

Outstanding Membership Award 2009

Federation of Hong Kong Business Associations Worldwide Rules and Regulations

A) Objective

To reward the associations with outstanding effort in expanding the membership

B) Period of assessment

30 June 2008 – 31 August 2009

C) Application criteria

1. All applicants (associations/ chapters) must have been established for a minimum of 12 months by 31 August 2009.
2. In view of the different functions and purposes of National Chapters of associations, all National Chapters (i.e. the Hong Kong Canada Business Association - National and the Hong Kong Australia Business Association - National in such case) are not eligible to participate.
3. All applicants must submit a membership record as of 30 June 2008 AND a membership record as of 31 August 2009 (see Section E for deadlines).

D) Prizes & Judging Criteria

Percentage Increase Achiever

- Rationale is to reward associations/ chapters for recruiting members through effective marketing strategies, as all efforts of associations/ chapters will contribute to expanding the Federation family in the long run.
- All *membership* must be *paid with voting right* (see Section G for definition)
- Measure by percentage increase of membership, subject to “*Membership Award Standard*”
- A trophy will be given to each qualified associations / chapters for achieving a minimum of 10% membership increase by “*Membership Award Standard*”. (see Section F for definition)

Regional Grand Prize

- Rationale is to reward the associations/ chapters for the best membership increase in their region, as they have contributed the most from their region to expand the Federation family.
- All *membership* must be *paid with voting right* (see Section F for definition)
- Measure by absolute increase of membership, subject to “*Membership Award Standard*” (see Section F for definition). Percentage increase will be considered if more than one applicant achieve the same absolute increase
- Two winners per region (Asia & Australasia, Europe and North America).
- Reward will be given to the two winners of each region for achieving the highest absolute membership increase in their respective region according to their level of achievement in ranking:
 - Champion – HK\$ 12000
 - 1st Runner up – HK\$ 8,000
- The usage of the cash award is to be decided by the Board Members of the winning associations.

All prizes will be presented at the 10th Hong Kong Forum, 1 – 2 December 2009

E) Application deadline

Submission Form 1 (membership record as of 30 June 2008)

The Secretariat will verify this record for those who had participated in the 2008 Membership Award for record as of 30 June 2008.

Submission Form 2 (membership record as of 31 August 2009)

Deadline: 11 September 2009

F) Measurement guidelines

1. **Membership paid with voting right** - Only members with a fully paid membership and voting right in the association/ chapter are counted.
2. **Corporate member** - In all cases, each corporate member will be counted as 1 member (before weighting) regardless of the no. of individuals bound to it (i.e. 1 corporate membership eligible for two or more members will be counted as 1 member).
3. **Membership Award Standard** – To use membership fee as a weighting factor to calculate the total member increase. Please see below for elaboration.

Q. Why is the “Membership Award Standard” introduced?

- As agreed by the Awards Committee, this standard is introduced in view of the challenges associations / chapters face in recruiting different types of members.

Q. How does the “Membership Award Standard” measure?

- The highest membership fee of an applicant at the beginning of the competing period (i.e. 30 June 2008) is set as the **Base**
e.g. ABC Association has 2 types of membership as of 30 June 2008:
 - Corporate membership — HK\$400 ← “Base”
 - Junior membership — HK\$100
- **The number of each membership type is weighted** according to their fees’ proportional to the “Base”.
- **Each applicant will have its own base factor in the calculation** since there are different membership policies and charges among different associations/ chapters; hence the base should not be applied or compared between applicants.
e.g. ABC association’s highest membership fee is \$400 and thus it is the base of ABC association; XYZ association’s highest membership fee is \$200 and thus it is the base of XYZ association).
- **The “Base” will remain the same throughout the assessment period**, even there may be changes in membership types or fees during the period
e.g. ABC Association has added a new type membership after 30 June 2008:
 - Life membership – HK\$700 ← New type
 - Corporate membership – HK\$400 ← Remain as “Base”

Sample illustration

- Demonstration of calculation with results of:
 - both ABC and DEF associations are Percentage Increase Achievers and will receive a trophy each.
 - ABC association would win Regional Grand Prize, if both associations come from the same region.

M’ship Type	Record as of 30 June 2008				Record as of 31 August 2009				Increase without weighting	Absolute Increase by M’ship Award St’d
	Fee	No. of members	Weighting Base: \$400	No. of members by M’ship Award St’d	Fee	No. of members	Weighting Base: \$400	No. of members by M’ship Award St’d		
ABC Association										
Corporate	\$400 (Base)	10	400/400	10	\$400	20	400/400	20	10	10
Individual	\$300	180	300/400	135	\$300	255	300/400	191.3	75	56.3
Student	\$100	200	100/400	50	\$100	210	100/400	52.5	10	2.5
Total	-	390	-	195		485	-	263.8	95	68.8 (42.2%)
DEF Association										
Corporate	\$400 (Base)	10	400/400	10	\$400	14	400/400	14	4	4
Individual	\$300	180	300/400	135	\$300	200	300/400	150	20	15
Student	\$100	200	100/400	50	\$100	275	100/400	68.8	75	18.8
Total	-	390	-	195		489	-	232.8	99	37.5 (20.4%)

H) Remarks

1. In case of any changes of membership policy and fees, associations are advised to notify the secretariat, who will seek advice from the Awards Committee accordingly.
2. The Awards Committee reserves the right and discretion to make the final judgment on all submissions.