

Special Award for Established and Medium Enterprises – New World Facilities Management Co., Ltd. 中型企業特別獎 – 新世界設施管理有限公司



Report Summary

Provided by New World Facilities Management Company Limited

Company Background

New World Facilities Management Company Limited (“NWFM”) is a professional facilities management company dedicated to the successful management and operation of Youth Square. Youth Square is a youth development project, aimed to be the hub of diversified youth development activities for youth to develop their potential and commissioned by the Home Affairs Bureau (“HAB”) of Hong Kong Special Administrative Region. NWFM’s service scope includes Hostel Management, Property Management, Leasing Services, Venue & Facilities Management and Events & Marketing Services. Among all youth development area, Art & Culture, Music & Dance and Community Engagement are the three pillars that we are focusing while our facilities are fully matched and support these purposes.

Our vision is to develop Youth Square as the focal point of Hong Kong’s territory-wide youth development activities, and our mission is to provide quality management and operation services to ensure Youth Square is a relaxed, reliable and safe environment that is full of fun and surprises for youth to explore every possibility of their potential.

We stick on our Guiding Principles of 6G model in developing strategies and plans for Youth Square and youth communities:

Grow	nurture youth to grow
Green	elevate green / environmental awareness among youth
Groom	groom youth’s capabilities
Global Vision	help youth to develop a global vision
Glow	encourage youth to glow
Give Back	allow youth to give back to community

報告摘要

本報告摘要由新世界設施管理有限公司提供

公司背景

新世界設施管理有限公司（「新世界設施管理」）致力為青年廣場提供優質的設施管理及營運服務。青年廣場是香港特別行政區政府民政事務局的青年發展項目，目標是將其發展成全港青年發展活動的中心。新世界設施管理的服務涵蓋全方位的行政、管理及營運服務，包括：旅舍管理、物業管理、租賃服務、場地及設施管理及活動及市場推廣服務。青年廣場以藝術及文化、音樂及舞蹈和社區參與為三大發展支柱，並於設施和活動中充分配合此發展方向。

我們的願景是矢志將青年廣場發展成本地青年人的活動中心，結聚全港青年發展活動。而我們的使命是以優質的管理及營運服務打造青年廣場成為一個輕鬆、可靠、安全及充滿樂趣和驚喜的環境，讓青年發展潛能，一展所長，成就無限可能。

此外，在我們策劃各種策略及計劃時，我們堅守6G的指導原則，包括：

Grow 培訓	悉心培訓青年人
Green 環保	鼓勵青年人參與環保綠化
Groom 培育	培育青年成長
Global Vision 環球視野	幫助青年人建立環球視野
Glow 發揮	讓青年發揮所長
Give Back 回饋	設立平台讓青年可以回饋社會

Special Award for Established and Medium Enterprises – New World Facilities Management Co., Ltd. 中型企業特別獎 – 新世界設施管理有限公司

Leadership

With a goal to make Hong Kong a better place and contribute to our society, NWFM is supporting and participating in different youth development activities and setting up platforms to provide every opportunity to groom and grow them. Management is committed to drive and support youth development through different means. Goals and key performance indicators are aligned to the key Guiding Principles, it is embedded in our strategies and operational plans, and will be reviewed as part of our company and departmental performance.

Strategy

In developing the strategies, NWFM takes full considerations of its core competence, challenges, competitive advantages, government policy for youth, stakeholders' interests and our Vision and Mission. Short term and long term plans are developed to set the route for future development. Our key strategic focuses will be on youth development projects for nurturing youth; uplifting the voice of youth and enhancing the brand image and awareness.

Customers

NWFM values customers' feedback on service quality. As the key target segment of NWFM is the youth aged 10-29, digital platform is one of our main channels to obtain feedback from our existing and potential customers. In addition, we also adopt traditional ways such as hotlines and surveys to collect information from customers for identifying opportunities and improvement of service qualities. An annual customer satisfaction survey is conducted to gain customer feedback on different services and products of NWFM.

Different kinds of activities focusing on Art & Culture, Music & Dance and Community Engagement are arranged to engage with our target customers. Apart from different kinds of activities, we have different media such as e-newsletters, website, Facebook and Instagram post as major means of customer engagement and relationship management.

領導才能

新世界設施管理致力透過不同類型的青年發展活動，建立一個培育青年人的平台，藉此為貢獻社會並建設更美好的香港而努力。管理層決意委身推動各種青年項目，在制定各項不同策略及計劃時，一直堅持以6G的指導原則為基礎，並以此為評核成效的標準，確保公司上下一心，全力達致我們的使命及願景。

策略

我們在制定公司長遠發展策略時，全面考量公司的核心競爭力、優勢、當前面對之挑戰、政府的青年發展政策、持份者的利益，並我們的願景及使命，亦以此訂定不同的短、中及長期目標。我們主要專注培育青年人，幫助他們發聲，以及提升青年廣場的品牌及知名度等。

客戶

我們重視客戶的意見。由於我們主要的服務對象為10-29歲的青年，因此，我們以電子數碼平台為主要溝通渠道，接收及回應客戶的意見。此外，我們亦設有傳統的溝通媒介，包括熱線及客戶意見調查等收集客戶聲音，以辨識新發展機遇及檢視現有服務流程，以作改善。而每年一度的大型問卷調查，更針對各項不同的服務而收集客戶意見，以作全面檢討。

在客戶關顧方面，我們圍繞藝術及文化、音樂及舞蹈和社區參與等三大支柱舉辦了不同類型的青年人活動。同時，我們也透過不同平台，包括電子通訊、網站、Facebook以及Instagram等與客戶建立關係。

Special Award for Established and Medium Enterprises – New World Facilities Management Co., Ltd. 中型企業特別獎 – 新世界設施管理有限公司

Measurement, Analysis, and Knowledge Management

Information and data are collected from different channels to measure, analyse and improve the performance in different aspects. Remedial actions will be arranged to identify inadequacies of current process, to review the impact and develop plans with considerations of resources & budget and to prepare modification proposal.

Local and overseas news and best practices related to youth will be shared to staff for service benchmarking on daily basis.

Workforce

NWFM supports high performance work and promotes work-life balance. To increase staff' sense of belongings and to equip them with suitable skills and knowledge, a wide range of training and development programmes are launched and target at different levels of staff. Apart from internal training programmes, NWFM also encourage staff to life-long learning.

Aiming to provide training or activities on recreational purpose in a relaxing and fun environment, bi-weekly TGI activities are arranged for all staff for relaxation purpose. On top of regulatory annual leaves, NWFM also offers examination leaves, birthday leave, family care leave and voluntary work leave to help maintaining staff's work-life balance.

Operations

In determining the requirements, NWFM takes our core focuses, department's KPIs, customer and other stakeholders' demands into considerations in order to ensure processes' smoothness, effectiveness and efficiency. For each operational process, KPIs are set for measuring the performance according to the departmental goal and execution plans. Regular monitoring and reviews are performed for checking and identifying gaps according to the Policies and Procedures of departments, modification of plans would be made accordingly when necessary.

評估、分析和知識管理

透過定期分析從不同渠道所收集的資料及數據，並考量資源分配及影響等，藉此訂定各種不同的服務改善計劃以提升整體服務質素。

此外，我們每天亦會將本地或海外各青年團體的新聞或成功案例以電郵形式發予同事參考，藉此提升我們的知識及標準。

工作團隊

我們強調工作效率，鼓勵同事終生學習。為了提升同事的歸屬感及工作技能，我們為不同職級的同事提供各種的培訓，並資助同事在外進修。

為了讓同事能做到工作與生活的平衡，我們每兩周舉辦一次TGI活動，讓全體同事能在一個輕鬆有趣的環境工作及建立關係。同時，除了常規年假之外，我們更設有考試假、生日假、家庭關顧假及義工假等。

營運

在日常營運方面，我們會全盤考量核心目標、績效指標、各持份者的需要，以確保營運能達致流暢及高效率。同時，我們設有定期跨部門營運會議，以便適時作出檢討及制定改善計劃，務求令整體服務不斷提升，達至精益求精。

Special Award for Established and Medium Enterprises – New World Facilities Management Co., Ltd. 中型企業特別獎 – 新世界設施管理有限公司

Results

With full operation since 2010, Youth Square has been holding over 6,500 youth events and served for more than 1.5 million participants. In addition, with participants came from more than 50 countries or regions, Y Loft has been providing accommodations for more than 50,000 youths who participated in various exchange programmes in Hong Kong. All these figures are reflecting the customer and social value we have created and the progress for approaching our goals and mission.

The overall satisfaction towards Youth Square is very high, over 95% customers are satisfied with our performance, interested in visiting Youth Square again and willing to recommend Youth Square to others, according to the Annual Customer Satisfaction Survey.

NWFM strives to provide a platform to youth and youth development is one of NWFM's key initiatives. NWFM grooms youth talents in different aspect through self-run activities or joint programmes with other youth organizations. Throughout the process of learning and experiencing at NWFM's activities that echo with the 6G guiding principle, young people have developed their career and/or direction accordingly. Youth Square dancing team 'Youth Step', acapella team 'Youth Vocal', and modelling and dance team 'Cheongsam Angels' are the testimonials showing how NWFM successfully provides a platform, not only to held youth activities but also groom the young people to give back to the community by leveraging Youth Square as a platform.

業績

青年廣場於 2010 年正式啓用，舉辦及協辦了超過 6,500 個青年活動，服務超過 150 萬人次；而 Y 旅舍亦接待了超過 5 萬名來自 50 多個國家或地區的青年人到香港交流，反映青年廣場正不斷為客戶及社會創造價值，並實踐我們的使命和願景。

此外，根據每年一度的客戶問卷調查結果顯示，超過 95% 的客戶滿意我們的服務，願意再次參與活動並推介予朋友。可見客戶對我們的認同正與日俱增。

新世界設施管理有限公司致力凝聚青年人的力量，結集全港的青年發展活動，讓青年人擁有理想的場地以發展潛能。以 6G 指導原則為基礎，悉心培訓、培育青年人成長、讓他們發揮所長、幫助他們建立人生方向。多年來，我們培育了不少青年人，並建立了青年廣場街舞隊 Youth Step、無伴奏合唱隊 Youth Vocal 及長衫天使等成功例子，足見青年人透過青年廣場的平台，發揮所長亦能回饋社會，真正實踐我們的發展目標。