The Hong Kong Polytechnic University
School of Hotel & Tourism Management
Alumni Association

Annual Report 2012

“We are what we repeatedly do. Excellence, then is not an act but a habit…”
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On behalf of the SHTMAA Executive Committee, I am honored to present the SHTMAA Annual Report that shares our achievements, memories and work in 2012 to you. This year, PolyU celebrated an important 75th anniversary. In line with one of the core objectives: *Contributing back to SHTM and society*, we supported the School’s sustained endeavour to be a world-leading provider of hospitality and tourism education. Through different activities, we did strengthen the relationship between our alma mater and members. Some remarkable activities in 2012 are concluded in this newsletter:

- Community Day
- Grand Tour to Shanxi, China
- Local Organic Farm visit
- Macau Tour

With our membership soaring to a new high of 2,490, we are progressing towards the goal of providing more networking and leisure opportunities. The Macau tour and local Organic Farm visit are cases in point. Moreover, corporate image is vital in promoting the association. In view of this, new initiatives have been developed, such as the setting up of the SHTMAA Facebook page and revamping of the regular e-newsletter to produce a bilingual version.

*No one can be the best at everything. But when all of us combine our talents, we can be the best at virtually anything.*
Since the SHTMAA was established in December 1993, our achievements have always reflected our mission: creating an effective network to assist personal and career development of its members, while at the same time promoting the Hong Kong Polytechnic University in Hong Kong and abroad. This statement has become the driving force behind everything we do.

Looking forward to the 20th anniversary of SHTMAA in 2013, I would like to express my deepest appreciation to the current executive committee members for their continuous efforts throughout the year. In 2013, we will keep abreast of industry developments while dedicating ourselves to providing services in the community.

Maurice Kong
Chairman
School of Hotel and Tourism Management Alumni Association
2. COMMITTEE MEMBERS

<table>
<thead>
<tr>
<th>Chairman - Maurice Kong</th>
<th>Vice Chairman - Benson Tang</th>
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<tr>
<td>Director of Food &amp; Beverage</td>
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<td>Hong Kong Convention and Exhibition Centre</td>
<td>Asia Regional Director</td>
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<td>Vice Chairman – Margaret Kwok</td>
<td>Financial Secretary - Ray Luk</td>
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<td>Lecturer</td>
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<td>Secretary – Jason Wong</td>
<td>Secretary – Betty Simpson</td>
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<td>General Manager</td>
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<td>Hong Thai Travel Services Limited</td>
<td>General Manager</td>
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<td>Secretary – Dilys Ko</td>
<td>Secretary – Livia Chai</td>
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<td>Deputy Manager &amp; Head of Training Team, Human Resources Department</td>
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<td>Mizuho Corporate Bank Limited</td>
<td>Senior Executive – Group Communications</td>
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<td>SHTM Alumni Liaison Officer – Dr. Nelson Tsang</td>
<td>Jardine Engineering Corporation</td>
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<td>Assistant Professor</td>
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<td>School of Hotel &amp; Tourism Management</td>
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<td>The Hong Kong Polytechnic University</td>
<td>SHTM Alumni Liaison Officer – Annabel Chan</td>
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<td>Programme Manager (Chinese Mainland)</td>
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<td>School of Hotel &amp; Tourism Management</td>
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<td>The Hong Kong Polytechnic University</td>
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3. YOU AND SHTMAA

The objective of SHTMAA is to create an effective network to assist personal and career development of its members, while at the same time promote the Hong Kong Polytechnic University in Hong Kong and abroad. Specifically, the following perspectives are adopted:
4. SUMMARY OF ACTIVITIES 2012

Keeping the abovementioned objectives in mind and maintaining our spirit of service to the community made the year 2012 a fruitful one. The following chart lists the activities organised during the year.

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<td>Committee Meeting</td>
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<td>SHTMAA Scholarship Presentation</td>
<td>Macau Tour Committee Meeting</td>
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<tbody>
<tr>
<td>Grand Tour - Shanxi</td>
<td>PolyU 75th Anniversary Brick Donation</td>
<td>Community Day</td>
<td>Cookie Making Class Committee Meeting</td>
<td>18th PolyU Congregation Local Tour – Organic Farm Committee Meeting</td>
<td>Committee Meeting</td>
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We successfully organised a total of 11 activities with an estimated involvement of more than 1,000 alumni and their families, students and targeted participants. We proudly present the highlights of all the activities in the following sections.
4.1 SHTMAA Annual General Meeting (AGM) 2012

Venue: L’Hotel Island South
Date: 3 March 2012
Number of Participants: over 20

On 3 March 2012, the Annual General Meeting of SHTMAA was held to review our achievements of the year and propose future directions. Apart from sharing the Financial Report and reviewing events of the past year, members were also informed that membership had grown by 27% to 2,098 as of 31 December 2011. This was attributed to the Member-Gets-Member Programme and the hard work of executive committee members.

The meeting also passed the amendments of the SHTMAA Constitution to reflect the change in registered address of the Association and the nomination of retired chairmen and committee members as Honorary Chairmen and Advisors. The Business Plan for 2012 was also reported.
4.2 SHTMAA Annual Dinner 2012

Venue: L’Hotel Island South
Date: 3 March 2012
Number of Participants: 128

The SHTMAA Spring Dinner was held at L’ Hotel Island South on 3 March 2012 with the participation of 128 alumni members and their families. In celebration of the 75th Anniversary of our alma mater, The Hong Kong Polytechnic University, the theme for this year was “Bling Bling – Glitter and Shine with Delight”.

All members and guests dressed very smartly and “blinged”. The event started with a cocktail by the poolside followed by a fantastic drum performance by Elaine Wong in the banquet room. The climax of the party was the Best Blingly Dressed Award, Merwyn Kong and Dilys Ko were awarded to be King and Queen. Participants enjoyed the evening amid a lot of fun and laughter.
4.3 SHTMAA Scholarship Presentation 2012

Venue: L’Hotel Island South
Date: 3 March 2012

The 2012 SHTMAA scholarship was awarded to Ms. Candy Lai, a student of Higher Diploma in Hotel Management. The presentation ceremony was arranged at the Annual Dinner and she accepted the award from Mr Maurice Kong, the Chairman of SHTMAA, for a HK$5,000 scholarship.

The SHTMAA scholarship is presented annually to an outstanding student who achieves academic excellence and demonstrates leadership initiatives.
4.4 Interview Skills Workshop

Venue: SHTM
Date: 30 March 2012
Number of Participants: 14 students

On 30 March 2012, an interview skills workshop was organized by SHTMAA at SHTM, supported by guest speakers from the hotel and tourism industry. 14 students attended and received valuable feedbacks in areas such as preparation, grooming, etiquette, and presentation skills.

This workshop provides SHTM final year students with a learning opportunity through interview experience, as well as a chance to network with industry professionals.
4.5 Macau One-day Tour

Venue: Macau
Date: 15 April 2012
Number of Participants: 28

On 15 April, 28 SHTMAA members and their families spent a day in Macau to explore its rich heritage, new developments and lavish cuisine. The day began with a visit to the Macau Science Centre, with its interactive features in the Exhibition Center, as well as the new 3D experience in the giant Planetarium.

A sumptuous lunch buffet and a guided site visit followed at the luxurious Mandarin Oriental Macau at Vida Rica, along with another visit to the Hotel Okura Macau. These are two of the newest hotels in the city, and they contrast starkly with the more traditional and well-known tourist spots. The group also visited Taipa House Museum and enjoyed a pleasant stroll around Coloane Island. There was no better afternoon to browse alongside the locals while sampling the famous Portuguese tarts. The trip was made even more enjoyable by the pleasant weather.
4.6 Grand Tour – Shanxi, China

Venue: Shanxi
Date: 12 to 15 July 2012
Number of Participants: 16

The Grand Tour 2012 was held successfully between 12 to 15 July in Shanxi. 16 members and their families joined this exclusive tour to the Grace Vineyard and stayed at the winery. All members were very honored to participate in a tasting and sharing session with their CEO Judy Leissner. They learnt a lot about the road to success of a Hong Kong merchant who started in Shanxi and expanded to other countries. Other than understanding this premium Chinese brand that beat Chateau Lafite at a blind tasting event in Beijing in 2011, our members also had a chance to discover more about Shanxi’s culture, history as well as their vinegar.
4.7 Community Day – St James’ Settlement Scenic Resort

Venue: St James’ Settlement Scenic Resort (Nursing Home),
       Oi Po House, Oi Tung Estate,
       Shau Kei Wan, Hong Kong
Date: 22 September 2012
Number of Participants: 18

18 SHTMAA members and their friends had a very meaningful afternoon visiting the elderly living at the St James’ Settlement Scenic Resort on 22 September 2012.

Our team of volunteers gave a warm welcome to the elderly and their families and played some games with them. Two volunteers sang some Cantonese opera songs which were popular with the group. Volunteers also showed their care and love during Mid-Autumn Festival by giving out low-sugar moon cakes and knitted hats. Not only did the elderly enjoy a happy afternoon and a fruitful Mid-autumn festival celebration, the volunteers also gained a rewarding experience.
4.8 Cookie-Making Class

Venue: Harbour Road Café, HKCEC
Date: 6 October 2012
Number of Participants: 16

16 members with their family and friends spent a fun-filled afternoon making cookies at the Hong Kong Convention and Exhibition Centre (HKCEC) on 6 October 2012. The Pastry Chef of HKCEC shared his secret recipe on how to make delicious cookies. Everyone used their creativity to make nicely decorated cookies as a perfect surprise for their families and friends.

A scrumptious tea reception was provided after the cookie-making class in the Harbour Road Café. The Saturday afternoon was full of laughter and joy.
4.9 18th PolyU Congregation

Venue: The Hong Kong Polytechnic University
Date: 16 November 2012

A booth about SHTMAA was set up in-campus on 16 November 2012 during the 18th PolyU Congregation. 34 graduates joined the association on that day.

Mr William Lin Weimin, currently the Deputy General Manager of the Guangzhou Lingnan International Enterprise Group Co. Ltd, was named the 2012 SHTM Outstanding Alumni.
23 members and their friends enjoyed a day surrounded by nature by joining the SHTMAA organic farm tour on 18 November 2012 in Pat Heung, Yuen Long. The educational tour began with a tour of the farm and an introduction to organic farming. Throughout the escorted tour, members were thrilled to see the farm land, flower beds and environmental facilities. The insight into organic farming has elicited great interests for foodies and nature enthusiasts.

There is no doubt that the most fun part was cooking in the wild. Members experienced a natural way of life through preparing their lunch just like people did in ancient times! Everyone realised that it actually takes a lot of hard work to thoroughly cook potatoes and a whole chicken without the convenience of a modern kitchen.

A perfect day ended with a handcraft souvenir making session and everyone also had the chance to sample some locally grown products. Not a bad way to learn about natural, clean food and healthy lifestyles!
4.11 PolyU 75th Anniversary Brick Donation Programme

To commemorate our Alma Mater's 75th Anniversary, SHTMAA and SHTM joined forces to participate in the Brick Donation programme. This meaningful exercise not only supports PolyU for pursuing excellence in education, but also helps nurture much-needed professionals and leaders for our society.

One brick worth HKD7,500 was donated in the name of SHTMAA. In addition, we received overwhelming response, as evident from how more than HKD 172,500 was raised by our fellow alumni and affiliates.
5. MEMBERSHIP UPDATE

5.1 Membership Update

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. By end-2012, the membership numbers reached a new high of 2,491 with a 18.75% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 392 new members who joined in 2012, 68 new applications were from Mainland China. The mainland members represent 10.65% out of 265 memberships in total.

![SHTMAA Membership Statistics](image)

Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 45 in 2012.
5.2 Member-Gets-Member Programme (MGM)

The objective of the programme was to create networking and bonding opportunities among hospitality professionals, especially the alumni of SHTMAA. Such a promotional campaign was launched for the third year. Mr. Masaki Hirata championed the MGM programme in 2012.

5.3 Adjustment of Membership Fee

SHTMAA membership fee has been being adjusted to HKD120 for Hong Kong new applications and RMB100 for mainland new applications.

For Associate members, the membership fee has been adjusted to HKD240 for Hong Kong new associate members and RMB200 for Mainland new associate members.

The above mentioned adjustments were effective from 1 January 2013.
## 5.4 Membership Benefits

Our Executive Committee has always strove to add more benefits for our fellow alumni. In 2012, many attractive benefits have been added. Besides rewarding our existing members, these new initiatives also serve as a powerful tool to attract new membership. Our latest additions are summarized below.

| Hotel Okura Macau | **Room Rates:**  
|---|---|---|---|
|  | Sunday - Thursday: Deluxe room at MOP$1,800+15% services charge and tax per room per night  
|  | Friday: Deluxe room at MOP$2,100+15% services charge and tax per room per night  
|  | Saturday: Deluxe room at MOP$2,600+15% services charge and tax per room per night  
|  | **F&B offer - Yamazato Restaurant:**  
|  | Promotion Period: 15 Feb - 30 Dec 2012  
|  | Special tailor-made menu for Lunch and Dinner in Yamazato Restaurant  

| InterContinental Shenzhen | **Room Rates:**  
|---|---|
|  | Deluxe Room: RMB1,288  
|  | Deluxe Pool View Room: RMB1,588  
|  | Premier Suite: RMB2,088  
|  | Club InterContinental Deluxe Room: RMB1,788  
|  | Club InterContinental Deluxe Pool View Room: RMB1,988  
|  | Club InterContinental Premier Suite: RMB2,788  
|  | Club InterContinental Chinese Theme Suite: RMB3,788  
|  | Club InterContinental Terrace Suite: RMB5,288  

| Hong Kong SkyCity Marriott Hotel | 35% discount on both lunch and dinner buffet from Mondays to Sundays at Sky City Bistro  
|---|---|---|---|
| 35% discount of A la Carte menu on both lunch and dinner from Mondays to Sundays at Man Ho Chinese Restaurant  
| 35% discount on total bill from Mondays to Sundays at Velocity Bar and Grill  

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| Shun Tak Travel Services Limited | **The House of Dancing Water:**  
Reserve A: HK$ 792 per ticket  
Reserve B: HK$ 612 per ticket  

**Macau Tower:**  
Entrance Ticket Rate: Adult: HK$ 83 / Child: HK$ 48  
360 Cafe Lunch Buffet (Weekday): Adult: HK$ 178 / Child: HK$ 138  
360 Cafe Lunch Buffet (Weekend & PH (HK & Macau Holiday)): Adult: HK$ 198 / Child: HK$ 138  
360 Cafe Tea Set (Weekday): Adult: HK$ 108 / Child: HK$100  
360 Cafe Tea Set (Weekend & PH (HK & Macau Holiday)): Adult: HK$268 / Child: HK$ 168  

**AJ Hackett:**  
Bungy Jump (includes certificate, membership card & exclusive Bungy Jump T-shirt): HK$ 2,238  
Mast Climb (include certificate and exclusive Mast Climb T-Shirt): HK$ 2,238  
Sky Jump (includes certificate, membership card & exclusive T-shirt): HK$ 1,698  
Skywalk X (includes certificate, membership card, CD and exclusive T-shirt): HK$ 618  

**Turbojet:**  
Round trip Hong Kong - Macau Economy class (Weekday): HK$ 268 per round trip  
Round trip Hong Kong - Macau Economy class (Weekend): HK$ 298 per round trip  
Round trip Hong Kong - Macau Super class (Weekday): HK$ 468 per round trip  
Round trip Hong Kong - Macau Premier Grand Class (Weekday): HK$ 628 per round trip  

**Macau Transfer Service:**  
MPV: HK$ 248 per hour  
Benz E Class: HK$ 298 per hour  
Benz S Class: HK$ 348 per hour  

**Raffles**  
15% discount on regular priced items. |
6. SHTMAA IN THE COMMUNITY

“Contributing back to SHTM and the society” forms one of the five pillars of the purposes of SHTMAA. Hence, contribution to corporate social responsibility remained a committee tradition for the fourth consecutive year since 2009, when we firstly joined hands with Hong Chi Association.

Looking back to 2012, a very meaningful event is worthy of mention – Community Day, which served as a core theme in 2012 and will continue to be the core theme in 2013.

This event made a positive impact on the community, with a focus on volunteer services for the elderly during the traditional Mid-autumn festival. Continuing the effort of previous years, we proactively address the needs of our community and are committed to partnering with St James' Settlement in showing care and concern to the elderly in need.
7. Members Communication

7.1 E-newsletter and SHTMAA Facebook Page

Keeping our fellow alumni informed of the latest news and forthcoming events is of utmost importance to members. While the e-newsletter has served as an effective communication channel on a regular basis, we decided to revamp its design in 2012. As a result, a dynamic outlook and user-friendly layout was introduced. Furthermore, a bilingual version of e-news was developed to cater to a wider scope of audiences.
Riding on the increasing popularity of social media, we used new media such as Facebook for better member engagement. The SHTMAA fan page was set up in early 2012 and is regularly maintained to attract maximum attention.

Below is the sample of the Facebook fan page:
7.2 Recruitment Advertisements

In 2012, SHTMAA disseminated a total number of 38 recruitment advertisements for 27 hospitality organizations as below.

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>American Express</td>
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<td>Auberge Discovery Bay Hong Kong</td>
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<td>Banyan Tree Hotel and Resorts</td>
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<td>Country Holiday</td>
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<td>Crowne Plaza</td>
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<td>Hanlun Habitats Limited</td>
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<td>HKFYG Lee ShauKee College</td>
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<td>Hong Kong Disneyland</td>
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<td>Hong Kong Jockey Club</td>
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<td>Hong Kong Youth Hostels Association</td>
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<td>Hopewell Hospitality Management Limited</td>
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<td>Hotel ICON</td>
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<td>Jones International Limited</td>
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<td>Langham Hospitality Group</td>
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<td>Langham Place Mongkok</td>
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<td>Panda Hotel</td>
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<td>PMQ Management Co. Ltd</td>
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<td>Private Luxury Collections Limited</td>
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<td>Regal Hotels International</td>
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<td>SHTM</td>
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<td>SSP Hong Kong</td>
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<td>The Helena May</td>
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<td>Tsing Fung Street Boutique Hotel</td>
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<td>Tourico Holidays Hong Kong Limited</td>
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<td>Villa la Tosca</td>
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<td>WWF</td>
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<td>Wynn Macau</td>
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8. OUR 2013

With the start of year 2013, SHTMAA enters its 20th year. This year will be another year to fulfill the objectives of the association. All Executive Committee members will continue enhancing the activities already in place and start many more new initiatives for the benefit of our members.

In 2013, SHTMAA will devote more resources to community service, all the while organizing events to cater to the increase in Mainland China members.

To sustain the committee’s efforts in 2012, a wide range of activities is planned for 2013. The proposed activities are based on the five core objectives illustrated in Section 3:

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<tbody>
<tr>
<td>AGM &amp; Happy Hour Gathering (17 Jan)</td>
<td>Scholarship Interviews</td>
<td>Annual Dinner (16 March)</td>
<td>Member E-news Letter</td>
<td>Community Day (1)</td>
<td>Cooking Class</td>
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<tr>
<td>Alumni Tour – Bangkok (13-16 Jul)</td>
<td>Member E-news Letter</td>
<td>Community Day (2)</td>
<td>Coffee Latte Art Class</td>
<td>19th Congregation Shenzhen Hotel Tour</td>
<td>Member E-news Letter</td>
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</table>
This Annual report produced by
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