



企業社會責任 工作年報

CORPORATE SOCIAL RESPONSIBILITY
ANNUAL REPORT

2021

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」）作為一家植根澳門，背靠祖國的華資企業，多年來秉持「取諸社會，用諸社會」的精神，致力善用自身資源，落實各項企業社會責任，以行動回饋社會，為澳門社區的行穩致遠貢獻己力。

As a patriotic Chinese enterprise, Galaxy Entertainment Group (GEG) stays true to its philosophy of "What is taken from the community is to be used for the good of the community." By making good use of our resources, we strive to fulfill our corporate social responsibility to contribute to Macau's stability and sustainable development.

銀娛貫徹「心繫社區 感愛同行」的企業社會責任宗旨，持續透過舉辦、支持及參與不同的活動及舉措，推動澳門多個領域的發展，當中包括：推廣青年教育、體育、文化交流活動；傳遞愛心與關懷；重視團隊成員福祉；構建和諧共融環境；扶持中小企發展；支援本地產業承傳；及深化負責任博彩宣導等。另外，2021年為中國共產黨成立100周年，銀娛特別舉辦「喜迎中國共產黨百年華誕系列活動」，以多元方式與社會各界共慶華誕，凝聚家國情懷。我們所專注的方向，將會高度契合澳門特區政府所倡導的主要企業社會責任領域。

Upholding our corporate citizenship pledge of "Community at Heart, Empathy in Action," GEG endeavors to advance community welfare and social development through various initiatives. We contribute to the local communities by promoting youth education, sports, technology and cultural exchange; spreading love and care; valuing team member well-being; building a harmonious and inclusive workplace; facilitating SME development; supporting local brand heritage; and deepening responsible gaming efforts. In addition, as 2021 marks the centenary of the founding of the Communist Party of China (CPC), GEG organized and supported a series of events and activities to celebrate this meaningful anniversary with the Macau community and help enhance the sense of national identity in society. Central to GEG's corporate citizenship pledge will be our unfettered commitment to the key corporate social responsibility imperatives advocated by the Macau SAR Government.

在防疫工作常態化下，銀娛繼續全力支持澳門特區政府的疫情防控政策及工作，提供各項務實及相應的支援，冀與社會各界凝心聚力，並肩抗疫；同時，亦積極鼓勵團隊成員以及社會各界響應新冠疫苗接種計劃，助力社區共建免疫屏障。在此，銀娛衷心感謝澳門特區政府，帶領澳門上下同心應對防疫；並感謝所有前線醫護及工作人員緊守崗位，無私守護澳門。

In the "new normal" of the pandemic, GEG has continued to fully support the prevention and control guidelines and measures implemented by the Macau SAR Government and has remained steadfast in providing timely and practical assistance to the community. GEG has also proactively encouraged our team members and the public to support the COVID-19 vaccination program to help the community to achieve herd immunity. We would like to take this opportunity to once again thank the Macau SAR Government and all frontline medical and other workers for their contributions in the fight against the pandemic.

銀娛將不忘初心，積極配合澳門特區政府的施政方針，堅守「愛國愛澳」的核心價值，助力推進澳門「一中心、一平台、一基地」的定位發展，積極把握「粵港澳大灣區」及「橫琴粵澳深度合作區」的機遇，促進澳門經濟適度多元發展，與各界攜手建設更美好的將來。

Staying true to our pledges, GEG will continue to support the Macau SAR Government's guidance to propel Macau's development as "One Center, One Platform and One Base;" seize opportunities brought by the development of the Guangdong-Hong Kong-Macau Greater Bay Area (GBA) and the Guangdong-Macau In-Depth Cooperation Zone in Hengqin; promote Macau's economic diversification; and work together with different sectors of the community to help build a better Macau.





推廣青年教育、體育、文化交流活動

Promoting Youth Education, Sports and Cultural Exchange

作為業界領先的綜合度假城企業，銀娛秉承可持續發展的理念，在經營旗下業務的同時，更致力為澳門社區創造價值。銀娛一直積極支持澳門特區政府的各項社會政策及施政方針，透過多元舉措，推動青年及人才培育、體育及文化發展、國情教育、環境保護，促進澳門「世界旅遊休閒中心」定位的發展，堅定不移地為澳門多個方面的發展貢獻己力，與社會各界共享成果。

As a leading integrated resort operator, GEG is committed to operating sustainably and creating value for Macau. GEG supports the social policies and directions of the Macau SAR Government and shares its success with the community by remaining steadfast in its commitment to contributing to Macau's multifaceted development via youth and talent nurturing, sports and cultural development, national education, environmental protection, and support for Macau's development as a World Center of Tourism and Leisure.

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



銀娛連續18年冠名贊助「銀河娛樂澳門國際馬拉松」，並在2021年與澳門特殊奧運會（「特奧」）合作推出「馬拉松陪跑計劃」，安排特奧學員與銀娛員工康樂會屬下跑友會成員定期進行馬拉松訓練，並由跑友會協助特奧學員制定比賽策略，協助有志參賽的特奧學員更好地備賽，投入運動的樂趣。

GEG has title-sponsored the Galaxy Entertainment Macao International Marathon for 18 consecutive years and co-organized a Marathon "Run with a Partner" Training Program with the Macau Special Olympics (MSO) in 2021. Members of the GEG Staff Social Club (SSC) Runner's Club regularly trained with MSO members and also formulated racing strategies to help their MSO running buddies prepare for the marathon.



推廣青年教育、體育、文化交流活動 Promoting Youth Education, Sports and Cultural Exchange

體育發展 Sports Development

參與由特奧舉辦的多項共融體育活動 Making Sports Inclusive with Macau Special Olympics

銀娛支持及參與由特奧舉辦的多項體育活動。銀娛員工康樂會屬下足球隊在「2021特奧慈善足球賽」，憑著精湛球技於公開組奪得冠軍。此外，銀娛亦透過員工康樂會組織團隊成員參與包括滾球、籃球、羽毛球、乒乓球及保齡球等共融體育活動。在特奧代表的帶領下，銀娛團隊成員與特奧學員一起學習有關運動項目的基礎知識及技巧，並組隊進行模擬挑戰賽，享受運動的樂趣之餘，亦藉此支持有特殊教育需要的人士透過參與體育活動，發掘自身的潛能和興趣。

GEG supported and participated in a host of sporting activities held by the MSO. In the 2021 MSO Charity Football Tournament, the GEG SSC Soccer Team won the open group championship. Through SSC, GEG invited its team members to take part in different inclusive sports, including boules, basketball, badminton, table tennis and bowling. Guided by MSO coaches, GEG team members joined MSO members in learning the basics of each sport and formed teams for the interactive games and friendship matches. In addition to giving participants the opportunity to have fun, the activities also supported people with special educational needs by uncovering their strengths and interests.



感言 Quotes



「多年來，銀娛積極支持特奧為殘疾人士舉辦的多項體育活動，展示其致力履行企業社會責任的精神，對此，我們衷心感謝銀娛對推動殘疾人士體育運動發展的重視。」

"Over the years, GEG has demonstrated its commitment to corporate social responsibility by actively supporting a series of sports activities organized by MSO. We are grateful for GEG's tremendous support in helping promote the sports development of people with disabilities."



蕭宇康先生
Mr. Hetzer Siu
特奧執行總監
MSO National Director



「今年透過參加公司與澳門特殊奧運會合作推出的『馬拉松陪跑計劃』，與傷健運動員建立起友誼，讓我體會到運動不但能夠強身健體，亦可推動社區上不同群體的交流，促進社區共融發展。」

"Through participating in the 'Run with a Partner' Training Program, I established close friendships with MSO members. The exchange with MSO members made me realize that sports not only improve our overall health but also promote engagement with people from different community groups and foster community inclusion."



馮瑛璋先生
Mr. Ray Fong

銀娛跑友會隊長
Leader of GEG Runner's Club



活動花絮 Activity Snapshots



銀娛管理層親自迎接來澳參與交流的國家奧運精英運動員代表團。

GEG management gives a warm welcome to the delegation of Chinese mainland Olympians as they kick off a goodwill tour in Macau.



在體育局舉辦的歡送會中，銀娛團隊與一眾本澳青年運動員，向國家奧運精英運動員代表團表達衷心謝意。

GEG representatives join Sports Bureau and a team of local young athletes in bidding farewell to the delegation of Chinese mainland Olympians.



銀娛龍舟隊連續第16年參與「澳門國際龍舟賽」，透過競技體育活動慶祝端午節。

GEG Dragon Boat Team competes in Macao International Dragon Boat Races for the 16th consecutive year during the Dragon Boat Festival.



銀娛團隊成員在體育局及澳門婦女聯合總會所舉辦的「澳門婦女體育嘉年華」中發揮團隊精神，合力完成障礙賽。

GEG team members demonstrate team spirit in obstacle race at Macau Women Sports Carnival, jointly held by Sports Bureau and Women's General Association of Macau.



冠名贊助「第68屆澳門格蘭披治大賽車」的「銀河娛樂澳門東望洋大賽」。

Title sponsoring the Galaxy Entertainment Macau Guia Race of the 68th Macau Grand Prix.



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」，邀請同善堂旗下診所的醫護人員家庭觀賞賽事及參觀澳門大賽車博物館。

GEG title sponsors Macau Guia Race of the 68th Macau Grand Prix, inviting medical staff from Tung Sin Tong's clinics to watch the races and visit Macau Grand Prix Museum with their families.



連續第11年與特奧合辦「銀娛關愛特奧共融乒乓球賽」。

Co-organizing the "Galaxy Entertainment Group Special Olympics Table Tennis Competition" for the 11th consecutive year with MSO.

「銀河藝萃」開幕及首展《傳情·傳承》 GalaxyArt Gallery and "Juxtapose" Exhibition

藉社會文化司及經濟財政司指導、文化局及旅遊局主辦的第二屆「藝文薈澳：澳門國際藝術雙年展2021」舉行之際，由銀娛基金會籌辦之非營利藝文空間「銀河藝萃」於「澳門銀河™」隆重開幕，並推出其首個藝術展覽項目《傳情·傳承》。展覽透過馬來西亞藝術家鄧文建先生精心塑造的一系列巨型金屬裝置，描繪澳門長久以來的人文風情，展現澳門深厚的歷史文化魅力。此外，「銀河藝萃」亦會全年無休地免費為公眾提供多元的藝文體驗，為本澳文藝發展貢獻力量。

"Art Macao: Macao International Art Biennale 2021" was hosted under the auspices of the Secretariat for Social Affairs and Culture and the Secretariat for Economy and Finance and was organized by the Cultural Affairs Bureau and the Macao Government Tourism Office. For this second iteration of Art Macao, the GEG Foundation unveiled the non-profit GalaxyArt Gallery at Galaxy Macau™. The inaugural exhibition "Juxtapose" features a series of giant metal sculptures designed by Malaysian artist Tang Mun Kian. The sculptures explore Macau's long-standing customs, history and culture. GalaxyArt will present a variety of cultural and artistic experiences to the public year round for free in order to promote the development of arts and culture in Macau.



推廣青年教育、體育、文化交流活動 Promoting Youth Education, Sports and Cultural Exchange

藝術與文化發展 Cultural and Arts Development

「銀娛GEG hush! kids舞台」 "GEG hush! kids"

「hush! 2021音樂會」首設由銀娛全力支持的「銀娛GEG hush! kids舞台」，由兒童及青少年組成的樂隊帶來音樂演出，並設有親子音樂主題攤位，冀讓兒童從遊戲中感受音樂的樂趣。銀娛亦邀請了澳門唐心兒協會的會員，在銀娛義工隊的陪同下，一起欣賞樂隊的精彩表演，並進行各式各樣與音樂相關的遊戲。

GEG presented the "GEG hush! kids" stage at the "hush! 2021 Concerts," providing music-themed parent-child booths and a platform for young people to express their talents and love of music. GEG also invited members of the Macau Down Syndrome Association to the performances by live bands, where they enjoyed various music-related games with the GEG Volunteer Team.



「澳門百老匯™」支持音樂及文化藝術發展 Broadway Macau™ Supports Development of Music, Culture and Arts



銀娛善用旗下物業資源，透過「銀娛場地夥伴先導計劃」支持相關政府部門及本地社服機構舉辦各類型音樂及文化藝術活動，並從中提供軟硬件的專業支援，當中包括支持第三屆「相約澳門—中葡文化藝術節」之「中國與葡語國家電影展」的開幕放映《喜歡你》於「銀河影院」舉行；並支持「慶祝鏡湖醫院慈善會成立150週年文藝晚會」等文藝活動於「百老匯舞台」舉行。

Through its "GEG Venue Partnership Pilot Program," GEG sponsors and supports government departments and local social service organizations in hosting a series of musical, artistic and cultural activities. It has supported the "China and Portuguese-speaking Countries Film Festival" of the third "Encounter in Macao – Arts and Cultural Festival Between China and Portuguese-speaking Countries" by providing Galaxy Cinemas as the venue for the opening film "This Is Not What I Expected." GEG also supported the Kiang Wu Hospital Charitable Association in organizing a show at Broadway Theater celebrating the Association's 150th Anniversary.



推廣青年教育、體育、文化交流活動 Promoting Youth Education, Sports and Cultural Exchange

藝術與文化發展 Cultural and Arts Development

支持兒童肢體劇《三個和尚》於澳演出 "Three Monks" Chinese Stage Production for Children

銀娛支持由澳門中華文化藝術發展協會承辦，國家藝術院團（澳門）演出季、澳門「歡樂春節」之《三個和尚》於「澳門百老匯」之「百老匯舞台」舉行多場演出，並贊助場地及提供技術支援。此外，銀娛於首演後舉辦分享會，邀請中國兒童藝術劇院院長馮俐女士與一眾出席嘉賓及學生交流，冀透過經驗傳承，助力提升本澳青年對文化藝術的興趣。

GEG provided the venue and technical support at the Broadway Theater of Broadway Macau™ for the play "Three Monks," organized by the Macao Association of Chinese Culture and Arts Development. To nurture young people's appreciation for the arts and culture, GEG also held a sharing session after the premiere, during which Ms. Feng Li, President of the China National Theatre for Children, shared her experience with attending guests and students.



感言 Quotes



穆欣欣女士
Ms. Mok Ian Ian

澳門特別行政區政府文化局時任局長
Then President of the Cultural Affairs Bureau

「文化局感謝銀娛對本地藝文活動的長久支持，發揮平台作用和善用自身資源，主動投入和參與本澳的文化建設工作，創造機會讓藝術文化走進社區不同角落，拓展大眾的藝術視野，營造澳門豐富的藝術文化氛圍和城市氣質。」

"The Cultural Affairs Bureau would like to thank GEG for its long-standing support for local arts and cultural activities by being a platform and leveraging its resources. To broaden the artistic horizons of the public and create a rich artistic and cultural atmosphere and vibe in Macau, GEG has taken the initiative to participate in the cultural construction work of Macau and create opportunities for helping arts and culture to spread to different corners of the community."



「非常感謝銀娛支持我們劇團在如此優秀、漂亮的劇場演出，整體的感覺特別好；亦謝謝現場工作人員的大力協助，配合我們的演出做了很多支援和調整。我們難得來到澳門，能夠在這樣大型的場地讓這麼多孩子看到精彩絕倫的兒童劇，讓我們覺得這次表演非常完滿。」

"We appreciate GEG's support and sponsorship of this excellent and beautiful theater for us. It was a nice experience. We also thank the theater's team members for helping us with the preparation and set up for our performance. We are grateful to have this opportunity to bring the show to Macau and to have so many children watching us."



馮俐女士
Ms. Feng Li

中國兒童藝術劇院院長
President of the China National Theatre for Children

「很高興能夠與銀娛基金會合作，以《傳情·傳承》作為『銀娛藝萃』的首展。自展覽策劃至今，由概念設計到作品裝置的安裝，銀娛基金會均提供了大力的支持，是今次展覽順利舉行的關鍵。我亦很欣賞銀娛基金會為了推動文藝，特意於一個商業用途地方設置了一個長期用作藝術及文化展示的空間，推動更多人接觸藝術文化。」

"It was a great pleasure to work with the GEG Foundation, which was very supportive and involved in every stage from the initial concept to the final installation. I appreciate the efforts made by the GEG Foundation in setting up a permanent arts and cultural space on commercial premises to engage the public on the importance of arts and culture."



鄧文建先生
Mr. Tang Mun Kian

《傳情·傳承》藝術家
Creator of "Juxtapose"



推廣青年教育、體育、文化交流活動

Promoting Youth Education, Sports and Cultural Exchange

藝術與文化發展 Cultural and Arts Development



活動花絮 Activity Snapshots

「銀娛GEG hush! kids舞台」，由兒童及青少年組成的樂隊帶來音樂演出，並設親子音樂主題攤位，冀讓兒童從遊戲中感受音樂的樂趣。

"GEG hush! kids" stage spreads the joy of music through music-themed game booths and a platform for young people to share their music.



邀請鮑青網的家庭參觀《傳情·傳承》展覽，更安排他們參與工作坊，學習親手用絨毛鐵線製作「醉龍頭」，體驗藝術家及團隊於製作金屬藝術裝置時的藝術感受。

Inviting families from Bosco Youth Service Network (BYS) on a guided tour of "Juxtapose" exhibition. During handicraft session, participants make drunk dragons using pipe cleaners.



支持澳門筆會舉辦新春文藝雅集活動，協助本地藝術家交流，推動中華傳統文化。

Supporting Pen of Macau in organizing a spring gathering to promote Chinese culture among local artists.

支持獻禮電影《1921》澳門區首映禮 Macau Premiere of CPC Centenary Film "1921"

由澳門基金會、寰亞電影及南光（集團）有限公司聯合主辦，中央人民政府駐澳門特別行政區聯絡辦公室宣傳文化部及銀娛支持的建黨百年獻禮電影《1921》澳門區首映禮於「銀河影院」舉行。「銀河影院」公映此部建黨百年之獻禮電影，冀讓更多澳門市民及旅客認識黨史。此外，銀娛亦邀請澳門中華教育會及團隊成員參與電影專場，冀助其深入了解中國共產黨建黨的歷史事蹟。

The Macau premiere of the film "1921", which tells the story of the centenary founding of the CPC was hosted at Galaxy Cinemas. The event was co-organized by the Macao Foundation, Media Asia Film and Nam Kwong (Group) Company Limited, with the support of the Department of Publicity and Culture of the Liaison Office of the Central People's Government (CLO) in the Macau SAR. In addition to public screenings at Galaxy Cinemas, GEG held exclusive screenings for members of the Chinese Educators Association of Macau, as well as for GEG team members, to promote knowledge of the history of the CPC.



推廣青年教育、體育、文化交流活動 Promoting Youth Education, Sports and Cultural Exchange

共慶建黨100周年 Celebrating CPC Centenary

「銀娛澳門盃 — 青少年國情知識競賽」助學生認識黨的發展歷程 GEG Macau Cup – Youth National Education Competition Supports Students' Understanding of CPC's Development



銀娛連續第13年冠名贊助「銀娛澳門盃—青少年國情知識競賽」，自2009年至今，累計參與賽事的本地中學及高等院校學生已逾100,000人次。2021年度賽事以「百年目標—全面小康」為主題，旨在藉建黨百年之際，讓參與學生深入認識國家於脫貧攻堅取得的重大勝利，以及實現全面建成小康社會這第一個百年奮鬥目標的偉大成就。

GEG has title sponsored the GEG Macau Cup – Youth National Education Competition for 13 consecutive years. The competition has attracted more than 100,000 students from local high schools and higher education institutions since 2009. In 2021, the competition emphasized learning about the CPC's century-long history, particularly since China has achieved its first centenary goal of building a moderately prosperous society.

支持本地社團舉辦中國共產黨成立100周年慶祝活動
Celebrating 100th Anniversary of CPC with Local Associations

為慶祝建黨百年，社會各界亦舉辦各式各樣的慶祝活動，當中，銀娛支持本地10間社會服務團體聯合主辦「澳門社會各界慶祝中國共產黨成立100周年—愛國歌曲演唱比賽」，為其提供「澳門百老匯」之「百老匯舞台」作為比賽場地。透過專業的舞台設備及支援，30多支來自社區各界的隊伍唱出經典愛國歌曲，抒發對黨與國家的感恩情懷。另外，銀娛亦為思路智庫聯合多個社團籌辦之「百年榮光，風華正茂系列活動—中國共產黨歷史宣講會」提供澳門悅榕莊作為場地贊助及各項技術支援。

The Macau community held various celebrations of the CPC centenary in 2021. GEG contributed by supporting 10 local social service organizations to host a patriotic song singing contest. The contest was held at the Broadway Theater at Broadway Macau. By providing a professional stage and equipment, GEG supported over 30 teams from different community groups in expressing their love for the CPC and the country. GEG also provided a venue at Banyan Tree Macau, as well as technical support, for the Grand Thought Think Tank and other associations in hosting a seminar on the CPC's history.



推廣青年教育、體育、文化交流活動
Promoting Youth Education, Sports and Cultural Exchange

共慶建黨100周年 Celebrating CPC Centenary

感言 Quotes



「銀娛多年來一直積極履行企業社會責任，幫助許多由澳門基金會支持、各大社團以至政府所舉辦的活動於『澳門銀河』及『澳門百老匯』之『百老匯舞台』演出，並提供完整的配套支援。非常感謝銀娛支持是次的電影首映禮活動及於本澳公映《1921》。」

“Over the years, GEG has demonstrated its commitment to fulfilling its corporate social responsibilities by providing venue sponsorships, technical support and other auxiliary support for activities held by the Macao Foundation and other associations. This time, GEG helped us bring ‘1921’ to Macau. We thank GEG for its support on the movie premiere and for showing the movie at its cinemas.”



吳志良先生
Mr. Wu Zhiliang
澳門基金會行政委員會主席
President of the Macao Foundation



何少金女士
Ms. Ho Sio Kam
澳門中華教育會副會長
Vice President of the Chinese Educators Association of Macau



「銀娛對愛國教育的長期支持相當值得肯定，今次特意為本澳團體舉辦愛國電影專場，對提升市民大眾的愛國情操起到助力作用。期待今後銀娛繼續積極推行相關活動，讓本澳的愛國愛澳精神繼續發光發亮。」

“We are glad to see GEG’s support for national education promotion, including the exclusive movie screenings for local associations, which has helped enhance the patriotic sentiment of the community. We look forward to GEG’s continued arrangement of similar activities in the future, as well as their help in keeping the patriotic spirit shining in our community.”





活動花絮 Activity Snapshots



支持澳門旅遊業界舉辦之「澳門旅遊業界慶祝中國共產黨成立100周年書畫展」，並鼓勵團隊成員參展，以自己的藝術作品，向建黨百年致敬。

GEG team members contribute to a painting and calligraphy exhibition organized by Macau tourism industry to celebrate 100th anniversary of the founding of CPC.



銀娛團隊成員參觀「中國共產黨的100年—慶祝中國共產黨成立100周年大型主題圖片展」，了解黨過去100年的歷程及各項成就。

GEG team members visit a photo exhibition celebrating CPC centenary.



支持婦聯舉辦「慶祝中國共產黨成立100周年」音樂會。

Supporting the Women's General Association of Macau in organizing a musical concert that celebrates the 100th anniversary of CPC's founding.



為思路智庫聯合多個社團籌辦之「百年榮光，風華正茂系列活動—中國共產黨歷史宣講會」提供場地贊助。

Providing venue sponsorship to the Grand Thought Think Tank and other associations on hosting a seminar on CPC's history.



傳遞愛心與關懷 Spreading Love and Care

銀娛秉持「心繫社區 感愛同行」的企業社會責任宗旨，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，冀為社會各界提供適切的援助，以及加強社區交流。此外，銀娛透過旗下義工隊，助力構建社會關懷網絡及促進和諧社會的建設；並透過銀娛基金會回饋社會，聚焦為下一代創建更美好的未來。

“Community at Heart, Empathy in Action” is GEG’s core value in serving the community. Over the years, GEG has been working closely with Macau’s various charities and social service organizations in the hope of providing appropriate aid to the community and strengthening social cohesion. In addition, the GEG Volunteer Team also works to build a network of care and to foster a harmonious society. To build a brighter future for the next generation, GEG also invests in the community through the GEG Foundation.

「澳門百老匯」成多元社群匯聚點 Broadway Macau Becomes Gathering Point for Community Groups



為提升社服機構服務使用者與社會的聯繫，銀娛支持多間本地非牟利機構於「澳門百老匯」舉辦了接近30場社區活動，當中包括音樂會、藝術表演、嘉年華、時裝表演、歌唱比賽、音樂劇場、主題展覽及文藝匯演等，藉此推動和諧共融的社區關愛文化，鼓勵不同背景的人士互動交流。

To enhance the connection between users of social service organizations and the broader community, GEG has supported various local non-profit organizations in holding close to 30 community activities at Broadway Macau, including concerts, art shows, carnivals, fashion shows, singing competitions, musicals, themed exhibitions and talent shows.



向同善堂長者送上新春節日祝福 Respect and Care for the Elderly

銀娛組織義工隊參與「金牛納福喜迎春 銀娛敬老福滿堂」新春長者探訪活動，到同善堂長者活動中心為長者送上賀年禮品包，義工們更陪伴一眾長者挑戰多個團體遊戲，冀與長者提前同賀新春佳節之餘，亦體現人文關懷，傳遞敬老護老的中華文化傳統美德。此外，義工隊向每名長者送上由銀娛義工隊成員親手編織的圍巾，長者們亦送上親手繪寫的揮春予銀娛義工隊以表謝意，互相交換節日祝福，暖意洋洋。

GEG held the "Bring in the Ox with Respect and Warmth" pre-CNY celebration at the Elderly Activity Center of Tung Sin Tong, where festive gift packs were distributed to the elderly. During the visit, GEG volunteers joined the elderly for several interactive games that celebrated the Spring Festival and conveyed the traditional Chinese virtues of respect and care for the elderly. The volunteers also prepared hand-knit scarves while the elderly wrote Spring Festival couplets to express their thanks and best wishes to the volunteers.



支持社企項目 Supporting Various Social Enterprises

銀娛支持及參與澳門扶康會舉辦的不同社區共融活動，當中包括為澳門扶康會服務使用者提供職業培訓，安排旗下餐飲部代表為澳門扶康會服務使用者示範烹飪技巧，並互相交流烹飪心得及經驗。此外，為支持澳門扶康會旗下心悅洗衣社會企業新址啟用，銀娛捐贈多套包括洗衣機及乾衣機等的高端商用設備；亦從澳門扶康會購買枕頭套物資，捐贈予超過51間院舍，藉此為有需要群體提供支援，以及為殘疾人士創造就業機會，支持其於社會上發揮所長。

GEG actively supports various activities organized by the Fuhong Society of Macau (Fuhong), including vocational training for Fuhong's members and a demonstration of culinary techniques by GEG's F&B representatives. In addition to supporting the expansion launching of Happy Laundry Social Enterprise, GEG has donated a range of professional equipment, including washing and drying machines, as well as pillowcases purchased from Fuhong to over 51 elderly and rehabilitation residential centers, thereby providing aid to those in need and creating career and personal development opportunities for people with disabilities.



捐款澳門幣 1,000萬元支援河南省抗洪救災 MOP10 Million for Relief Efforts in Henan

2021年7月，河南省遭遇罕見持續暴雨，汛情嚴峻。銀娛在中央人民政府駐澳門特別行政區聯絡辦公室的協助下，透過銀娛基金會捐出澳門幣1,000萬元，為河南省的防汛、搶險及救災工作提供支援。

In July, 2021, Henan Province was hit by extreme rainfall across the region. Under the coordination of the CLO in the Macau SAR, GEG donated MOP10 million through the GEG Foundation, supporting emergency response and relief efforts.

慈善捐獻助社區 Donating to Social Service Organizations

銀娛積極透過捐贈款項及物資，支持不同社會服務機構及團體的慈善工作，主要受惠機構包括（按機構名稱之英文字母順序排列）：

- 澳門明愛
- 澳門日報讀者公益基金會
- 澳門扶康會
- 澳門仁慈堂社服店
- 澳門愛護動物協會
- 同善堂

GEG actively supports a variety of social service organizations and groups through financial and material donation. Major beneficiaries include (Organization names arranged in alphabetical order):

- Caritas Macau
- Charity Fund From the Readers of Macao Daily News
- Fuhong Society of Macau
- Holy House of Mercy Welfare Shop
- Society for the Protection of Animals
- Tung Sin Tong



推動業界可持續發展及履行企業社會責任工作獲多項殊榮
Sustainable Development and Corporate Social Responsibility Awards

銀娛積極推動業界的可持續發展及履行各項企業社會責任，有關工作於年內獲頒發多個獎項，包括：

- 憑藉「銀河娛樂集團文旅推廣計劃」榮獲亞太旅遊協會頒發「可持續發展和社會責任類」之「文化範疇—傳統表演及視覺藝術」金獎
- 於倫敦舉行的「國際博彩業大獎」上分別第7次獲選為最佳娛樂場營運商及榮獲慈善團體大獎
- 獲SocietyNext基金會、香港聯合國教科文組織協會和平中心及扶輪和平行動小組頒發的ESG Care Label 2021-2022
- 獲《鏡報》頒發「蟬聯傑出企業社會責任獎」

In 2021, GEG won several awards and accolades for promoting the sustainable development of the industry and fulfilling its corporate social responsibility. These include:

- From Pacific Asia Travel Association, Sustainability and Social Responsibility Category: Gold Award for Culture (Traditional Performance and Visual Arts)
- From International Gaming Awards (London): Casino Operator Award (seven-time winner) Charity Community Award
- From SocietyNext Foundation, UNESCO HK Association Glocal Peace Center, and Rotary Action Group for Peace: ESG Care Label 2021-2022
- From Mirror Post: CSR Award



傳遞愛心與關懷
Spreading Love and Care
社區關懷 Community Care

感言 Quotes

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「我們感謝銀娛及其團隊成員積極支持澳門明愛募捐行動，是次所籌集到的各類型糧油食品將切實幫助有迫切需要的人士，包括因疫情而滯留澳門的人士，減輕其生活壓力。我們期望繼續與銀娛保持良好的合作關係，一同向社區送暖獻愛。」

“We are thankful for GEG and its team members’ donation to Caritas Macau. These food supplies are a blessing for many people, including those who have been stranded in Macau due to the pandemic. We look forward to continuing our work with GEG and to spreading love and care to the wider community.”



潘志明先生
Mr. Paul Pun
澳門明愛總幹事
Secretary-General of Caritas Macau

”



周惠儀女士
Ms. Jennifer Chau
澳門扶康會總幹事
Director of Fuhong Society of Macau

“

「銀娛早前向本會捐贈大型洗衣機器，大力支持社會企業的持續運作及擴充新址，讓殘疾人士能在社會企業就業，本會對此表示相當感激。未來亦希望繼續與銀娛共同支持澳門，成為更和樂共融的社區，讓服務發展得更靈活、創新和多元。」

“GEG donated several sets of large laundry equipment to us to support our social enterprises’ expansion and sustainable development, which helped creating employment opportunities for the disabled to integrate in the society. In the future, we will continue to work with GEG to build a more harmonious and inclusive Macau community with more flexible, innovative and diversified services.”

”



活動花絮 Activity Snapshots



銀娛與警察總局、治安警察局、社會工作局、地球物理暨氣象局合辦民防知識講座，再度向長者講解颱風相關的資訊及其他防災知識，加強其安全意識及避險能力。

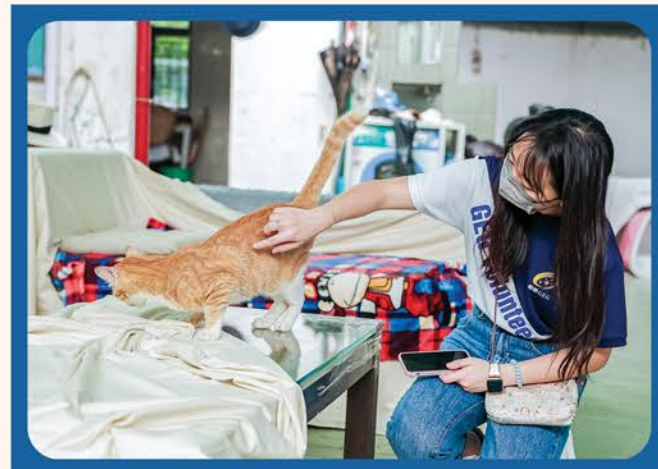
To increase the public's disaster awareness and preparedness, GEG joined forces with the Unitary Police Service, the Public Security Police Force, the Social Welfare Bureau and the Meteorological and Geophysical Bureau of the Macau SAR Government on organizing the Emergency Preparedness Talk.



銀娛義工於澳門仁慈堂社服店協助分發食物籃予300多戶基層家庭。
GEG volunteers help distribute hampers to over 300 disadvantaged families during Macau Holy House of Mercy Welfare Shop campaign.



銀娛義工前往澳門捐血中心一同捐血，幫助緩解血庫存量不足的問題。
GEG volunteers donate blood at Macao Blood Transfusion Service.



向澳門愛護動物協會捐贈澳門幣8萬元及18箱浴袍物資，以支持該會日常的動物救援、保護及照顧工作。
Donating MOP80,000 and 18 boxes of bathrobes to Anima Macau to support animal rescue, protection and caretaking work.

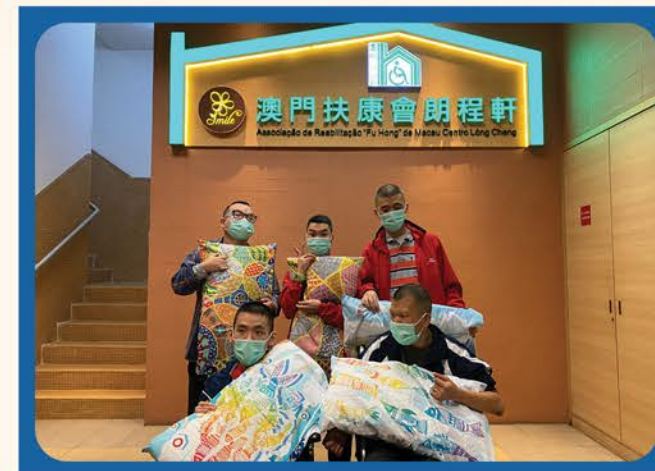
傳遞愛心與關懷 Spreading Love and Care

社區關懷 Community Care



舉辦「月圓好戲FUN—《媽媽的神奇小子》電影專場暨分享會」，邀請澳門不同協會、銀娛員工康樂會屬下跑友會及義工隊的團隊成員一同參與。

Hosting a "Mid-Autumn Fun— 'Zero to Hero' Movie Screening and Sharing Session," for members and service users of various organizations, members of GEG Runner's Club, and GEG Volunteer Team.



從扶康會購買枕頭套物資，再捐贈予超過51間院舍。
GEG donates pillowcases purchased from Fuhong to over 51 elderly and rehabilitation residential centers.



支持線上「澳門樂善盃」慈善長跑賽，鼓勵團隊成員踴躍參與，將路程化作善心。

GEG supports the virtual Care Action Cup Macao Charity Run event and encourages team members to participate.



組織團隊成員探訪「平安通」服務使用者，並為其送上家庭箱並致以慰問。

GEG team members deliver disaster preparedness family kits to homes of Peng On Tung's service users.

認購綠色債券 Subscription to Green Bonds



銀娛先後投放人民幣一億元認購中國銀行澳門分行（「澳門中銀」）發行之亞洲地區首筆「生物多樣性」主題綠色債券（「『生物多樣性』債券」）以及投放1,000萬美元認購由明陽智慧能源集團股份公司（「明陽集團」）於澳門發行之綠色債券。「生物多樣性」債券亦是全球首筆金融機構發行並獲第三方認證的「生物多樣性」主題綠色債券；而由明陽集團發行之債券則為首筆於澳門發行的企業綠色債券。作為唯一一家認購有關綠色債券的綜合度假城企業，銀娛期望透過支持及參與新興金融產品，助力推動澳門金融事業發展，並促進本澳綠色事業及多元化的發展。

GEG respectively invested RMB100 million in Asia's first biodiversity-themed green bonds, issued by Bank of China Limited, Macau Branch (BOC Macau), and US\$10 million in a green bond issued by Mingyang Smart Energy Group (Mingyang Group). The biodiversity-themed green bonds offered is also the first of such bonds issued globally by a financial institution with third-party verification, whereas the green bond issued by Mingyang Group is the first corporate green bond issued in Macau. As the only integrated resort operator that has subscribed to these CSR and green bonds, GEG has been proactively supporting the development of Macau's financial markets, as well as promoting the city's green industry and diversification through participating in emerging finance.

支持澳門明愛「愛Fun享」食物回收計劃 Caritas Macau Food Recycling Scheme

銀娛積極響應由澳門明愛舉辦之「愛Fun享」食物回收計劃，在旗下星際酒店後勤區設立食品收集站，呼籲團隊成員珍惜食物，減少資源浪費，並透過自身力量回饋社會。星際酒店藉是次活動把收集所得之逾1,200公斤食品，如白米、食用油、麵食、營養口糧等全數捐贈予澳門明愛，由其轉贈予多個有需要群體，以惠及社區內需要援助之人士。

Responding to Caritas Macau's call for support for its food recycling scheme, GEG's flagship property StarWorld Hotel established a kiosk in its back-of-house areas to collect items to donate to the community. Team members contributed more than 1,200 kilograms of food and groceries such as rice, cooking oils, noodles and other daily necessities, which were subsequently donated to Caritas Macau for redistribution to those in need.



支持「世界水資源日」 World Water Day Activities

為支持全球節水運動「世界水資源日」，銀娛與環保團體綠色未來合作，於員工後勤區舉辦「水菓樂工作坊」，透過簡易蔬果種植體驗，為團隊成員解釋水資源與農作物及生態環境間的密切關係，並向他們講解日常生活中不同習慣的耗水量，以及提供節約用水之秘訣。此外，銀娛亦組織團隊成員前往氹仔污水處理廠參觀，在導賞員的帶領下了解廠內設施運作，親身學習本澳污水處理程序。

In support of World Water Day, GEG cooperated with Green Future Macau in organizing a planting workshop for its team members in its back-of-house areas to promote water conservation. During the activity, participants learnt about the vital role of water in architecture and ecology, the links between daily habits and water consumption, and useful water-saving tips. In addition, GEG also arranged a guided tour of a wastewater treatment plant in Taipa, where participating team members were shown around the facilities to gain a clearer understanding of Macau's urban wastewater management.



傳遞愛心與關懷 Spreading Love and Care

環境保護及可持續發展
Environmental Protection and
Sustainable Development

於「澳門知慳惜電活動」奪3獎 Three Awards from Macau Energy Saving Activity

銀娛旗下物業於澳門電力股份有限公司所主辦的「澳門知慳惜電活動」中一共榮獲3個獎項。「澳門銀河」及「澳門百老匯」在「酒店B組」類別中分別獲得優異獎，而「澳門銀河」更第3度獲頒年度唯一之「節能概念大獎」殊榮。為提升能源效益，銀娛旗下所有物業包括後勤區均採用達國際水平之創新環保設計概念及技術，多年來在不同層面實施的節能措施超過100項。

Two of GEG's flagship properties – Galaxy Macau and Broadway Macau – won an Excellence Award in the Hotel Group B category at the Macau Energy Saving Activity held by Companhia de Electricidade de Macau. Galaxy Macau was additionally presented with the Energy Saving Concept Award for the third time. The accolades recognize GEG's innovative approach to reducing energy consumption, technological enhancements to support sustainability and implementation of more than 100 world-standard energy saving measures across our properties.



感言 Quotes

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「『水菓樂工作坊』令我們了解到天然資源在農作物種植及牲口飼養中的重要性。我們會悉心栽種獲派的火龍果種子。」

“From the planting workshop we gained a better understanding of how natural resources contribute to agriculture and livestock production. We will take good care of the dragon-fruit seed we were given.”

”



俞文鵠先生
Mr. Sean U

銀娛團隊成員
GEG Team Member



劉笑歡女士
Ms. Teresa Lao

唐心兒協會理事長
Chairman of Executive Board of the Macau
Down Syndrome Association

“

「很高興能夠與銀娛合作舉辦有益身心健康的郊遊活動，同時又能夠藉此活動提升參加者對環境保護的關注度。對於唐氏綜合症人士來說，與義工們交流和互動更是鍛煉社交能力的好機會，體現傷健共融的精神。」

“We are very pleased to be able to collaborate with GEG in organizing these activities that encourage participants to maintain a healthy physical and mental balance, and also to enjoy and respect the natural habitat. The event offered a good opportunity for people with down syndrome to work on their communication and social networking skills, as well as promoting social inclusion.”

”

傳遞愛心與關懷
Spreading Love and Care

環境保護及可持續發展
Environmental Protection and
Sustainable Development



活動花絮 Activity Snapshots



響應環境保護局「膠袋收費」措施並把相關徵費所得之款項全數捐贈予綠色未來。

GEG supports Environmental Protection Bureau's plastic bag charge, donating proceeds to Green Future Macau.



銀娛義工隊到路環黑沙海灘執拾塑膠廢物及垃圾，體會保護海洋環境的重要性。

GEG Volunteer Team initiates coastal clean-up at Hac Sa Beach in Coloane to help marine conservation.



為支持「世界清潔日」，銀娛義工隊透過瑞典新興運動「Plogging」推動保護環境的重要性。

GEG Volunteer Team promotes environmental protection with Sweden's new sport of "plogging" on World Cleanup Day.



「唐心兒郊遊樂」活動期間，銀娛義工與唐心兒協會家庭一起觀賞植樹區內品種豐富的植物。

GEG volunteers and the families from the Macau Down Syndrome Association observed a variety of trees and plants during a nature walk.

「銀娛職安健與人才發展慶典2021」 GEG Workplace Health and Safety and Local Talent Development Celebration Event 2021

銀娛舉辦「銀娛職安健與人才發展慶典2021」，展示在實踐職安健文化推廣及人才培育的承諾。慶典介紹銀娛一系列職安健推廣的工作成果，當中，勞工局持續與銀娛合辦「酒店及飲食業職安卡」課程及多場職安健講座及路演，以多元方式深化團隊成員的職安健知識，傳遞關注健康文化。在推動本澳人才培育工作方面，今年，銀娛於2021年為團隊成員提供的總培訓時長超過100萬小時，當中，一系列的重點人才發展計劃包括：「娛樂場管理發展課程」、「餐廳管理發展課程」及「設施管理與維護技能提升計劃」等，旨在為銀娛以至業界培養更多領域的優秀綜合度假城營運專才。

GEG held the "GEG Workplace Health and Safety and Local Talent Development Celebration Event 2021" to demonstrate its reaffirmed commitment to WHS and talent cultivation. The celebration event introduced GEG's WHS promotional work. GEG continued to co-organize the Hotel and Catering Industry Safety Card Training Program with the Labor Affairs Bureau (DSAL), and co-launched a variety of engaging seminars and interactive roadshows with DSAL to further improve team members' WHS awareness. To cultivate local talent in Macau, GEG's talent development programs provided more than one million training hours to team members throughout 2021. These programs include the Casino Management Development Program, the Restaurant Manager Development Program, and the Facilities Management Upskilling Program, all of which aim to cultivate talent for GEG and the integrated resort industry in various fields.



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

銀娛連續10年聯同澳門管理專業協會合辦「銀娛青少年成就計劃」（「成就計劃」），至今已為超過3,000名18至29歲本地青少年學員提供各類型的活動及培訓機會。成就計劃以多元化的活動培育青年領袖人才，當中包括組織學員到訪橫琴新區進行實地考察及舉辦創業比賽，助其全方位深入認識橫琴的發展現狀，開拓視野。

GEG has organized the GEG Youth Achievement Program (YAP) in conjunction with the Macau Management Association for 10 consecutive years. These annual programs have provided over 3,000 participants aged 18-29 with a host of activities and training. YAP has provided members with a variety of special opportunities, including a one-day field trip to the nearby GBA district Hengqin New Area to afford a thorough understanding of the development of Hengqin.



為大專院校學生提供獎助學金及參訪活動

Providing Scholarships, Fellowships and Integrated Resort Tours for University Students

銀娛分別於本地5所高等院校設立獎助學金，當中包括澳門大學（「澳大」）、澳門理工學院、澳門科技大學、澳門旅遊學院及澳門聖若瑟大學，以鼓勵一眾品學兼優的莘莘學子奮發圖強，並為有經濟需要的學生提供支援。此外，銀娛亦為來自不同高等院校的師生舉辦參訪活動，先後接待及安排澳大呂志和書院、澳大戰略合作高校優秀學生研習班、灣區聯盟高校優秀學生研習班，以及澳門城市大學國際旅遊與管理學院研究院師生等參觀旗下物業的各項休閒娛樂設施，以加深他們對業界的了解，啟發其探索未來發展路向。

GEG provided scholarships and fellowships to students at five local tertiary institutions: The University of Macau (UM), Macao Polytechnic Institute, Macao University of Science and Technology, Macao Institute for Tourism Studies, University of Saint Joseph. In addition to motivating outstanding students to work hard and pursue their lifelong goals, GEG also provided financial assistance to socially disadvantaged students so that they can achieve their dreams. In addition, GEG also organized property tours for students and academic staff at UM's Lui Che Woo College (LCWC), as well as those from the Summer Course for Outstanding Students in UM Strategic Partner Universities, the Summer Course for Outstanding Students in GBA Alliance Universities, and the Faculty of International Tourism and Management of City University of Macau, so as to help them gain first-hand insight into the daily operations of large-scale integrated resorts, and to support them in exploring their career paths.



組織青少年參觀青少年愛國愛澳教育基地

Visits to "Base of the Education of Love for the Motherland and for Macau for Young People"

銀娛分別邀請與澳門管理專業協會合辦之「銀娛青少年成就計劃」學員，以及澳門大學呂志和書院院生參觀位於青少年愛國愛澳教育基地內之常設教育展，藉此支持澳門特區政府的青少年國情教育政策，鞏固更多年輕人對中國歷史文化、國家及澳門發展歷程之認識，助力培育愛國愛澳的未來棟樑。

Participants of the GEG Youth Achievement Program co-organized with the Macau Management Association, and students from the Lui Che Woo College (LCWC) of the University of Macau were given tours of the exhibition at the "Base of the Education of Love for the Motherland and for Macau for Young People". The tours are part of GEG's efforts to support the Macau SAR Government's goals of strengthening young people's sense of national identity and understanding of the history and culture of China and Macau.



銀娛呈獻：中國無人機校園科普活動 GEG Presents: Popular Science Activities in Schools on Chinese Drones



銀娛繼續贊助「銀娛呈獻：中國無人機校園科普活動」，到訪多所澳門學校推廣無人機戶外編隊飛行技術，讓青少年汲取科學知識，在感受科技魅力的同時，激發其對科技創新的興趣。活動透過講座、影片展示及無人機編隊飛行示範等環節，向參與學生介紹無人機的發展及不同領域的應用。是次活動共推廣至30所本地中學，冀能激發更多青少年對科技創新的興趣，啟迪他們成為科技創新人才。

GEG continued to sponsor the "there is GEG Presents: Popular Science Activities in Schools on Chinese Drones" by arranging visits to a number of local schools and promoting drone technology and to stimulate young people's interest in science, technology and innovation. Through the combination of lectures, video presentations and drone shows, the activities introduced students to the latest development in drone technology and its application in different fields. These activities are to be extended to 30 local high schools to further stimulate young people's interests in becoming technology and innovation talents.

感言 Quotes

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「是次參訪到青少年愛國愛澳教育基地非常全面，可以學習到中國5,000年以來的歷史及文化發展，以及澳門回歸多年來的近況，讓學生能清晰地更加了解國情，相信對他們未來發展會有很大的幫助。感謝銀娛一直不遺餘力對我們書院的支持，過去亦為我們的院生提供多元化的學習和交流機會，助其增值自我、擴闊視野。」

"It was a flawless visit. It allowed our students to learn about China's 5,000-year history, its cultural development, and also the progress that Macau has made since its return to China so that they can better understand and appreciate national conditions. The visit provided our students with a very clear concept of national conditions, which is helpful to their future development. We thank GEG for its continuous support of our college and for providing our students with a variety of learning and exchange opportunities that are important for their personal development and can broaden their horizons."

por pela Pátria e por Macau pai



葉銘泉教授
Professor Yip Ming Chuen

澳大呂志和書院時任院長
Then College Master of LCWC

”



陳英倫先生
Mr. Chan Ieng Lon

中葡職業技術學校校長
Principal of Escola Luso-Chinesa Técnico-Profissional

“

「很高興能藉由銀娛支持的無人機校園科普活動，讓我校學生近距離觀賞無人機表演，啟迪他們對這項新科技的興趣，從中鼓勵他們投身這股科技熱潮，相信日後會有很大的發展前景。」

"We are very pleased that the drone show supported by GEG brought our students closer to this technology, and allowed them to embrace technology innovation as a way to enhance their learning and career prospects."

”



活動花絮 Activity Snapshots



成就計劃組織學員到橫琴新區進行實地考察，增進其對「橫琴粵澳深度合作區」及國家發展戰略的了解。

YAP participants are taken for a visit to Hengqin where their understanding of the Guangdong-Macao Intensive Cooperation Zone in Hengqin as well as the overall development strategy of the country are strengthened.



自2019年開始冠名贊助「中國無人機校園科普活動」，至今已到訪多所校園推廣無人機戶外編隊飛行技術。

Title-sponsoring the event "Popular Science Activities in Schools on Chinese Drones" since 2019, GEG has arranged visits to various local schools to promote drone technology.



傳遞愛心與關懷 Spreading Love and Care

人才培育 Talent Cultivation



銀娛連續第2年支持勞工事務局之「職出前程實習計劃」職場體驗計劃，再度推出「U-LEAD」工作體驗計劃。

GEG supports "Internship Career Experience Program", organized by DSAL, for second year and relaunches U-LEAD Graduate Internship Program.



「U-LEAD」實習生於「銀娛職安健與人才發展慶典2021」活動中與勞工局局長黃志雄先生及銀娛人力資源及行政集團董事呂慧玲女士交流互動。

U-LEAD participants interact with Mr. Wong Chi Hong, Director of DSAL, and Ms. Eileen Lui, Group Director of Human Resources and Administration of GEG, at the "GEG Workplace Health and Safety and Local Talent Development Celebration Event 2021".



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，並深信擁有多元化的工作團隊，是銀娛不斷創新及提供優質服務的關鍵。銀娛持續投放資源，為團隊成員締造向上流動及橫向發展的機會，並採用一流的管理標準，保障團隊成員的健康與安全；此外，銀娛亦透過員工康樂會，為團隊成員及其親友定期舉辦一系列文化、娛樂及康體活動，以鼓勵團隊成員重視作息平衡。

GEG recognizes team members as its most valuable asset and believes that having a diverse workforce is vital to harnessing creativity, innovation and outstanding service. GEG dedicates significant resources to supporting team members' vertical and horizontal growth; implements best-in-class management standards to safeguard the health and safety of our team members; and encourages a healthy work-life balance by empowering the GEG SSC to organize regular cultural, recreational and physical activities for team members and their families.

戶外瑜伽提升團隊成員身心健康 Outdoor Yoga Enhances Team Members' Well-being

為鼓勵團隊成員參與體育活動鍛鍊體魄，銀娛特意於「2021 銀河娛樂澳門國際馬拉松」舉辦前，邀請來自「Lululemon」的瑜伽導師為多名團隊成員提供戶外瑜伽體驗。一眾參加者在導師專業指導下，於「澳門銀河」大草地花園上進行一系列伸展運動及體式，享受在陽光下運動所帶來的樂趣，亦從中學習如何透過瑜伽強身健體，靜心減壓。

In order to encourage team members to engage in sports for health purposes, GEG invited a yoga trainer from Lululemon to provide an exclusive class of outdoor yoga training for team members ahead of the 2021 Galaxy Entertainment Macao International Marathon. Under her expert guidance, the participants performed a series of stretching and poses on the lawn of Galaxy Macau's garden, enjoying the benefits of outdoor exercising and improving their fitness and mental well-being with yoga experience.



向管理層成員傳遞「兩會」精神 Sharing Event on "Two Sessions"



銀娛舉辦「全國人大政協會議精神分享會」，邀請全國人大代表高開賢先生；全國政協委員賀定一女士；以及全國政協委員、銀娛副主席呂耀東先生向銀娛管理層成員傳達意義重大的「兩會」精神；並感謝中央人民政府駐澳門特別行政區聯絡辦公室經濟部作為是次活動的指導單位。3名主講嘉賓以不同角度分享了全球矚目的「兩會」整體概況，並就「十四五」規劃開啓全面建設社會主義現代化國家新征程，講解中央政府的工作報告及各項重點工作，以及就疫後的經濟復甦、澳門融入國家發展大局的機遇，以至推動「一國兩制」實踐行穩致遠等多項議題表達個人體會。200名不同地區的銀娛管理層成員及旗下嘉華建材管理層成員分別以現場及線上方式參與。

GEG invited Mr. Kou Hoi In, Deputy of the National People's Congress (NPC); Ms. Ho Teng lat, Member of the National Committee of the Chinese People's Political Consultative Conference (CPPCC); and Mr. Francis Lui, Member of the CPPCC and Vice Chairman of GEG, to share with senior executives their insights on the "Two Sessions" of the NPC and the CCPCC. GEG would like to extend its thanks to the Economic Affairs Department of the CLO in the Macau SAR for advising the event. The three speakers gave an overview of the "Two Sessions" and detailed many of the Central Government's work reports and priorities for the 14th "Five-Year Plan," which is considered the starting point of China's new journey to building a modern socialist country. They also shared their views on post-pandemic economic recovery, opportunities for Macau's integration with the country's overall development plans and the long-term benefits of Macau's implementation of "One Country, Two Systems." Over 200 executives took part in the event. Coming from GEG's offices in Macau, Hong Kong and Mainland China, as well as from GEG's subsidiary K. Wah Construction Materials, participants attended either in person or via live online broadcast.

為團隊成員舉辦多元化專題講座
Training Seminars for Team Members

銀娛定期舉辦不同專題講座，藉此提升團隊成員的相關專業知識，其中包括，支持市政署為旗下餐飲部門的團隊成員舉辦「食品安全專題講座」，藉此進一步深化團隊成員在食品安全管理範疇的知識，並加深其對澳門相關食安法例的認識；邀請司法警察局博彩及經濟罪案調查廳為團隊成員舉辦「預防博彩犯罪工作坊」，介紹本澳常見的刑事罪案類型及防罪資訊，增強他們對可能發生的犯罪活動的洞察力、防範力及應對力。

Through regularly organized training seminars, GEG delivers a host of professional knowledge to team members. GEG supported the Municipal Affairs Bureau (IAM) in hosting a Food Safety and Hygiene Seminar to help its F&B team members gain a deeper understanding of Macau's food safety regulations and the importance of maintaining food quality and safety management systems. In addition, GEG invited the Gaming-related and Economic Crimes Investigation Department of the Judiciary Police to co-organize a crime prevention workshop that shared information about common crimes and measures to prevent them, which strengthened team members' capabilities in identifying, preventing and reporting criminal activities.



組織團隊成員參觀國情教育基地及展覽 Team Members Visit to National Education Exhibitions



銀娛先後組織團隊成員參觀青少年愛國愛澳教育基地及「全民國家安全教育展」，冀藉此支持特區政府的國情教育政策，深化團隊成員對國情的認識，凝聚力量，支持國家和特區的繁榮與安穩發展，並加強其對祖國的認同感。參觀期間，團隊成員圍繞展覽內的主題進行交流，互相交換意見及表達看法。

GEG organized for its team members to visit the “Base of the Education of Love for the Motherland and for Macau for Young People” and the National Security Education Exhibition. The visits were designed to support the Macau SAR Government’s national education strategy, deepen team members’ understanding of the country’s development and achievements, increase support for the government’s policies on ensuring the continued prosperity and stability of the country and Macau, and strengthen the sense of national identity and patriotism. During the visits, team members exchanged views on various topics covered by the exhibitions.



感言 Quotes

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「銀娛等大型企業響應特區政府呼籲，推動疫苗接種的安排，以設立講座及疫苗接種站方式，鼓勵及方便其員工及家人接種，助力社區提升疫情防控之成效。透過『新型冠狀病毒疫苗講座』，希望能協助大家掌握各款疫苗的成效和安全性，並根據自身情況作出合適的選擇，共同為保障社區健康安全出一分力。」

“To show full support for COVID-19 prevention and control, large enterprises, including GEG, proactively supported the Macau SAR Government's call to encourage team members and their family members to get vaccinated by arranging seminars and setting up vaccination points. Focusing on helping team members understand the efficacy and safety of each COVID-19 vaccine, the vaccine information seminars helped participants make decisions based on their personal needs whilst joining society on safeguarding the health and safety of the Macau community.”

”



戴華浩醫生
Dr. Tai Wa Hou

澳門公立醫院醫生協會會長及仁伯爵綜合醫院醫務主任
President of the Macau Physician Association of Public Hospital and Clinical Director of the Public Conde S. Januário Hospital Center

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「一直以來，我也希望探索非博彩領域的事業發展機會。很高興公司推出了『IR-LEAD』，讓我能夠深入了解酒店前台部的職務。此外，公司更於早前舉辦一系列活動，讓有興趣參與計劃的同事，能夠循序漸進地了解綜合度假城非博彩領域的運作，並了解多個款客職務的職涯發展前景，更針對我們的疑問提專業意見及指導，大大加強了我們探索開展新職涯的自信心。」

“I have long anticipated to explore career opportunities in non-gaming areas. I am so grateful that GEG has launched the IR-LEAD which allowed me to gain a deeper understanding of the duties at Front Desk Department. In addition, GEG also organized a series of initiatives, providing team members with insights into the operation of non-gaming areas of integrated resort, development prospects of multiple customer-service positions, as well as professional advice and guidance to our questions, which greatly boost our confidence in exploring new career paths.”

”

杜麗薇女士
Ms. Cherry Tou

銀娛團隊成員
GEG Team Member



活動花絮 Activity Snapshots



在「Lululemon」瑜伽導師指導下，銀娛團隊成員完成一系列有助身心健康的伸展體式。

GEG team members complete a series of yoga poses under a Lululemon trainer's guidance.



銀娛舉辦「全國人大政協會議精神分享會」，邀請全國人大代表及政協委員向200名銀娛管理層成員傳達「兩會」精神。

GEG hosts “Two Sessions” event, with NPC and CPPCC delegates sharing insights with 200 GEG senior executives.



團隊成員於「第三屆澳門綜合旅遊休閒企業職業技能競賽」中勇奪多個獎項。

Team members take top awards at Macao Integrated Tourism and Leisure Enterprises Vocational Skills Competition.



銀娛「IR-LEAD」發展計劃旨在協助自願參與的博彩營運團隊成員累積跨部門的工作經驗及提升專業技能知識。

GEG's voluntary IR-LEAD Career Diversification Program helps gaming team members obtain cross-departmental work experience and enhance professional skills.



舉辦「銀娛才藝之星2.0『星』級技能短片創作大賽」，以線上形式徵集團隊成員的才藝影片，鼓勵團隊成員突破空間界限，展現才華。

"Galaxy Got Talent 2.0" Talent Upgraded Video Competition encourages team members to use their talents to break through boundaries.



為鼓勵團隊成員及大眾多做運動、鍛鍊體魄，銀娛透過員工康樂會舉辦不同形式的體育活動，以及與本澳社服機構攜手合辦含體育元素的社區活動。

GEG SSC organizes a variety of sporting activities for team members, and partners with non-profit organizations to bring sports events to the broader community.

團隊成員在「全民國家安全教育展」中，透過圖片展版、文字敘述及影片展示等多媒體方式，全方位學習祖國在國家安全方面的重點知識。

GEG team members gain insights into the country's national security through an in-depth look at the photos, display panels and videos at the National Security Education Exhibition.



為豐富團隊成員的業餘生活及增強親子關係，員工康樂會與澳門博彩業職工之家綜合服務中心合作舉辦了一系列活動，當中包括「六一兒童節工作坊—愛心牛油曲奇（親子班）」及「復活節主題工作坊—翻糖蛋糕（親子班）」等，以及安排團隊成員參加由該協會舉辦的2021年度「博彩從業員體育競技比賽」系列活動。

GEG SSC co-organizes two activities with Macao Gaming Industry Employees Home Integrated Services Centre: Children's Day Workshop – Loving Butter Cookies (Parenting Class) and Easter Theme Workshop – Fondant Cake (Parenting Class). The Club also arranges team members to participate in 2021 Gaming Employees Physical Competition.



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

銀娛致力構建共融的工作環境，為殘疾人士提供就業機會，藉以推廣和諧共融文化。銀娛深信只要給予殘疾人士機會，他們亦能為社會作出貢獻。多年來，銀娛亦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。

GEG promotes diversity by building an inclusive workplace and providing employment opportunities for people with disabilities. Believing that, when given the opportunity, people with disabilities are capable of contributing to society, GEG has worked closely over the years with relevant government departments on improving employability of people with disabilities.

支持殘障僱員就業及創造友善母乳餵哺工作環境

A Supportive Workplace for Disabled and Breastfeeding Team Members

銀娛於社會工作局及勞工事務局合辦的「2021優秀殘障僱員暨識才僱主嘉許計劃」中獲頒發識才僱主嘉許獎座，而團隊成員黃雅清女士亦榮獲優秀殘障僱員獎項，計劃旨在表揚及嘉許聘用殘障僱員之機構及有關僱員於工作崗位上的卓越表現。此外，銀娛亦獲衛生局頒發「母乳餵哺友善工作間」嘉許狀。該計劃旨在表揚為正在餵哺母乳的僱員提供一個合適、友善的環境之機構或企業。

The Social Welfare Bureau (IAS) and DSAL recognized GEG and its team member Ms. Cherry Wong with two awards. In the 2021 awards program, GEG received the Talent Recognizing Employer Award, and Ms. Wong received the Outstanding Disabled Employee Award. The program recognizes employers for providing career opportunities and a supportive workplace for people with disabilities and recognizes the outstanding work performance of employees with disabilities. GEG was also presented a certificate of appreciation by the Health Bureau for its participation in the Creating a Breastfeeding-friendly Worksite Program.



構建和諧共融環境

Building a Harmonious and Inclusive Workplace

感言 Quotes

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「我一開始對管事部的工作很陌生，但有賴主管及同事們一直以來的耐心教導，我慢慢熟習工作環境並建立起信心。感謝公司給予我發揮和學習的機會，更時時關懷我的工作狀況。」

“I wasn't familiar with my role when I first joined the Steward Department, but my supervisor and workmates have coached me with patience and helped me build confidence at work. I want to express my gratitude to GEG for giving me the opportunity to learn and taking caring of me all the time.”



黃雅清女士
Ms. Cherry Wong

銀娛團隊成員
GEG Team Member

”



陳嘉泓先生
Mr. Jefferson Chan

銀娛團隊成員
GEG Team Member

“

「很高興獲上司推薦並成為銀娛的『每月之星』，更支持我完成《酒店及飲食業職安卡》課程及通過考核。感謝公司為團隊成員提供了不同的學習及實踐的機會，並打造舒適安全的工作環境，讓我能夠挑戰自我，投身社會。」

“I would like to express my heartfelt gratitude to my supervisor who recommended me as the 'Stars of the Year' and support my completion of the 'Hotel and Catering Occupational Safety Card' training. Thanks to GEG for providing team members with various opportunities to learn and practice, and building a safe and healthy working environment, so that I can achieve personal growth and further contribute to the society.”

”



扶持中小企發展 Facilitating SME Development

銀娛相信中小企是推動本澳經濟適度多元的重要力量。多年來，銀娛在商業合作中堅持優先採用本地商戶及品牌，積極透過一系列舉措扶助本地中小企業茁壯成長，當中包括為其特別設計的培訓課程、安排商業配對專場及其他具啟發性的活動，以助本地中小企提升商業競爭力，支持其業務發展。

GEG believes that SMEs are an important force for Macau's economic diversification. Over the years, GEG has prioritized local merchants and brands in business cooperation and continued to help local SMEs flourish by launching various initiatives, such as tailor-made training programs, business matchings and other inspirational activities aimed at helping SMEs enhance their competitiveness.

舉辦本地中小企商業配對線上專場 Local SME Online Business Matching Session

銀娛與澳門中華總商會、澳門青年企業家協會以及澳門青年創業孵化中心合辦「銀娛為您·中小企系列：本地中小企商業配對線上專場」，讓本地中小企透過線上形式與銀娛採購部代表交流及進行商業配對，從中彼此了解業務範疇，以探討未來於各領域的合作機會，當中主要包括可持續發展方面之產品或服務。

As part of the GEG SME Series, GEG partnered with the Macao Chamber of Commerce (MCC), the Macau Youth Entrepreneur Association and the Macau Young Entrepreneur Incubation Center to host the Local SME Online Business Matching Session. During the session, representatives from GEG's Procurement Department met virtually with representatives from local SMEs to discuss each other's business needs and explore partnership opportunities in various fields, including the sourcing of sustainable products and services.



為中小企商戶防疫提供支援 Supporting SMEs to fight against pandemic

銀娛繼續支援本澳中小微企應對疫情所帶來的挑戰，透過澳門中華總商會及澳門街坊會聯合總會，聯絡中南區超過2,000間中小企商戶，向其捐出合共超過一萬支消毒搓手液，並由銀娛義工隊成員親手把心意送至各商戶，藉此發揮守望相助的關愛精神。

Under the new normal, GEG has been launching different initiatives to support local SMEs in overcoming their difficulties. Cooperating with the MCC and the General Union of Neighbourhood Association of Macau (UGAMM), GEG donated over 10,000 bottles of sanitizers to 2,000 SMEs in the downtown districts this year. The supplies were hand-delivered by members of the GEG Volunteer Team, in hopes of spreading love and care to the community.



合辦第二屆澳門美食之都嘉年華 — 安徽美食周 Macau Gastronomy Carnival – Anhui Gourmet Week



由安徽省文化和旅遊廳、澳門國際嘉年華協會與銀娛共同主辦之「第二屆澳門美食之都嘉年華 — 安徽美食週」於「澳門百老匯」之「百老匯美食街」舉行，匯聚41間來自本地及安徽的餐飲品牌，旨在向市民及旅客推廣澳門和安徽的特色美食文化，同時為本地中小企業創造交流平台，促進澳門「創意城市美食之都」的發展。



Organized by the Department of Culture and Tourism of Anhui Province, the Macau International Carnival Association, and GEG, the 2nd Macau Gastronomy Carnival was held at Broadway Food Street at Broadway Macau. A total of 41 food & beverage brands from Macau and Anhui came together to promote the gastronomic culture of the two regions, create an exchange platform for local SMEs and stimulate Macau's development as a UNESCO Creative City of Gastronomy.

「狂歡栗子節」 Chestnut Festival

銀娛支持舉辦「狂歡栗子節」，為活動提供場地及各項軟、硬件配套，透過「百老匯美食街」的平台，助力主辦方以創新形式向公眾推廣非物質文化遺產「栗子節」及展示澳門獨有的中葡交融文化。活動設有餐飲攤位、特色主題體驗、舞台表演及攤位遊戲，更匯聚25家本澳餐飲、文創及零售中小微企业，與原來進駐「百老匯美食街」的本地中小企發揮文化及美食的協同效應，充份展示澳門「創意城市美食之都」的魅力。

GEG provided a venue at Broadway Food Street, as well as technical assistance, for the Chestnut Festival. The event highlighted Macau's intangible cultural heritage by showcasing Macau's unique blend of Chinese and Portuguese cultures. Featuring local delicacies, thematic experiences, stage performances and game booths, the Festival also brought together 25 local SMEs from the F&B, retail and cultural creative sectors. Together with SMEs already established at Broadway Food Street, they created synergies to further promote Macau's charm as a UNESCO Creative City of Gastronomy.



感言 Quotes



「我們與銀娛合作的緊密程度，與其他合作企業不同。每次開展新項目時，不僅是銀娛採購部、品質監管部的同事，將採用服務的相關部門同事亦會與我們一起研究項目的每項細節，互相交流意見。遇上問題時，大家亦會同心協力尋找解決方案。儘管疫情期間對我們來說是充滿挑戰的一年，銀娛採購部仍積極主動聯絡我們跟進貨品供應情況，繼續與我們保持緊密合作。」

"Never have we worked so closely with a corporate client like this. Each time we sat down for a new project, we would have procurement, quality assurance personnel and even users involved in every single detail, over which we discussed and exchanged ideas to resolve the problems we had come across. GEG's Procurement Team never stopped reaching out to us during pandemic, and they continued to work with us closely despite the challenges that we were all facing."



余庭曦先生
Mr. Jack Yu

運泰有限公司經理
Manager of Winning Futures



「十分感謝銀娛為中南區中小企商戶所捐贈的防疫物資，助力社區、居民及旅客築起更好的防疫屏障，此舉有助促進澳門經濟復甦，並提高中小微企业的安全防疫意識。」

"We are thankful for GEG's donation of anti-pandemic supplies to the SMEs in the downtown districts, which has helped strengthen the community's preventive work. It has also enhanced the overall prevention awareness among SMEs, and supported Macau's economic recovery."



陳家良先生
Mr. Chan Ka Leong

澳門街坊會聯合總會理事長
President of the Board of Directors of UGAMM



活動花絮 Activity Snapshots



支持首屆「巴葡科技企業（澳門）創新創業大賽」，協助來自葡語系國家的優秀科創項目拓展澳門及大灣區市場。

GEG supports Innovation and Entrepreneurship Competition (Macao) for Technology Enterprises from Brazil and Portugal, helping innovative projects in Portuguese-speaking countries explore opportunities in Macau and Greater Bay Area.



為「狂歡栗子節」提供場地及各項軟、硬件支援，透過「百老匯美食街」平台，向市民大眾推廣澳門非物質文化遺產。

GEG is venue sponsor for Chestnut Festival, in hopes of helping tourists and residents gain a better appreciation of Macau's intangible cultural heritage.



支援本地產業承傳 Supporting Local Brand Heritage

作為綜合度假城業界中的領先企業之一，銀娛深信透過利用企業資源，助力本地旅遊及文創產業領域注入可持續發展的新動力，能夠推動澳門「旅遊+」跨界融合，促進綜合旅遊休閒產業的提質發展，進一步深化澳門多元的旅遊魅力，豐富其「世界旅遊休閒中心」的內涵。

As Macau's leading operator of integrated resorts and entertainment facilities, GEG believes in using its resources to help local tourism and cultural industries flourish and achieve sustainable development so as to support Macau's cross-sectoral integration of "Tourism +" industries, increase the city's appeal as a world-class cultural and tourism destination, and further strengthen its positioning as the "World Center of Tourism and Leisure".

「澳門周」 Macao Week



銀娛積極支持及參與由澳門特區政府主辦的「澳門周」旅遊推廣活動，助力宣傳澳門獨特的本地品牌和旅遊產品。2021年先後參與了在杭州、江蘇、上海、成都、重慶等地舉辦的「澳門周」路展活動，向內地遊客展現澳門的文化魅力及傳統特色，助力宣傳澳門健康安全宜遊的形象，吸引內地遊客來澳門旅遊，推動本澳旅遊業的逐步復甦。

GEG supported and participated in the "Macao Week" organized by the Macau SAR Government with aims of promoting Macau's unique local brands and tourism offerings. GEG joined the roadshows in Hangzhou, Jiangsu, Shanghai, Chengdu and Chongqing. These events showcased Macau's unique cultural charm and traditional features; promoted Macau as a healthy, safe and world-class tourism destination; and facilitated the recovery of Macau's tourism sector.

支持本地文化產業原創舞台劇《蝶戀·梁祝》 Original Local Stage Production

銀娛兩度贊助由霜冰雪創作實驗劇團、澳門大學學生會戲劇社主辦之多媒體藝術創新舞台劇《蝶戀·梁祝》在「澳門百老匯」上演，邀請本地學生免費進場欣賞及為其安排後台導賞，與劇組人員交流心得。該劇以中國經典民間故事「梁山伯與祝英台」為藍本進行改編新創，糅合戲劇、中西樂演奏、無伴奏人聲合唱、戲曲及動畫詩詞投影等藝術元素。銀娛冀藉此支持本地演出者及劇團，為其提供表演及交流機會，從而推動本地文創發展；同時亦讓本澳青少年參與其中，感受藝術與中華傳統文化之美。

GEG sponsored an original production by the local Frost Ice Snow Creative Experimental Theatre and the Drama Society of University of Macau Student's Union. "Butterfly Lovers: Endless Regrets" was featured twice at the Broadway Theater at Broadway Macao in February and April 2021. Local students were invited to enjoy the show for free and had a sharing session with the crew following a backstage tour. Adapted from the heart-breaking and graceful traditional Chinese tale "Butterfly Lovers," the performance combines drama, Chinese and Western music, a cappella chorus, Chinese opera, and animated poetry projection to present a new theatrical work. By providing a platform for local performers and troupes, GEG hopes to promote local arts and culture, as well as engage local youths in artistic and cultural activities.



感言 Quotes

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「是次分享會令我們受益匪淺，很感謝銀娛為我們藝術團體提供可靠的平台和技術支援，與我們一同推進本澳文化事業，也讓更多澳門人了解、感受文化藝術之美。」

"It was a fruitful sharing session. We thank GEG for providing local art troupes and performers with such a reliable platform and technical support and for joining us in promoting arts and cultural development so that more residents can experience arts and culture."

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林煒琪女士
Ms. Athanasy Lam

霜冰雪創作實驗劇團團員
Actress from the Frost Ice Snow Creative Experimental Theatre



陳繼祖先生
Mr. Joe Chan

銀娛團隊成員
GEG Team Member

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「十分感謝公司給予機會，讓我能夠『授人以魚不如授之以漁』，到澳門扶康會寶翠中心向葡角訓練餐廳的廚師等一眾人員分享多個經典葡菜的食譜，協助康復者提升專業技能及服務水準的信心，以美食及服務融入社群，為促進澳門社會共融出一分綿力。」

"As the Chinese proverb goes, 'It's more important to teach a man how to fish than feed him with a fish.' Thanks to GEG's support and arrangement, I was given an opportunity to share various classic local Portuguese cuisines with chefs from "Corner of Portuguese Cuisine", a vocational training restaurant at Fuhong's Po Choi Center. This initiative has allowed me to help rehabilitants to enhance their professional skills and service standards, boost their confidence and integrate into the society, thereby promoting social inclusion in Macau."

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活動花絮 Activity Snapshots



積極支持及參與由澳門特區政府主辦的「澳門周」旅遊推廣活動。

GEG participates in "Macao Week", organized by Macau SAR Government.



安排旗下餐飲部代表為扶康會學員示範烹飪技巧，並互相交流烹飪心得及經驗。

F&B professionals from GEG demonstrate culinary techniques and exchange culinary experiences with Fuhong members.



深化負責任博彩宣導 Deepening Responsible Gaming Efforts

作為本澳首家成立負責任博彩團隊的博彩營運商，銀娛一直積極支持澳門特區政府的負責任博彩政策。銀娛致力透過一系列多元化的舉措及活動，提升團隊成員乃至社會大眾對負責任博彩的認知，並持續向社區推廣負責任博彩文化，推動澳門社區的可持續發展。

As the city's first gaming operator to establish a dedicated team focused on promoting responsible gaming, GEG proactively supports the Macau SAR Government's responsible gaming policies. Through a wide range of initiatives and activities, GEG endeavors to enhance the responsible gaming awareness of team members and the public and reinforce a responsible gaming culture in the community so as to support its sustainable development.

「親子元宵慶新春」推廣負責任博彩
Lantern Festival Responsible Gaming Promotion

銀娛與澳門義務青年會（「義青」）合辦以家庭為單位的「親子元宵慶新春」，邀請超過 50 人於「澳門百老匯」參與元宵親子活動，在銀娛及義青的義工們陪同下製作湯圓及進行燈謎競猜，並參與以負責任博彩為主題的攤位遊戲，讓參與的家庭在元宵佳節享受傳統節日及親子共聚的歡樂氣氛；同時冀透過家庭為題，以有趣及生動的方式向其宣導負責任博彩的概念，深化家庭關係的重要性。

GEG and the Youth Volunteers Association of Macao (AJVM) co-organized a family Lantern Festival celebration at Broadway Macau, which was attended by over 50 parents and children. Participants made the traditional festival dish “tangyuan,” solved lantern riddles and played responsible gaming-themed booth games to raise awareness of responsible gaming and promote family harmony.



舉辦密室解謎活動向青少年推廣負責任博彩
Responsible-gaming Themed Escape Room



由銀娛冠名贊助、鮑思高青年服務網絡轄下「自由TEEN地」主辦之「銀河娛樂集團呈獻：負責任博彩社區推廣計劃—謎室·不迷失」於瑪利亞中心舉辦了逾20場以負責任博彩為主題的密室解謎活動。活動透過備受年輕人青睞的密室解謎遊戲，以嶄新方式向逾120名介乎13至29歲的青少年灌輸負責任博彩的相關資訊，助其加深認識理性博彩的重要性。

GEG title-sponsored the “GEG Presents: Responsible Gaming Community Promotion Program – Discover the Mystery.” More than 20 sessions of a responsible gaming-themed escape room activity were held by BYS “FREEland” at the Maria Centre. The fresh and trendy activity extended GEG’s responsible gaming promotion to over 120 young people aged 13 to 29.



於歐國盃期間提醒團隊成員及社區保持理性娛樂
Responsible Sports Betting Promotion for 2020 UEFA European Championship

銀娛與博彩業職工之家綜合服務中心（「博職之家」）合作舉辦為期近兩個月之「銀娛呈獻：賽事有『理』最明智」負責任博彩推廣活動，並結合線上及線下的形式，冀於「2020年歐洲國家盃」舉辦期間，提醒團隊成員及大眾理性娛樂的重要性。活動包括於銀娛旗下不同物業的員工後勤區舉辦路演，向團隊成員拆解常見的足球博彩迷思；此外，銀娛亦支持博職之家於本澳多個運動場地及社區休憩場所派發關於理性娛樂的小冊子，從而進一步提升社區對負責任博彩的認知；並於網站及多個社交平台上分享主題四格漫畫，讓年輕人更好地了解到賭博成癮的風險、行為及相關的預防方法。

GEG and the Macao Gaming Industry Employees Home Integrated Services Centre (MGIEH) jointly organized the "GEG Presents: Stay Rational When Having Fun" campaign, which ran both online and offline over nearly two months. The campaign was designed to help GEG team members and the general public to be prudent while enjoying the football matches and related entertainment during the 2020 UEFA European Championship. The campaign's roadshows in GEG's back-of-house areas helped team members bust football betting myths. In addition, GEG also supported MGIEH on raising the community's awareness of responsible gaming by distributing relevant pamphlets at various sports venues and community recreational areas in Macau. GEG also posted an easy-to-understand four-frame comic on its website and social media platforms to help young people understand the risks and behaviors of gambling addiction, as well as prevention methods.



為團隊成員舉辦多元負責任推廣活動
Diversified Responsible Gaming Promotions for Team Members

銀娛籌備了一系列圍繞特區政府「瘋」家「輪」為主題的負責任博彩推廣活動，以提高團隊成員及公眾對賭博成癮的關注。當中包括：

- 在節慶期間於旗下物業成員後勤區和不同團體合辦路演推廣
- 邀請澳門大學博彩研究所所長馮家超教授為負責任博彩委員會成員進行培訓
- 與澳門義務青年會及澳門天主教美滿家庭協進會合辦「職場女性減壓工作坊」
- 邀請聖公會樂天倫賭博輔導暨健康家庭服務中心舉辦「Joy Club 博企外籍僱員支援服務」
- 為團隊成員提供由博彩業職工之家綜合服務中心主辦、融合角色扮演桌遊的培訓課程等

GEG organized a series of responsible gaming promotions over the past year, echoing the Macau SAR Government's "Lost Control, Lose Family" cautionary message on gambling addiction. These include:

- Holiday roadshows in the back-of-house areas of GEG properties, in conjunction with various organizations
- Training for the GEG Responsible Gaming Committee by Professor Davis Fong, Director of the Institute for the Study of Commercial Gaming at the University of Macau
- A stress-reduction workshop for female employees, co-organized with the AJVM and the Macao Catholic Family Advisory Council (MCAF)
- "Joy Club – Assistance Services Scheme for Foreign Workers in the Gaming Industry," co-organized with the Sheng Kung Hui Gambling Counseling and Family Wellness Center
- Role-play-based training in collaboration with the Macao Gaming Industry Employees Home Integrated Services Center



感言 Quotes



「是次『親子元宵慶新春』活動除了讓參與家庭體驗元宵節傳統文化、共度歡樂時光，更透過遊戲向他們傳達重要的理財及負責任博彩概念，感謝銀娛與本會合辦是次元宵節活動，向公眾傳遞負責任博彩訊息，以及從中提升家庭教育的重要性。」

"In addition to celebrating the traditional Lantern Festival, we wanted to deliver important financial management and responsible gaming concepts to the participants through games. We thank GEG for co-organizing this activity with us and for working with us on promoting responsible gaming."



黃洲平先生
Mr. Austin Vong

澳門義務青年會會長
President of the Youth Volunteer
Association of Macao



譚迪生先生
Mr. Dickson Tam

鮑思高青年服務網絡「自由TEEN地」主任
Centre-In-Charge of "FREEland" of Bosco
Youth Service Network



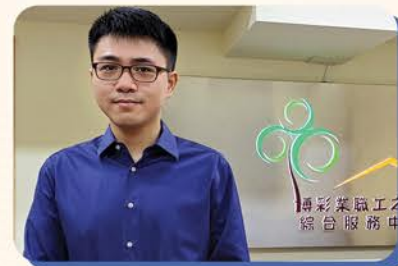
「銀娛積極支持我們舉辦多元化且讓年輕人感興趣的活動，有助我們向他們傳達具教育意義的訊息。相信與銀娛長期合作，將有助我們更好地善用資源，投入社區宣導工作。」

"With GEG's support, we were able to organize many diversified events that young people take interests in and can more readily accept our educational message. We envision a long-term partnership with GEG so that we can combine our resources to benefit the community."



「感謝銀娛多年來的支持，與我們攜手推廣負責任博彩，提升社會大眾的負責任博彩知識及關注，為社區帶來正面影響。」

"We thank GEG for its long-time support and partnership on promoting and raising public awareness of responsible gaming, as well as for helping us bring positive impact to the community."



白建邦先生
Mr. Pak Kin Pong

博彩業職工之家綜合服務中心主任
Supervisor of the Macao Gaming Industry
Employees Home Integrated Services
Center



活動花絮 Activity Snapshots



銀娛與澳門義務青年會及澳門天主教美滿家庭協進會合辦「職場女性減壓工作坊」，教導團隊成員製作精油擴香石，學習抗壓及情緒管理竅門。

GEG team members learn how to make scent diffuser at a stress-reduction workshop co-organized by AJVM and MCAF.



銀娛團隊成員踴躍參與於員工後勤區舉辦的負責任博彩系列推廣活動。

Enthusiastic team members take part in responsible gaming-themed roadshows in back-of-house areas of GEG properties.

凝心聚力，並肩抗疫 SOLIDIFYING EFFORTS IN PANDEMIC PREVENTION



銀娛持續提供各項支援，積極配合澳門特區政府的防疫抗疫政策。為啟發團隊成員響應呼籲接種疫苗，銀娛邀請衛生局到「澳門銀河」舉辦多場疫苗講座，及設立兩場外展疫苗接種站，當中，銀娛副主席呂耀東先生領銜接種疫苗。此外，更推出「特別接種假期」、舉辦逾500場分享會，及於後勤區舉辦路演活動等，得到團隊成員正面迴響，截至12月下旬，高達94%的團隊成員已參與接種。此外，銀娛積極支持全民核酸檢測工作，動員近200名義工隊成員參與；並於星際酒店及「澳門百老匯」設置區域作核檢站、提供「百老匯酒店」作全澳首家「自我健康管理酒店」等。

銀娛謹此衷心感謝澳門特區政府的領導，帶領澳門上下同心應對疫情。在防疫工作常態化下，我們將繼續全力支持特區政府的疫情防控工作。

In 2021, GEG continued to provide timely and practical assistance in support of Macau SAR Government's pandemic prevention and control measures. To motivate team members to get vaccinated, GEG invited the Health Bureau (SSM) to organize several Vaccine Information Seminars and set up a vaccination point at Galaxy Macau twice, where Mr. Francis Lui, Vice Chairman of GEG, came forward to be the first executive to get vaccinated. Other initiatives included the offering of Special Vaccine Leave, the hosting of over 500 sharing sessions, and the arrangement of various roadshows at back-of-house areas. These efforts were well received by our team members, 94% of which were vaccinated as of end December. Moreover, GEG also mobilized nearly 200 GEG volunteers to provide assistance during the city's mass nucleic acid test (NAT) drives, whereas designated areas inside StarWorld Hotel and Broadway Macau were used as NAT stations. As well, GEG's Broadway Hotel has also been designated as Macau's first self-health management hotel.

GEG would like to take this opportunity to thank the Macau SAR Government for leading the community's fight against COVID-19. Under the new normal, GEG will continue to fully support the SAR Government's pandemic-related measures.

活動花絮 Activity Snapshots



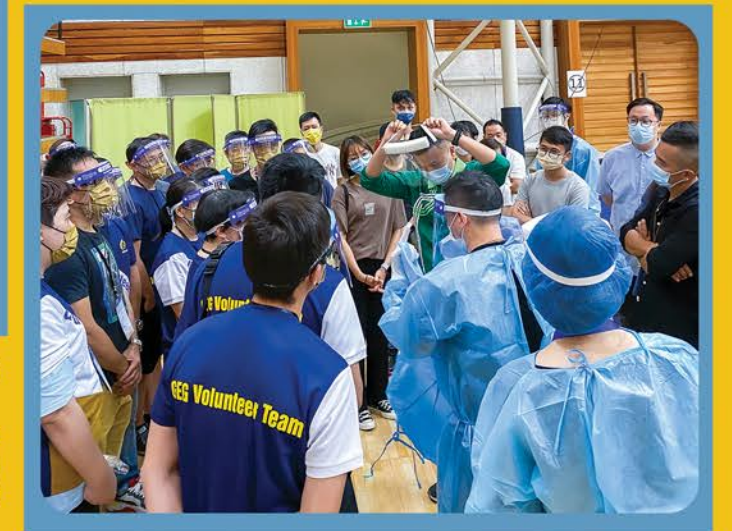
邀請衛生局人員於「澳門銀河」設立外展疫苗接種站，衛生局局長羅奕龍先生（右四）親自到場支持；銀娛副主席呂耀東先生（左四）及一眾管理層成員也參與其中。

Inviting the SSM to set up a three-day vaccination point at Galaxy Macau, where Dr. Lo Iek Long, Director of the SSM (fourth from right), visits the vaccination point to show his support while Mr. Francis Lui, Vice Chairman of GEG (fourth from left), and other executives also participate.



衛生局代表、澳門公立醫院醫生協會會長及仁伯爵綜合醫院醫務主任戴華浩醫生應邀為銀娛團隊成員親身講解新冠疫苗資訊。

Dr. Tai Wa Hou, representative of the SSM, President of the Macau Physician Association of Public Hospital and Clinical Director of the Public Conde S. Januário Hospital Center, and related staff are invited to explain about the vaccines.



響應社工局的號召，動員近200名義工隊成員先後參與支持本澳第二、三輪的全民核酸檢測工作，分別為奧林匹克體育中心的「關愛專站」及「核酸檢測站」提供各方面的支援。

In support of the IAS's call for assistance with the city's mass NAT drives, GEG mobilizes nearly 200 volunteers to help at the caring and general stations at the Olympic Sports Centre during the second and third mass NAT drives.

銀娛植根澳門，一直貫徹「取諸社會，用諸社會」的宗旨，冀為本澳社區貢獻力量及創造價值。展望未來，銀娛定不忘初心，繼續積極配合澳門特區政府的施政方針，履行及落實各項企業社會責任工作。此外，銀娛亦將充份發揮愛國愛澳的精神，支持及助力特區政府推進澳門「一中心、一平台、一基地」的定位發展，促進經濟適度多元，與社會各界並肩同行，以迎來更美好的明天，為澳門寫下新篇章。

Rooted in Macau, GEG upholds the philosophy of "What is taken from the community is to be used for the good of the community" and is fully committed to making positive contributions and creating share value for the Macau community. Looking ahead, GEG will continue to proactively support the Macau SAR Government's policies and make every effort to fulfill our corporate social responsibilities. In addition, GEG will also continue to promote patriotism and love for Macau and support the city's development as "One center, One platform and One base" as well as its economic diversification, while working together with different sectors of the community to usher Macau towards a better tomorrow.




如欲了解銀河娛樂集團在社區留下的最新關愛足跡，
歡迎掃描二維碼瀏覽集團Facebook專頁。
若有任何查詢，亦可與銀娛總辦事處公共關係部聯絡。

Feel free to scan the QR code below to learn more about
the Group's latest contributions to the community.
For any enquiries, please contact Public Relations – Corporate Office of GEG.



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