銀娛GEG

企業社會責任
工作年報

CORPORATE SOCIAL RESPONSIBILITY ANNUAL REPORT 2022



心繫社區　感愛同行

COMMUNITY AT HEART, EMPATHY IN ACTION

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引言
Introduction

銀河娛樂集團（「銀娛」）作為一家背靠祖國，植根澳門的華資企業，多年來秉持「取諸社會，用諸社會」的精神，積極落實各項企業社會責任，以務實行動回饋社會，為澳門社區的可持續發展添磚加瓦。

As a patriotic Chinese enterprise deeply rooted in Macau, Galaxy Entertainment Group (GEG) upholds its philosophy of "What is taken from the community is to be used for the good of the community." By fulfilling our corporate social responsibility, we are committed to taking practical actions that contribute to the sustainable development of Macau.

作為業界領先的綜合度假城企業，銀娛一如既往積極支持澳門特別行政區政府（「特區政府」）的施政方針，竭誠提供「傲視世界　情繫亞洲」的世界級綜合休閒度假體驗，助力推動澳門經濟適度多元發展，鞏固「世界旅遊休閒中心」之定位。

As an industry-leading operator of integrated resorts, GEG proactively supports the Macau SAR Government's directions by offering guests a "World Class, Asian Heart" integrated resort experience, supporting Macau's economic diversification, and solidifying the city's position as a "World Center of Tourism and Leisure."

銀娛持續透過多元舉措，包括舉辦、支持及參與各類型活動，推動澳門不同領域的可持續發展，當中涵蓋促進體育、文化及藝術交流、人才及青年培育、宣揚環境保護；參與公益慈善事業、向有需要社群送暖獻愛；重視團隊成員福祉及職涯發展；構建和諧共融的工作環境；扶持及成就中小企發展達至合作雙贏；支持本地產業多元發展；以及深化負責任博彩宣導等，履行所貫徹的「心繫社區　感愛同行」企業社會責任宗旨。

Through a variety of initiatives, GEG strives to enhance community well-being and facilitate sustainability across different sectors. We are dedicated to promoting sports, arts and cultural exchange, talent and youth cultivation, and environmental stewardship; participating in charitable causes and extending care to the needy; supporting the well-being and career development of team members; building a harmonious and inclusive workplace; achieving mutual growth with SMEs through win-win partnerships; supporting local industries for a thriving economy; and deepening awareness of responsible gaming through our corporate citizenship pledge of "Community at Heart, Empathy in Action."

隨著銀娛於2022年獲授予新一屆娛樂場幸運博彩經營批給，在特區政府的帶領及支持下，銀娛將繼續以促進澳門的長遠正向發展為己任，充份發揮自身優勢，為澳門引入及構建更多獨有及嶄新的多元休閒設施與體驗，進一步助力深化「旅遊＋」跨界融合；同時繼續透過多元方式為社區發展及進步貢獻力量，與各界攜手共建更美好的澳門。

In 2022, GEG was awarded a new concession for operation of casino games of fortune by the Macau SAR Government. With the government's leadership and support, GEG will bring to bear our full strengths in the coming years to facilitate Macau's long-term development by introducing and establishing more unique and innovative leisure amenities and experiences, deepening the "tourism +" integration, and joining hands with different sectors of the community to build a better Macau.


銀河娛樂集團
Galaxy Entertainment Group
GEG




同善堂藥局


GEG Volunteer


關愛站




DANG QIU



推廣體育及文化交流、人才及青年培育

Promoting Sports, Cultural Exchange, Talent and Youth Cultivation

銀娛心繫澳門，在經營及發展旗下業務的同時，致力為社區締造正向價值。銀娛積極支持特區政府各項社會政策及施政方針，致力透過多元方式，促進澳門體育、文化藝術發展，從而積極推進「一平台」定位，更會培育未來社會棟樑，助力加強本澳人才儲備，推動國情教育及環境保護，竭力與澳門社會各界共同進步，分享發展成果。

GEG is committed to cultivating positive values in Macau society throughout our business development processes. GEG proactively supports the Macau SAR Government's social policies and directions on sports and cultural development, Macau's positioning as "One Platform," talent nurturing, national education and environmental protection to support the mutual growth and success of all sectors of the community.

- 體育發展
  Sports Development
- 藝術與文化發展
  Arts and Cultural Development
- 人才培育
  Talent Cultivation
- 環境保護及可持續發展
  Environmental Protection and Sustainable Development

由銀河娛樂集團呈獻：WTT 澳門冠軍賽2021中國之星及WTT澳門冠軍賽2022
WTT Champions Macao 2021 China Stars & WTT Champions Macao 2022



銀娛繼支持WTT賽事於2020年首次落戶澳門後，於本年度先後再次成為「WTT澳門冠軍賽2021中國之星」及「WTT澳門冠軍賽2022」的呈獻合作夥伴，持續與主辦單位體育局及世界乒乓球職業大聯盟，以及協辦單位澳門乒乓總會緊密合作，攜手推動本澳體育旅遊產業發展。



GEG presented the elite table tennis events “WTT Champions Macao 2021 China Stars” and “WTT Champions Macao 2022” after supporting the WTT Macao’s debut in the city in 2020. Working closely with the event organizers – the Sports Bureau (MSB) and World Table Tennis and the co-organizer – the Macau Table Tennis General Association, the events marked a significant advance in Macau’s development of sports tourism.

銀娛呈獻：第一屆排球超級盃
Title Sponsoring First Local Volleyball Super Bowl

銀娛致力支持特區政府推動本澳體育發展，積極助力培育本地優秀體育人才。繼先後14年贊助「澳門世界女排大獎賽」及「澳門國際排聯世界女子排球聯賽」等世界級排球賽事，銀娛更冠名贊助本澳排壇首個商業賽事 — 由中國澳門排球總會主辦的「銀娛呈獻：第一屆排球超級盃」，讓澳門精英排球運動員登上更大的競技舞台，為澳門相關賽事注入新動力。



GEG continued to support the Macau SAR Government's directions to promote local sports development and cultivate the city's outstanding sports talents. Following 14 years of support for the world-class volleyball tournaments – FIVB Volleyball World Grand Prix Macao and FIVB Women's Volleyball Nations League Macao, GEG title-sponsored Macau's first commercial volleyball tournament – "GEG Presents: 1st Volleyball Super Bowl." Organized by the Volleyball Association of Macau, the event provided elite local volleyball athletes with a greater platform and paved the way for related tournaments.



2022銀河娛樂澳門國際馬拉松
2022 Galaxy Entertainment Macao International Marathon



銀娛連續19年冠名贊助由體育局及澳門田徑總會主辦的「澳門國際馬拉松」，並在主辦單位的支持下，推出一系列豐富多元的周邊活動，包括再度於「百老匯美食街」舉辦嘉年華活動、繼續贊助「最具創意服裝大獎」，參與所推出的住宿優惠套票，以及提供旗下多間精選餐廳的餐飲優惠等，致力推動體育與旅遊業的聯動發展。在團隊成員的積極支持及參與下，銀娛更連續第18年成功奪得「迷你馬拉松—活力團體盃」。

For 19 consecutive years, GEG has title-sponsored the Macao International Marathon co-organized by MSB and the General Association of Athletics of Macau. With the support of the organizers, GEG rolled out a host of dynamic associated activities, including organizing carnival at Broadway Food Street, sponsoring the popular Most Creative Costume Award, participating in the accommodation packages and launching food and beverage promotions to support the integrated development of the tourism and sports industry. Thanks to the enthusiastic support and participation of team members, GEG received the Mini Marathon Group Trophy for the 18th consecutive year.



再度舉辦馬拉松陪跑計劃
"Run With a Partner" Training Program

銀娛再度與澳門特殊奧運會（「特奧」）合辦「馬拉松陪跑計劃」，由銀娛跑友會的團隊成員擔任陪跑員，助特奧運動員完成半程馬拉松賽事。除了日常訓練外，為提升訓練成效，銀娛特別邀請了第38及40屆「澳門國際馬拉松」之澳門區全馬男子組冠軍陳楷元先生，與銀娛及特奧的成員分享馬拉松訓練要訣。經過數月的練習，最終參與計劃的特奧成員均在「2022銀河娛樂澳門國際馬拉松」成功完成半程馬拉松賽事，更有成員創出其個人最佳紀錄。





GEG once again joined hands with Macau Special Olympics (MSO) to co-launch the "Run With a Partner," a training program in which members of GEG Runner's Club and MSO trained together for the half marathon. To enhance training effectiveness, GEG also invited Mr. Chan Kai Un, Champion in the Macau athletes' category of the 38th and 40th Macao International Marathons, to share his marathon preparation tips with the fellow runners. All the MSO runners were able to complete their half marathon at the 2022 Galaxy Entertainment Macao International Marathon, with some runners achieving their personal best.



2022銀河娛樂澳門國際馬拉松嘉年華
2022 Galaxy Entertainment Macao International Marathon Carnival

「2022銀河娛樂澳門國際馬拉松嘉年華」一連8日在「百老匯美食街」舉辦，涵蓋美食、休閒娛樂、文化藝術及運動保健等多項精彩元素，更新增歷屆獎牌展覽、馬拉松限定紀念品自製體驗以及邀請多間與體育運動相關的中小企設置零售點，讓參賽者、市民大眾及旅客提前投入馬拉松的活力及熾熱氛圍，展現澳門「旅遊＋體育」多元魅力。

The eight-day "2022 Galaxy Entertainment Macao International Marathon Carnival" was held at Broadway Food Street. The carnival featured various elements, including delectable food, leisure and entertainment, culture and arts, and sports and fitness, as well as the innovative medal exhibition, marathon-themed souvenir-crafting experience, and SME retail showcase. The carnival invited marathon participants, the public and tourists to experience the vitality and excitement of the marathon and Macau's "tourism + sports" charm.







共融乒乓同賀國慶佳節
Inclusive Table Tennis Fun Day to Celebrate National Day

銀娛連續第12年冠名贊助由特奧主辦之「銀娛關愛特奧共融乒乓球同樂日」，並再度提供「澳門百老匯™」作為活動場地。活動當日適逢國慶佳節，銀娛乒乓球隊與特奧學員進行共融雙打及新增設的共融團體賽，一起切磋球技，現場氣氛熱鬧。銀娛亦組織多名義工隊成員到場提供協助，讓數百名來自不同特殊學校及社服機構的學員在「澳門百老匯」及「百老匯美食街」的「遊戲體驗區」一同享受乒乓球運動的樂趣。

GEG title-sponsored the Inclusive Table Tennis Fun Day for the 12th consecutive year. Organized by MSO, the event was once again held at Broadway Macau™. Taking place during the National Day holidays, members of the GEG Table Tennis Team and MSO paired up for a newly added team competition. The GEG Volunteer Team helped to host hundreds of members from various special needs schools and social services organizations as they played table tennis and enjoyed the "Game Experience Zone" at Broadway Macau and the Broadway Food Street.







銀河娛樂澳門GT盃
Galaxy Entertainment Macau GT Cup

銀娛冠名贊助「第69屆澳門格蘭披治大賽車」之「銀河娛樂澳門GT盃」，繼冠名贊助「第68屆澳門格蘭披治大賽車」之「銀河娛樂澳門東望洋大賽」，再度支持「澳門格蘭披治大賽車」的舉辦，並協助推動本澳「體育 + 旅遊」的跨界融合。

GEG became the title sponsor of the "Galaxy Entertainment Macau GT Cup" of the 69th Macau Grand Prix after title sponsoring the "Galaxy Entertainment Macau Guia Race" in the 68th Macau Grand Prix. By supporting the organization of the event, GEG again facilitated the integration of "tourism + sports" in Macau.







感言
Quotes



潘永權先生
Mr. Pun Weng Kun

體育局局長
President of MSB

「『2022銀河娛樂澳門國際馬拉松嘉年華』為馬拉松賽事增加了更多不同的元素和亮點，同時充份發揮本澳體育盛事的聯動效應，助力各行業復甦。謹代表賽事組委會感謝銀娛連續19年冠名贊助賽事，以及舉辦多元周邊活動令賽事增添色彩。」

"The '2022 Galaxy Entertainment Macao International Marathon Carnival', with its many added elements and highlights, enriches the marathon and plays an important role in deepening the synergy between sports events and the recovery of different sectors. On behalf of the Organizing Committee of the Macao International Marathon, I wish to thank GEG for title-sponsoring the marathon for 19 consecutive years and organizing dynamic associated activities."

活動花絮
Activity Snapshots





與澳門管理專業協會連續合辦了11年的「銀娛青少年成就計劃」舉辦「堅持夢想的背後」傑出運動員分享會，激發青年人對澳門體育發展的興趣。

The Outstanding Athlete Sharing Session, under the GEG Youth Achievement Program (YAP), which GEG has co-organized with the Macau Management Association (MMA) for 11 consecutive years, encourages local young people to learn more about Macau's sports development.





銀娛分別邀請特奧學員、澳門大學呂志和書院師生與「銀娛青少年成就計劃」學員，以及由團隊成員組成的銀娛乒乓球隊及義工隊觀賞「WTT澳門冠軍賽2022 — 由銀河娛樂集團呈獻」賽事。

GEG invites MSO members, University of Macau (UM) Lui Che Woo College students and YAP members to watch the "WTT Champions Macao 2022 presented by Galaxy Entertainment Group" together with members from the GEG Table Tennis Team and GEG Volunteer Team.





透過「馬拉松陪跑計劃」，銀娛跑友會成員潘浩君先生及關惠平女士再度與特奧成員家浩成為跑道上的搭檔，備戰半程馬拉松賽事。

GEG Runner's Club members Mr. Reno Poon and Ms. Kate Kuan partner with MSO member Mr. Ka Hou on the track in the "Run With a Partner" training program.

「銀河藝萃」持續舉辦文化藝術展覽
Fascinating Cultural and Art Exhibitions at GalaxyArt

銀娛基金會透過非營利藝文空間「銀河藝萃」於2022年先後推出【竹藝飛躍】及【5 a.m.】油畫展覽，分別向公眾展示多件由香港藝術家杜煥先生精心鑽研及打造的竹紮工藝作品；以及本澳藝術家袁偉業先生描繪對澳門生活點滴所創作的作品。兩項展覽均免費對外開放及提供導賞服務，並舉辦兒童手作坊等延伸活動，以及為本澳多間學校舉辦導賞團等。

In 2022, the GEG Foundation presented the exhibition "THE ART OF BAMBOO: from Qilin to Contemporary Art" and the oil painting exhibition "5 a.m." at the non-profit arts space GalaxyArt. Exquisite bamboo artwork by Hong Kong artist Mr. Louis To and paintings by Macau artist Mr. Yuen Wai Ip were featured respectively. The exhibitions were free to the public, with docent-led tours available. Workshops for children and guided tours for various local schools were also organized.









銀娛GEG hush! kids舞台
GEG hush! kids stage

銀娛連續6年支持由文化局舉辦的「hush! 音樂會」。由銀娛全力支持的銀娛GEG hush! Kids舞台及遊樂專區，首次在黑沙公園的大草坡上設置舞台，呈獻多個由兒童及青少年組成的樂隊及音樂劇演出，並設有舞台遊戲互動及兒童音樂攤位，教授兒童簡單的樂器彈奏及製作音樂主題飾品，讓其感受音樂的歡樂氣氛。

For six years, GEG has supported the hush! Concerts organized by the Cultural Affairs Bureau (ICM). The first-ever "GEG hush! Kids" was set up on the grass slope at Hac Sa Park, providing a stage and a children's recreation area for the public to enjoy performances by child and teenage musicians. Interactive games and children's musical entertainment booths were also onsite.







連續第二年成為澳門中樂團「特約藝術夥伴」
Second Consecutive Year as MCO's Special Arts Patron



銀娛基金會透過「銀娛中樂推廣計劃」，連續第二年成為澳門中樂團的年度「特約藝術夥伴」，支持本樂季的3場音樂會於「澳門百老匯™」之「百老匯舞台」舉行，包括情人節音樂會《情約一天》、《影視好聲音3》及親子音樂劇場《中樂魔法棒》；亦首次與澳門青年中樂團合作，舉行《中樂知多少》導賞音樂會。當中，銀娛及銀娛基金會特意邀請本地社會團體、中小學師生以及團隊成員與其子女欣賞音樂會，藉此支持中樂在澳門社區的傳承及發展。



Through the GEG Chinese Music Promotion Scheme, the GEG Foundation was Special Arts Patron of the Macao Chinese Orchestra (MCO) for the second consecutive year. In this season, three MCO concerts were presented at Broadway Theater of Broadway Macau™, the Valentine's Day concert "A Romantic Date," "Enchanting Tunes from the Screen 3" and the family musical theatre concert "Musical Magic Wand." Furthermore, the GEG Foundation, in its first-time collaboration with the Macao Youth Chinese Orchestra, presented the concert "Chinese Music 101," which was aimed at young people. Members of local community groups, teachers and students from local schools, and GEG team members and their children were invited to these concerts aimed at promoting Chinese music and traditional Chinese culture in the Macau community.



銀娛場地夥伴先導計劃
Promoting Cultural and Arts Exchanges through the GEG Venue Partnership Pilot Program

銀娛透過「銀娛場地夥伴先導計劃」，繼續積極支持不同團體舉辦文藝活動，並從中提供軟硬件的專業支援，冀創造更多表演及交流機會。今年銀娛為多項活動提供場地支持，當中包括澳門自閉症協會主辦的流體藝術畫展及體驗工作坊、戒煙保健會舉辦的「第38屆青少年學生無煙無毒繪畫比賽2022」頒獎典禮、澳門婦女聯合總會舉辦的「愛國歌曲演唱比賽」、「第七屆小小模特時裝秀」及晨曦兒童音樂藝術教育中心舉辦的兒童音樂劇《The Greatest Dream》等。



Through the GEG Venue Partnership Pilot Program, GEG continued to offer dedicated support and technical aid to various social service organizations hosting cultural and arts activities, performances, and exchanges. This year, GEG provided venue support for the fluid painting exhibition and workshops, organized by the Macau Autism Association (MAA); the "38th Youth Student Smoke-Free and Toxic-Free Painting Competition 2022", organized by the Smoking Abstention and Good Health Association; the "Patriotic Song Singing Competition" and the "7th Little Model Fashion Show", both organized by the Women's General Association of Macau; the children's musical "Greatest Dream," organized by Jelly's Musikgarten; and others.



連續第二年贊助舉辦「字母和它的朋友們」親子文學與文化節
Supporting the Alphabets & Friends Literary and Cultural Festival for 2nd Consecutive Year







銀娛基金會透過「銀娛文化學術基金」，連續第二年贊助東方葡萄牙學會舉辦「字母和它的朋友們」親子文學與文化節，呈獻一系列以「海」為題的精彩活動，包括向本澳多所中小學校圖書館贈送中葡雙語叢書，助力培養學生學習葡語及了解葡語文化的興趣；舉辦《零廢棄》環保勞作展覽、創意寫作工作坊及字母書展等，旨在於本地社區推廣葡語學習，促進澳門社群與葡語國家的人文交流，同時宣揚環境保護的訊息。

Through its GEG Cultural & Academic Fund, the GEG Foundation supported the literary and cultural festival "Alphabets & Friends." This was the second consecutive year the Foundation has funded this festival, hosted by the Portuguese Institute of the Orient (IPOR). With a sea-based theme, the festival encompassed a host of intriguing events. A set of Portuguese-Chinese publications were provided to local primary and secondary schools to motivate students' interest in Portuguese language and culture. In addition, the "Zero Waste" exhibition, along with creative writing workshops, and the "Alphabet Book Fair", promoted cultural exchange between the local community and Portuguese-speaking countries while amplifying important messages about protecting the planet.



攜手推動澳門文化遺產傳承
Promoting Macau's Cultural Heritage



由澳門城市大學澳門世界記憶學術中心與澳門文獻信息學會合辦、銀娛協辦的「澳門文獻申報世界記憶名錄現狀與發展」座談會及「古典今耀—功德林文獻遺產與女性地位國際學術研討會」分別於澳門城市大學何賢會議中心舉行。在研討會上，主辦方舉行功德林文獻遺產宣傳片首播剪綵，該宣傳片由銀娛資助制作，以青年人視角宣傳廟宇歷史和文獻史料，藉此支持功德林文獻申報列入聯合國教科文組織的國際級《世界記憶名錄》，推動社會對女性地位的討論。

GEG co-organized an event highlighting Macau's cultural heritage in collaboration with the Memory of the World Knowledge Center at the City University of Macau and the Macau Documentation and Information Society. The seminar "The Current Situation and Development of Macau's Documentary Heritage Application to the Memory of the World Register" and the conference "Shining Rare Collection: International Conference on Women's Empowerment and Documentary Heritage of Kong Tac Lam Temple" were held at the Ho Yin Convention Center. A ribbon-cutting ceremony was held at the seminar for the premiere of a documentary film sponsored by GEG on the production, and aimed at promoting the history of the Kong Tac Lam Temple from the perspective of young people. It is hoped that by supporting the application of Kong Tac Lam's documentary heritage for the UNESCO "Memory of the World International Register," GEG can help raise awareness on the status of women and encourage young people to participate in national cultural projects.

感言
Quotes



聶欣雅女士
Ms. Patricia Ribeiro
東方葡萄牙學會理事
Member of the Board of IPOR

「銀娛基金會是『字母和它的朋友們』親子文學與文化節的重要合作夥伴，其對活動的大力支持，助力我們能夠更廣泛地向本地社區推廣葡語文化，同時提升本澳青少年對閱讀及文化的興趣。」

"With the strong and active support of the GEG Foundation, our important partner on the 'Alphabets & Friends' literary and cultural festival, we were able to promote and integrate Portuguese culture into the Macau community and elevate the interest of local youngsters in reading about and studying Portuguese culture."



歐雯瑛女士
Ms. Jelly Au
晨曦兒童音樂藝術教育中心校長
Principal of Jelly's Musikgarten

「感謝銀娛透過『銀娛場地夥伴先導計劃』，為 The Greatest Dream 兒童音樂劇提供『百老匯舞台』作為表演場地，以及其他技術支援，讓參與兒童能夠在專業舞台上展示才能。」

"We would like to thank GEG for their venue offering through the GEG Venue Partnership Pilot Program, and for Broadway Theater's technical support for 'The Greatest Dream' children's musical, so that participants can perform and shine on a professional stage."

活動花絮
Activity Snapshots





銀娛基金會自2016年推行的「語文童樂：銀娛讀寫支援及研究計劃」，於2022年為5間參與計劃學校的近80名幼稚園老師提供4個單元、合共36小時的培訓課程。

The GEG Chinese Literacy Development Scheme launched by the GEG Foundation since 2016, carries out a 36-hour, four-module training for nearly 80 kindergarten teachers from five participating seed schools in 2022.





銀娛支持文化局舉辦第四屆「相約澳門—中葡文化藝術節」之「中國與葡語國家電影展」的開幕電影於「銀河影院」放映。

GEG provides Galaxy Cinemas for the opening film of China and Portuguese-speaking Countries Film Festival, as part of ICM's "Encounter in Macao - Arts and Cultural Festival Between China and Portuguese-speaking Countries."



銀娛成為由旅遊局主辦的「幻彩耀濠江」光影表演活動之合作單位之一，呈獻一系列精彩奪目的燈光秀。

GEG presents a series of dazzling light shows at the annual drone show "Light Up Macao 2022" organized by the Macao Government Tourism Office (MGTO).





透過「銀娛場地夥伴先導計劃」支持婦聯舉辦「第七屆小小模特時裝秀」，為潛能無限的小小模特兒提供展現風采的平台。

The GEG Venue Partnership Pilot Program supports the "7th Little Models Fashion Show" hosted by the Women's General Association of Macau and offering a platform for enthusiastic young models to showcase their talents.

中國無人機校園科普活動
Popular Science Activities in Schools on Chinese Drones

銀娛自2019年起冠名贊助「中國無人機校園科普活動」，向30所本地學校學生推廣國家無人機飛行技術的發展及應用。今年，銀娛到訪嘉諾撒聖心英文中學、聖若瑟教區中學第五校及培正中學等舉行講座，深入介紹無人機飛行技術，結合多場精彩的表演片段及試飛無人機體驗等活動，得到一眾師生的熱烈迴響。此外，銀娛作為「2022翱遊澳門無人機表演盛會」的合作夥伴，在教育及青年發展局的支持下，亦特意安排培正中學的學生代表及「銀娛青少年成就計劃」學員到表演盛會現場實地考察，進一步加深其對無人機戶外飛行及編隊技術的認識。



Since 2019, GEG has title-sponsored the Popular Science Activities in Schools on Chinese Drones and has promoted drone technology and its applications in 30 of Macau's local schools. This year, GEG held promotional activities at the Sacred Heart Canossian College English Section, Colégio Diocesano de São José, Cinta Escola and Pui Ching Middle School Macau, enabling teachers and students to gain an in-depth understanding of drone technology by watching videos of the drone light show and experiencing drones under the guidance of technicians. In addition, as a partner in "Light Up Macao Drone Gala 2022" and with the support of the Education and Youth Development Bureau (DSEDJ), GEG arranged for students from Pui Ching Middle School Macau and members of the GEG Youth Achievement Program (YAP) to visit the site and learn about drone operation.





奧運冠軍與澳門青年分享會
Olympic Table Tennis Champions Meet Local Young People



為提升本澳青年人對國家體育事業發展的認識，銀娛悉心安排7名國家奧運金牌得主：馬龍、樊振東、許昕、劉詩雯、陳夢、王曼昱、孫穎莎，在參加「WTT澳門冠軍賽2021中國之星 — 由銀河娛樂集團呈獻」前，於「奧運冠軍與澳門青年分享會」上向本澳青年分享備戰經驗及心路歷程，藉此鼓勵年輕一代努力為夢想奮鬥，樹立正面人生觀。



Prior to "WTT Champions Macao 2021 China Stars presented by Galaxy Entertainment Group," GEG invited seven Olympic gold medalists to talk to local young people about their experiences and preparations for the competitions. Table tennis champions, Ma Long, Fan Zhendong, Xu Xin, Liu Shiwen, Chen Meng, Wang Manyu and Sun Yingsha inspired their audience to pursue their dreams and cultivate positive values.

銀娛澳門盃—第14屆青少年國情知識競賽
GEG Macau Cup – 14th Youth National Education Competition

銀娛連續14年冠名贊助「銀娛澳門盃 — 青少年國情知識競賽」，今屆活動以「弘揚體育精神　振奮中國力量」為題，合共吸引近30所學校、超過10,000名學生踴躍參與，創歷屆新高，冀讓參賽學生了解國家體育事業發展的輝煌成就。此外，銀娛亦舉辦「國情．傳承」系列之「青春的力量，青春的湧動！」慶祝共青團成立100周年主題講座，邀請中央社會主義學院副教授王江燕女士以及原解放軍藝術學院副教授徐青先生分別以線上及線下方式，向逾200名中學師生、本地大學生代表、銀娛團隊成員以及「銀娛青少年成就計劃」學員分享新時代青年的責任及使命。

For 14 consecutive years, GEG has title-sponsored the GEG Macau Cup – Youth National Education Competition. Cultivating local students' knowledge of China's sports achievements and its athletes' sportsmanship, this year's competition set a new record, with more than 10,000 students from nearly 30 schools participating. In addition, GEG organized an extended seminar under the GEG National Education Series, inviting Ms. Wang Jiangyan, associate professor of the Central Institute of Socialism; and Mr. Xu Qing, former associate professor of the People's Liberation Army, to share their insights into the mission and roles of Chinese youth in the new era. Over 200 students from local secondary schools, along with representatives from universities, GEG team members and YAP members, attended.







銀娛青少年成就計劃
GEG Youth Achievement Program



自2011年起，銀娛連續11年聯同澳門管理專業協會合辦「銀娛青少年成就計劃」，至今已為超過3,000名18至29歲本地青少年提供豐富活動及培訓機會。第11屆「成就計劃」以大健康及科技創新為主題，舉辦各類型工作坊及活動，包括「澳門企業考察體驗團」之「澳門 Sandbox VR及電競培訓基地項目體驗」及「趣眼釀酒廠」等；亦組織學員參觀「全民國家安全教育展」與銀娛「國情．傳承」系列之「慶祝中國共產主義青年團成立100周年主題講座」，以及一系列由銀娛組織的社區及義務工作活動，藉此助力本地青少年的全面發展，為社會培養未來棟樑。

Since 2011, GEG has co-organized the YAP with MMA, providing training and career enhancement to over 3,000 participants aged 18 to 29. Centered on "big health and technology," the 11th YAP aimed at fostering participants' comprehensive development and cultivating future talent through a variety of workshops and activities. These included visits to the Macau Sandbox VR Experience at the Macau E-sports Training Center and to the Funny Eye Brewery. Participants also visited the National Security Education Exhibition, participated in the "GEG National Education Series: Seminar on the 100th Anniversary of the Communist Youth League of China" and took part in a series of community activities organized by GEG.

第七屆旅遊教育學生峰會
The 7th Tourism Education Student Summit

銀娛與澳門旅遊學院合辦「第七屆旅遊教育學生峰會」，為該學院47名應屆的傑出理學士畢業生，提供與業界交流互動的平台，共同探討澳門與大灣區旅遊與酒店業的未來發展趨勢。

GEG and the Macao Institute for Tourism Studies (IFTM) joined hands to host the "7th Tourism Education Student Summit." IFTM's top 47 graduating BSc students met with industry experts to discuss the development of the tourism and hospitality industries in Macau and the Greater Bay Area.





為本地大學生安排「宅度假」學習體驗
Providing Staycation Learning Experience for Undergraduate Students







澳門旅遊學院一行22名師生到訪「澳門銀河™」，體驗為期兩天的「Staycation宅度假」學習之旅，包括安排其參觀「澳門銀河」的公共及後勤區域的各項設施，以增進其對大型綜合度假城營運的認識。銀娛團隊成員亦與一眾師生分享酒店業生涯的點滴，冀讓本地學生了解更多關於投身行業的實用資訊，助其做好職涯規劃的準備。

The 22 lecturers and students from the IFTM visited Galaxy Macau™ for a two-day staycation in which to gain first-hand experience of the operations of an integrated resort, including through a back-of-house tour. At a sharing session, GEG team members discussed roles, challenges and insights related to the hotel industry, helping participants plan their future career.

為教育興澳深耕細作
Planting Seeds for Our Homegrown Talents

銀娛繼續以務實行動獎勵有卓越表現的莘莘學子，派出代表走訪多個校園，為有需要的學生提供學費補助。未來，銀娛將一如既往積極支持培養本澳人才，並凝聚社會各界的力量，助力促進本澳青少年的全面發展。

GEG continued to join various tertiary institutions in Macau in recognizing the outstanding achievements of students and providing financial support to those in need through a number of scholarship and fellowship programs. In the future, GEG will continue to work with the community to cultivate Macau's young talents and support their holistic development.









為本澳大學生舉辦參訪團及專題講座
Organizing Lectures and Property Tours for Local University Students





銀娛持續與學術界保持緊密合作，今年為本地4所大學逾400名學生舉辦不同的專題講座，內容涵蓋企業文化、澳門餐飲業發展及會展業的趨勢與挑戰等；並安排學生參訪「澳門銀河™」，為本地青少年提供不同的知識分享平台。

This year, GEG again worked closely with academic institutions to arrange lectures covering corporate culture, the development of Macau's food and beverage industry, and the trends and challenges in Macau's MICE industry. Over 400 students from four local universities participated in the lectures, and property tours at Galaxy Macau™ were also organized. Through the activities, GEG hoped to provide knowledge sharing platforms for the young generation.

感言
Quotes



「十分感謝銀娛對我學業上努力的肯定，給予我獎學金激勵我繼續努力學習。在銀娛為期半年的實習旅程，不但深化了我對本地大型綜合度假城營運的認識，更累積了不少工作經驗及人脈，對個人發展及提升競爭力有莫大助益，同時也很感激工作中遇到的所有同事對我的關懷與幫助。」

"I am very grateful to GEG for recognizing my academic performance and providing a scholarship to encourage me to continue my studies diligently. The half-year internship not only deepens my understanding of the operation of large-scale integrated resorts, it also equips me with abundant working experience and connections, which are beneficial to my personal development and competitiveness. Meanwhile, I am also very grateful to all my colleagues at work for their sincere care and help."

譚瑋璇小姐
Ms. Angel Tan

銀河娛樂集團獎學金受益人及銀娛實習生
Galaxy Entertainment Group Scholarship Recipient and GEG Intern

活動花絮
Activity Snapshots



與澳門大學工商管理學院合辦就業資訊日，為超過100名準畢業生介紹大型綜合休閒度假產業的相關就業資訊及求職準備。

GEG joins hands with UM's Faculty of Business Administration to organize a career fair and offer career advice to more than 100 university graduates.



星際酒店為澳門大學呂志和書院院生安排咖啡師培訓，增進其餐飲營運知識。

StarWorld Hotel organizes barista trainings for students from UM's Lui Che Woo College to provide hands-on coffee making experience and operational knowledge.





安排「成就計劃」學員參訪澳門首個手工啤酒廠 —「趣眼釀酒廠」，學習創業和中小企經營技巧。

GEG invites YAP members for a visit to the Funny Eye Brewery, the first craft brewery in Macau, to learn about start-up and SME management.



向「成就計劃」學員介紹銀娛企業社會責任的理念、方針及實踐，助其認識大型綜合度假城企業的社會責任工作。

GEG introduces its fulfillment of corporate social responsibility to YAP participants, enabling them to gain a more in-depth understanding of the philosophy and implementation of corporate social responsibility by large-scale integrated resort operators.



銀娛全力支持澳門大學舉辦首屆旅遊研究前沿年度論壇，藉此鼓勵本澳與內地學子就「旅遊＋」相關議題作深入學術研究與交流。

GEG fully supports UM in organizing the Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium to encourage academic research and exchange on "tourism +" topics among students of Macau and the Mainland.

「構建可持續未來：後疫情時代的大灣區創新與展望」論壇
"Building a Sustainable Future: Post-pandemic Life in The Greater Bay Area and Beyond" Forum

銀娛董事程裕昇先生出席由澳門科技大學主辦「構建可持續未來：後疫情時代的大灣區創新與展望」論壇，與多位學者及業界代表在現場及線上互動及交流意見，探討企業與社區之間共同構建可持續未來及推動經濟多元發展的機遇。

Mr. Philip Cheng, Director of GEG, attended a forum organized by the Macau University of Science and Technology (MUST) where he discussed "Building a Sustainable Future: Post-pandemic Life in The Greater Bay Area and Beyond" with scholars and industry leaders. Participants shared thoughts on how corporations and communities can work together to achieve a sustainable future and economic diversification.



「澳門銀河」及澳門大倉酒店分別獲專業機構頒發環保認證及獎項
Galaxy Macau and Hotel Okura Macau Receive Green Certifications and Awards



澳門大倉酒店分別榮獲 Green Key 綠色鑰匙國際環保（酒店）認證及EarthCheck基準銀徽認證，成為繼「銀河酒店™」後，銀娛旗下再有酒店品牌同時獲頒此兩項綠色殊榮；而「澳門銀河™」第二期亦獲大灣區碳中和協會頒發「大灣區低碳建築TOP100大獎」，被列為100幢大灣區具代表性的低碳建築之一，充份印證銀娛推動環保及可持續發展工作，深受相關權威機構肯定。銀娛一直恪守環保及可持續發展承諾，更是全澳獲得最多EarthCheck認證的綜合度假城營運商，致力推動澳門綠色城市發展。

Hotel Okura Macau received both the Green Key Certification and EarthCheck Silver Certification, becoming the second of GEG's hotel brands to obtain both accreditations, following Galaxy Hotel™. Meanwhile, Phase II of Galaxy Macau™ received a GBA Low Carbon Buildings Top 100 Award from the GBA Carbon Neutrality Association, making it one of the 100 representative low carbon buildings in the Greater Bay Area. These accolades from reputable international bodies reaffirm GEG's efforts in environmental protection and sustainable development. GEG has honored its pledge to promote environmental protection and contribute to Macau's sustainable development by becoming the integrated resort operator with the most EarthCheck certifications in Macau.



向灣區青年介紹綜合度假城可持續發展措施
Presenting Sustainability Measures in Integrated Resorts to GBA Youth

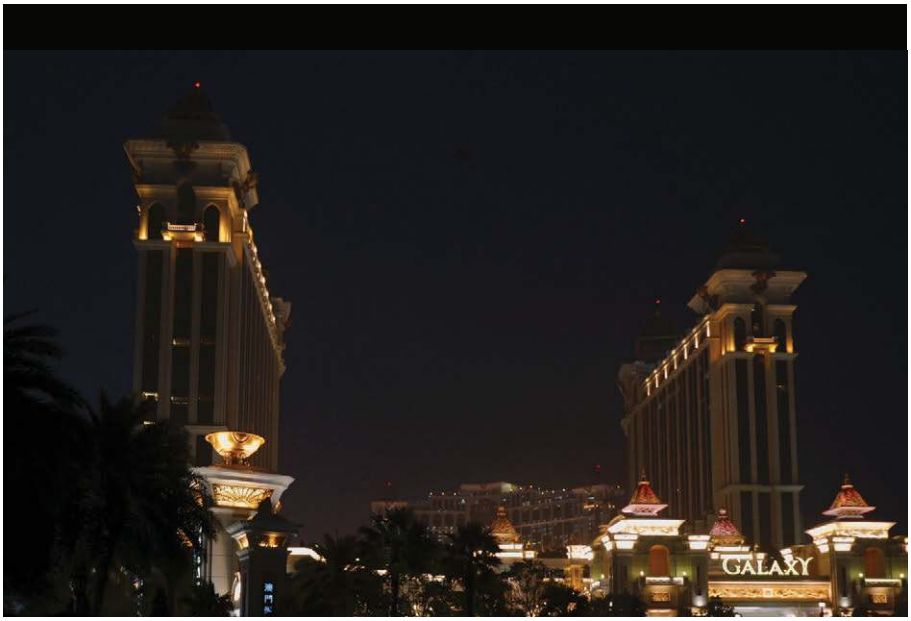
約50名來自澳門管理學院及五邑大學設施管理專業的師生到訪「澳門銀河™」。在銀娛設施管理團隊成員的安排下，一眾師生參觀了「天浪淘園」、「運財銀鑽」及「水晶蓮花」等多個設施及表演裝置，並了解當中最新的節能減碳管理模式，以及各項保護環境及推動可持續發展的節能措施。此外，銀娛團隊成員亦向一眾師生分享職業安全健康的重要性，並一起學習健體操，共同實踐綠色健康生活。



Approximately 50 teachers and students studying facilities management at the Macau Institute of Management and the Wuyi University visited Galaxy Macau™. Accompanied by team members from GEG's Facilities Management Department, the delegates were shown Galaxy Macau's Grand Resort Deck, Diamond Show and Crystal Lobby Show to study GEG's energy-saving strategies and other sustainability initiatives. The tour also highlighted the importance of workplace health and safety. Delegates engaged in a discussion designed to inspire them to embrace green and healthy lifestyle through regular exercises.



地球一小時節能活動
Committing to Energy Conservation Through Earth Hour





銀娛連續14年響應環境保護局的提倡，支持全球性的環保節能活動「地球一小時2022」，於每月首個周二晚上關閉旗下物業外牆的照明設施一小時，以減輕對環境的影響，並喚起大眾的環保意識。

GEG supported the advocacy work of the Environmental Protection Bureau (DSPA) by participating in the global Earth Hour for the 14th consecutive year and switching off the façade lighting at all the properties on the first Tuesday of each month to reduce environmental impact and arouse public awareness.

奠定可持續發展的基石
Laying the Foundation for Sustainable Development

銀娛組織旗下義工隊成員及其子女前往參觀由環境保護局主辦、綠色未來協助營運的環保加 Fun 站（望廈站），透過塑料瓶回收工作坊體驗正確的資源分類，學習「源頭減廢、資源回收」的重要性；並在該會會長的帶領下，參觀澳門扶康會的喜悅市場、望廈山市政公園、澳門本地回收店及裸買店等，深入了解澳門環保事業的現況。此外，銀娛亦連續第 3 年響應環境保護局的號召，將「膠袋收費」所得款項全數捐贈予綠色未來以支持該社企推動社區環保服務。

GEG invited members of the GEG Volunteer Team and their children for a visit to the Recycle FUN station in Mong Ha, which was organized by DSPA and operated by Green Future Macau. Participants took part in a plastic recycling workshop and learned about the importance of waste reduction and recycling. Led by the President of Green Future Macau, they visited the Happy Market of Fuhong Society of Macau (Fuhong), the Mong Ha Hill Municipal Park, and the local recycling station and zero-waste shop. Participants gained important knowledge about environmental protection and Macau's recycling industry. GEG has also donated all plastic bag proceeds to Green Future Macau for three consecutive years in support of the organization's environmental services.





銀娛節能環保月
GEG Energy & Environmental Conservation Month





為加強團隊成員的環保節能知識，銀娛連續7年為團隊成員舉辦以節能環保為主題的活動，更於近年特意把活動拓展至為期一個月。今年的「節能環保月」涵蓋「『獎』握綠色資訊問答遊戲」、「可持續生活理念創意比賽」、「回收設施導賞活動」以及「冬季『救』衣送暖活動」等精彩活動，以多元方式倡導團隊成員樹立節能環保、低碳減排的綠色生活理念，深化其環保知識 。

To enhance team members' energy conservation and environmental awareness, GEG has organized activities under related themes for seven consecutive years. In recent years, the duration of these campaigns was extended to a full month. This year's activities included the "Green Quiz", "Creative Sustainable Lifestyle Idea Competition", "Recycling Facility Tours" and "Winter Clothing Donation" drive. The entire "Energy and Environmental Conservation Month" promoted low-energy and low-carbon lifestyle habits in the hope of inspiring team members to take concrete actions to support Macau's development as a livable green city and top tourism destination.

感言
Quotes



楊海迪女士
Ms. Maria Iong

銀娛設施及建築優化高級經理
Senior Manager of Facilities Quality Management of GEG

「參加『澳門紅樹林生態系統』講座後，我認識了紅樹林的概念及其生態價值，還了解到本地紅樹林的最新狀況。天然紅樹林可以作為適應和緩解氣候變化的自然解決方案，非常值得我們關注。」

"After attending the talk on Macau's mangroves, I better understood the concept of mangroves and their ecological value and the current condition of local mangroves. Natural mangroves deserve our attention as they are a nature-based solution for climate change adaptation and mitigation."



梁嘉鳴先生
Mr. Peter Leong

銀娛設施持續改進助理經理
Assistant Manager of Continuous Improvement of Sustainability and Technical Services of GEG

「參加了『2022銀娛節能環保月』的『電子及電器設備回收設施導賞活動』，有機會親身到回收處理場了解各式舊家電的回收過程和後續處理工作，讓我可以更清晰地向家人及朋友推廣電子廢物回收，一起減少資源浪費。」

"During the 'GEG Energy Conservation and Environmental Conservation Month 2022,' I participated in the Electronic and Electrical Equipment Recycling Facility Tour and had the opportunity to visit the e-waste recycling site to learn about the recycling process and subsequent processing of various household appliances. It allowed me to promote e-waste recycling to my family and friends more clearly so that we can reduce the waste of resources together."





全力支持「2022澳門國際環保合作發展論壇及展覽」，並獲大會頒發「環保展台嘉許獎」。

GEG fully supports the "Macao International Environmental Co-operation Forum & Exhibition 2022" and receives a Green Booth award for its environmental efforts.



與低碳綠色酒店發展聯盟合作，透過本地節目《澳門人．澳門事》推廣銀娛各項環保舉措，共同構建低碳綠色未來。

GEG collaborates with the Low Carbon Green Hotel Development Alliance to promote GEG's green initiatives through the local program "Our People, Our Life."



「澳門百老匯™」於「澳門知慳惜電活動2022」獲得酒店B組優異獎及酒店組持續節能獎，並派出銀娛代表於頒獎儀式上分享各項節能減碳措施。

Broadway Macau™ receives the Excellence Award of Hotel Group B and the Continuous Energy Saving Award of Hotel Group of the "Macau Energy Saving Activity 2022," where GEG representatives also share GEG's various energy-saving and carbon-reduction measures at the award ceremony.


11.2.2022
情約一天
《情約一天》
情人節音樂會



傳遞愛心與關懷
Spreading Love and Care

銀娛積極踐行對社區的承諾與關懷，多年來與本澳不同慈善組織及社會服務機構保持緊密合作，持續為社會上有需要之人士提供適切援助。此外，銀娛透過旗下義工隊，鼓勵團隊成員身體力行參與各項社區及公益事務；亦繼續透過銀娛的企業社會責任團隊及銀娛基金會推出及支持不同的計劃，關顧社會各階層以至下一代。

Over the years, GEG has been working closely with different charities and social service organizations in Macau to provide aid to people in need, in hopes of extending its care and commitment to society. In addition, GEG encourages its team members to participate in social affairs and charitable causes through the GEG Volunteer Team, and the GEG Foundation organizes a variety of programs to support local communities and the next generation.

多元舉措持續為社區疫情防控貢獻力量
Diverse Efforts to Support Pandemic Prevention and Control

銀娛一直全力配合特區政府的防疫抗疫指引及政策，持續為社區的疫情防控工作貢獻力量。2022年一系列的相關工作包括：安排約500名銀娛義工協助多輪全民核酸檢測，分別於奧林匹克體育中心、塔石體育館、及望廈體育館的核酸檢測站及關愛專站協助指引、分流及解答查詢，為長者、兒童及有需要之人士提供適切援助；並組織超過50名義工到祐漢公園，全力支持由衛生局、社會工作局聯同澳門街坊會聯合總會安排的流動疫苗接種車，為有需要人士提供便利的新冠疫苗接種服務。

GEG co-operated with the Macau SAR Government's pandemic prevention and control guidelines and contributed to related community work. In 2022, close to 500 members of the GEG Volunteer Team provided assistance to the elderly, children and others in need during the citywide NAT drives held at the general public sampling station and caring stations at the Olympic Sports Centre, Tap Seac Multisport Pavilion, and Mong-Ha Sports Center. More than 50 GEG volunteers supported the mobile vaccination vehicle at Iao Han Market Park, which was arranged by the Health Bureau (SSM), the Social Welfare Bureau (IAS) and the General Union of Neighborhood Associations of Macau (UGAMM).







新春期間為長者安排連串活動
Sharing Festive Joy With the Elderly Through Different Activities







新春期間，銀娛先後為澳門街坊會聯合總會轄下澳門「平安通」呼援服務中心服務使用者的獨居及雙老長者家庭安排連串活動，包括邀請長者於歲末逛「澳門銀河™」舉辦之年宵喜市，又組織旗下義工隊探訪長者家庭並送上新春福袋，傳遞愛心與關懷外，亦宣揚敬老愛老的中國傳統美德。

During Chinese New Year, GEG arranged a host of activities for elderly people living alone and for members and families of elderly doubletons of UGAMM's Peng On Tung Tele-assistance Services Centre (Peng On Tung). The service users were invited to visit the Chinese New Year Market held at Galaxy Macau™. In addition, GEG volunteers visited elderly residents at their homes to deliver festive gifts and spread warmth, care and respect to Macau's elderly community.

連續10年捐助仁慈堂社服店
Donating to Macau Holy House of Mercy for 10th Consecutive Year

銀娛連續第10年向澳門仁慈堂社服店捐贈澳門幣30萬元，以支持其運作及食物籃派發活動；而銀娛義工隊及「銀娛青少年成就計劃」學員亦身體力行，向370多戶基層家庭代表派發食物籃，展現對社區的關懷。

GEG provided financial support to the Macau Holy House of Mercy for the 10th consecutive year. Our donation of MOP300,000 has been providing care and relief to families in need. In addition, GEG volunteers and members of the GEG Youth Achievement Program worked hand-in-hand to distribute food hampers to over 370 underprivileged families.







銀娛連續第7年獨家冠名贊助「關愛社區大行動」
Sole Sponsor of Community Caring Program for the 7th Consecutive Year



銀娛連續第7年獨家冠名贊助由澳門「平安通」呼援服務中心與街坊總會望廈社區中心主辦的「銀娛關愛社區大行動 — 睦鄰『愛．傳遞』」系列活動，活動內容多元豐富，涵蓋講座、外展服務以及教育培訓等，其中一連6場的社區教育講座活動吸引合共300名本地市民及逾30名銀娛義工隊成員踴躍參與。今年銀娛亦向澳門街坊會聯合總會平安通慈善基金捐贈澳門幣20萬元，以資助社區上有需要人士使用其服務。

"The Good Neighborhood - Spread the Love Volunteer Training Series", part of "GEG Caring Community Action 2022," was organized by Peng On Tung and the Mong-Ha Community Center and sponsored by GEG for the 7th consecutive year. The training series consisted of seminars, outreach events and educational activities. A total of 300 Macau residents, including 30 members of the GEG Volunteer Team, participated in the six community education lectures. GEG presented a cheque for MOP200,000 to the UGAMM Peng On Tung Charity Foundation to support services for people in need.



第53屆明愛慈善園遊會
53rd Caritas Macau Charity Bazaar

銀娛向澳門明愛捐贈澳門幣20萬元善款，以支持其繼續開展各項社區服務及舉辦第53屆明愛慈善園遊會，同時亦組織近50名銀娛義工隊成員參與一連兩日在園遊會上所設置的有獎攤位遊戲，身體力行為澳門明愛籌集善款。

GEG donated MOP200,000 to Caritas Macau in support of its community services. Meanwhile, nearly 50 members of the GEG Volunteer Team supported the two-day 53rd Charity Bazaar, hosting a game booth to raise funds for Caritas Macau's charitable causes.







支持殘疾人士工作發展
Support Career Development of the Underprivileged







銀娛向澳門扶康會（「扶康會」）捐贈澳門幣10萬元善款，用作購買由其服務使用者製作的「靜心遊夢系列枕袋」，以表達對殘疾人士工作發展的支持，當中，所購買的枕袋更全數捐贈予本澳多間院舍，冀從中支持營造友善及互助的社區環境，推動傷健共融。此外，為向有需要人士送上中秋祝福，銀娛亦籌辦「福滿金秋　愛滿銀娛」系列送暖活動，購買超過500份由扶康會與本地老字號品牌馬鴻記餅家合作推出的「福滿金秋」慈善月餅禮盒，由銀娛義工隊親身把禮盒派送至朗程軒、怡樂軒等多個院舍及中心，向社區上有需要人士傳遞愛心與關懷；並安排銀娛義工隊成員及其子女到訪扶康會的禮盒包裝工場，與其服務使用者一同製作創意手工燈籠，分享中國傳統節慶的歡樂。

GEG donated MOP100,000 to Fuhong for the purchase of the Meditation and Dream Series Pillowcases and to support the employment of their service users. The colorful pillowcases were presented to multiple community establishments, thereby creating a friendly and caring environment in the community and promoting social inclusion. In addition, GEG purchased over 500 charitable mooncake gift sets made and packaged by Fuhong in collaboration with the traditional local brand Pastelaria Ma Hong Kei. Members of the GEG Volunteer Team hand-delivered the mooncake gift sets to Long Cheng Centre, Yee Lok Center and other locations for an early celebration of the Mid-Autumn Festival. GEG also invited its volunteers and their children to visit Fuhong's Pou Choi Centre and Pou Lei Centre, where they enjoyed a lantern-making workshop with Fuhong's service users.

「感」愛同行共融創意藝術計劃
"Empathy in Action" Inclusive Creative Arts Project

銀娛繼續推行「『感』愛同行共融創意藝術計劃」，分別與澳門聽障人士協進會及澳門聾人協會合辦聽力關懷工作坊，透過讀唇、手語及表情交流，與其會員一起創作繩結花藝和手語石蠟手模。另外，亦邀請澳門聽障人士協進會及澳門唐心兒協會的會員家庭參與「銀河藝萃」舉辦的【竹藝飛躍】展覽延伸活動—「竹紮小夜燈」工作坊，冀透過文化藝術創作，加深團體成員與有不同特殊需要群體之連結，傳遞關懷及共融的精神。



GEG continued its "Empathy in Action" inclusive creative arts projects and organized workshops with the Macau Deaf Association (MDA) and the Macau Association of the Hearing Impaired (MAHI). Communicating through lip reading and body language, GEG volunteers joined the associations' members in creating a macramé floral arrangement and sign-language plaster cast. GEG also invited members and family members of MAHI and the Macau Down Syndrome Association to a lamp-making workshop at "THE ART OF BAMBOO: from Qilin to Contemporary Art" exhibition at GalaxyArt, in hopes of deepening the connection between different communities and promoting social inclusion through art and cultural activities.



「感」愛同行義工培育計劃
"Empathy in Action" Volunteer Training Program

銀娛繼續推行「『感』愛同行義工培育計劃」，與澳門利民會合辦「精神健康急救講座」及其延伸活動「走進康復者的世界」，藉此普及精神健康知識，並組織義工隊成員探訪利民會望廈之家的服務使用者，向其送上關懷及愛心，同時提升社會大眾對精神健康的關注及理解。另外，亦與澳門聾人協會攜手合辦「無聲體驗」活動，讓銀娛義工隊戴上耳罩，親身體驗聾人及聽障人士日常生活的挑戰，藉此學習不同的溝通技巧，更好融入聾人及聽障人士社群。

GEG and Richmond Fellowship of Macau (RFM) co-organized the "Mental Health Awareness Seminar" and its extended outreach activity "Live in the Temporary House." GEG volunteers learned about mental health and visited RFM's Mong Ha Temporary House to extend care to its service users whilst heightening mental health awareness among the general public. GEG also joined hands with MDA to organize a "silent experience" where GEG volunteers wore earmuffs to simulate hearing loss while learning sign language. Through these activities, GEG hoped to enhance understanding for people with hearing impairment and build empathy in our community.









邀請本地青年參與社服事務
Engaging Local Youth in Community Affairs

為鼓勵本澳青少年參與社區服務及提升其社會責任感，銀娛邀請「銀娛青少年成就計劃」學員參與由銀娛組織的社區服務活動，包括連續多年與特區政府多個部門合辦之「長者民防知識講座」，以及連續10年支持澳門仁慈堂社服店之食物籃派發活動等。為加深對本澳民防應急體系的認識，「成就計劃」學員亦與銀娛義工一同參觀澳門民防行動中心。



To encourage young people to participate in community affairs and fulfill their social responsibilities, GEG arranged for YAP members to participate in its community activities. These included the Emergency Preparedness Talk for Elderly that GEG co-organized with relevant Macau SAR Government departments for consecutive years, and a food-hamper distribution activity at the SCMM Welfare Shop, which GEG has supported for 10 consecutive years. Furthermore, YAP members joined GEG volunteers for a visit to the Civil Protection Operations Centre where they gained knowledge of Macau's emergency preparedness facilities and procedures.



支持動物救援及保護工作
Supporting Animal Rescue and Protection

銀娛積極支持救援及保護動物的社會工作，致力提高大眾愛護動物的意識，組織旗下義工隊成員探訪澳門愛護動物協會，身體力行與小動物近距離接觸及互動，共同創作動物腳印畫，從中加深對動物救援及保護工作的認識及了解。

To support the work of animal rescue and raise public awareness of animal welfare, GEG arranged for the GEG Volunteer Team to visit to the Macao Animal Protection Association, where the GEG volunteers interacted with sheltered animals and created a series of colorful paintings together.





連續第19年響應同善堂「沿門勸捐」籌款活動
Supporting Tung Sin Tong's Annual Fund Raising for the 19th Consecutive Year

銀娛連續第19年響應同善堂的年度「沿門勸捐」籌款活動，向其捐贈澳門幣60萬元，支持其日常營運及各項慈善公益服務，實踐對社區的承諾與關懷。此外，銀娛副主席呂耀東先生及總辦事處公共關係行政副總裁林志成先生等亦到同善堂拜訪，在同善堂值理會主席崔世平先生等代表的陪同下，參觀了同善堂歷史檔案陳列館及同善堂藥局，欣賞其具有深遠歷史意義的牌匾、木楹聯、孔子神龕以及百子櫃等珍貴文物，了解同善堂慈善事業的歷史、宗旨及服務，共同宣揚關愛互助的慈善精神。

In support of the annual fundraising campaign of Tung Sin Tong (TST) for the 19th consecutive year, GEG donated MOP600,000 to support the association's daily operations and charitable services, thereby spreading care in the community. In addition, Mr. Francis Lui, Vice Chairman of GEG; Mr. Buddy Lam, Executive Vice President of Public Relations of Corporate Office of GEG, and other representatives, visited TST. They were led by Mr. José Chui Sai Peng and other TST delegates to the TST Historical Archive Exhibition Hall and the TST Chinese Medicine Pharmacy, where they gained a more in-depth understanding of TST's history, philosophy and services from viewing its historical plaques, couplet, Confucius Shrine and Chinese medicine cabinet, and advocated the charitable spirit of mutual care.





再度獲頒「IGA 慈善團體大獎」
Garnering IGA Charitable Community Award Again

銀娛在倫敦舉行、享負盛名的「國際博彩業大獎」上連續兩年榮獲慈善團體大獎，亦為連續11年榮獲「國際博彩業大獎」的相關殊榮，印證銀娛致力為其經營業務之社區作出貢獻並建立可持續發展的未來。

For the second consecutive year, GEG won the Charitable Community Award at the prestigious International Gaming Awards (IGA) ceremony in London. This was the 11th consecutive year that GEG has been honored by the IGA. The Charitable Community Award recognized GEG's commitment to building a sustainable future for the communities where we operate.



感言
Quotes



崔世平先生
Mr. José Chui Sai Peng

同善堂值理會主席
Chairman of the Board of Directors of TST

「感謝銀娛連續19年支持『沿門勸捐』籌款活動，助力同善堂不斷優化慈善服務。我們期望能夠繼續與銀娛保持緊密合作，齊心協力推動本澳慈善事業發展，讓更多有需要的人士受惠。」

"We are grateful for GEG's support for our annual fundraising campaign, which they have supported for 19 consecutive years. We look forward to continuously collaborating with GEG on improving our services so that we can benefit more people in need."



梁家成先生
Mr. Terry Leong

銀娛實習生
GEG Intern

「很高興有這個機會向各位老友記送上賀年祝福，並了解他們的樂齡生活。是次活動亦提醒了我要多抽空陪伴家中長者，同時不忘把關懷傳遞到社區。」

"I am happy to share new year blessings with the seniors and learn more about their lives in the golden years. The activity reminded me that everyone should spend more time with their elderly loved ones and further extend care to our community."



莫銀開女士
Ms. Kai Mok

銀娛義工隊成員
Member of GEG Volunteer Team

「參加『流體藝術畫體驗工作坊』，能與子女一起創作流體藝術畫，不但可促進親子關係及彼此間的互動，亦能與子女進一步了解自閉症人士的需要，為其建立對自閉症正確的認知，培養同理心，把關愛文化傳承到下一代，實在別具意義，我們都上了寶貴的一課。」

"I am glad for the opportunity to experience fluid painting with my child and to enhance our interactions and family bonding. The activity helped us learn more about autism and the needs of autistic people, cultivate empathy in our children, and promote a caring culture to the young generation."



高太
Mrs. Kou

家長
Participating parent

「透過參與銀娛組織之【竹藝飛躍】共融工作坊，不但讓孩子們有機會了解紮作技藝，更在工作人員的耐心指導下，親手創作屬於自己的手工作品。我們曾受邀參與銀娛的藝文活動，這些體驗均有助孩子以不同模式提升對文化藝術的興趣。」

"We thank GEG for organizing the craft workshop to introduce our children to traditional bamboo artworks and offer them the opportunity to create their own bamboo crafts under guidance. We have been invited to participate in GEG's cultural and arts activities which helped increase our children's interests in culture and arts in different ways."



吳麗平女士
Ms. Echo Ng

銀娛義工隊成員
Member of GEG Volunteer Team

「這一系列別具意義的「『感』愛同行義工培育計劃 — 精神健康急救講座」義工活動，幫助我們認識精神健康問題，並透過與望廈之家服務使用者的交流及互動，讓我們深入了解其需要，亦明白到公眾的關懷及支持對他們至關重要。」

"The activities helped us establish a better knowledge of mental health. Through communicating and interacting with service users of the Mong Ha Temporary House, we are more aware of their needs and understand that community care and support are significant for them."



文俊謙先生
Mr. Stephen Man

「成就計劃」學員
YAP member

「十分感謝銀娛的安排，這一系列的社區服務活動有助我們拓闊有關企業社會責任工作的視野，深入認識銀娛為澳門社區服務所作出的周詳計劃及義工們的努力，更有機會接觸及了解社會上不同社群的需要，盡我所能提供適切的幫助。一系列別具意義的體驗亦鼓勵我們要身體力行地為社會的發展出一分力。」

"Thanks to GEG's arrangements, I was given the opportunity to broaden my horizons on corporate social responsibility, and on GEG's unwavering efforts and volunteerism for the Macau community, to interact with people with different needs, and to learn how to offer appropriate help. These meaningful activities have encouraged me to contribute to the development of the community through practical actions."

活動花絮
Activity Snapshots




適逢農曆新年，銀娛義工前往澳門各區探訪「平安通」用戶，向其送上銀娛購自扶康會的賀年禮包，以及由義工隊親手編織的溫暖牌圍巾。

During Chinese New Year, GEG volunteers extend care to Peng On Tung's service users by distributing gift packs that GEG has specially purchased from Fuhong, along with hand-knit scarves made by GEG volunteers.





支持由澳門自閉症協會主辦的「2022世界關愛自閉症日」之首站系列活動「流體藝術畫工作坊作品成果展」以及「流體藝術畫體驗工作坊」於「澳門百老匯™」舉行，並邀請旗下義工隊成員及其子女參與。

GEG supports MAA in launching the Fluid Painting Exhibition and Workshop as the first activity of the "2022 World Autism Awareness Day" campaign at Broadway Macau™ and invites GEG volunteers to participate in the workshop with their children.





銀娛義工隊邀請澳門利民會旭日中心成員一同以酒精及墨水，創作出多張色彩繽紛的畫作，以創意緩解生活壓力。

GEG volunteers invite members of RFM's Day Center to create unique paintings with alcohol and ink, thereby relieving stress through creativity.



再度支持澳門特殊奧運會主辦的「特奧慈善足球賽」，比賽所籌得的款項將用於優化特奧學員的訓練設施，助其發展運動潛能。

GEG once again supports the MSO Charity Football Tournament. The fundraising proceeds will be used by MSO to optimize its training facilities and provide sports training for its members.



支持澳門奧比斯辦事處的年度慈善獎券義賣，為全球兒童救盲工作籌款。

GEG supports Orbis Macau on its annual Orbis Raffles campaign to raise funds for its pediatric programs.





與衛生局屬下的澳門捐血中心合辦一連3天的「銀娛捐血日」活動，向社區傳遞愛心與關懷，吸引多個部門的團隊成員踴躍參與。

GEG partners with SSM's Macao Blood Transfusion Services to host the three-day "GEG Blood Donation Day" campaign, attracting the participation of many GEG team members.





連續19年支持澳門日報讀者公益基金會舉辦的公益金百萬行，逾12,000名團隊成員踴躍報名參加線上及線下百萬行。

GEG supports Walk for a Million, held by the Charity Fund from the Readers of Macao Daily News, for the 19th consecutive year and sees over 12,000 team members join the virtual and physical charity walks.



銀娛義工余信德先生獲澳門義務工作者協會頒發「澳門傑出義工之永不言棄」獎項。

GEG Volunteer Team member Mr. Alexander Yu receives Macau Outstanding Volunteer Team – Dedication Award from AVSM.





銀娛義工隊獲澳門義務工作者協會頒發「全澳優秀企業義工獎」。

The GEG Volunteer Team receives Outstanding Corporate Volunteer Award from the Association of Volunteer Social Service Macao (AVSM).


全國人大政協會議精神分享會
銀候「國情·傳承」系列
2022.03.25



重視團隊成員福祉
Valuing Team Member Well-being

銀娛視團隊成員為最寶貴的資產，持續投放資源，保障團隊成員的權益及福祉，為其提供專業培訓，締造縱向及橫向發展機會；此外，銀娛亦透過員工康樂會，為團隊成員及其家人定期舉辦各類型文娛康體活動，豐富其工餘生活，推廣家庭和諧及作息平衡，全力打造一個具有向心力及凝聚力的團隊。

Recognizing team members as its most valuable asset, GEG invests heavily in protecting team members' rights and welfare, supporting their vertical and horizontal development through professional training. The GEG Staff Social Club was also established to provide regular cultural, recreational and physical activities to enhance team members' well-being, promoting a healthy work-life balance, family harmony and teamwork.

多元舉措鼓勵團隊成員及至親接種疫苗
Strengthened Efforts to Promote Elderly and Child Vaccination Among Team Members



銀娛為鼓勵團隊成員及其家人參與疫苗接種，繼推出「家庭接種假期」及「特別接種假期」計劃後，邀請澳門大學生物醫藥博士吳靄琳女士，於澳門悅榕庄及星際酒店各舉辦一場「新型冠狀病毒疫苗講座」，為團隊成員講解長者及兒童接種新冠疫苗的資訊。

To encourage team members and their families to get vaccinated and help Macau achieve herd immunity, GEG launched the Family Vaccine Leave and Special Vaccine Leave programs for our team members. Additionally, Dr. Carolina Ung, PhD in Biomedical Sciences of UM was invited to visit Banyan Tree Macau and StarWorld Hotel to share important information with GEG team members about vaccines for children and the elderly.



於職業技能競賽勇奪9大獎項
Garnering Nine Awards at Vocational Skills Competition

銀娛在勞工局、工聯合辦的「第四屆澳門綜合旅遊休閒企業職業技能競賽」中充份展現團隊精神，在博彩娛樂、餐飲廚藝及酒店綜合服務3大競技範疇囊括合共9大獎項，再次印證了銀娛的卓越服務。獎項包括：

- **博彩娛樂職業技能大賽**
  - o 牌例結合服務：特金獎
  - o 執碼（團隊）：亞軍
  - o 計數（團隊）：亞軍
  - o 計數（個人）：季軍
- **酒店綜合服務職業技能大賽**
  - o 房間設施維護：特金獎
  - o 房間整理：金獎
  - o 房間整理：最佳主題設計
- **世界美食之都職業技能大賽**
  - o 餐飲服務：金獎
  - o 西餐廚藝：銀獎

GEG received a total of nine awards in the "Fourth Macao Integrated Tourism and Leisure Enterprises Vocational Skills Competition" jointly organized by the Labour Affairs Bureau and the Macao Federation of Trade Unions. The awards included:

- **Gaming**
  - o Service & Baccarat Procedure – Special Gold Award
  - o Chip Work (Team) – 1st Runner Up
  - o Calculation (Team) – 1st Runner Up
  - o Calculation (Individual) – 2nd Runner Up
- **Hospitality**
  - o Room Facility and Maintenance – Special Gold Award
  - o Housekeeping – Gold Award
  - o Housekeeping – Best Theme Design
- **F&B Culinary**
  - o Catering Services – Gold Award
  - o Western Culinary – Silver Award



連續17年支持「澳門國際龍舟賽」
Supporting Dragon Boat Races for 17 Consecutive Years

銀娛連續第17年支持「澳門國際龍舟賽」，派出4支龍舟隊伍參與賽事，分別名為「銀河鳳凰」、「銀河慧星」、「銀河明珠」及「銀河之光」，並於賽前於南灣湖水上活動中心為參賽龍舟祈福、進行淨身、開光點睛及切燒豬儀式。

GEG supported the Macao International Dragon Boat Races for the 17th consecutive year by sending four dragon boat teams to compete in the races. A blessing ceremony was held at the Nam Van Lake Nautical Centre where GEG executives bestowed their blessings on "Galaxy Phoenix", "Galaxy Elegance", "Galaxy Pearl" and "Galaxy Glamour" through traditional eye dotting rituals and cutting roasted pigs.







關顧團隊成員身心健康　推動親子體育活動
Promoting Team Member Well-being Through Sports and Parent-child Activities

銀娛深明體育鍛鍊有益身心健康發展，透過員工康樂會設立8支體育隊伍，建立健康生活模式，並積極推動團隊成員參與不同類型的體育活動及比賽，包括定期支持並贊助由博彩業職工之家（「博職之家」）舉辦的「博彩從業員體育競技比賽及文藝親子活動」，培養健康運動習慣同時促進親子關係。今年，銀娛各支運動隊伍均取得佳績，其中銀娛羽毛球隊更連續3年衛冕團體賽冠軍，銀娛保齡球隊亦勇奪團體賽冠軍。

Believing that sport is vital to team members' holistic development, GEG has eight sports teams under the management of the GEG Staff Social Club and has proactively engaged team members in different sports activities and competitions to encourage them to maintain a healthy lifestyle. Among these was the "Gaming Employees Sports Contest and Parent-Child Co-Learning Program" organized by the Macao Gaming Industry Employees Home (MGIEH). GEG has been supporting this event for many years in hopes of cultivating team members' sports habits and promoting family harmony. GEG team members once again achieved outstanding results this year, with the GEG Badminton Team winning the championship in the group match for the third consecutive year and the GEG Bowling Team placing first in their competition.





2012-2021
員工康樂會獲得超過
Staff Social Club obtained over
210 獎項 awards

「全國人大政協會議精神分享會」
Sharing Session of the NPC and CPPCC



銀娛舉辦「全國人大政協會議精神分享會—銀娛『國情·傳承』系列」，得到中央人民政府駐澳門特別行政區聯絡辦公室（「中聯辦」）經濟部指導、澳門基金會及《澳門日報》支持；並邀請到中聯辦經濟部處長孫耀華先生出席；全國人大代表、《澳門日報》社長陸波先生；全國政協委員、澳門基金會行政委員會主席吳志良博士；以及全國政協委員、銀娛副主席呂耀東先生，傳達意義深遠的「兩會」精神，並分享相關資訊及個人體會。約400名銀娛管理層成員分別透過線上及線下方式參與。

Advised by the Economic Affairs Department of the Liaison Office of the Central People's Government (CLO) in the Macao SAR and supported by the Macao Foundation and Macao Daily News, GEG hosted the "Sharing Session of the NPC and CPPCC – GEG National Education Series." The event was attended by Mr. Sun Yaohua, Director of the Economic Affairs Department of the CLO in the Macao SAR. GEG invited Mr. Lok Po, Deputy of the NPC and Director of Macao Daily News; Dr. Wu Zhiliang, Member of the CPPCC and President of the Board of Directors of the Macao Foundation; and Mr. Francis Lui, Member of the CPPCC and Vice Chairman of GEG, to share the spirit of the "Two Sessions" and their insights into them with GEG's executives. Approximately 400 GEG executives attended the event, either in person or virtually.









連續4年支持「全民國家安全教育日」
GEG Supports the National Security Education Day for the 4th Consecutive Year

由澳門特區政府及中聯辦聯合舉辦之「全民國家安全教育展」於「全民國家安全教育日」正式對外開放，銀娛特意組織團隊成員及「銀娛青少年成就計劃」學員於展覽開放的首日前往參觀。作為銀娛「國情．傳承」系列的一部份，是次參觀活動旨在協助團隊成員及本澳青少年深入了解國家安全制度體系與國防建設的進程及各項成就，加強對祖國的認同感及自豪感。今年亦是銀娛連續第四年支持團隊成員參觀國家安全相關的展覽。



In celebration of National Security Education Day, the Macau SAR Government and the CLO in the Macau SAR co-organized the National Security Education Exhibition. GEG arranged for its team members and for YAP members to visit the exhibition on its opening day. Part of the GEG National Education Series, the visit helped team members and local young people learn about the country's developments and achievements in national security and reinforced their sense of national identity and patriotism. This was the fourth consecutive year that GEG had organized team members for a visit to a national security exhibition.



思路智庫主題講座
Grand Thought Think Tank Seminar Series

銀娛支持由思路智庫主辦、澳門基金會資助及澳門城市大學澳門社會經濟發展研究中心作為場地支持的「思路智庫系列講座」。活動作為銀娛「國情．傳承」系列之一，舉辦合共4場研討會，分別為「澳門利用中葡平台參與『一帶一路』建設的現狀與前景」、「國際局勢和國內雙循環戰略對澳門在粵港澳大灣區發展中的機遇與挑戰」、「俄烏戰爭美國中期選舉與中美關係」以及於澳門悅榕庄多功能室舉行的「貫徹中國共產黨二十大精神與橫琴粵澳深度合作區建設的路徑思考」。



GEG supported the Grand Thought Think Tank in hosting the "Grand Thought Think Tank Seminar Series," which was funded by Macao Foundation and venue sponsored by the City University of Macau Socioeconomic Development Research Center. As part of the GEG National Education Series, four seminars were held, including "Current Situation and Prospects of Macau's Participation in the Building of the Belt and Road through the Sino-Portuguese Platform," "Opportunities and Challenges for Macao in the Development of the Guangdong-Hong Kong-Macao Greater Bay Area Due to International Situation and National Dual-cycle Strategy," "Russia-Ukraine War, U.S. Midterm Elections and U.S.-China Relations," and "Implementing the Spirit of the 20th National Congress of the Communist Party of China and Thinking on the Path for the Construction of the Hengqin Guangdong-Macao Cooperation Zone," which was held at the Banyan Room of Banyan Tree Macau.



關注團隊成員精神健康
Caring for Team Members' Mental Health



銀娛重視團隊成員的身心健康，與聖公會澳門社會服務處（「聖公會」）協辦「共建好心情工作坊」。在聖公會的專業認證社工指導下，參與的團隊成員透過靜觀練習、自我壓力測試、小組討論等，增進對精神健康、情緒問題及危機事故的基本認識，並學習如何初步辨識及支持身邊受情緒困擾的人士。

Valuing team members' psychological health, GEG joined hands with Sheng Kung Hui Macau Social Services Coordination Office (SKH) to co-organize the "Let's Create Positive Emotions Workshop," where SKH's registered social workers raised GEG team members' awareness of mental health and emotional issues, as well as mindful stress management practices, through group discussions. Furthermore, tips were provided to help team members identify and support people facing emotional problems.



感言
Quotes



許懌民先生
Mr. Tyson Hoi

銀娛龍舟隊教練及隊長
Coach and Captain of the
GEG Dragon Boat Team

「感謝公司一直以來對銀娛龍舟隊的重視及支持，為我們提供各項培訓及適切支援。銀娛龍舟隊於賽事中必定全力以赴，展現奮勇向前的團隊精神。」

"We appreciate the tremendous support that the company has given to the Dragon Boat Team, as well as the trainings and aids that it has provided to us over the years. The GEG Dragon Boat Team must strive for the best through teamwork and endurance."

活動花絮
Activity Snapshots





在員工後勤區舉辦「開心迎虎年」活動，與團隊成員齊賀新春。
GEG team members write Fai Chuns and celebrate Chinese New Year in the back-of-house areas.





為修畢由銀娛贊助「博彩管理高級文憑」課程的75名團隊成員舉行慶祝儀式，見證學習成果。

At a graduation ceremony, GEG celebrates the dedication and achievement of the 75 team members who completed the Advanced Diploma in Gaming Management under GEG's sponsorship.





銀娛羽毛球隊在「博彩從業員羽毛球賽」連續3年衛冕團體賽冠軍。

GEG Badminton Team remains group champion for the third consecutive year in the Gaming Employees Badminton Contest.





銀娛保齡球隊夥拍澳門特殊奧運會學員，在「2022五四青年盃」取得佳績。

GEG Bowling Team partners with MSO members in the "2022 May Fourth Bowling Youth Cup" and achieves outstanding results.





銀娛義工隊參加由博職之家主辦、澳門基金會贊助的「博彩從業員愛國教育嘉年華」。

GEG Volunteer Team joins the "Patriotic Education Carnival for Macau Gaming Employees," hosted by MGIEH and sponsored by Macao Foundation.





銀娛特意邀請一眾團隊成員帶同子女參與由博職之家舉辦的「聖誕雪人敲敲蛋糕工作坊」。

GEG invites team members and their children to the "Christmas Snowman Pinata Cake Cooking Class" organized by MGIEH.





於婦女節當日，銀娛邀請擁有專業瑜伽導師認證的團隊成員麥潔清女士，帶領其他女性團隊成員於「天浪淘園」以瑜伽運動舒展身心。

On International Women's Day, GEG invites team member and certified yoga instructor Ms. Maggie Mak to lead fellow team members in yoga exercise on the Grand Resort Deck.


百老匯
Coca-Cola



構建和諧共融環境
Building a Harmonious and Inclusive Workplace

為構建和諧共融的社區，銀娛致力創造友善公平及互相尊重的工作環境，並為殘疾人士提供就業機會，讓其發揮所長，同時亦能從中獲取實用技能和工作歷練，進一步融入社會。多年來，銀娛一直與相關政府部門及本地社會服務機構保持緊密合作，冀為有特殊需要人士提供適切的職業培訓，從而助其提升就業能力，實現自身價值。

GEG promotes social inclusion by building a friendly and fair workplace that respects diversity, provides employment opportunities to people with disabilities, and helps people with disabilities gain practical skills and work experience that enable them to better integrate into the community. Throughout the years, GEG has also worked closely with relevant government departments and local service organizations to enhance the employability and competitiveness of people with special needs.

多元包容文化　推動傷健共融
Diverse Culture for Social Inclusion

銀娛持續為殘疾人士提供平等工作機會及培訓，讓其於銀娛大家庭中發揮所長，並鼓勵他們參與不同活動，探索多元化個人發展。多年來，銀娛致力打造多元、公平及共融的職場環境，讓不同背景的團隊成員能夠緊密合作，融洽相處，支持締造關愛互助的和諧社會。

GEG continuously provides equal opportunities and trainings to help people with disabilities to develop their full potential and to encourage them to take part in different activities and pursue diversified personal development. Over the years, GEG has been continuously committed to creating a diverse, equal and inclusive workplace. GEG seeks to enable team members from different backgrounds to work closely together to build a harmonious and inclusive society with mutual care and assistance.











黃炳雄先生
Mr. Hong Wong

星際酒店清潔服務員
Cleaning Attendant at StarWorld Hotel

加入銀娛超過15載的團隊成員黃炳雄先生現於星際酒店任職清潔服務員，致力為客人打造舒適整潔的環境。多年來，他對工作充滿熱誠，態度認真且責任心強，並會積極發問、主動請教，深得上司及同事的讚賞及認同。其出色的工作表現曾獲特區政府的「優秀殘障僱員嘉許計劃」、澳門聽障人士協進會舉辦的「2022年職場優秀聽障員工嘉許禮」之嘉許；並獲星際酒店頒發最佳員工獎項。在其他銀娛團隊成員的介紹及邀請下，他加入了銀娛乒乓球隊，並從中發掘了自己的興趣及潛能。多年來，他於乒乓球隊的表現出眾，更成為全澳聾人乒乓球及澳門特殊奧運會代表，為澳增光，成績斐然。

As a team member of GEG for 15 years, Mr. Hong Wong works as a cleaning attendant at StarWorld Hotel, dedicated to creating a comfortable environment for guests. Over the years, he has been enthusiastic about his work. With his diligence and a strong sense of responsibility, he has been recognized by supervisors and colleagues for his proactive efforts. He received the Outstanding Disabled Employee Award in the "2022 Outstanding Disabled Employees and Talent Recognizing Employers Award Program" as well as the Outstanding Hearing Impaired Employee Award 2022 of the Macau Association of the Hearing Impaired and StarWorld's Best Employee Award. Invited by his colleagues, he has joined the GEG Table Tennis Team to explore his interests and develop his potential to the fullest. Over the years, he has achieved excellence in table tennis and has become a representative of the Macau Sports Association of the Deaf and the Macau Special Olympics.



陳耀濠先生
Mr. Jeff Chan

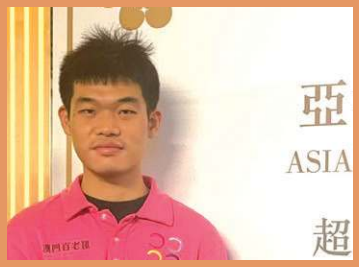
銀娛環境衛生及後勤內部支援部服務員
Attendant of GEG's Environmental Services and Back of House Shared Services

團隊成員陳耀濠先生，於銀娛旗下酒店環境衛生及後勤內部支援部服務近10年，其工作表現穩定出色，與其他團隊成員相處融洽，並會主動向主管提出建議及反饋，同樣曾獲「優秀殘障僱員嘉許計劃」之嘉許。在銀娛的悉心安排下，陳耀濠先生亦參與部門之培訓工作，細心地向新入職團隊成員介紹業務流程及工作環境，並傳授豐富經驗及職業安全相關知識，將銀娛「亞洲心」服務理念薪火相傳，獲得一眾同事的肯定。他表示：「在銀娛工作讓我變得更樂觀開朗，感謝公司及主管時常給予我不同的學習機會，讓我透過工作找到自己的長處，發揮優點幫助他人。」

Working in GEG's Environmental Services and Back of House Shared Services with outstanding performance for nearly a decade, Mr. Jeff Chan gets along well with other team members and has proactively made recommendations and offered feedback to supervisors. He was also awarded in the Outstanding Disabled Employees and Talent Recognizing Employers Award Program. He has also participated in departmental trainings and has been recognized by fellow team members for whole-heartedly introducing new team members to working procedures and environment and sharing with them his experiences and knowledge related to occupational safety, as well as passing on GEG's Asian Heart service philosophy. He said, "Since joining GEG, I have become more optimistic and cheerful. Thanks to GEG and my supervisor for offering me the opportunity to discover my talents so that I can give full play to my strengths to help others as well."







張健東先生
Mr. Tong Cheong

「澳門百老匯™」員工餐廳服務員
Attendant of staff canteen at Broadway Macau™

現任職於「澳門百老匯™」員工餐廳的張健東先生，至今已服務銀娛8年，主要負責餐廳營運前的預備工作。他在工作上認真勤奮、正向積極、勇於嘗試及不斷追求進步，曾獲得社會工作局與勞工事務局合辦的「優秀殘障僱員暨識才僱主嘉許計劃」之優秀殘障僱員獎項。他表示：「感謝銀娛給予的機會，讓我擁有人生第一份全職工作。主管及同事的耐心教導及為我所提供的培訓，讓我能夠更快適應工作環境，充份掌握每項工作的標準程序及知識，鼓勵我自力更生，融入社會。獲得優秀殘障僱員獎項，更大大增添我的自信，鼓勵我在往後的工作中繼續保持良好表現。」

Serving GEG for eight years, Mr. Tong Cheong now works in the staff canteen at Broadway Macau™. He is responsible for pre-opening preparations. He received the Outstanding Disabled Employee Award in the Outstanding Disabled Employees and Talent Recognizing Employers Award Program in recognition of his diligence, positivity, determination and courage in pursuing excellence. He said, "I am thankful that GEG offered me my first full-time job. The sincere guidance and support I received from my supervisors and colleagues, as well as the trainings, have enabled me to better adapt to this new environment and fully understand standard operating procedures and related knowledge. They have also encouraged me to become self-reliant and integrate into the community. The Outstanding Disabled Employee Award not only boosts my confidence, but also motivates me to continue to excel at work in the future."

感言
Quotes



劉雪雯女士
Ms. Lau Sut Man

澳門聾人協會總幹事
Director of Macau Deaf Association

「我們深信合適的平台能鼓舞殘疾人士更勇敢地迎接生活挑戰，衷心感謝銀娛一直重視聾人及聽障人士手語使用及輔具需要，攜手打造溝通及資訊無障礙的共融工作環境，讓殘疾人士『平等、參與、共享』的目標得以更好實現。」

"We believe that, when provided with the right platform, people with disabilities can be inspired to face their challenges. We sincerely thank GEG for paying attention to the importance of sign language and assistive devices for deaf and hearing-impaired persons, and for creating an inclusive and barrier-free workplace where people can equally participate and share in the economic fruits of success."



羅錦輝先生
Mr. Stephen Law

銀娛團隊成員及乒乓球隊成員
GEG Team Member and Member of Table Tennis Team

「銀娛一直積極推行多元包容的文化，促進團隊成員之間的交流，例如銀娛乒乓球隊成員之間會主動用短信及簡單手語分享比賽安排和技巧，以愛心和耐心與有需要的隊員架起溝通的橋樑。」

"GEG always advocates for a culture of inclusiveness and proactively facilitates engagement and interactions between team members. For example, members of the GEG Table Tennis Team actively use text messages and simple sign language to share their experiences with others in need, overcoming communication barriers with love and patience."



陳嘉韻女士
Ms. Kino Chan

銀娛團隊成員
GEG Team Member

「與有特殊需要的團隊成員一起工作，加深了我對社會上不同群體的認識及對傷健共融的了解，他們自強不息的精神及樂觀積極的態度值得我們支持及學習。」

"Working together with team members with special needs has deepened my understanding of different community groups and the culture of social inclusion. It is worthwhile for us to support and learn from their self-strengthening mentality and optimistic attitude."


1.14-30
新寶堂（澳門）陳皮有限公司
澳美傢俱廣場
德生參茸藥行
喜迎新歲
金虎開運
進補堂蟲草燕窩專門店
買一送一
37.38
進補堂蟲草燕窩專門店



支持本地中小企業發展
Facilitating SME Development

銀娛一直不遺餘力推動本澳經濟適度多元發展，多年來，銀娛堅持推行「以大帶小」模式，在商業合作中優先採用本地商戶及品牌，並積極透過一系列舉措，包括量身定制不同類型的培訓及講座、安排商業配對專場及舉辦交流活動等，全方位扶持本地中小企業、「澳門製造」及青創企業茁壯成長，提升商業競爭力，發揮優勢互補的協同效應，達至雙贏成果。

Adopting the “Large Businesses Leading Small Businesses” model, GEG has remained steadfast in promoting Macau’s economic diversification. Over the years, GEG has prioritized cooperating with local businesses, nurtured the development of local SMEs, and supported “Made in Macau” brands and young entrepreneurs. GEG’s various initiatives, which include tailor-made trainings and seminars, business matchings and exchange activities, are aimed at enhancing our local partners’ business competitiveness and creating synergy to achieve win-win successes.

持續透過本地採購 與中小企合作互利共贏
Flourishing Together with Local SMEs through Local Procurement

作為首間推行「以大帶小」商業合作模式的綜合度假城營運商，銀娛堅持繼續優先向本地中小企業、青創企業、「澳門製造」品牌採購產品和服務，藉此支持相關企業的發展。現時，在銀娛商品及服務的總開支中，有超過90%來自本地企業及中小企業。銀娛透過持續的商業合作及提供務實的支持，助力眾多主要合作夥伴在業務發展上，取得佳績。

As the first gaming operator to adopt the "Large Businesses Leading Small Businesses" business model, GEG continued to support the development of local SMEs, young start-ups and "Made in Macau" brands in different sectors through local procurement. This is one of the direct ways that GEG provides steadfast support for the growth of its key partners. Today, more than 90% of GEG's purchase are made through local enterprises. The partnerships and the practical support that GEG offers have helped many of its partners expand their businesses and reach new heights.













郭芷晴女士
Ms. Crystal Kwok

市場總監兼創辦人
Marketing Director and Founder of Funny Eye Brewery

當中，「趣眼釀酒」是此商業合作模式的成功例子之一。該品牌於2018年創立，致力釀製本地原創的手工啤酒。從初期的夜市攤檔發展至今，「趣眼釀酒」現時於本澳多個餐飲場所提供產品；而銀娛在該品牌營運的早期，便與其開展合作。該品牌的市場總監兼創辦人郭芷晴女士表示：「與銀娛的合作，大大增加其他客戶對我們品牌的信任，迎來更多商機。現在，其他大型企業及內地的客戶也在與我們接洽。」

Funny Eye Brewery, which has been producing craft beer in Macau since 2018, is one of the best examples of how GEG has helped nurture local start-ups. From a night market stall to a recognized local brand in prominent F&B outlets today, GEG has helped the business grow since its beginning. Ms. Crystal Kwok, the company's Marketing Director and Founder, said, "One of the most significant benefits of collaborating with GEG is that it adds trust to our brand. We are now approached by other large-scale corporations as well as clients from the Mainland China."



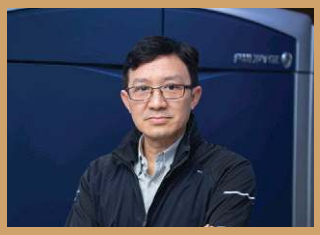
廖存耀先生
Mr. Liu Chuen Yiu
卓意實業有限公司董事總經理
Managing Director of Cyberbox-Chic

另一間本地中小企卓意實業有限公司亦受惠於與銀娛的長期合作。自2010年起，該公司主要為銀娛餐飲部提供餐飲定製家具、固定裝置及設備。在與銀娛合作的12年間，卓意實業由只有4名辦公室員工、於中國內地擁有10名工人的廠房，發展至今已有8名辦公室員工及230名工人。卓意實業有限公司董事總經理廖存耀先生表示：「從家庭經營發展至今，感謝銀娛一直以來帶給我們的機會，讓我們於業務發展上更具優勢。」

Cyberbox-Chic, a long-standing GEG vendor, has been supplying custom-made catering furniture, fixtures, and equipment, mainly for F&B, since 2010. Over the course of 12 years partnering with GEG, the company has grown from a four-employee company with a small factory staffed by 10 workers in Mainland China to a company with eight employees and a sizable factory staffed by 230 workers. Mr. Liu Chuen Yiu, the company's Managing Director, said, "From a family business to where we are today, we are thankful for the opportunities and growth that GEG has brought to us."







陳偉宏先生
Mr. Chan Wai Hong

富達印刷公司總經理
General Manager of Tipografia Fu Tat

自1996年起紮根澳門的富達印刷公司，於2006年與銀娛建立合作夥伴關係，主要為銀娛提供室內及前台印刷品服務，從中加強了其自身的發展及競爭力。富達印刷公司總經理陳偉雄先生表示：「與銀娛的合作過程中，我們獲得了許多寶貴經驗及真知灼見，促使我們不斷進步，有助推動業務發展。」

A printing company established in Macau in 1996, Tipografia Fu Tat began its partnership with GEG in 2006 by helping produce GEG's in-room and front-office print collaterals. Looking back on the growth that it has achieved via its partnership with GEG, Mr. Chan Wai Hong, the company's General Manager, said, "The experiences and insights gained from the partnership with GEG enabled us to keep making progress and advance our business development."



陳美華女士
Ms. Amy Chan

濠概醫療用品有限公司董事總經理
General Manager of
Macaufacture Medical Supplies Ltd.

於2020年疫情期間創立的濠概醫療有限公司，以旗下產品「澳門853」口罩為人熟悉，是澳門首家取得正式工業准照的口罩廠。自2021年6月起，濠概醫療與銀娛達成業務合作關係，拓展更多商機。濠概醫療董事總經理陳美華女士表示：「儘管疫情對澳門所有企業均造成影響，但銀娛堅持向本地中小企採購，並從未停止訂單，充份體現了銀娛積極履行企業社會責任，以及其對本地中小企業及澳門製造品牌的支持。」

Founded during the pandemic in 2020, Macaufacture Medical Supplies Ltd., best known for its "Macau 853" face masks, was the first local company to produce masks. Its cooperation with GEG began in June 2021 and has since expanded to working with other companies. Ms. Amy Chan, the company's General Manager, said, "Although the pandemic had impacted all companies in Macau, GEG insisted on purchasing products from SMEs such as ourselves and never ceased placing orders. They fully demonstrated strong corporate social responsibility and proved their constant support for SMEs and 'Made in Macau' brands."



委任本地中小企作大型活動之承辦商
Appointed Local SME as Contractor for Large-scale Events

「2022銀河娛樂澳門國際馬拉松嘉年華」委任本地中小企遇見文化作為活動之承辦商，參與當中的活動和紀念品設計及制作、參展商招募、組織馬拉松嘉年華活動、大抽獎系統開發及管理等工作。銀娛期望透過大型活動與本地中小企合作，為其成長及發展創造條件和提供機會，締造商機。

Meet Culture Ltd. was appointed as the contractor for the "2022 Galaxy Entertainment Macao International Marathon Carnival". Among other things, the local SME took part in the design and production of the event and souvenirs, the recruitment of exhibitors, the organization of carnival activities, and the development and management of the lucky draw system. GEG provides opportunities at large-scale events such as the marathon carnival for local SMEs to collaborate with us and develop their businesses.







年宵市場助青創汲取營商經驗
Elevating the Visibility of Local Startups through CNY Bazaar

適逢「澳門銀河™」舉辦「金虎開運年宵喜市」，銀娛邀請本地品牌「小葡點」、「趣眼精釀」，以及澳門弱智人士家長協進會屬下的虹光軒超級市場參與設攤，並免除其相關的攤位場地費用，藉此協助本地青年微企在創業路上累積更多寶貴經驗，加深本地居民及遊客對澳門品牌的認識，同時提升復康社企在社區的曝光率。

GEG invited two homegrown Macau brands, Littleport and Funny Eye Brewing, to set up booths at the Chinese New Year Bazaar of Galaxy Macau™, waiving their fees. The vocational training charity the Rainbow House, which is affiliated with the Association of Parents of the People with Intellectual Disabilities of Macau (AFEDMM), was also given a free booth at the bazaar. Through this initiative, young local entrepreneurs gained business experience, "Made in Macau" brands reached more local residents and tourists, and the community learned more about Macau's social service organizations.







感言
Quotes



陸創興先生
Mr. Jonathan Lok

小葡點負責人
Person-in-charge of Littleport

「是次受銀娛邀請參與年宵喜市大大增強了我們創業的信心，亦很高興銀娛作為大型企業能夠『以大帶小』，為我們免去參展場地費用的同時，協助我們將葡語國家特色產品推廣至澳門社區，拓展更多商機。」

"GEG's invitation to participate in the Chinese New Year Bazaar has greatly boosted our confidence in entrepreneurship. We are also glad that GEG, as a large enterprise, adopted the 'Large Businesses Leading Small Businesses' business model and waived the venue cost for us to promote Portuguese-speaking products to the Macau community and explore more business opportunities."



黃錦芳女士
Ms. Wong Kam Fong

澳門弱智人士家長協進會理事長
Chairlady of the Executive Board of the Association of Parents of the People with Intellectual Disabilities of Macau

「對於我們的學員而言，在年宵市場設攤是一個很好的成長機會，讓他們能夠藉此活動在虹光軒超級市場的環境以外，接觸更多社會上不同的群體，發揮自己的所長更好地融入社會。」

"The GEG Chinese New Year Bazaar provided a great opportunity for our members to grow and get in touch with different social groups outside the Rainbow House so that they can better integrate into society by giving full play to their talents."


福虎生威
Vitality of the Tiger
銀河娛樂集團
Galaxy Entertainment Group
GALAXY



支持本地產業多元發展

Supporting Diversification of Local Industries

銀娛作為綜合度假城業界中的領先企業之一，持續善用企業資源，以多元舉措助力澳門綜合旅遊休閒產業在各個領域上力求創新，精益求精，推進產業鏈的高質量及可持續發展，進一步深化澳門「旅遊＋」跨界融合，鞏固其「世界旅遊休閒中心」的發展定位。

As a leading integrated-resort operator, GEG leverages its resources to support local integrated tourism and leisure industries in striving for excellence, innovation and sustainability in every respect, fueling Macau's cross-sectoral integration of "tourism +" and consolidating its development as a "World Center of Tourism and Leisure."

《福虎生威轉乾坤》花車匯演
Parade for Celebration of the Year of the Tiger



銀娛連續第8年參與由旅遊局舉辦的農曆新年花車匯演。在《福虎生威轉乾坤》匯演中，銀娛花車以福虎大將軍在疫戰中大獲全勝、凱旋歸來的故事作靈感，結合「澳門銀河™」標誌性的金色穹頂和孔雀花紋為設計主題，朝氣十足的金虎聳立車頭，和一班化身老虎的舞者，在強勁的音樂節拍中跳起萬虎之舞，表達對澳門新一年的祝福。

GEG supported the Chinese New Year festivities organized by MGTO for the eighth consecutive year. In the "Parade for Celebration of the Year of the Tiger," GEG presented a float featuring the iconic gold cupola and peacock pattern of Galaxy Macau™. The performance was inspired by the myth of the Tiger General's victory over the epidemic beast and his triumphant return. The golden tiger atop the float was accompanied by energetic dancers and performers in tiger costumes, a symbol of GEG's best wishes for Macau in the coming year.



2022翱遊澳門無人機表演盛會
Light up Macao Drone Gala 2022

作為旅遊局主辦之「2022翱遊澳門無人機表演盛會」的合作夥伴之一，銀娛以「金秋澳門」為題，透過880架無人機，結合燈光及音樂，在夜空為本澳市民及旅客呈獻一場精彩閃耀的演出，當中排列出一系列展示澳門旅遊特色、中西文化交融特點的圖案，更拼出銀娛旗下各旗艦物業、融合「澳門銀河™」之「運財銀鑽」表演、孔雀開屏等標誌性元素的圖案，表達銀娛對澳門的祝福。

As a partner for the "Light up Macao Drone Gala 2022" organized by MGTO, GEG presented Macau residents and visitors with a fascinating drone light show themed "Golden Fall Delights." Synchronizing 880 drones with lights and music, GEG lit up the sky with graphics celebrating the city's unique tourism and East-meets-West cultural characteristics. The drones also simulated the skyline of GEG's flagship properties, and the signature Diamond Show and peacock motif of Galaxy Macau™, conveying GEG's best wishes for Macau.



支持大篷車巡迴路展　推動本澳旅遊經濟復甦
Supporting the Caravan Roadshow Series to Propel Tourism Recovery

銀娛參與旅遊局主辦的「感受澳門樂無限」大灣區巡迴路展，與業界推動澳門旅遊業及經濟復甦，設置展位推廣澳門的產品及服務，涵蓋美食、體育、婚拍、旅拍等多元體驗，從中展示澳門豐富的「旅遊＋」元素。

GEG participated in the "Experience Macao, Unlimited" caravan roadshow series across the Greater Bay Area. Organized by MGTO to support Macau's tourism and economic recovery, GEG and our industry peers set up booths that showcased Macau's vast offerings related to gastronomy, sports, and wedding and travel photography, as well as Macau's vibrant "tourism +" charms.







支持參與第10屆旅博會
Supporting the 10th MITE









銀娛作為旅遊局主辦的「澳門國際旅遊（產業）博覽會」之綜合休閒企業合作夥伴之一，以悉心設計的展位結合特色婚宴及餐飲優惠作為推廣主軸，並積極參與當中的「雲系列」活動，協力深化「旅遊＋」跨界融合，不僅打造澳門為婚慶旅遊目的地，更展示澳門作為「創意城市美食之都」的魅力。

GEG became one of the integrated resort partners for the Macao International Travel (Industry) Expo (MITE) organized by MGTO. During the expo, GEG launched a specially designed exhibition booth focused on a series of wedding and dining promotions, and actively participated in the multifaceted "Cloud Series" activities in hopes of facilitating Macau's "tourism +" integration, promoting Macau as a wedding tourism destination, and highlighting Macau's charm as a UNESCO Creative City of Gastronomy.

支持參與旅遊局托盤賽事　慶祝世界旅遊日
Supporting MGTO's Tray Race In Celebration of World Tourism Day

銀娛支持旅遊局為慶祝「世界旅遊日」所舉辦之傳統托盤比賽，派出20位團隊成員參與活動，並身穿傳統中國服裝，最終憑藉速度、平衡性與團隊默契，於業界精英中脫穎而出，囊括女子組冠軍，以及男、女子組的最特別服裝獎，傲視同儕。

Supporting MGTO's World Tourism Day celebrations, GEG organized 20 team members to take part in the Tray Race. Dressed up in charming traditional Chinese costumes and with their outstanding speed, balance and teamwork, the GEG team members won the championship in the female race and the Best Costume Award in both the male and female races.







活動花絮
Activity Snapshots





在「澳門之味巡禮—五都薈萃」活動上特設美食攤位，助力宣傳澳門「創意城市美食之都」的美譽。

GEG takes part in the "Crunch and Munch Fair in Macao - Fiesta for Five" by setting up a booth to promote F&B specialties in support of Macau's reputation as a Creative City of Gastronomy.


BEHAVIORS
預想體會
ANTICIPATE
無微不至
ATTENTIVE
I show real interest in our guests,
paying attention
to the smallest detail.
銀河娛樂集團
Galaxy Entertainment Group
銀娛GEG
理性博彩
明智娛樂
PLAY RESPONSIBLY



深化負責任博彩宣傳
Strengthening Responsible Gaming Efforts

銀娛作為本澳首家成立負責任博彩團隊的博彩營運商，多年來持續透過一系列多元化的舉措及活動，向團隊成員乃至社會大眾推廣負責任博彩文化，響應及支持特區政府的負責任博彩政策，推動澳門社區的可持續發展。

As Macau's first gaming operator to establish a team dedicated to promoting responsible gaming, GEG proactively cultivates responsible gaming culture for its team members and the general public and supports the Macau SAR Government's responsible gaming policies and the sustainable development of the Macau community.

獲評為「負責任博彩執行模範單位」
Recognized as “Responsible Gambling Model Units”





銀娛旗下物業「澳門銀河™」及星際酒店的娛樂場均獲「負責任博彩執行指標」評定為「負責任博彩執行模範單位」，並於「負責任博彩推廣2022」閉幕式上獲頒發資格獎牌。相關指標由博彩監察協調局、社會工作局、教育及青年發展局、澳門大學博彩研究所及澳門理工大學博彩旅遊教學及研究中心人員所組成的實地評審執行小組評定，期間到相關娛樂場進行實地評審，以及聽取娛樂場各前線部門的負責任博彩大使講解娛樂場內的設備及工作流程。

GEG’s casinos at Galaxy Macau™ and StarWorld Hotel were recognized as Responsible Gambling Model Units by the Responsible Gambling Indicators program and received the related accreditation medals during the closing ceremony for “Responsible Gambling Promotions 2022.” The assessment was conducted by the Working Group on Responsible Gambling executive unit, which includes members of the Gaming Inspection and Coordination Bureau (DICJ), IAS, DSEDJ, the Institute for the Study of Commercial Gaming at University of Macau (ISCG), and the Centre for Gaming and Tourism Studies of the Macao Polytechnic University. During the assessment, the executive unit conducted field reviews in the two casinos and attended the sharing given by the responsible gaming ambassador from each casino’s frontline department about facilities and working procedures.

於親子活動融入負責任博彩元素
Incorporates Responsible Gaming into Activities to Promote Family Harmony

銀娛邀請博彩業職工之家（「博職之家」）綜合服務中心為團隊成員及其子女舉辦親子活動，加入兒童理財知識及負責任博彩理念，讓團隊成員及其子女在天倫之樂中學習；此外，邀請了澳門天主教美滿家庭協進會及聖公會澳門社會服務處（「聖公會」）合辦「家和萬事興　雙贏有妙法」工作坊，為男性團隊成員分享壓力的應對手法，冀助其處理情緒，提升家庭關係。

GEG invited the Macao Gaming Industry Employees Home (MGIEH) Integrated Services Centre to host a parenting activity for its team members and their children. During the activity, participants learned about financial literacy for children and the concept of responsible gaming whilst enjoying family harmony. In addition, GEG also invited the Macau Catholic Advisory Family Council and the SKH to co-organize the "Tips for Win-win Family Relationships" workshop to share stress management tips with its male team members in hopes of helping them improve their emotional management and family relationships.





負責任博彩新春路演推廣
Chinese New Year Responsible Gaming Roadshow



銀娛夥拍澳門義務青年會（「義青」），於新春前夕一連5日在旗下物業後勤區舉辦「負責任博彩新春路演推廣」，透過節慶風俗為主題的趣味遊戲，提醒團隊成員於農曆新年期間應保持正確娛樂態度。活動吸引超過1,200名團隊成員踴躍參與，不但加深了他們對負責任博彩的認識，更為新歲添上洋洋喜氣。



Ahead of the Spring Festival, GEG partnered up with the Youth Volunteer Association of Macao (AJVM) to run a five-day “Chinese New Year Responsible Gaming Roadshow” in back-of-house area across all GEG properties. A specially designed memory game busted gambling myths associated with Lunar New Year traditions and reinforced team members’ understanding of gambling in moderation during festive occasions. Over 1,200 team members participated in the fun and interactive activity.

向社區推廣負責任博彩
Promoting Responsible Gaming to the Community

銀娛除了持續向團隊成員宣傳負責任博彩理念，亦致力向公眾推廣相關資訊，透過支持由社會工作局、博彩監察協調局及澳門大學博彩研究所合辦的「負責任博彩推廣2022」，率先參與博職之家的「博彩業界負責任博彩推廣日」。一眾銀娛團隊成員接受培訓後，走訪多個澳門著名旅遊景點，如議事亭前地及大三巴牌坊，向市民及旅客派發小冊子和互動遊戲，提醒其「理性博彩．明智娛樂」的重要性。



GEG is committed to promoting responsible gaming awareness to its team members and the public. The "Responsible Gaming Promotion 2022" was co-organized by IAS, DICJ and ISCG, GEG participated in their event the "Gaming Industry Responsible Gaming Promotion Day" organized by MGIEH. Following the training, GEG team members promoted responsible gaming to residents and tourists by distributing brochures and hosting interactive games at tourist hotspots such as Senado Square and the Ruins of Saint Paul's.



博彩從業員陽光跑比賽
Gaming Employees Sunshine Run



逾20名銀娛團隊成員參加由博職之家主辦、社會工作局贊助的「負責任博彩推廣2022—博彩從業員陽光跑比賽」，並取得5項賽事冠軍的驕人成績。銀娛期望透過鼓勵團隊成員參與賽事，助其構建積極的生活模式，從而預防成癮行為。此外，世界盃足球賽2022舉行前夕，銀娛亦與博職之家合作，於旗下物業後勤區舉辦「賽事有『家』最明智」負責任博彩路演推廣，透過一系列互動及資訊性遊戲，協助團隊成員了解賭博失調對個人及家庭的影響。



Over 20 GEG team members participated in the "Responsible Gaming Promotion 2022 – Gaming Employees Sunshine Run," organized by MGIEH and sponsored by IAS. The GEG competitors won the championship in five categories. By encouraging team members to participate in the activity, GEG hoped to promote a positive lifestyle to team members and help them prevent addictive behaviors. Additionally, prior to the "FIFA World Cup 2022," GEG partnered with MGIEH to host the "Rational Play, Healthy Home" responsible gaming roadshow in the back-of-house areas of its properties. The roadshow engaged over 1,000 team members with its series of interactive and educational games that helped team members to deepen their knowledge of gaming addition and their impact on personal and family life.

銀娛負責任博彩推廣周
GEG Responsible Gaming Awareness Week

藉「銀娛負責任博彩推廣周」邁向10周年之際，銀娛邀請義青超過30組家庭到「澳門百老匯™」參與「親子理財競技日」，協助家長培養子女的理財知識及正確的金錢觀；亦與聖公會合作推出以「正向思維樂滿家」為主題的工作坊、遊戲及路演推廣，與團隊成員分享壓力管理的技巧，鼓勵大家建立健康和融洽的家庭，吸引近800名團隊成員踴躍參與。



To commemorate the 10th anniversary of the GEG Responsible Gaming Awareness Week, GEG invited more than 30 AJVM families to participate in the "Parent-child Money Management Sports Day" at Broadway Macau™. The event used mini games to help parents teach their children financial literacy. Meanwhile, GEG joined hands with SKH to hold a series of workshops, games and roadshows that gave team members stress management tips and promoted healthy family relationships. These activities attracted nearly 800 team members.



感言
Quotes



盧耀華先生
Mr. Lou Io Wa

澳門博彩業職工之家綜合服務中心總幹事
Secretary of the MGIEH

「非常感謝銀娛對負責任博彩及相關推廣工作的支持及重視。我們於2022年與銀娛攜手以世界盃為年度推廣主題，於其旗下物業進行路演推廣。除了宣傳負責任博彩訊息外，我們亦鼓勵團隊成員多關心家人及朋友，在有需要時主動求助，助力減低博彩對社區帶來的潛在影響。」

"We are very grateful to GEG for its support and attention to responsible gaming and related promotion work. In 2022, we again joined hands with GEG on different promotions, such as organizing roadshows at GEG's properties, with the World Cup as the annual promotion theme. In addition, to promote responsible gaming messages, we also encouraged team members to pay attention to their families and friends and to seek help when necessary in order to reduce the potential impact of problem gambling in the community."



劉穎璿女士
Ms. Fion Lao

澳門義務青年會中心主任
Unit in Charge of the AJVM

「我們於2022年繼續與銀娛合作舉辦一系列負責任博彩活動，當中獲得銀娛的積極支持及配合，例如協助推動年輕家庭參與理財親子競技活動，推廣成效顯著。我們希望日後透過更多不同合作形式的宣傳推廣，讓其團隊成員以及社區更深入了解賭博失調的影響，從而提升他們的求助動機。」

"We continued to organize a series of responsible gaming activities with GEG in 2022, where the company has provided us a lot of support. For example, in a parent-child financial management competition, GEG has helped attract the participation of young families, which made our promotion effective. We look forward to cooperating with GEG in different forms in the future, to help its team members and the public to further understand the impact of gambling disorder, thereby enhancing their motivation to seek help proactively."

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Activity Snapshots





邀請團隊成員參與由博職之家舉辦的「負責任博彩主題綜合競技賽 — 世界盃特別版」。

GEG invites team members to join the "RG Man Competition" organized by MGIEH.





於後勤區舉行負責任博彩路演「智醒不賭世界盃」，以資訊性的互動遊戲與逾1,500名團隊成員分享負責任博彩知識。

GEG holds a responsible gaming roadshow titled "Stay Smart When Enjoying the FIFA Goal" in the back-of-house areas to remind over 1,500 team members about responsible gaming.

若有任何查詢，亦可與銀娛總辦事處公共關係部聯絡。
For any enquiries, please contact Public Relations - Corporate Office of GEG
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