄰近地區的教育界人士參與
- 榮獲「商界展關懷」標誌及2013年優秀網站
- The first phase of the website renovation project was completed, and the brand new website featured the latest user-centric Responsive Web Design;
- The EdConnect Directory Service (“EdConnect”) was launched, to facilitate the development of the eLearning resources market;
- The new version of EdMall was officially launched;
- The 4th Learning and Teaching Expo was organised in December 2013, attracting an overwhelming response with participation by over 7,000 teaching professionals from Hong Kong and nearby regions; and
- The Company had the honour of winning not only the Caring Company Award, but also the Meritorious Website Award of the 2013 Meritorious Websites Contest.

## 2013



## 2012

- 為首屆文憑試放榜開設「多元導航」平台及舉行10場「網上互動直播 - 為畢業生打氣」
- 推出免費校本短片分享服務EdV，並首辦「愛學習」短片創作巡禮
- 第三屆學與教博覽於2012年11月圓滿結束，吸引了超過6,300位教育界人士參與
- 榮獲「商界展關懷」標誌、2012年優秀網站及無障礙優異網站翡翠獎
- A one-stop platform, Multiple Pathways, was launched, and 10 live-webcasts were organised to support the students of the 1<sup>st</sup> Hong Kong Diploma of Secondary Education Examination ("HKDSE");
- EdV, a free school-based educational video platform, was launched, and the EdV Awards Scheme was presented;
- The 3rd Learning and Teaching Expo was organised in November 2012, and attracted participation by over 6,300 educators, principals and teachers; and
- The Company had the honour of winning not only the Caring Company Award, but also the Meritorious Website Award of the 2012 Meritorious Websites Contest and the Jade Award of the Web Care Award 2012.



## 2011

- 網上試題學習平台獲頒發「2011香港資訊及通訊科技獎」最佳生活時尚（學習·生活）金獎及「亞太資訊及通訊科技大獎2011」電子學習優異獎
- 第二屆「學與教博覽」新增設學校參觀活動，藉以促進同儕交流
- 第二屆「歷城記」城市定向比賽以保育及活化為主題，加入資訊科技元素，提升學生全人發展
- 榮獲「商界展關懷」標誌及2011年優秀網站
- The Online Question Bank received industry recognition, with the Gold Award of Best Lifestyle Award (Learning & Living) at the Hong Kong ICT Awards 2011 and the Merit Award of e-Learning category at the Asia Pacific ICT Awards 2011 (APICTA 2011);
- The 2nd Learning and Teaching Expo arranged a series of school visits, for the demonstration of good practice in a typical school setting;
- The Amazing EdCity Campaign was organised for the second year, with the theme of "Heritage Conservation and Revitalization", encouraging students to embrace self-directed learning as well as whole person development; and
- The Company had the honour of winning the Caring Company Award and the Meritorious Website of the 2011 Meritorious Websites Contest.

## 2010



- 與香港考試及評核局合作建構「網上試題學習平台」，藉以促進學習的評估
- 舉辦第一屆「歷城記」城市定向比賽
- 舉辦第一屆「學與教博覽」，締造教育專業交流平台
- 榮獲2010年優秀網站及無障礙優異網站翡翠獎
- The Online Question Bank was launched in collaboration with the Hong Kong Examination and Assessment Authority ("HKEAA"), to provide an Assessment for Learning programme;
- The Amazing EdCity Campaign was aimed at fostering team spirit among students and training them to master the skills of independent thinking, interpersonal communications and problem solving through a Problem-based Learning approach;
- The 1<sup>st</sup> Learning and Teaching Expo was organised, to provide an annual professional educational exchange platform; and
- The Company had the honour of winning the Meritorious Website of the 2010 Meritorious Websites Contest and the Jade Award of the Web Care Award 2010.

## 2009



- 建構「電子學習全接觸」專題網站
- 於人類豬型流感停課期間推出「毋懼新流感」專題網站
- 推出「透視334」網站，介紹及分析新學制的重要項目和關鍵
- 榮獲2009年優秀網站及無障礙優異網站銀獎
- An eLearning focused website was established;
- A Swine Flu Online Learning Platform was launched, to provide online learning resources for students;
- A 334 New Senior Secondary ("NSS") curriculum focused website was established, to consolidate the related learning and teaching resources and information; and
- The Company had the honour of winning the Meritorious Website of the 2009 Meritorious Websites Contest and the Silver Award Web Accessibility of the Web Care Award 2009.

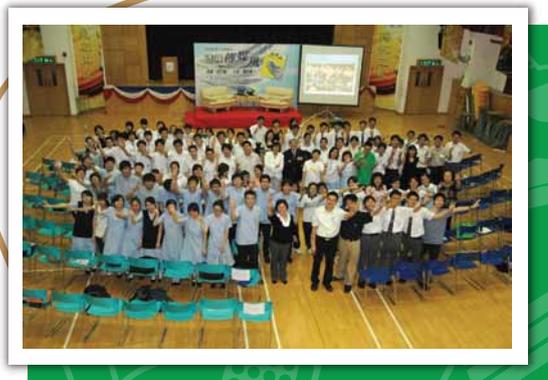
- 建立一站式「教學資源庫」
- 推出網上互動教學分享空間「教城網誌」
- 舉辦第一屆「數碼教學資源獎勵計劃」
- 榮獲2008年優秀網站
- A one-stop Resources Depository Base was established;
- The EdBlog was launched, to promote online interactive learning and teaching;
- The Teaching Resources Award Scheme 2008 was launched; and
- The Company had the honour of winning the Meritorious Website of the 2008 Meritorious Websites Contest.

## 2008



- 成立一站式「教師專業網」，全面支援教師專業發展
- 開設「網上讀書會」，推動校園閱讀風氣
- 榮獲2007年優秀網站及優秀網站至尊榮譽大獎
- The Teacher Net was established, with an array of professional networks for teachers;
- The Reading Club was launched for all schools in Hong Kong, promoting a good reading atmosphere on campus; and
- The Company had the honour of winning the Meritorious Website and the Meritorious Website Hall of Fame Awards of the 2007 Meritorious Websites Contest.

## 2007



## 2006

- 獲「優質教育基金」資助推出「網上教師電視」計劃
- 推出高解像度教育電視影片平台
- 與香港考試及評核局就中學會考新課程設立中、英文科的校本評核支援網
- 榮獲2006年優秀網站選舉
- The Teacher TV online platform was launched with sponsorship from the Quality Education Fund;
- A high-resolution online ETV platform was launched;
- A partnership was established with the HKEAA, to establish a school-based assessment support website for Hong Kong Certificate Education Examination Chinese and English subjects; and
- The Company had the honour of winning the Meritorious Website of the 2006 Meritorious Websites Contest.

## 2005

- 舉辦香港教育城五週年慶典校長講座暨「教育城－學校伙伴計劃」啟動典禮
- 推出「通識教育科網上資源平台」
- 榮獲無障礙優異網站銀獎、世界信息峰會大獎 - 最佳電子學習網站中國及香港區提名及2005年優秀網站
- Launch ceremonies were held for the 5th Anniversary Principal Seminar and the HKEdCity – School Partnership Project;
- The Resource Platform for Liberal Studies was launched; and
- Awards were received in the following categories: the Silver Prize of the Web Care Award; a nomination to compete in the United Nations' World Summit Award – eLearning category in the China and Hong Kong region; and the Meritorious Website of the 2005 Meritorious Websites Contest.

## 2004

- 政府推出第二份資訊科技教育政策文件，教育城成為局方的策略伙伴
- 建立「學與教資料區」以支持「電子學習金」計劃
- 榮獲十大健康網站至尊榮譽大獎、十大健康網站、無障礙優異網站銀獎、美國電腦世界桂冠榮譽、羅馬環球青少年挑戰大獎及入圍瑞典斯德哥爾摩資訊科技挑戰賽總決賽
- In the second policy paper on Information Technology in Education, HKEdCity was recognised as a strategic partner of the Education and Manpower Bureau of the HKSAR;
- The Learning and Teaching Resources Bank was established, to support the Electronic Learning Credit scheme; and
- Awards were received in the following categories: the Hall of Fame Award of the Ten Healthy Websites; the Silver Prize of the Web Care Award 2004; the ComputerWorld Honors (US); the Global Junior Challenge (Rome); and the Finalist of the Stockholm Challenge Award (Sweden).

## 2003

- 沙士期間推出「非典型網上學習」計劃
- 發起「支持世界閱讀日」運動，主辦「閱讀約章」、「閱讀大使」等計劃
- 推出「香港閱讀城」及「大同學習村」網站
- 榮獲十大健康網站
- During the Sever Acute Respiration Syndrom ("SARS") outbreak the eLearning and SARS website was launched;
- The Support World Book Day campaign was initiated, and the Reading Contract and Reading Ambassadors projects were organised;
- The Hong Kong Reading City and Inclusive Village websites were launched; and
- The award of the Ten Healthy Websites Contest was received.

## 2002

- 成立「香港教育城有限公司」，網站正名為「香港教育城」
- 「小小閱讀城」閱讀資源中心開幕
- 榮獲十大健康網站及Yahoo!香港2002年好站評選榜首
- The company was incorporated as Hong Kong Education City Limited;
- The Readingland, a reading resources centre, was launched; and
- Awards were received from the Ten Healthy Websites Contest and the Best of the Web Contest (Yahoo! Hong Kong, 2002).

## 2001

- 創立一站式小學生成長學習網上平台 — 「小校園」
- 協助全港學校寬頻上網
- 統籌「數碼橋」計劃
- 榮獲十大健康網站
- Small Campus, a one-stop portal that enriches primary school pupils' learning experiences, was launched;
- Assistance was provided to all schools in order to help them in obtaining broadband connections;
- The Digital Bridge Project was implemented; and
- The award of Ten Healthy Websites Contest was received.

## 2000

- 獲優質教育基金撥款，由前教育署及香港中文大學攜手合作推展，「香港資訊教育城」（「香港教育城」前稱）網站正式啟用，為全港中小學提供一站式教育平台，全面推動資訊科技教育
- The Hong Kong Information Education City (the predecessor of Hong Kong Education City) was launched as a joint project between the Education Department and the Chinese University of Hong Kong, with support from the Quality Education Fund. It provided local primary and secondary schools with a one-stop educational portal and promoted the use of information technology in learning and teaching.



## 主席序言 MESSAGE FROM THE CHAIRMAN

今年是我第二年擔任香港教育城的董事會主席，十分榮幸能夠見證過去一年香港電子學習的迅速發展，包括政府推出了《第四個資訊科技教育策略》諮詢文件、擴闊教科書適用書目表以涵蓋首批電子教科書、及資助100所學校於所有教室內裝設WiFi，以推展電子學習，特別是流動學習。

於電子學習躍進的過程中，香港教育城發揮了作為市場倡導者的獨特角色，協助商界和學校發展電子學習的基礎建設和方案，特別是為學校減輕了處理複雜技術和行政的負擔，其中一個例子是由香港教育城發展的電子書櫃——「教城書櫃」，它為學校和學生提供一個通用平台，簡易地採用電子書，而出版商更可透過「教城書櫃」出售和遞送電子書予所有學生。我們非常欣喜能夠看見此種緊密的夥伴關係得以建立，因為這對香港電子學習生態的健康和持續發展至為重要。

此外，香港教育城與業界及學界友好夥伴共同開創WiFi-as-a-Service (WaaS) 模式。直至2014年8月，吸引了7間網絡服務供應商與香港教育城合力為學校提供WaaS服務，於100所獲政府資助提升無線網絡基礎設施的學校當中，更有逾八成學校採用這個模式，香港教育城會繼續與學校和商界協作，推展大規模的電子學習基建。

學與教博覽2013亦是另一個予教育市場和教學專家相聚及分享最新教育發展的重要平台，除了本港的參觀者人數錄得明顯的增幅外，最令人興奮的是能夠有更多來自海外的參展商和參觀者參與其中。香港教育城會努力不懈地與不同夥伴協作，使學與教博覽成為亞太區域內最具標誌性的教育盛事。

藉著各位董事會成員的無私奉獻和全情投入，我們能榮獲香港董事學會頒發「2013年度傑出董事獎（法定／非分配利潤組織 - 董事會）」而感到自豪，這是香港教育城實現高質素企業管治的一項極為重要的里程碑。為迎合香港教育城日漸增加的發展機會，董事會於2013年11月成立業務發展委員會，以監督業務策略、機會和政策。我非常高興麥煒健先生應允擔任委員會主席，亦藉此機會向離任的董事會成員馮一柱博士對教城6年的付出，表達衷心的謝意，並歡迎馮丹媚女士於2014年6月起正式加入董事會。

對於每所學校與夥伴對香港教育城的寶貴支持，在此獻上我誠摯的感謝，我們承諾會為各界繼續探索及發掘更多創新科技，並肩追求優質教育。

李惠光  
董事會主席

This is my second year as the Chairman of the Board of Directors of Hong Kong Education City Limited. It is my pleasure to have witnessed the rapid development of eLearning in Hong Kong in the past year. The government launched its consultation on the Fourth Strategy on IT in Education, expanded the list of recommended textbooks to include the first set of eTextbooks, and supported 100 schools so that they are now equipped with WiFi in all classrooms to carry out eLearning, especially mobile learning.

Meanwhile, Hong Kong Education City played a unique role as eLearning market facilitator, to help the industry and schools develop eLearning infrastructure and solutions, especially through reducing technical complexity and schools' administrative burdens. For example, HKECL developed an electronic bookshelf called EdBookShelf, which provides a common platform for schools and students to more easily adopt ebooks. Publishers can also market and deliver their ebooks to all students via EdBookShelf. We are very pleased to see such partnerships being established, as they are crucial to the healthy and sustainable development of the eLearning ecosystem in Hong Kong.

HKECL partnered with service providers to pioneer a WiFi-as-a-Service (WaaS) model for schools. By the end of August 2014, seven network service providers had partnered with HKECL to provide WaaS service, and over 80% of the 100 schools that installed WiFi this year have adopted the WaaS model. HKECL will continue to partner with schools and industry to facilitate large-scale implementation of eLearning infrastructure.

The Learning and Teaching Expo 2013 has been an important platform for industry and educational professionals to meet and share new developments in education. Apart from the significant growth of visitors from Hong Kong, we are also excited to see more and more exhibitors and visitors from overseas. HKECL will strive to work with our partners to make the Learning and Teaching Expo the most significant education event in the region.

With the dedication and commitment from Board members, we are very proud to have received the Directors of the Year Award 2013 from the Hong Kong Institute of Directors. This marks an important milestone for HKECL in attaining high quality governance. To meet the increasing opportunities in the development of HKECL, in November 2013 the Board set up a new Business Development Committee, to oversee business strategy, opportunities and policies. I am delighted that Mr. Win Mak has kindly agreed to take up the role as Chairman of the Committee. I would also like to express my gratitude to retiring Board member Mr. John Fung, who has significantly contributed to HKECL for the past six years, and to welcome Ms. Amy Fung, who joined the Board in June 2014.

My heartfelt thanks also go to the hundreds of schools and partners for their valuable support to HKECL. We will continue our quest for excellence in education through technological innovations.



Sunny Lee  
Chairman, Board of Directors



## 行政總監報告 EXECUTIVE DIRECTOR'S REPORT

2013/14是本港電子學習成果豐碩的一年。2013年10月，教城在研究本港電子教科書的發展後，提出開發電子書櫃的計劃，為出版商提供一個共享平台，向學校派送電子書，學生亦可透過這個單一登入的平台，輕鬆地閱覽不同出版商製作的電子書。教城獲政府的大力支持，並撥款1,000萬港元，開發綜合電子平台。儘管研發時間非常緊迫，書櫃的第一階段開發在六個月內大功告成。教城於2014年8月推出「教城書櫃」，同時提供124本免費電子書以供閱覽及體驗。我們深信，「教城書櫃」是促進本港電子教科書進一步普及的重要平台。

學校備有WiFi網絡亦是推動電子學習的關鍵。2013年12月，教城與資訊科技教育領袖協會（“AITLE”），以及兩間電訊供應商合作，為33所學校提供WiFi租賃服務，免費試用一年。這個「WaaSchool伙伴計劃」旨在試驗一個嶄新的服務模式，學校可以向電訊供應商租賃WiFi服務，毋須為複雜的技術設計、安裝及操作而費神。2014年1月，政府推出「電子學習學校支援計劃」，為100間學校提供資源，以建立WiFi網絡，參與學校大都選取WaaSchool的WiFi租賃服務。截至2014年8月，全港已有122所學校使用WaaSchool模式，利用教城的單一帳戶登入服務進行身份驗證，在校內連結WiFi網絡。

在支援學與教方面，教城的各個短片平台亦進展卓著。「TVNews」英語自學平台已有622所香港學校採用，「EdV」的校本短片頻道播放次數多逾35,000，而教城舉辦有關翻轉課堂的講座，亦獲得教師的熱烈回響。我們計劃於2014年10月優化EdV平台，重點支援翻轉課堂。我們還更新了一些網站，包括正在重新設計以遊戲為本的學習平台「小校園」，並將於2014/15學年投入服務。

教城在支援學校的基建及服務方面，肩負的角色愈趨重要。我們已加強基建，令系統更穩定可靠，並優化數據備份的機制，同時提升伺服器及寬頻流量，以應付新開設的服務及日漸增長的用量。

榮獲香港董事學會頒發「傑出董事獎2013」，我們深感鼓舞。這項殊榮是對教城高質素管理的重要表彰，尤其是我們擁有一個比較獨特的角色，屬於一所以獨立公司營運的資助機構。我們於2013年推出了新的審計計劃，並會繼續堅守以問責、誠信、公平及透明作為管理原則。

鄭弼亮  
行政總監

The 2013/14 year has been fruitful for eLearning development in Hong Kong. In October 2013, HKECL studied the future development of eTextbooks in Hong Kong and proposed developing an electronic bookshelf, to provide a common platform for publishers to deliver their eBooks to schools. Students can also have a common platform with single sign-on, to easily access eBooks from all publishers. The government supported this proposal and provided a HK\$10 million grant to HKECL to develop an integrated platform. Despite the very tight timeframe for development, the first phase of the system was successfully completed within six months. The EdBookShelf was introduced with 124 free eBooks in August 2014. We believe the EdBookShelf can be an important platform to facilitate e-textbook adoption in Hong Kong.

WiFi connectivity in schools is also critical for eLearning. In December 2013, HKECL partnered with AiTLE, and two renowned telecommunication providers to provide one-year free WiFi-as-a-Service for 33 schools. This WaaSchool (WiFi-as-a-Service School Partnership) Project aims to trial a new service model in which schools can use WiFi as a rented service supported by service providers, and avoid being involved in the complex technical design, setup and operation of school WiFi networks. In January 2014, the government introduced the Support Scheme for e-Learning in Schools, providing resources for 100 schools to set up WiFi. Most of these schools chose to use the WaaSchool model. As of August 2014, 122 schools were using the WaaSchool mode, with HKECL single sign-on accounts for WiFi access authentication.

Regarding learning and teaching support, HKECL has made good progress with some video based education platforms. The TVNews platform has been adopted by 622 schools, and the EdV school based video channel has reached over 35,000 views. We have also conducted a number of seminars related to the Flipped Classroom, receiving overwhelming responses from teachers. We planned to enhance our EdV platform to support Flipped Classroom in October 2014. We have also revamped a number of our websites. The game-based learning platform, Small Campus, is also undergoing a major redesign and will be introduced in the 2014/15 school year.

Given our increasingly important role in supporting infrastructure and services for schools, we have enhanced our infrastructure with more redundancy design and improved data backup mechanisms. We have also upgraded our servers and bandwidth to cope with the new and increased services.

We are greatly encouraged by receiving the Directors of the Year Award 2013. This is significant recognition of HKECL achieving high quality governance, especially in our unique role as a subvented organisation that operates as an independent company. We introduced a new audit plan in 2013, and will continue to adopt accountability, integrity, fairness and transparency as our guiding principles in governance.



Victor Cheng  
Executive Director

## 教城服務 HKECL Services

### 全年工作成果總覽 Summary of Annual Performances

項目 Details	成績 Achievement	備註 Remarks (註1 Note1)
<b>會員 Membership</b>		
• 教師會員數目 No. of teacher members	63,421	
• 學生會員數目 No. of student members	546,623	
• 學校會員數目 No. of school members	792	74% 學校 / Schools
• 電子報 (教城電子報) 訂閱數目 eNewsletter (EdPost) Subscribers	103,707	
<b>服務 Services</b>		
• 教學資源庫 Resources Depository 資源下載數量 No. of resources downloaded	1,172,793	(註2 Note2)
• 教師電視 Teacher TV 專業發展影片數目 No. of professional development videos	549	
• TVNews 學校數目 No. of schools 用戶數目 No. of users	622 22,926	58% 學校 / Schools
• EdV 學校數目 No. of schools 影片瀏覽次數 No. of videos viewed	121 37,753	11% 學校 / Schools
• 小校園 Small Campus 學生數目 No. of students	106,762	
• 暑期數理常識挑戰計劃 Summer Science 學校數目 No. of schools 學生數目 No. of students	301 18,890	57% 小學 / Primary Schools
• 少年Teen空 – 探知達人計劃 Teen Campus - Student Explorer 學校數目 No. of schools 學生數目 No. of students	123 5,655	25% 學校 / Schools
• 創作天地 eWorks 學校數目 No. of schools 作品提交數目 No. of articles submitted	479 1,096	44% 學校 / Schools
• 活動、講座及工作坊 Events, Seminars and Workshops 活動、講座及工作坊舉辦數目 No. of events organised 參加者人數 No. of participants 支持或合辦伙伴活動數目 No. of partner events supported or co-organised	20 4,584 65	
<b>電子學習市場發展 eLearning Market Development</b>		
• 教城購物廣場 EdMall 供應商數目 No. of vendors 刊登商品數目 No. of products posted	56 1,521	
• 網上試題學習平台 Online Question Bank 學校數目 No. of schools 試題數目 No. of question items	119 6,235	25% 中學 / Secondary Schools
• 學與教博覽 Learning & Teaching Expo 展位數目 No. of booths 參觀者數目 No. of visitors	216 7,231	

註1: 據教育局網站之統計資料 (<http://www.edb.gov.hk/tc/about-edb/publications-stat/figures/index.html>)，2013/2014學年共有526間本地小學、485間本地中學及60所特殊學校。

註2: 數字包含部分由「自動化網頁索引程式」的下載。

Note 1: According to statistics on Education Bureau's website (<http://www.edb.gov.hk/tc/about-edb/publications-stat/figures/index.html>), in 2013/2014 there were 526 local primary schools, 485 local secondary schools and 60 special schools.

Note 2: The count may include downloads by automatic indexers.

## 獎項榮譽

教城非常榮幸獲得香港董事學會頒發「傑出董事獎2013（法定／非分配利潤組織－董事會）」。這是對教城的優質管理，及持續貢獻香港促進電子教學的重要表彰。教城的服務繼續獲業界及社會的廣泛肯定，包括獲選為2013年優秀網站，是連續第9年獲此殊榮，以及連續4年獲頒「商界展關懷」標誌。教城的網站教師電視及共融資料館，在更新後榮獲「無障礙網頁嘉許計劃」金獎。

## Awards

HKECL is greatly honoured to have received the Directors of the Year Award 2013, in the statutory/non-profit-distributing organisation category, from the Hong Kong Institute of Directors. This is significant recognition for HKECL having achieved high quality governance and making an ongoing contribution to supporting and promoting eLearning in Hong Kong. HKECL's services continue to receive widespread recognition from the industry and the community. We won the Meritorious Website Contest for the 9th consecutive year, and the Caring Company Award for the 4th consecutive year. In addition, HKECL's revamped websites including Teacher TV and Inclusion Pavilion received the Gold Award of the Web Accessibility Recognition Scheme.



商界展關懷

caringcompany<sup>2010-14</sup>®

Awarded by The Hong Kong Council of Social Service  
香港社會服務聯會頒發

## EdConnect

### 促進電子學習市場

- 「EdConnect 用戶目錄服務」(“EdConnect”) 提供單一登入服務，讓用戶以一個帳戶輕鬆連結各種電子教科書及學習資源。EdConnect服務令學校毋須逐一為服務供應商建立及管理大量帳戶，即可連接至不同的服務供應商，減省繁瑣的工序。教城於2013年4月推出EdConnect，截至2014年8月31日，已有20名供應商參與。

教城以EdConnect的單一登入服務為基礎，聯同資訊科技教育領袖協會(“AiTLE”)構思嶄新的WiFi服務支援模式，推出「Waa-School伙伴計劃」(WiFi-as-a-Service School Partnership Project，簡稱 WaaSchool Project)，協助學校輕鬆地為教室裝設WiFi。計劃旨在推廣以租賃模式使用WiFi服務，再配以教城帳戶進行身份驗證。計劃屬EdConnect的延伸，為WiFi服務供應商提供免費認證工具，讓獲授權的學校用戶成功在校內連結WiFi服務。藉此，學校毋須管理多個帳戶及設計WiFi基礎設施，大大減省學校行政及技術基建的工作，同時也降低了服務供應商投放在帳戶管理的成本。

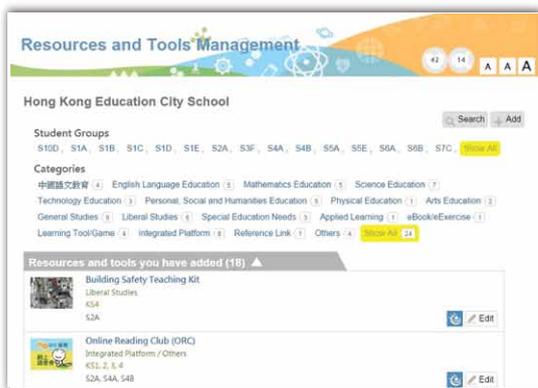
為推廣此嶄新服務模式，教城及AiTLE邀請WiFi服務供應商於2013年12月進行先導計劃，為參與學校免費在校內5間教室裝設WiFi。當時共有33間學校參與，並承諾將他們的寶貴經驗及對未來實踐全校WiFi的啟發與同儕分享。計劃成果顯著，此租賃模式更成為教育局新推出的「電子學習學校支援計劃」中，支援首100間學校在全校裝設WiFi的其中一個選擇，而直至本年底，逾八成參與支援計劃的學校選用了WaaSchool服務模式裝設WiFi。

### Facilitating eLearning Market

- **EdConnect** is a single sign-on service, enabling each user to employ a single account provided by HKECL to connect to different eLearning platforms from various service providers. Schools are spared the effort of creating and maintaining multiple user accounts in order to connect to multiple service providers. The service obviates the hassle of collecting and creating a user account for each service provider. EdConnect was launched in April 2013, and 20 vendors had joined the service by 31 August 2014.

Building on this single sign-on service, HKECL, with coordination by AiTLE, developed “WiFi-as-a-Service” – a new WiFi service subscription model to assist schools to easily equip classrooms with WiFi. The project, named WaaSchool (WiFi-as-a-Service School Partnership Project) is promoting the WiFi service subscription model along with using HKECL’s accounts for authentication. The support is an extension of EdConnect that provides a free authentication function to WiFi service providers, for authorising legitimate school users who connect to WiFi in schools. It not only saves the administrative and professional infrastructure work that school administrators otherwise require for maintaining user accounts and designing WiFi infrastructure, but also greatly reduces the investment in account management for service providers.

To promote this pioneering service model, HKECL and AiTLE invited WiFi service providers to equip five classrooms of partner schools for free, as a pilot scheme in December 2013. At the time, there were 33 partner schools, which then shared their invaluable experience and insights for future implementation. With the proven results, the service model was successfully adopted by the Education Bureau in the newly launched Support Scheme of e-Learning in Schools, enabling the first 100 schools to equip WiFi in campus as one of the service options. By the end of August 2014, over 80% of these schools had selected WaaSchool model.

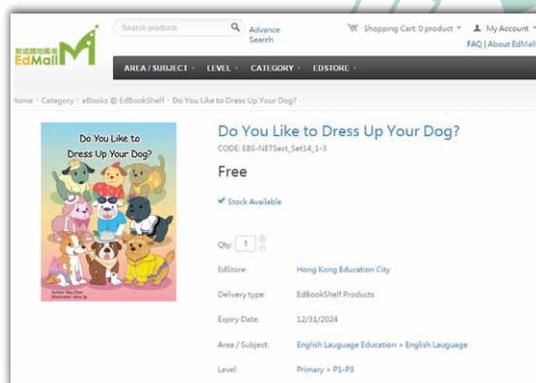
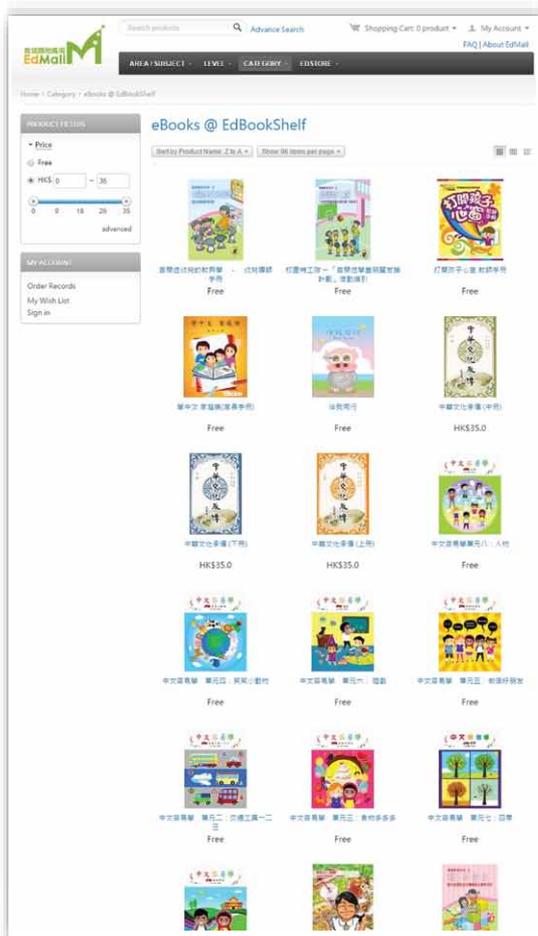




- 「教城購物廣場」為一站式網上購物平台，為配合學校、教師、學生、家長和商戶的不同需要而度身設計，旨在推動教育界開發更多優質學與教資源，於日見蓬勃的電子學習趨勢中締造商機，豐富學生的學習經驗。除了電子產品及服務，教城購物廣場已將商品類型擴展至實體商品，更設有「陳列室」功能，讓商戶展示其特有的商品或服務，亦讓客戶可輕易搜尋所需商品。為配合電子教科書及電子書的潮流，教城不但增潤教城購物廣場的功能，且連繫最新推出的「教城書櫃」服務，助商戶在電子書市場中發掘商機。



- **EdMall** is an online market place for schools, teachers, students, parents and the commercial sector to meet their varied needs. It aims to drive the education industry to develop more quality learning and teaching resources, whilst enriching students' learning experience by creating considerable business opportunities in the growing trend of eLearning today. In addition to electronic products and services, EdMall supports the sale of physical products. Moreover, showroom features have been built for vendors to introduce the uniqueness of their products or services, and to enable customers to easily identify the products they seek. Echoing the trends for development of eTextbooks and eBooks in Hong Kong, EdMall has enhanced and bundled the newly launched service, named EdBookShelf, helping publishers seize opportunities in the eBooks market.





## 教城書櫃 EdBOOKShelf

- 「教城書櫃」別具特色，是專為配合促進電子學習、提升學與教效能，並協助合作夥伴開拓香港電子書及電子資源市場而設的電子書櫃。有別於市場上的電子書櫃，教城書櫃獨家備有跨平台、單一登入及雲端同步儲存功能，以建立個人化學習環境。教城書櫃支援多媒體電子書，內置多項互動學習工具，包括涵蓋廣東話、普通話及英語的三語發音功能、讓用戶可自己繪畫、標示書籤、註明筆記、螢光筆畫重點等功能。

這個綜合平台，能支援整個電子書供應流程—從訂購到派遞、開啟到閱讀，只需數下點擊，為用戶提供最大的方便。透過與出版商、企業和學校的協作，書櫃提供多元化的學與教資源及互動內容，與用戶一同開展創新而豐富的電子學習旅程。教城書櫃於2014年8月底完成系統開發，並提供124本電子書供公眾免費閱覽。



- **EdBookShelf** is a unique electronic bookshelf for promoting eLearning, enhancing the effectiveness of learning and teaching, while assisting partners with unlocking markets for eBooks and e-resources in Hong Kong. Unlike other electronic bookshelves in the market, EdBookShelf has a unique cross-platform feature with single sign-on function and synchronisation in the cloud, to construct personalised learning environments. It supports multi-media eBooks with all-in-one interactive learning tools – including Cantonese / Putonghua / English Text-to-Speech, free-drawing, book-marking, note-taking and annotation functions.

This unified, integrated electronic bookshelf platform can support the whole eBook supply process – from ordering and delivering, to activating and reading, all of which requires just a few clicks, maximising convenience for users. Through collaboration with publishers, companies and schools, the platform offers diverse learning and teaching resources and interactive contents, allowing users to start their innovative and fruitful eLearning journeys with EdBookShelf. The development of EdBookShelf system was completed by the end of August 2014, and there were 124 eBooks available for public use.



- 「學與教博覽」旨在每年為亞洲地區的校長、教師及學界人士提供一個學與教專業交流平台，並肩探討最新學與教資源及發展趨勢，使各教育界人士有機會交流21世紀學與教的心得。2013/14年度的第4屆學與教博覽由教城及國際專業博覽公司多元商訊（香港）合辦，並得到教育局、英國貿易投資總署及英國教育供應商協會全力支持。是次博覽反應熱烈，共有216個參展攤位，其中40個來自英國，並組成英國展覽區，國際知名學者和本地專業人士更主講超過60場專題研討會、論壇和工作坊，吸引逾7,200名訪客，其中80%來自香港，20%來自中國內地、台灣、澳門、南韓、日本、泰國、澳洲、加拿大、美國及英國等地。博覽不但連繫本地教育界人士，也讓他們能跟亞太區域的專家交換最新的教育理念和教學法。



“ 我很欣賞這裡有很多不同的參展商，而展品方面亦跟過往有所不同，我亦很喜歡大會能安排教師及學生進行課堂示範，這裡確實是一個交流非常活躍的地方。 ”

**羅陸慧英教授**  
香港大學教育應用資訊科技發展研究中心副主任

- **The Learning & Teaching Expo (“LTE”)** is an annual platform for teachers, school leaders and educators in Asia to discover the latest developments in educational resources and learning technology. The Expo serves as an opportunity for everyone involved in providing education to exchange ideas about learning and teaching in the 21st century. HKECL jointly organised the Expo in 2013/14 – its fourth year, with an international professional exhibition organiser, Diversified Communications Hong Kong, and gained the full support of the Education Bureau, UK Trade and Investment, the UK organization for special education needs (nasen) and The British Educational Supplies Association. This led to an overwhelming response from participants, with 216 exhibition booths, 40 of which were from the UK and formed the UK pavilion, together with more than 60 conferences and forums presented by internationally renowned scholars and local professionals. These features helped to attract over 7,200 unique visitors, 80% of whom were from Hong Kong, with others from countries and regions including China, Taiwan, Macau, South Korea, Japan, Thailand, Australia, Canada, the USA and the UK. The Expo not only provides a platform for connecting local education professionals, but also allows them to participate in international exchanges regarding the latest ideas in education.



“ I appreciate the diversity of the exhibitors and the difference of the products and services compared with the past. I also greatly like the arrangement of having teachers and students here to conduct class demonstrations. This is really the place for vigorous interactions. ”

**Professor Nancy Law Luk Wai Ying,**  
Deputy Director, Centre for Information Technology in Education (CITE),  
Faculty of Education, The University of Hong Kong

## 網上教育平台

● 「教學資源庫」為一站式教學資源網站，提供高質素的學與教資源，協助教師備課和進行教學設計。為提升學與教資源質素及改善用戶經驗，教城持續支援教育局一站式學與教資源平台的發展。平台資源豐富，涵蓋中國語文、英國語文、數學、科學、個人、社會及人文、科技教育、體育、藝術、小學常識和高中通識教育及跨學科／課程。

另外，教城也鼓勵專業教師、非政府機構和教育機構把優質資源分享到教學資源庫，使教師可以輕易增強課堂內容。截至2014年8月底，一站式搜尋提供超過23,000項資源，教學資源庫平均每月下載量高達97,733<sup>(註1)</sup>。教育局評估課業參考站也提供超過1,800評估題目，使教師可實踐促進學習的評估。

註1：數字包含部分由「自動化網頁索引程式」的下載。

## Education Portal

● The **Resources Depository** is a one-stop portal designed to hold quality resources for inspiring lesson preparation and instructional design. To enhance the learning and teaching materials and user experience, HKECL provides the Education Bureau with ongoing support for developing the Education Bureau One-stop Portal for Learning & Teaching Resources. The rich resources cover Chinese Language Education, English Language Education, Mathematics Education, Science Education, Personal and Humanities Education, Technology Education, Physical Education, Arts Education, General Studies, Liberal Studies, and Cross Key Learning Area/Curricula.

Additionally, HKECL encourages teaching professionals, NGOs and educational institutions to share their quality resources in the Resources Depository, to assist teachers with readily enhancing the contents of their lessons. By the end of August 2014, over 23,000 resources were accessible through the One-stop Search, and a monthly average of 97,733<sup>(Note1)</sup> downloads from the resources depository had been recorded. Moreover, the Education Bureau Assessment Task Reference Bank was also maintained, and carried over 1,800 assessment items to help teachers with carrying out assessment for learning exercises.

Note1: The count may include downloads by automatic indexers.





## 共融資料館 Inclusion Pavilion

- 「共融資料館」是配合融合教育發展而設的多功能資訊及資源平台。網站已更新了設計，豐富了內容，使用戶可以輕易獲得需要的資源和資訊。共融資料館內容包括特殊教育需要的文章、教學策略和校本經驗示例等，旨在加強教師及家長對常見特殊教育需要及共融教育政策的認知和理解，從而制定適切的教學策略和學習模式，有效地照顧學生及子女的個別差異，推廣共融文化，達至全人發展。截至2014年8月底，平台舉辦6場主題講座，吸引超過1,100人報名，讓教師和家長能與不同專家交流意見和分享個案。



“ 特殊教育、融合教育這個範疇很需要額外的支援，感謝教城重新關注有特殊教育需要的學生。新的共融資料館提供了不少實用資源，且容易搜尋；舉辦的講座也十分切合教師的需要。

張鳳娣老師 - 藍田循道衛理小學

- The **Inclusion Pavilion** is a multifunctional information and resources platform, geared to the needs of developing special education. Its design and contents have been revamped and enriched, so users can easily identify their desired resources and information. The platform is now well stocked with articles, teaching strategies and school-based experiences related to special education needs, and aims to enhance knowledge and understanding of teachers and parents regarding common special educational needs and inclusive education policies. This will assist teachers and parents with developing proper teaching methods that can address learner diversity, promote inclusive culture, and achieve whole person development. Over 200 resources were available by the end of August 2014, and six themed seminars were held, attracting over 1,100 registrants, to provide a meeting place for teachers and parents to mingle with experts, and share ideas and experiences.

“ *Implementing Special Education and Inclusive Education requires considerable extra support. It's good that Hong Kong Education City is concerned about students with special educational needs. The new Inclusion Pavilion provides us with many practical resources that can be easily searched for and found. The related seminars are also well suited to teachers' needs.*

Ms. Fanny Cheung,  
Teacher of Lam Tin Methodist Primary School

- 教城已展開第二期網站更新計劃。全新教城網站整體設計理念以用戶為主軸，為用戶提供更簡約的版面設計及新功能，主要目標包括更快、更精確的搜索、兼容不同裝置、增潤個人化服務及達至全球網絡無障礙的標準。今年更新的網站包括教師電視及家長童學。
- The second phase of website revamping has begun. The new websites are based on a user-centric design incorporating smart technology, to deliver a more intuitive and simplified interface with new functions. The key objectives are faster and more precise searching, compatibility with different devices, personalised services, and compliance with worldwide web accessibility standards. The websites that were revamped this year were Teacher TV and Parent Academy.



● 《教城電子報》為已更新的電子報，為訂閱者提供最新教育趨勢和專家的寶貴分享。《教城電子報》有如一份整合性的教育報章，提供教育新聞、城中熱門話題，以及最新的學與教資源和資訊。無論是否教城會員，也可經由電郵訂閱教城電子報。截至2014年8月底，總訂閱量已超過103,000。

● **EdPost** is the revamped eNewsletter. It provides the latest trends in education and shares valuable expert insight for subscribers. It has been enriched like incorporating an educational newspaper, which publishes education news, talk-of-the-town topics, and the latest learning and teaching resources and information updates. Both HKECL members and non-members can subscribe to EdPost via email. By the end of August 2014, there were over 103,000 subscriptions.



## 學與教

### 教師專業發展

● 「教師電視」是專為支援教師專業發展而設的網上電視台，善用新媒體科技，協助教師透過網上自學、觀課、參考其他學校的優秀教學示範等，鞏固專業知識，並建立結合互動學習與知識分享的網上文化，使專業社群得以緊密發展。在2013/14學年，教師電視共提供549個專業發展節目。

教城也為教師舉辦一系列會議、講座和工作坊，邀請不同專業範疇的專家和學者主講，探討內容包括電子學習和電子評估、特殊學校及主流學校所需的特殊教育需要支援、多媒體製作和教育發展等，藉此促進教師汲取專業知識及意見交流。

## Learning and Teaching

### Teacher Professional Development

● **Teacher TV** is an online video station, designed to support the professional development of teachers. Capitalising on new media technology, this platform helps teachers to consolidate their professional knowledge through online self-learning, class observation, and sharing good teaching practices in other schools. This in turn facilitates the building of an online culture that combines interactive learning and knowledge sharing with stronger bonding within professional communities. During the 2013/14 school year, 549 videos were available.

A series of offline conferences, seminars and hands-on workshops have been organised, for teachers to be inspired by and exchange ideas with experts and scholars from different professional areas, covering topics such as development of eLearning and eAssessment, support needed for special education programmes in both special and mainstream schools, and multimedia production, for the betterment of education.





## 學校服務

- TVNews 集網上自學和學習評估於一身，學生可透過多媒體英語短片和網上練習自學，提升語文能力。練習包括英語新聞短片，配以詞彙、理解練習和討論題，讓學生訓練聽、說、讀、寫能力，並提升他們對社會時事的興趣和批判思維。

於2013/14年度，TVNews以學年計劃形式推廣至中小學，分學期提供練習，並推出暑期獎勵計劃，全年共吸引了622所學校參與，覆蓋全港56%小學、64%中學及25%特殊學校，每月平均有6,975名用戶透過TVNews學習英語及時事知識。

“ 我們非常同意TVNews網上英語新聞短片平台讓學生透過多媒體英語短片和網上練習自學，提升語文能力，並有效提升他們對社會時事的興趣和批判思維。 ”

劉國張副校長 - 地利亞修女紀念學校(百老匯)

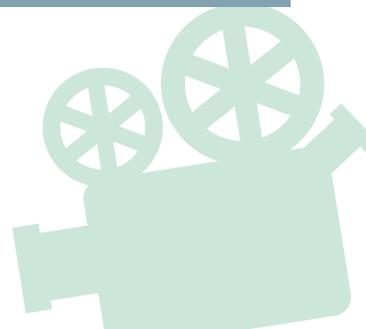
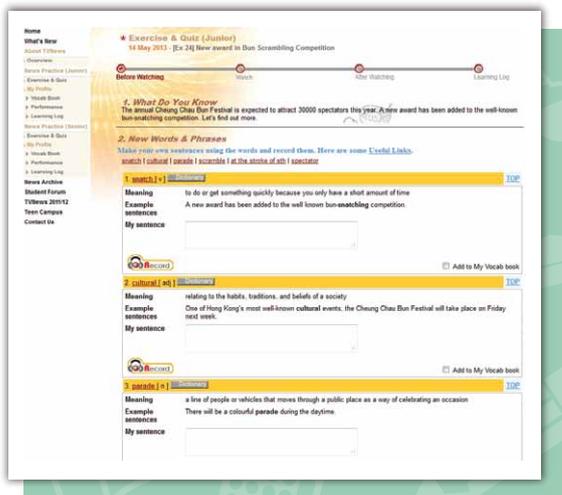
## Serving Schools

- TVNews is an interactive English learning platform. It features online self-learning and assessment functions, to engage students in self-assessment for language improvement through multimedia English clips and online exercises. These exercises feature short English news clips, coupled with vocabulary and comprehension exercises, as well as discussions to help students to sharpen their listening, reading, writing and speaking skills, in addition to stimulating their interest and developing their skills in critical thinking regarding social issues.

During 2013/14, TVNews was widely promoted to primary and secondary schools as a whole-year programme consisting of exercises for school terms, followed by a summer incentive scheme. It attracted participation by 622 schools – representing 56% of primary schools, 64% of secondary schools and 25% of special schools in Hong Kong – and engaged 6,975 unique users per month to learn about English and current affairs.

“ We strongly agree that TVNews helps students to improve their language ability through watching multi-media English news clips and doing online assessments. It also effectively stimulates students' awareness of social issues and their critical thinking. ”

Mr. Lau Kwok Chang,  
Assistant Principal of Delia Memorial School (Broadway)



## 暑期數理常識挑戰計劃

- 「暑期數理常識挑戰計劃」為暑期獎勵計劃，鼓勵學生以遊戲形式學習數學及科學知識。計劃旨在促進小學生自學數學及常識科中的科學範疇，透過《兒童的科學》所提供豐富的多媒體學習材料，製作為緊張刺激的遊戲，引發學生的學習興趣，充份展示遊戲為本的學習成效。2013/14年度，計劃吸引了301所學校參加，每月使用者達15,666名，成績最為優異的五所學校已於2014年11月參加總決賽，即場爭奪最高殊榮。

鑑於過去數年「暑期數理常識挑戰計劃」反應熱烈，教城重新於學期內推出網上學習平台「十分科學」，配合多媒體學習及多元化的評估，豐富學生的常識及科學知識。這些學習活動吸引了逾100所小學參加，每月有多達4,500名學生參與。



“計劃非常有效，並能激發學習動機，鼓勵學生自主學習，深入探索知識。而決賽亦非常互動，學生都十分享受。”

呂蕙婷老師 - 瑪利曼小學

- Summer Science** is a summer incentive scheme, which encourages students to engage in the world of science, and mathematics via game-based learning. It is designed to promote and facilitate self-learning related to science in the General Studies and Mathematics curricula at the primary school level. Rich multimedia learning contents contributed by Children Science are transmitted through exciting games, to fully demonstrate the effectiveness of game-based learning and increase students' engagement. During 2013/14, the platform engaged 15,666 unique monthly users from 301 primary schools. The top five schools would participate in an offline final contest in November 2014, to compete for the highest honour.



In view of the positive response to Summer Science in the past few years, 10-minute Science, an online learning platform coupled with multimedia learning and diverse assessments to enrich students' knowledge of general studies and science during school calendar months, was re-launched during the year. These learning activities attracted participation by over 100 primary schools, with more than 4,500 unique students per month.



“The scheme is motivating and effective, helping students to explore in-depth knowledge through self-learning. The final contest is highly interactive, and greatly enjoyed by students.”

Ms. Vicky Lui,  
Marymount Primary School



## 網上試題學習平台 Online Question Bank

- 「網上試題學習平台」是專為「促進學習的評估」及「作為學習的評估」而設的網上學習平台，並屢獲獎。平台服務踏入第5年，旨在支援教師清楚了解每個學生的學習進度和表現，並發掘他們個人的學習潛能，使教師可調節及制定有效的教學策略，就個別學生設計針對性的學習計劃，從而拉近學習差異。另一方面，網上試題學習平台也以支援學生準備香港中學文憑考試為目標，藉此協助他們透過評估和即時回饋鞏固所學知識。

自2009年起，網上試題學習平台獲香港考試及評核局支持，於2013/14年度提供超過5,000條歷屆公開考試題目，包括英文聆聽、中文聆聽、數學、物理、化學、生物、經濟、地理和資訊及通訊科技科等。教城也與其他內容供應商及老師合作，包括香港教育圖書公司、現代教育研究社有限公司、信報及李求恩紀念中學的資訊科技統籌主任及電腦科主任黃健威老師，提供超過1,000條免費題目，包括數學、通識和資訊及通訊科技科，以幫助中學生通過評估，提升學習效能。網上試題學習平台的題目以年份、課題、難度和新課程相關度分類，配合靈活的篩選工具和強大的分析報告，為學生提供個人化評估，透過自我評核檢視學習進程。於2013/14年度，有119所中學和87名個人用戶訂購網上試題學習平台服務，全港中學覆蓋率超過25%。



“「網上試題學習平台」可以自動批改題目，從而減輕老師工作量；學生亦因持續練習，增加學習效能。老師只需在課堂上開啟學生報告，便可立即知道學生的作答概況，並作即時講解，省卻不少分析時間。”

唐廣照老師 - 林大輝中學

- **Online Question Bank ("OQB")** is an award winning online learning platform designed to facilitate "assessment for learning" and "assessment as learning". Entering its fifth year of service, OQB aims to enable teachers to better understand each student's progress and performance with learning, and explore individual students' learning potential. This can help teachers to adjust and formulate effective teaching strategies, and develop individual study plans to cater for learning diversity. It also aims to reinforce and strengthen students' learning through assessments and instant feedback, to support them with preparing for the HKDSE Examination.

OQB has partnered with HKEAA since 2009, and in 2013/14 provided over 5,000 questions from past public examination papers covering nine subjects: English Listening, Chinese Listening, Mathematics, Physics, Chemistry, Biology, Economics, Geography and ICT. The collaboration has been extended to content providers including the Hong Kong Educational Publishing Company, the Modern Educational Research Society, the Hong Kong Economic Journal, and Mr. Albert Wong Kin Wai, IT Coordinator and Computer Subject Panel Head, Lee Kau Yan Memorial School, to provide over 1,000 free questions covering Mathematics, Liberal Studies and ICT for all secondary students, so they can experience effective learning via assessment. The questions were categorised by year, topic, level of difficulty and relevancy to the New Senior Secondary ("NSS") curriculum. With flexible filtering tools and powerful analytical reports, students were empowered with personalised assessment and self-evaluated learning progress reports. During 2013/14, the service attracted subscriptions from 119 secondary schools and 87 individual users, covering 25% of Hong Kong secondary schools.

“Traditionally, teachers must spend considerable time selecting questions, printing test papers, collecting papers from students, marking the papers, and recording and analysing students' performances. Using Online Question Bank greatly reduces the burdens on. Students can do some short exercises daily and test papers once a week. The platform can automatically mark their answers, which reduces teachers' workloads, as well as making students continually practice, enhancing the effectiveness of learning. Teachers can simply access the platform in class, to walk through the questions with students and give immediate feedback.”

Mr. Tong Kwong Chiu,  
Teacher of Lam Tai Fai College



- 「EdV」意指教育短片，是為全港學校免費提供的校本短片分享平台服務，旨在進一步推動多媒體應用。為促進多媒體應用於學與教，以提升學習效能，教城於2013/14年第三度舉辦EdV獎勵計劃，共收到432條學與教短片作品，短片由現職教師、職前教師和學生製作，內容包括示範、實驗、主題學習和學與教相關的表演等。為繼續宣揚在學校應用多媒體，教城現為全港中小學提供免費短片平台服務，學校可自行管理平台，上載、儲存及分享教學短片，教師和學生也可以製作並分享他們的多媒體學與教資源。截至2014年8月，已有121所學校完成在校培訓，全面啟用此校本服務。



“ EdV為學校免費提供的校本短片分享平台服務，令學校可自行管理、上載、儲存及分享教學短片，能夠有效促進多媒體學習；此外，教師和學生也可以製作並分享他們的多媒體學與教資源，鼓勵學生從實踐中學習。當初學生製作短片時，只為用一些較幽默的手法讓初中學生認識抽象的概念。意外的獎勵，令更多高中學生願意透過製作短片去當小老師，令校園學習氣氛陪添濃厚。

區彥瑜老師 - 皇仁書院

- **EdV**, known as Educational Video, is a free school-based video platform to facilitate the development of using multimedia in and beyond classrooms. To advocate the application of multimedia in learning and teaching to improve learning efficiency, EdV Awards entered its third year in 2013/14. This year's awards attracted 432 learning and teaching videos produced by in-service teachers, pre-service teachers and students. The submissions included demonstrations, experiments, thematic studies, and performances related to learning and teaching. To further cultivate the use of multimedia in schools, the school-based video service is now free for primary and secondary schools in Hong Kong to use for uploading, storing and sharing videos through their self-managed platform, while teachers and students can produce and share creative media learning and teaching resources with their peers. At the end of August 2014, there were 121 schools fully utilising this school-based service after receiving on-the-spot training.



“ EdV provides schools with a free video sharing platform that enables us to manage, upload, save and share teaching clips, and effectively promote multi-media learning within the campus. Besides, teachers can produce and share video-based learning and teaching resources with students, to encourage them to learn through practice. Initially, our aim was to make videos to present abstract theories to junior secondary students in a humorous way. With the positive response, senior secondary students are now willing to be teachers, and teach via video production, which cultivates the learning atmosphere within the campus.

Ms. Au Yin Yu,  
Teacher of Queen's College



- 「香港閱讀城」是最受學界持份者歡迎的教城網站之一，以推廣「從閱讀中學習」和「學會閱讀」為己任，支援學校宣揚「閱讀、分享」的文化，鼓勵香港學生從閱讀中學習，和培養他們養成良好的閱讀習慣。香港閱讀城為學校提供全面的閱讀服務，包括「閱讀大使」網上培訓計劃、「閱讀約章」、「網上讀書會」和其他網上資源等。「閱讀約章」運用資訊科技，鼓勵學生自行閱讀，並有系統地記錄自己的閱讀歷程、啟發和感想。教師也可以利用管理系統，檢視學生的閱讀習慣和能力，從而制定適切的閱讀及學習策略。於2013/14年度，有185所學校參與「悅讀學校」計劃，參加「閱讀約章」的學生超過2,700人，合共閱讀超過21,500本書。

除此以外，香港閱讀城每年舉辦「十本好讀」活動，由學生投票選出心目中最喜愛的書籍和作者，以表揚作者和出版社的貢獻。今年活動跟國際小母牛香港分會有限公司合作，於大型商場舉辦頒獎禮，網上網下、雙管齊下地鼓勵師生參與。是屆活動收取到15,400個投票，得獎者對獲獎感到非常榮幸，並即場分享他們的喜悅。



“我覺得「香港閱讀城」所提供的服務很有意義，當中以「讀家連線」這活動我最喜歡，它不但提供一個網上平台，讓學生抒發閱讀後感和體會，還讓學校間的學生有機會圍繞閱讀作分享和交流，有效持續深化學生閱讀。”

陳愛雲老師 - 荃灣潮州公學

- **Hong Kong Reading City** is a popular online service fostering Read-to-Learn and Learn-to-Read programmes among education stakeholders. It aims to build a Read and Share culture among schools, encouraging Hong Kong students to learn from extensive reading and form good reading habits. The platform provides a comprehensive range of reading services for schools, including online training programmes such as Reading Ambassador, Reading Contract, Online Reading Club and other online resources. By employing information technology, the Reading Contract encourages students to read on their own initiative, and systematically records their reading progress, inspirations and thoughts. Teachers can understand their students' learning behaviour and capabilities through a management system, and hence formulate appropriate reading and learning strategies. In 2013/14, 185 schools joined as "Reading Schools", with over 2,700 students participating in the Reading Contract and over 21,500 books read.

Furthermore, the annual Ten Books Selection event was organised, to invite students to vote for their favourite books and authors in order to provide encouragement for authors and publishers. This year, in collaboration with Heifer International Hong Kong Ltd for the second year, the prize presentation was held in a shopping mall, allowing both online and offline engagement of students and teachers. There were 15,400 votes recorded. Many awardees cherished their awards, and shared their joy on site.



“Hong Kong Reading City provides meaningful services to schools. My favourite is the online platform that allows students share their book reviews, as well as exchange ideas, so they continuously enhance their reading.”

Ms. Chan Oi Wan,  
Teacher of Tsuen Wan Chiu Chow Public School



## 學生服務

- 「小校園」是一個寓學習於遊戲的互動學習平台，提供課程為本的內容、互動學習遊戲、輔導資訊和工具，更定期舉辦主題活動和比賽等，協助小學生提升學習動機和培養自學精神。於2013/14年度，小校園提供超過160個遊戲和互動電子學習套件，吸引超過106,000名學生透過遊戲學習。

“ 小校園的網上學習遊戲，大大提高我校學生的學習興趣，培養自主學習精神。 ”

王名禮主任 - 浸信會呂明才小學

## Serving Students

- **Small Campus** is an interactive game-based learning platform. It helps primary school students to develop learning motivation and self-directed learning habits through curriculum-based content, interactive learning games, counselling information, tools and theme-based activities and competitions. Over 160 games and interactive eLearning packages are available on the platform, which attracted over 106,000 participants who all enjoyed learning through play in 2013/14.

“ Learning games in the Small Campus boost my students' motivation to learn and cultivate their spirit of self-directed learning. ”

Mr. Wong Ming Lai,  
Teacher of Baptist Lui Ming Choi Primary School

- 「少年Teen空」是一個為中學生打造的多元化學習平台，讓中學生拓展個人潛能，鼓勵他們利用完善且多元化的互動學習活動及資源持續學習。少年Teen空推動年輕人自行裝備各種理論知識和實用技巧，以應付未來挑戰，並培養他們關心社區以至世界的態度。少年Teen空也提供方便的途徑使學生可輕鬆連結其他教城服務，如創作天地、多元導航和網上試題學習平台等。

- **Teen Campus** is a comprehensive learning platform for secondary school students. It allows them to unleash their individual potential and encourages them to learn continuously through a comprehensive and diverse range of interactive learning activities and resources. It motivates young people to equip themselves with theoretical knowledge and practical skills for coping with future challenges, whilst shaping their empathy towards the community and the world. It also helps students navigate to other HKECL services, such as eWorks, Multiple Pathways, and OQB.



## 探知達人

- 「探知達人」計劃融合其他學習經歷和通識教育科專題學習元素，旨在透過體驗學習，提升學生的多角度思考、研究及專題寫作技巧。探知達人的參加者可探索社會不同事物，並透過《探知電子報》分享感想。探知達人今年舉行了網上通識問答比賽，旨在幫助學生熟習時事社會議題的基本知識及通識教育科六個學習範疇。全年累計共有5,655名來自123所學校學生參與探知達人計劃的活動。

“ 學生在參與「體驗難民情」活動中，激發了作為世界公民應負的責任。而且，配合所學課題，促進教學果效。

馬欣欣老師 - 香港道教聯合會圓玄學院第一中學

”

- **Student Explorer** is a programme combining the key elements of the Other Learning Experience and the Project-based Learning programmes related to Liberal Studies. It aims to enhance holistic thinking, research skills and project-based writing techniques through experience learning. Student Explorer allows participants to explore different aspects of society by joining diverse activities organised by HKECL or other institutions, and then sharing their thoughts in the form of ePapers (探知電子報). This year, an online Liberal Studies quiz was arranged, aiming to equip students with basic information on social and current issues covered in the six Liberal Studies learning areas. 5,655 students from 123 schools have participated in Student Explorer programmes.

“ *By participating in the event on experiencing what it is to be a refugee, students learned the responsibility of global citizenship. The programme matches the curriculum we teach, so teaching efficiency was greatly improved.*

Ms. Ma Yan Yan,  
Teacher of HKTA The Yuen Yuen Institute No.1 Secondary School

”





- 「多元導航」網站專門匯集各種升學、就業及輔導資訊。香港中學文憑考試是中六學生的重要挑戰，除了應付考試，應屆學生更極需要實用的升學及就業資訊和指導。教城致力製作多元導航網站，並與教育局、香港輔導教師協會、香港青年協會、香港家庭福利會及youth.gov.hk，為文憑試學生提供本地大學學士學位、副學士學位、職業訓練、毅進課程，以至內地、台灣等外地升學課程的資料，也提供有關文憑試成績在香港及海外的認受資料及本地就業市場資訊。

於2013/14年度，為支持完成香港中學文憑考試的畢業生，七所大學的校長應邀通過平台為學生「打氣」。

“青少年習慣在網上尋找資訊。「多元導航」為文憑試考生提供不同形式及多元化的升學就業及輔導資訊，協助考生積極面對放榜。同時，利用網上平台支援文憑試學生，解答其有關升學及出路的問題，能為考生提供方便的求助途徑。

吳錦娟小姐 - 香港青年協會 DSE@27771112計劃負責人

- **Multiple Pathways** is a unique website collecting a wide array of information about further studies, employment and counselling. The HKDSE Examination is a major challenge for secondary students. In addition to the examination itself, all the students need advice and guidance regarding further studies and employment, as the HKDSE qualification is still relatively new to Hong Kong. HKECL - in collaboration with the Education Bureau, the Hong Kong Association of Careers Masters and Guidance Masters, the Hong Kong Federation of Youth Groups, the Hong Kong Family Welfare Society and youth.gov.hk – developed the Multiple Pathways website to provide consolidated information to HKDSE students interested in local and overseas studies, vocational programmes, career development, guidance and support, and actual life planning cases for reference.

During 2013/14, to provide spiritual support to the HKDSE graduates, the principals of seven universities were invited to give encouragement through the platform.

“ Searching for information online is a common practice among young people. Multiple Pathways provides graduates with diverse information and resources related to further studies, career and professional consultation in different formats, to help them with positively handling any issues arising from announcements of HKDSE Examination results. Also, the studies and career forum allows graduates to conveniently seek advice regarding their queries.

Ms. Cecilia Ng,  
Project Leader of DSE@27771112,  
Hong Kong Federation of Youth Groups



中學階段是終身學習的開始，是各位日後的奮鬥和功業的基本準備而已。

今天的社會裡，達成成功的道路眾多而廣闊，都等著各位以遠大的目光，和開放的心懷，去探索、開展。

香港中文大學校長沈祖堯教授



*We also believe that there are multiple pathways to individual success, and students should make the most of all the educational and career options that are available to them.*

*I wish you all the best in your future endeavours.*

香港大學校長馬斐森教授  
Professor P.W. Mathison  
President and Vice-Chancellor  
The University of Hong Kong

考試的成敗得失只是人生旅程的其中一個階段。

取得佳績、繼續升學，固然可喜。

若盡了能力後成績仍未如人意，我希望同學們能抖擻精神、收拾心情。

只要肯努力，定能闖出自己的路。

香港教育學院校長張仁良教授





能夠進入大學的，希望你們努力學習，不要浪費難得的機會。未能升學的，希望你們在工作中不斷學習所需的知識和技巧，提升自己。

只要努力不懈，一定能夠發揮所長，貢獻社會，正是行行有狀元，成功道路很多條。加油！

嶺南大學校長鄧國漢教授



Teenager, 天空海闊任你飛！

接過成績單之後，我希望你抬頭遠望，跟自己說：「我總會找到自己的一片天」。

各位同學，加油！

香港理工大學校長唐偉章教授



- 「創作天地」是一個鼓勵學生寫作、分享的網上創作平台，並配合創作獎勵計劃，表揚提交優秀作品的中、小學生。於2013/14年度，計劃共吸引479所學校參與，提交1,096份學生作品。
- **eWorks** is an online writing platform that encourages students to write and share. Coupled with the award scheme to recognise outstanding writing submitted by primary and secondary students, the platform attracted 1,096 submissions in 2013/14, with participation by 479 schools.



## 技術和基礎設施

面對香港電子學習的急速發展，尤其是流動學習及電子教科書，教城已準備就緒，建立並不斷改善一系列基礎建設及服務，以奠定教城作為肩負推動電子學習的市場倡導者角色。

- 教城於2014年2月增設校本無線上網認證服務，可支援每分鐘二十萬登入流量，此服務的內置復原功能更可避免受錯誤故障影響。
- 教城把影音串流設備獨立於核心網絡基礎設施，大大提高了影片的流暢度，並可支援500Mbps的流量。
- 新數據中心的投標已於2014年6月完成，並計劃於12月進行搬遷。

## Technology and Infrastructure

HKECL has well prepared to support the rapid development of eLearning in Hong Kong, especially the introduction of mobile learning and the e-textbooks. Various infrastructure elements and services were developed and reviewed to support HKECL's unique position in promoting and facilitating the eLearning market.

- A school based WiFi authentication service was set up in February 2014, to support 200,000 authentication requests per minute. The authentication service has built-in resilient features to avoid single point of failure;
- Video streaming infrastructure was enhanced so that it is separated from core web infrastructure. It can support traffic of over 500 Mbps;
- A new Data Centre service tender was completed in June 2014, with plans for relocation to this centre in December 2014.



教城的經營資金主要來自政府，故奉行高水平的企業管治，維持可靠和準確的財務報告，並強調社會責任，以確保公司可持續發展。

Operated largely with the support of government funds, HKECL upholds a high standard of corporate governance, maintains reliable and accurate financial reporting and emphasises social responsibility in order to ensure sustainable development of the Company.



## 企業管治

### 管治架構<sup>2</sup>

- 董事會原有11名成員由股東任命，是機構最高的領導層，負責監管公司的發展策略，並確保其運行符合法定要求。董事會下設執行委員會，由官方董事擔任主席，負責定期監察公司的營運，並提供意見。此外，2013年11月新成立的業務發展委員會，由8位董事組成，負責監管公司的業務發展，如教城購物廣場、EdConnect用戶目錄服務等。
- 2014年6月，一名新董事被委任以接替退任的董事。2013/14年期間，教城舉行了4次董事會會議，3次執行委員會會議及2次業務發展委員會會議，出席率分別為66%、92%及80%。全體董事已申報本年度的利益，概無董事收取任何酬金。
- 教城由系統及營運部、發展部和行政及財務部三個部門組成，截至2014年8月31日，員工總數為59人。最新的公司架構圖見附錄一。

## Corporate Governance

### Governance Structure<sup>2</sup>

- The Board of Directors originally had 11 members, appointed by shareholders. It is the highest governing body, overseeing the Company's strategic development and ensuring it operates in compliance with statutory requirements. Under the Board, the Executive Committee is typically chaired by the official director, to monitor and give advice on the Company's operational matters. Further, the Business Development Committee was established in November 2013. It comprises eight directors appointed by the Board, and governs all the Company's business developments, including EdMall, EdConnect, etc.
- In June 2014, a new director was appointed in place of the retiring director. During 2013/14, four Board Meetings, three Executive Committee Meetings and two Business Development Committee Meetings were held, with attendance rates of 66%, 92% and 80%, respectively. Declarations of interest were made by all directors for the year. No director has received any remuneration.
- As of 31 August 2014, the Company maintained a total headcount of 59, with three divisions: Systems and Operation, Development, and Administration and Finance. The most up-to-date Organization Chart is in Appendix 1.

<sup>2</sup>見附錄一

<sup>2</sup>See Appendix 1

## 風險管理

- 為了加強風險管理，教城制定了風險管理政策、風險登記冊及內部審核計劃，旨在通過有組織及系統化的方式來識別、評估、緩解和檢討公司的風險。此外，教城並推行了相應的風險緩解措施，以針對存在的風險。本年度的審核項目包括EdConnect用戶目錄服務運作與保安，以及保護個人資料政策（職員）。全部均如期完成，並無發現重大的風險問題。教城書櫃在8月份推出之前，也進行了獨立的安全審核，以確保教城書櫃的完整性和安全性。
- 同時，教城亦不斷檢討及簡化其政策和程序。在2013/14年，教城修訂了有關教城購物廣場的政策和指引，以支援教城書櫃的推出。

## Risk Management

- To enhance risk management, HKECL formulated the Risk Management Policy, risk register and internal audit plan, aiming to identify, assess, mitigate and review the Company's risks in a structured and systematic manner. The risk mitigation measures were implemented accordingly, to address risks identified, and the audit exercises concerning operation and safety of EdConnect and protection of personal data privacy (Staff) were implemented on schedule. No significant issue was observed during the audit. Before the launch of the newly developed EdBookShelf platform in August, an independent security audit was conducted to ensure its integrity and safety.
- HKECL also constantly reviews and streamlines its policies and procedures. In 2013/14, a number of policies and guidelines relating to EdMall were revised in order to support the launch of EdBookShelf.

## 員工發展

- 教城視員工為公司最寶貴的資產。因此，教城十分重視推動員工發展計劃和組織員工活動，從而提高員工工作能力，以及維繫員工之間的關係和提升士氣。

## Staff Development

- As staff members are among the most valuable assets of a company, HKECL puts great emphasis on organising staff development programmes and activities, to enhance the capability of staff as well as promote staff relations and morale.



- 員工培訓和團隊建立

教城致力為員工提供培訓計劃，提高員工的專業技能和知識，以滿足業務需求和迎接挑戰。獲提名的員工可參加外間機構舉辦的研討會和會議，以及各種培訓工作坊，其內容尤其注重團隊建立、項目管理、溝通技巧、防止貪污及職業健康。年內，教城投放了約142個工作天於員工培訓，平均每名員工的培訓時間約為2.6個工作天。

為了增進員工之間的關係和提升士氣，教城還舉辦各種員工活動，包括中秋慶祝會、聖誕派對、團年飯等；另外亦組織不同的康樂活動及興趣班，以推廣健康的生活方式。

- Staff Development and Team Building

The Company strives to provide staff development programmes to enhance the professional skills and knowledge of its staff members in order to meet business needs and the challenges ahead. Staff members were nominated to attend external seminars and conferences, as well as various training workshops and seminars which in particular focused on team building, Project Management, Communication Skills, ICAC Corruption Prevention, and Occupation Health and Safety. During the year, approximately 142 man-days were invested on staff training, and the average training time per member of staff was approximately 2.6 man-days.

To promote staff relations and morale, the Company also organised various staff activities including Mid-Autumn Festival Gathering, Christmas Party, and New Year Lunch. Recreational activities and special interest classes were also organised, to promote a healthy lifestyle.



- 薪酬檢討

為了保持在招聘和挽留人才方面的市場競爭力，教城在考慮市場薪酬趨勢報告、公司的財務狀況及內部因素後，進行了2013/14年度薪酬調整檢討，並獲董事會批准薪酬調整和表現獎金的發放，最高三層管理人員的薪酬合共710萬港元。

- Pay Review

To maintain market competitiveness in retaining talent, HKECL conducted an annual salary review of its staff members in 2013/14, with consideration of the market pay trend reports, HKECL financial status and internal factors. The Board approved the budget for salary increments and performance incentives for 2013/14. Total remuneration of the top three tiers of management amounted to HK\$7.1 million.

## 財務報告

教城一貫謹守法定的會計規則，審慎及有效地運用公帑，並在期內保持充足的財務規劃和監控，及完善的財務記錄，以維持穩健的財務狀況。

2013/14年度，因應教城書櫃的推出，教城檢討了教城購物廣場的財務政策和收費模式，並制定了一套新的佣金收取制度，力求吸引現有供應商和潛在的新供應商通過教城購物廣場銷售電子書。

2013/14財政年度，公司繼續保持穩健的財務狀況。本年度受資助活動的總收入和支出均為32,348,113港元。截至2014年8月31日，公司非流動資產及流動資產總額分別為8,054,626港元及20,730,752港元。公司的資產淨值總額為1,512,636港元。公司全年保持良好的資產流動性，截至2014年8月31日止的年度現金及銀行存款總額達19,822,507港元。受政府資助和非政府資助的活動帳目是明確分開的。2013/14年度，公司獲得教育局額外10,000,000港元撥款以推行教城書櫃的計劃。

## Financial Report

HKECL continues to maintain prudent and effective use of public money which complies with statutory accounting requirements, and maintains a healthy financial status with adequate financial planning and control as well as proper financial records throughout the period.

During 2013/14, the financial policies and fee charging model of the EdMall business were reviewed to incorporate a new service - EdBookShelf. A new commission model was developed, aiming to attract existing and potential vendors to sell eBooks through EdMall.

In the 2013/14 financial year, the Company continued to sustain a healthy and steady financial position. The total income and expenditure of subvented activities for the year was HK\$32.3 million. As of 31 August 2014, the Company had total non-current assets of HK\$8.1 million and current assets of HK\$20.7 million. Total net assets of the Company amounted to HK\$1.5 million. The Company's liquidity was in very good condition throughout the year, as cash and bank deposits amounted to HK\$19.8 million by the end of the financial year. The accounts of subvented and non-subvented activities were kept separately. During this year, HKECL received an additional grant of HK\$10 million from the Education Bureau for the EdBookShelf project.

## 受政府資助活動的支出

受政府資助活動的開支方面，員工薪酬開支總額為21,332,132港元，佔總支出最大的份額，達65.9%。

資本開支方面，教城支出共2,593,063港元以購買固定資產（其中包括電腦設備、應用軟件和辦公室傢俱）及改建辦公室。

## Expenditure of Subvented Activities

Regarding the expenditure for subvented activities, staff costs totalled HK\$21.3 million, accounting for 65.9% of the total expenditure.

Regarding capital expenditure, HKECL spent HK\$2.6 million to renovate the office and acquire fixed assets including computer equipment, application licences and furniture.

## 儲備

根據2011年10月6日簽訂的服務協議，教城可保留以本年度政府資助金額的25%為上限作為儲備。2013/14年度共有6,990,523.70港元未動用政府資助金獲結轉並用作儲備，累積結轉至2014/15年度的儲備為7,285,718.09港元。

本年度員工基金的開支為28,376.90港元（核准預算的47.6%），該款項是從留存收益撥出以用作籌組員工活動之用途。截至2014年8月31日，來自非政府資助活動的留存收益為1,512,634港元。

## Reserve

According to the current Service Agreement dated 6 October 2011, HKECL is allowed to keep a reserve at a level capped at 25% of the current year's subvention. Therefore, HK\$7 million of unused subvention was carried forward and kept as reserve in 2013/14. The accumulated reserve to be carried forward to 2014/15 is HK\$7.3 million.

The expenses of the Staff Fund amounted to HK\$28,376.90 (47.6% of the approved budget) which was derived from the retained earnings for organising staff relations events. As of 31 August 2014, HKECL maintained its retained earnings of HK\$1.5 million from its non-subsented activities.

## 外部審核

2014年5月27日，股東週年大會通過公司聘用黃龍德會計師事務所有限公司為本財政年度的新核數師。一年一度的固定資產盤點已於2014年8月29日完成，教城更順利完成了對截至2014年8月31日止的財政年度的外部審核和合規性審核，結果完全符合法定要求。

## External Audit

Patrick Wong C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising), Hong Kong was newly appointed as the Company auditors for this fiscal year, in the Annual General Meeting on 27 May 2014. The annual stocktaking exercise for all fixed assets was completed on 29 August 2014. The annual external audit and compliance audit for the year-ended 31 August 2014 was completed successfully and full compliance with statutory requirements was achieved.

## 企業社會責任

肩負企業社會責任一直是教城的任務之一。我們對社會的持續貢獻得到了廣泛的認同，並獲得「無障礙優異網站獎」、「優秀網站獎」及「商界展關懷」標誌。我們不僅致力為員工提供優質的工作環境，還提倡謹慎實務的工作及積極參與社區活動，希望對社區產生積極的影響。

- 為了提供優質及安全的工作環境給員工，教城不但制定了家庭友善政策，例如侍產假、婚假、恩恤假、補假等，同時也推行了不同的職業健康措施，以保障員工健康和工作安全。同時，教城亦致力改善辦公室設備為服務使用者提供更好的服務，並支援員工更有效的工作，以及提升公司的形象。透過每年的員工滿意度調查，教城更收集了員工就如何改善教城工作環境的寶貴意見。令人鼓舞的是，本年度員工對教城各方面的滿意度增加了3.5%。



- 年內，教城更成立了義工隊，並積極支持員工參與義務工作、慈善活動或服務，如賣旗、支援傷健人士的社區活動等。
- 2013/14年度，教城捐贈了大量書籍予國際小母牛香港分會有限公司的青海社區發展項目，以幫助青海省東部循化縣的貧困家庭，共二百戶受惠。
- 為向供應商宣揚社會責任的價值，教城通過採購條款要求供應商遵守最低工資的規定、保護知識產權和個人資料，及遵守職業健康和 safety 標準等。

## Corporate Social Responsibility

Shouldering corporate social responsibility to the community is one of HKECL's missions. Our ongoing contribution to society has been widely recognised by the Web Care Award, Meritorious Website Award and Caring Company Award. We are committed not only to providing a quality workplace to our staff, but also to prudent operating practices and remaining active in the community, to create a positive impact in the community.

- In order to provide staff with a quality and safe work environment, HKECL has established family-friendly policies such as paternity leave, marriage leave, compassionate leave, and compensation leave. HKECL also implements various occupational health measures in order to promote and enhance staff health and safety at work. The office facilities were enhanced to better serve our customers, support employees at work and promote the corporate image. Through the annual employee satisfaction survey, the Company collected staff members' valuable opinions on how to improve the HKECL workplace. It is encouraging that the staff satisfaction score has increased by 3.5 % this year.
- During the year, HKECL also established its voluntary team and supported staff to participate in voluntary or charity activities or services such as flag selling, community service for persons with disabilities, etc.
- In 2013/14, HKECL donated a substantial number of books to Heifer International – Hong Kong for its donation programme called Heifer Qinghai Community Development Project, helping 200 impoverished families in Xunhua County, east Qinghai Province.
- Aiming to promote the value of social responsibility to vendors, HKECL stipulates procurement specifications requiring vendors to meet the minimum wage requirement, protect intellectual property rights and personal data, observe health and safety standards, etc.

## 管治架構 Governance Structure

### 董事會 Board of Directors

李惠光先生, 太平紳士(主席)  
Mr. LEE Sunny Wai Kwong, JP (Chairman)

陳桂涓教授  
Prof. CHAN Carol Kwai Kuen

陳子堂先生  
Mr. CHAN Chi Tong

陳嘉琪博士\*  
Dr. CHAN Ka Ki Catherine\*

鍾振文先生  
Mr. CHUNG Chun Man

馮丹媚女士  
Ms. FUNG Dun Mi Amy

於2014年6月23日獲委任  
Appointed on 23 June 2014

馮一柱博士  
Dr. FUNG Yat Chu

於2014年5月30日離任  
Retired on 30 May 2014

孔令成先生, 太平紳士  
Mr. KUNG Lin Cheng Leo, JP

林家禮博士  
Dr. LAM Lee G.

麥煒健先生  
Mr. MAK Wai Kin

黃廣威先生  
WONG Kwong Wai Raymond

余榮輝先生, MH  
Mr. YU Wing Fai Christopher, MH

備註: \* 官方董事, 其替任董事為陳婉嫻女士  
Remark: \* Official Director, whose Alternate Director is Ms. CHAN Yuen Han Jenny

## 執行委員會 Executive Committee

陳嘉琪博士 (主席) \*  
Dr. CHAN Ka Ki Catherine (Chairman)\*

鄭弼亮先生 (行政總監)  
Mr. CHENG Pat Leung (Executive Director)

麥煒健先生  
Mr. MAK Wai Kin

余榮輝先生, MH  
Mr. YU Wing Fai Christopher, MH

## 業務發展委員會 Business Development Committee

麥煒健先生 (主席)  
Mr. MAK Wai Kin (Chairman)

陳嘉琪博士\*  
Dr. CHAN Ka Ki Catherine\*

鄭弼亮先生 (行政總監)  
Mr. CHENG Pat Leung (Executive Director)

鍾振文先生  
Mr. CHUNG Chun Man

林家禮博士  
Dr. LAM Lee G.

李惠光先生, 太平紳士  
Mr. LEE Sunny Wai Kwong, JP

黃廣威先生  
Mr. WONG Kwong Wai Raymond

余榮輝先生, MH  
Mr. YU Wing Fai Christopher, MH

## 核數師 Auditors

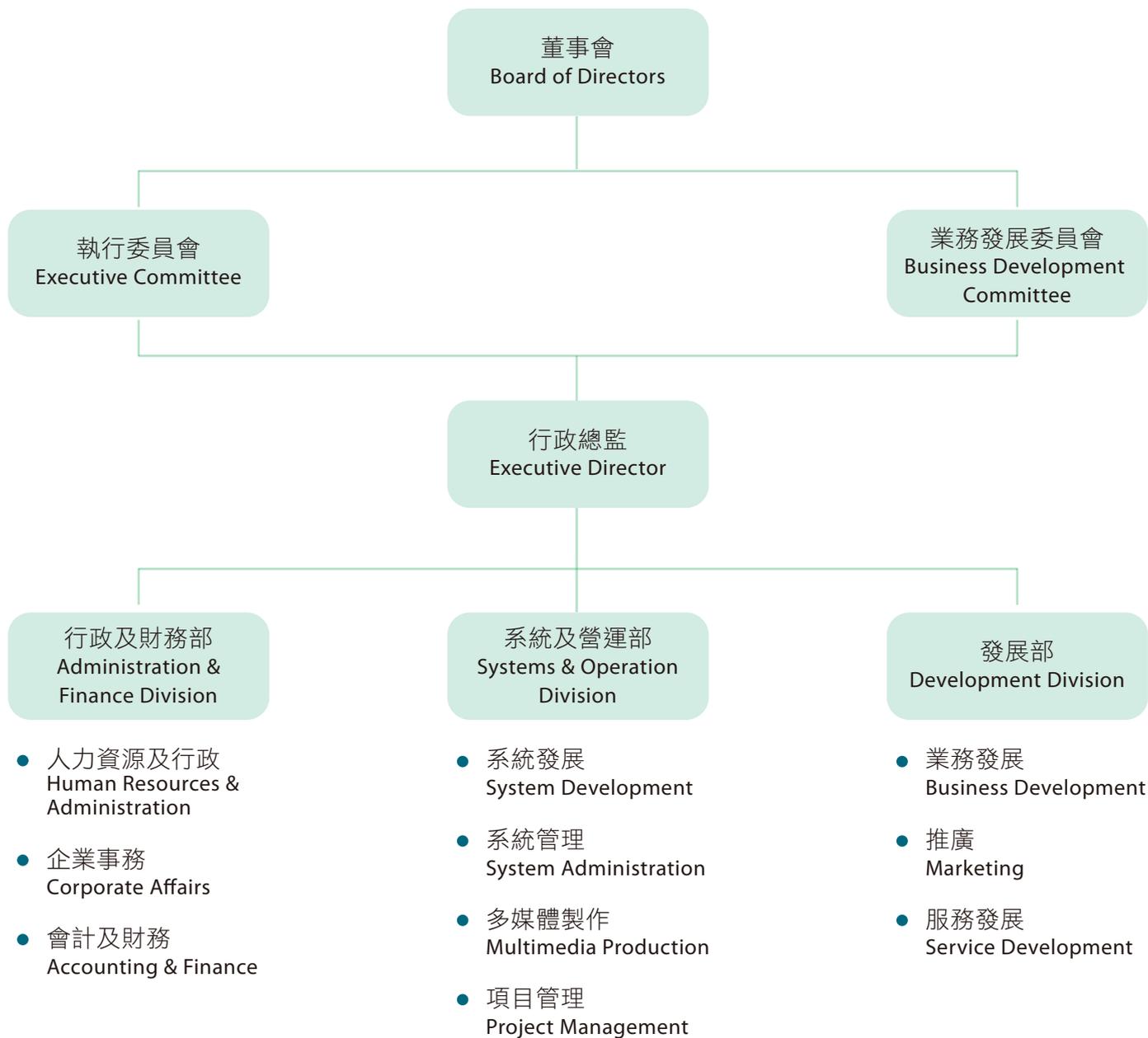
黃龍德會計師事務所有限公司  
Patrick Wong C.P.A. Limited

## 公司秘書 Company Secretary

誠信(香港)秘書有限公司  
WLLK Secretaries Limited

備註: \* 官方董事, 其替任董事為陳婉嫻女士  
Remark: \* Official Director, whose Alternate Director is Ms. CHAN Yuen Han Jenny

## 組織架構 Organization Structure



註：二零一四年八月三十一日  
Remarks: 31 August 2014

## 財務業績摘要

### 香港教育城有限公司 董事會報告書

董事局謹提呈其周年報告及截至二零一四年八月三十一日止的年度經審核之財務報表。

#### 主要業務

本公司的主要業務為發展和改善教育網站，舉辦教育和文化活動，為學校提供資訊科技的支援和發展電子商務，使教育市場自主發展。

#### 業績及分配

本公司截至二零一四年八月三十一日止年度的業績以及本公司於當日的財務狀況載於財務報表的第三至二十三頁。董事局不建議派發股息。

#### 物業、機器及設備

本公司的物業、機器及設備變動詳情載於財務報表附註第十內。

#### 董事

本公司於年內及至本報告書日期的在任董事為：

陳桂涓

陳子堂

陳嘉琪

陳婉嫻

(陳嘉琪之替任董事)

鍾振文

馮丹媚

(於二零一四年六月二十三日獲委任)

馮一柱

(於二零一四年五月三十日離任)

孔令成

林家禮

李惠光

麥煒健

黃廣威

余榮輝

根據本公司組織細則，任滿告退的董事，惟合資格並願意膺選連任。

#### 董事在重要合約和安排之權益

於年結日或本年度內任何時間，各董事並未在任何與本公司訂立重大合約和安排中取得任何直接或間接重大利益。

#### 董事購買股份或債券之權利

在是年度任何期間，公司沒有參與任何安排以令公司之董事可透過購買公司或任何法人團體之股份或債券而取得利益。

#### 核數師

在公司週年會議上通過委任本年度之財務報表由黃龍德會計師事務所有限公司，香港執業會計師審核。黃林梁郭會計師事務所有限公司，香港執業會計師離任審核一職。

香港，二零一四年十二月十六日

## Summary of Financial Results

### Hong Kong Education City Limited

#### DIRECTORS' REPORT

The directors have pleasure in submitting their annual report together with the audited financial statements for the year ended 31 August 2014.

#### PRINCIPAL ACTIVITIES

The principal activities of the company are developing and enhancing the education portal, organizing educational and cultural activities, providing IT support for schools, and developing e-business to empower the education market.

#### RESULTS AND APPROPRIATIONS

The results of the company for the year ended 31 August 2014 and the state of its affairs at that date are set out in the financial statements on pages 3 to 23. The directors do not recommend the payment of a dividend.

#### PROPERTY, PLANT AND EQUIPMENT

Details of movements in property, plant and equipment of the company are set out in note 10 to the financial statements.

#### DIRECTORS

The directors of the company during the year and up to the date of this report were as follows:

CHAN Carol Kwai Kuen	
CHAN Chi Tong	
CHAN Ka Ki Catherine	
CHAN Yuen Han Jenny	(an alternate director to Chan Ka Ki Catherine)
CHUNG Chun Man	
FUNG Dun Mi Amy	(appointed on 23 June 2014)
FUNG Yat Chu	(resigned on 30 May 2014)
KUNG Lin Cheng Leo	
LAM Lee G.	
LEE Sunny Wai Kwong	
MAK Wai Kin	
WONG Kwong Wai Raymond	
YU Wing Fai Christopher	

All directors retire in accordance with the company's Articles of Association but, being eligible, offer themselves for re-election.

#### DIRECTORS' INTERESTS IN CONTRACTS AND ARRANGEMENTS OF SIGNIFICANCE

No contract and arrangements of significance to which the company was a party and in which a director of the company had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.

#### DIRECTORS' RIGHTS TO ACQUIRE SHARES OR DEBENTURES

At no time during the year was the company a party to any arrangements to enable the directors of the company to acquire benefits by means of the acquisition of shares in, or debentures of, the company or any other body corporate.

#### AUDITORS

During the year, Wong Lam Leung & Kwok C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising), resigned and Patrick Wong C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising) was appointed as auditor of the company. A resolution will be submitted to the annual general meeting to re-appoint the auditor, Patrick Wong C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising).

Hong Kong  
16 December 2014

獨立核數師報告書  
致香港教育城有限公司各股東  
(於香港註冊成立的有限公司)

本核數師(以下簡稱「我們」)已審核列載於第三至二十三頁香港教育城有限公司的財務報表，此財務報表包括於二零一四年八月三十一日的資產負債表與截至該日止年度的全面收益表、權益變動表和現金流量表，以及主要會計政策概要及其他資料解釋。

### 董事就財務報表須承擔的責任

公司董事須負責根據香港會計師公會頒佈的香港財務報告準則及香港《公司條例》(第622章)編製真實而公平的財務報表，以及董事認為必要的有關編製財務報表的內部控制，以確保編製財務報表時不存在由於欺詐或錯誤而導致的重大錯誤陳述。

### 核數師的責任

我們的責任是根據我們的審核對該等財務報表作出意見，僅向按照香港公司條例(第622章)第80條附表11。除此以外，本報告書不可用作其他用途。我們概不就本報告書的內容，對任何其他人士負上或承擔任何責任。

我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等財務報表是否不存有任何重大錯誤陳述。

審核涉及執程序以獲取有關財務報表所載金額及披露資料的審核憑證。所選定的程序取決於我們的判斷，包括評估由於欺詐或錯誤而導致財務報表存有重大錯誤陳述的風險。在評估該等風險時，我們考慮與該公司編製真實而公平的財務報表相關的內部控制，以設計適當的審核程序，但並非為對公司的內部控制的效能發表意見。審核亦包括評價董事所採用的會計政策的合適性及所作出的會計估計的合理性，以及評價財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足和適當地為我們的審核意見提供基礎。

### 意見

我們認為，該等財務報表已根據香港財務報告準則真實而公平地反映公司於二零一四年八月三十一日的事務狀況及截至該日止年度的虧損及現金流量，並已按照香港《公司條例》(第622章)妥為編製。

黃龍德會計師事務所有限公司  
香港執業會計師

劉旭明,香港執業會計師, 英國特許公認會計師  
香港, 二零一四年十二月十六日

執業證書號碼：P05468

檔案號碼：H426/PW/HL/1077/486

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF  
**HONG KONG EDUCATION CITY LIMITED**  
(INCORPORATED IN HONG KONG WITH LIMITED LIABILITY)

We have audited the financial statements of Hong Kong Education City Limited ("the company") set out on pages 3 to 23, which comprise the statement of financial position as at 31 August 2014, and statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### **Directors' responsibility for the financial statements**

The directors of the Company are responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants and the Hong Kong Companies Ordinance (Cap 622), and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit and to report our opinion solely to you, as a body, in accordance with section 80 of Schedule 11 to the Hong Kong Companies Ordinance (Cap. 622), and for no other purposes. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements give a true and fair view of the state of the company's affairs as at 31 August 2014 and of its profit and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards and have been properly prepared in accordance with the Hong Kong Companies Ordinance (Cap 622).

PATRICK WONG C.P.A. LIMITED  
*Certified Public Accountants*

LAU YUK MING HAROLD  
CPA (Practising), FCCA  
Certified Public Accountant (Practising), Hong Kong  
Practising Certificate Number : P05468

Hong Kong 16 December 2014

Ref : H426/PW/HL/1077/486

香港教育城有限公司  
**Hong Kong Education City Limited**  
 全面收益表  
 STATEMENT OF COMPREHENSIVE INCOME  
 截至二零一四年八月三十一日止之年度  
 YEAR ENDED 31 AUGUST 2014

	<u>2014</u>	<u>2013</u>
	\$	\$
<b>營業額 Turnover</b>	971,536	51,006
項目成本 Project cost	(971,536)	(51,006)
	<hr/>	<hr/>
<b>毛利 Gross profit</b>	-	-
其他收入 Other income	32,357,288	26,859,058
行政費用 Administrative expenses	(32,348,113)	(26,846,109)
	<hr/>	<hr/>
<b>稅前溢利 Profit before tax</b>	9,175	12,949
稅項 Income tax income	32,569	16,399
	<hr/>	<hr/>
<b>本年度溢利 Profit for the year</b>	41,744	29,348
其他全面收入 Other comprehensive income:		
一般儲備變動 Changes in general reserves		
- 員工活動 Utilization in staff activities	(28,377)	(34,636)
	<hr/>	<hr/>
<b>本年度全面性收益/(虧損)總計</b>	13,367	(5,288)
<b>Total comprehensive income/(loss) for the year</b>	<hr/> <hr/>	<hr/> <hr/>

如欲查看詳細本年度之核數報告詳情，請聯絡本公司。

The full set of this year's audited accounts will be available at the Hong Kong Education City Ltd office upon request.

香港教育城有限公司  
**Hong Kong Education City Limited**  
 財務狀況表  
 STATEMENT OF FINANCIAL POSITION  
 於二零一四年八月三十一日  
 AT 31 AUGUST 2014

	<u>2014</u>	<u>2013</u>
	\$	\$
<b>非流動資產 Non-current assets</b>		
物業、機器及設備 Property, plant and equipment	8,054,626	7,942,706
<b>流動資產 Current assets</b>		
貿易及其他應收賬款 Trade and other receivables		
應收賬款 Account receivables	133,056	75,383
定金及預付費月 Deposits and prepayments	775,189	628,475
銀行存款及現金 Bank and cash balances	19,822,507	10,223,764
	<u>20,730,752</u>	<u>10,927,622</u>
減 Deduct: -		
<b>流動負債 Current liabilities</b>		
貿易及其他應付賬款 Trade and other payables		
應付賬款及應付費用 Creditors and accrued charges	1,904,790	731,609
其他遞延收入 Other deferred income	550,683	299,543
與收益有關的政府補助金 Government subvention related to income	7,330,516	7,828,006
與資產有關的短期政府補助金 Current portion of government subvention related to assets	2,179,386	2,052,746
與收益有關的短期非貨幣政府補助金 Current portion of non-monetary subvention related to assets	220,908	315,583
短期遞延收入 Current portion of deferred income	5,000,169	-
	<u>17,186,452</u>	<u>11,227,487</u>
流動資產/(負債)淨值 <b>Net current assets/(liabilities)</b>	3,544,300	(299,865)
<b>扣除流動負債後的總資產 Total assets less current liabilities</b>	11,598,926	7,642,841
<b>非流動負債 Non-current liabilities</b>		
遞延稅項負債 Deferred tax liabilities	338,590	371,159
與資產有關的政府補助金 Government subvention related to assets	5,138,880	4,838,016
與收益有關的非貨幣政府補助金 Non-monetary subvention related to assets	515,453	736,361
遞延收入 Deferred income	4,068,356	-
長期服務金撥備 Provision for long service payments	19,421	42,133
約滿酬金撥備 Provision for contract end gratuity	5,590	155,903
	<u>(10,086,290)</u>	<u>(6,143,572)</u>
<b>資產淨值 Net assets</b>	<u>1,512,636</u>	<u>1,499,269</u>

香港教育城有限公司  
**Hong Kong Education City Limited**  
 財務狀況表  
 STATEMENT OF FINANCIAL POSITION  
 於二零一四年八月三十一日  
 AT 31 AUGUST 2014  
 (續)  
 (CONTINUED)

	<u>2014</u>	<u>2013</u>
	\$	\$
<b>股本及儲備 Equity</b>		
已發行及繳足的股本 Issued and fully paid:-		
2 股普通股 2 Ordinary shares	2	2
儲備 Reserves		
累積溢利 Accumulated profits	1,481,411	1,477,203
一般儲備 General reserve	31,223	22,064
	1,512,634	1,499,267
<b>總股本 Total equity</b>	<u>1,512,636</u>	<u>1,499,269</u>

香港教育城有限公司  
**Hong Kong Education City Limited**  
 現金流量表  
 STATEMENT OF CASH FLOWS  
 截至二零一四年八月三十一日止之年度  
 YEAR ENDED 31 AUGUST 2014

	2014	2013
	\$	\$
<b>營運活動 Operating activities</b>		
稅前溢利 Profit before tax	9,175	12,949
下列項目的調整 Adjustments for:		
- 折舊 Depreciation	2,478,306	1,660,735
- 物業、機器及設備撇除 Property, plant and equipment written-off	2,837	98
- 利息收入 Interest income	(206,563)	(112,336)
- 非貨幣政府補助金收入 Non-monetary subvention income	(315,583)	(463,057)
- 政府補助金收入 Government subvention income	(30,519,795)	(24,846,306)
- 長期服務金撥備之減少 Decrease in provision for long service payments	(22,712)	(164,491)
約滿酬金撥備之(減少)/增加(Decrease)/ increase in provision for contract end gratuity	(150,313)	152,443
營運資金變動前之營運虧損 Operating loss before working capital changes	(28,724,648)	(23,759,965)
應收賬款之(增加)/減少(Increase)/decrease in account receivables	(57,673)	160,480
定金及預付費用之(增加)/減少 (Increase)/decrease in deposits and prepayments	(146,714)	181,032
應付賬款及應付費用之增加/(減少) Increase/(decrease) in creditors and accrued charges	1,173,181	(32,914)
其他遞延收入之增加 Increase in other deferred income	251,140	182,459
與收益有關的政府補助金之增加 Increase in government subvention related to income	29,993,928	26,908,897
遞延收入之增加 Increase in deferred income	9,068,525	-
與資產有關的政府補助金之增加 Increase in government subvention related to assets	427,504	3,016,402
營運活動之現金流入淨額 Net cash generated from operating activities	11,985,243	6,656,391
<b>投資活動 Investing activities</b>		
利息收入 Interest received	206,563	112,336
購置物業、機器及設備 Purchase of property, plant and equipment	(2,593,063)	(4,214,178)
投資活動之現金流出淨額 Net cash used in investing activities	(2,386,500)	(4,101,842)
<b>現金及現金等價物之增加淨額 Net increase in cash and cash equivalents</b>	9,598,743	2,554,549
<b>年初之現金及現金等價物 Cash and cash equivalents at beginning of the year</b>	10,223,764	7,669,215
<b>年末之現金及現金等價物 Cash and cash equivalents at end of the year</b>	19,822,507	10,223,764

香港教育城有限公司  
**Hong Kong Education City Limited**  
 政府補助金及非政府補助金活動收益及開支表  
 INCOME AND EXPENDITURE OF SUBVENTED ACTIVITIES AND NON-SUBVENTED ACTIVITIES  
 截至二零一四年八月三十一日止之年度  
 YEAR ENDED 31 AUGUST 2014

	政府補助金活動 Subvented Activities HK\$	政府補助金活動 電子平台 Subvented Activities e-Platform HK\$	非政府補助金活動 Non-subvented Activities HK\$	總數 Total HK\$
項目收入 Project Income	-	971,536	-	971,536
項目成本 Project Cost	-	(971,536)	-	(971,536)
毛利 Gross Profit	-	-	-	-
其他收入 Other Income				
銀行利息收入 Bank interest income	157,327	-	9,175	166,502
長期服務金撥備之減少 Decrease in provision for long service payments	22,712	-	-	22,712
政府補助金收入 Government subvention income	30,519,795	-	-	30,519,795
非貨幣政府補助金收入 Non-monetary subvention income	315,583	-	-	315,583
雜項收入 Sundry income	1,332,696	-	-	1,332,696
	32,348,113	-	9,175	32,357,288
	32,348,113	-	9,175	32,357,288
行政費用 Administrative Expenses				
行政開支 Administrative cost	2,244,733	-	-	2,244,733
企業發展開支 Business development	507,483	-	-	507,483
公司推廣活動開支 Corporate promotion and activities	1,376,275	-	-	1,376,275
數據中心開支 Data centre	1,715,599	-	-	1,715,599
折舊及固定資產撇除 Depreciation and fixed assets written off	2,481,143	-	-	2,481,143
辦公室費用 Office overheads	1,107,868	-	-	1,107,868
員工開支 Staff costs	21,332,132	-	-	21,332,132
網絡內容發展及活動開支 Web content development and activities	1,582,880	-	-	1,582,880
	(32,348,113)	-	-	(32,348,113)
稅前溢利 Profit Before Tax	-	-	9,175	9,175

(注釋) (Note)

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政府補助金活動-電子平台的項目收入包括 40,061 港元利息收入。

Project income for subvented activities - e-Platform included HK\$40,061 bank interest income which was generated from the subvention fund deposited into bank.

## 服務承諾 Performance Pledge

教城致力為學校、教師、學生和公眾提供高質素的服務。我們非常關注用戶的意見和滿意程度。為了提高我們的服務質素及滿足用戶的需求，我們設定了以下的目標。

HKECL is committed to providing teachers and the public with high quality services. We take great concerns on user comments and satisfaction. In order to enhance our services and satisfy the needs of users, we set out the following targets.

類別 Category	服務 Service	目標 Target	成果 Achievement
戶口開立/註冊 User Account Opening/ Registration	處理開立戶口申請（網上申請） Process user account application (online application)	1個工作天內 within 1 working day	100%達標 100% achieved
	審批學校戶口及校長個人戶口 （書面申請） Review and endorsement of School Account and Principal Personal Account application (written application)	收悉所需資料及證明文件後的10個 工作天內 within 10 working days upon all the required information and supporting document being received	100%達標 100% achieved
	處理企業戶口申請 Process Corporate Account application	收悉所需資料及證明文件後的5個 工作天內 within 5 working days upon all the required information and supporting document being received	100%達標 100% achieved
網絡服務 Web Service	提供方便和穩定的網絡服務 Provide accessible and stable web service	99.9%（正常運作下每天及每週） 99.9% (every day and every week in normal operation)	100%達標 100% achieved
	通知用戶有關網絡伺服器的定期維修/ 暫停服務 Inform user of scheduled maintenance work/service suspension of web server	提前14個日曆天 14 calendar days in advance	100%達標 100% achieved
	系統出現故障時恢復網絡服務 Resume web service in case of system failure	2小時內（除不可控制的外在因素外） within 2 hours (excluding un-controllable external factors)	100%達標 100% achieved
客戶服務 Customer Service	回應熱線電話的查詢 Respond to telephone enquiries at the hotline	3個工作天內 within 3 working days	100%達標 100% achieved
	處理書面（包括電子郵件）查詢 Handle written (including emails) enquiries	7個工作天內 within 7 working days	100%達標 100% achieved
	處理書面投訴 Handle written complaints	3個工作天內確認接收，並在20個工 作天內回覆 issue acknowledgement within 3 working days and reply within 20 working days	100%達標 100% achieved
刊物 Publication	刊登年報 Publish annual report	財政年度結束後的4個月內 4 months after the end of financial year	100%達標 100% achieved