

Federation of Hong Kong Business Associations Worldwide
Outstanding Initiative Award 2006
(To enhance the profile of the HKBA and HK overseas)
Application Form

Please return the Application Form to the Federation Secretariat by **Oct 5, 2006**
by Fax: (852) 2169 9516 Or Email: winnie.chiu@tdc.org.hk

Please only describe ONE initiative on one application Form.

For: HONG KONG AUSTRALIA BUSINESS ASSOCIATION – NSW CHAPTER

Part 1: Basic Information of the Initiative

1) Name of the initiative

HKABA NSW Business Awards 2005

2) Date/Duration

Friday 14 November 2005 from 7.00pm - midnight

3) Objectives of the initiative

- To provide incentives to NSW individuals and companies who strive for excellence in all aspects of international trade between Australia and Hong Kong SAR/China.
- To recognize excellence in entrepreneurship and commercialism and remain one of the most prestigious bi-lateral events on the New South Wales business calendar.
- To celebrate the strong trade relationship between Hong Kong SAR and the New South Wales business community.

4) Target audience and no. of attendance

- Business professionals and government groups
- About 320 guests attended the event.

5) Project Manager / Team of the initiative

- Lucinda Chan, Event chairperson
- HKABA NSW Business Awards Organizing Committee 2005

6) Concept and key action plan (use separate sheet, if necessary)

- Concept: Masquerade & Charity (CanRetrive)

- Refer to *Attachment No. 1 – Action Plan*

Part 2: Evaluation on the results achieved from the initiative

- Attendance: high - approx. 320
- Support from members : high
- Event proceedings: on time, smoothly run, team work
- MC: great presentation with a sense of humour
- Guest of Honour/VIP: positive feedback
- Publication: 1st publication of NSW Business Awards Magazine of high quality, delivered 300 copies to Hong Kong Forum 2005
- Media release: all local major Chinese newspapers reported the event
- Created a Grand Prize for nominees
- Venue: Shangri-La Hotel, Sydney – generous, beautiful ballroom, efficient, supportive and friendly staff.
- Food & Beverage: Positive feedback
- Platinum Sponsorship: Qantas Airways confirmed and announced 3-year platinum sponsorship with HKABA NSW Chapter at the Gala Dinner

Part 3: Description of the initiative in terms of the selected criteria

Please describe the initiative in terms of the following criteria (whenever applicable):

1) Innovativeness

(e.g. the concept is new, creative and is not commonly adopted in other associations or organisations.)

- Masquerade and Charity Concept was very well received by guests. Masks were sold out quickly; all income generated were donated to CanRetrieve for cancer R&D.
- The 2005 BA organizing committee published the 1st magazine and had it delivered and displayed at the Hong Kong Forum 2005 in Hong Kong. Refer to *Attachment No. 3 – HKABA NSW Business Awards Memento Magazine*.

2) Impact on the local business community

(e.g. involving the local business leaders or celebrities, strong coverage in local media, raise the profile of the association in the local community.)

- More than 300 people from Australia and overseas attended the event in Sydney, with major industry and government groups represented including The Hon. Sir Laurence Street, long-time patron of HKABA, The Hon. Sandra Nori MP, The Hon. Henry Tsang MP, etc.
- Great media coverage by Australian Chinese Daily, Australian New Express Daily, Singtao Daily. Refer to *Attachment No. 2 – Media Coverage*

3) Degree of member participation

(e.g. participation can be at all levels, including the stage when the initiative is being conceptualised, the organization/implementation stage and the final participation at the events.)

- Initiative Concept Stage: high attendance at each Business Awards Organizing Committee meetings which were held on a regular basis- once every two or three weeks since June; all sub committee members participated in the process of planning, brainstorming, concept forming and team work.
- Action Stage: with support from the NSW Committee, Business Awards SubCom put all plans into action.
- Implementation Stage: well organized groups consisting of NSW Committee members, Business Awards Organizing Committee members, volunteer members helped out all through the event. High attendance rate – about 320 guests on the day.

Overall it was the contribution from different levels of HKABA NSW members that made this prestigious event a great success.

4) Ability in attracting new members

(e.g. no. of new members being attracted to join the association after the initiative is launched or ability to target a group of potential members for future follow-up.)

- By all means, high attendance rate from high profile business leaders and government officials and HKABA members, plus huge media coverage ensured HKABA's publicity and image. We have seen many new members coming on board since.

5) Ability in generating revenue/ sponsorship

(e.g. financial gain such as any revenue generated from the initiative and/or the amount of sponsorship being solicited.)

- The Business Awards Organizing Committee recruited 9 sponsors including Qantas Airways and Macquarie Bank with a total sponsorship fee of \$46,100.00.

6) Value created in enhancing HK image overseas

(e.g. The positive image of HK quoted by the local community / press.)

- HKABA has always been upholding promoting Hong Kong's image as its main objective. Huge media coverage of the event has further strengthened Hong Kong's image in the local business community.

7) Other achievements

(e.g. making 20 business matching, increasing & strengthening alliances with local multipliers.)

- Platinum Sponsorship: Qantas Airways confirmed and announced the 3-year platinum sponsorship with HKABA NSW Chapter at the Gala Dinner.

Weight of each criterion for Association's Reference

	Weighting of each criterion (%)
1) Innovativeness	15
2) Impact on the local business community	15
3) Degree of member participation	15
4) Ability in attracting new members	10
5) Ability in generating revenue/ sponsorship	15
6) Value created in enhancing HK image overseas	20
7) Other achievements	10
Total	100

Part 3: Supporting information

It is optional for the applicant to provide additional supporting information of the initiative, such as photos, press clippings, recognition letters, comments from members, etc.

Yes, the supporting information will be sent to the Federation Secretariat together with this application form/by separate mail/by separate email.

I certify that this submission is endorsed by our board.

Submitted by: Lucinda Chan, President, NSW Chapter, HKABA

Signature: Date:

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