

**Hong Kong Business Associations Awards  
Outstanding Initiative Award  
Application Form**

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Name of Association: **HONG KONG AUSTRALIA BUSINESS ASSOCIATION –  
SOUTH AUSTRALIAN CHAPTER**

**Part 1: Basic Information of the Initiative**

1) Name of the Initiative: **2005 HKABA-SA BUSINESS AWARDS**

2) **Date: Friday 27<sup>th</sup> May 2005 –  
HKABA-SA AWARDS PRESENTATION DINNER**

Duration: **Planning for the initiative was from January – May 2005**

3) **Objectives of the Initiative**

- Broader awareness (throughout South Australia's international business community including Government) of the **HKABA-SA** as the State's peak body for bilateral trade and cultural relations between South Australia and Hong Kong SAR -
- Broader awareness of the support framework provided by:
  - Hong Kong Trade Development Council
  - Hong Kong Economic Trade Office
  - Hong Kong Federation of Business Associations
  - Hong Kong Tourism Board, and
  - their representatives in Australia.
- Broader awareness of Hong Kong SAR government support -
- Optimum promotion of effective trade relations / business development by South Australian companies in Hong Kong SAR and PR China -
- Broader awareness of the HKABA-SA's leadership role and achievements
- Increased business membership of the HKABA-SA.

4) **Target audience and no. of attendance**

The target audience of the initiative was the South Australian business community, and specifically, the international trade community -

- The initiative attracted some 250 guests at the 2005 HKABA-SA BUSINESS AWARDS PRESENTATION DINNER, 27<sup>th</sup> May at Radisson Playford Hotel, Adelaide.

5) **Project Manager / Team of the initiative**

HKABA-SA executive committee in association with the Council for International Trade and Commerce SA Inc as project coordinator.

6) **Concept and key action plan**

The concept was to recognise and promote the economic value of successful trade and cultural relations between South Australia and Hong Kong SAR and PR China.

The HKABA-SA BUSINESS AWARDS program was used as the initiator and vehicle to achieve this, using the following award categories:

**EXPORT OF GOODS AWARD**

- for superior achievement in the export of goods to Hong Kong SAR and PR China by a South Australian organization, which produces and distributes goods for sale.

**EXPORT OF SERVICES AWARD**

- for superior achievement in the export of services to Hong Kong SAR and PR China by a South Australian organization, which develops and exports business services relating to any industry sector.

**IMPORT OF GOODS AWARD.**

- for high achievement in the importing of goods from Hong Kong SAR / PR China by a South Australian company, and the **value add** success of those goods to the South Australian marketplace.

**ENTREPRENEUR OF THE YEAR AWARD**

- for an individual whose core business had heightened awareness of Hong Kong SAR and or PR China in the South Australian marketplace.

Her work would include bilateral trade, and the bridging of cultures to support South Australians in building enduring relationships with Hong Kong SAR and Mainland China.

**Key action plan:**

- Wide-scale promotion of the initiative – the 2005 HKABA-SA BUSINESS AWARDS, using the communication resources of the HKABA-SA and CITCSA
- Appointment of the HKABA-SA BUSINESS AWARDS judging panel -
- Preparation of nomination forms for prospective award candidates -
- Identification of and invitations to candidates to submit nominations for the awards -
- Development of a sponsorship program to support the initiative -
- Active participation of a senior representative from the government of Hong Kong SAR, and South Australian government -
- Close interaction with the HKETO, HKTDC and HKTB –
- Critical mass attendance at the HKABA-SA Business Awards Presentation Dinner, from across South Australia’s international business community.

**Part 2: Evaluation of the results achieved from the initiative**

Evaluation was measured by the following achievements, which ensured the success of the initiative:

- Twenty (20) South Australian companies lodged nominations for the 2005 HKABA-SA BUSINESS AWARDS -
- **Mr Stephen Ip, GBS, JP**, Secretary for Economic Development and Labour Government of the Hong Kong Special Administrative Region was secured as Special Guest and Keynote Speaker at the HKABA-SA BUSINESS AWARDS -
- The **Honourable Carmel Zollo MLC**, Minister Assisting the Hon Paul Holloway MLC, Minister for Industry & Trade was a speaker and presenter at the HKABA-SA BUSINESS AWARDS -
- **Mr Wilkin Fon**, national vice-president, Hong Kong Australia Business Association was also a speaker and awards presenter.
- A successful sponsorship program raised \$37,000

Sponsors included:

- Hong Kong Economic Trade Office represented by Mrs Jenny Wallis, executive director.
- Hong Kong Trade Development Council, represented by Ms Bonnie Shrek, director, HKTDC Australia.
- Hong Kong Tourism Board, represented by Mrs Lisa Lee, Manager - Trade Marketing, HKTB Australia.
- Lexus of Adelaide, represented by Mr Mat Gardner, Sales Manager.
- Westpac Banking Corporation, represented by Mr Darren Wilson, regional director.
- MGA Whittles, represented by Mr John George.
- jeanswest, represented by Mr Wilkin Fon, also national vice president, Hong Kong Australia Business Association.
- Cape Jaffa Wines, represented by Derek and Anna Hooper.
- Claymore Wines, represented by Mr Andrew Brown.
  
- Broad business and government awareness of the initiative was achieved through selection of the judging panel, comprising:
  - Ms Irene Yu, Business Banking Manager, Westpac Banking Corporation
  - Mr Robert Berton, president, Italian Chamber of Commerce and Industry – Adelaide.
  - Mr Paul Johnston, Lexus of Adelaide
  - Mr Bob Shepard, executive director, Australia British Chamber of Commerce
  - Mr Chris Rees, State Manager, Austrade SA-NT.
  
- The value of trade with Hong Kong SAR and PR China was achieved through the diverse range and promotion of twenty (20) award nominees, all of whom had established sustainable trade and cultural relations with HK-SAR and PR China.
  
- Industry and business awareness of the 2005 HKABA-SA BUSINESS AWARDS were achieved through promotion of the success of ten finalists and four award winners:
- Award finalists / winners:
  1. **Dover Fisheries Pty Ltd – winner export of goods award**
  2. Ferguson Australia Pty Ltd
  3. First Class Australia Pty Ltd
  4. Marketing and International Education Services - *Department of Education and Children's Services, T/A as South Australian Government Schools.*
  5. Tranquil Travel Service Pty Ltd.
  6. **BAE Systems Flight Training Adelaide – winner export of services awards**
  7. Fraden Duit Group Pty Ltd, t/a LOOX for Living
  8. **LuLu Furniture, importer of furniture – winner import of goods award**
  9. Ms Irena Zhang, of Inatex Pty Ltd, Dasina Pty Ltd and Strategic Alliance Holdings Co Pty Ltd.
  10. **Ms Leonie McKeon, principal of Chinese Cultural and Language Advice – winner, Entrepreneur of the Year Award**

Target attendance of 200 was surpassed, with **250** guests at the 2005 HKABA-SA BUSINESS AWARDS.

This excellent attendance was achieved through a strategic plan of consistent and cost-effective promotion for **three** (3) lead-up months, utilising the State's best-known international trade bulletins, through the Council for International Trade and Commerce.

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

#### **1) Innovativeness**

The 2005 HKABA-SA BUSINESS AWARDS was a very innovative initiative. It successfully competed with many other business awards programs in South Australia; its success was demonstrated through:

- Promotion of the unique character and role of the HKABA-SA and its status as the inaugural inductee into the Hall of Fame of the Council for International Trade and Commerce. We were the winner of the International Business Chamber of the Year for 3 consecutive years from 2001 to 2003.
- This ensured further prestige and credibility for the HKABA-SA BUSINESS AWARDS as an innovative initiative.
- The inclusion of the Hong Kong SAR government, HKETO, HKTDC, HKTB and HKABA was a multifaceted and innovative strategy, presenting a united and supportive network, representing Hong Kong SAR in South Australia.
- Wide-scale promotion over three months -
- The use of high quality promotional flyers and bulletins -
- Creative strategies were engaged by the HKABA-SA in identifying and attracting a diverse range of companies as award candidates, sponsors, and overall awareness of the HKABA-SA as a unique leadership group -
- Organisations such as Austrade and CITCSA were active contributors in the identification and nominations of award candidates -
- Creativity was demonstrated with the various levels of success and growth of selected award candidates, from the well established such as **Dover Fisheries**, to the lesser known, **Chinese Cultural and Language Advice**, and start-up business, **LuLu Furniture**.
- In terms of membership growth – a prerequisite for all award candidates was their membership of the HKABA-SA -
- New members were also attracted through the Awards Sponsorship Program.
- The support of the Council for International Trade and Commerce was a particularly innovative strategy undertaken by the HKABA-SA.
- It ensured utmost professionalism in the coordination of the awards program, consistent promotion, and further esteem for the HKABA-SA, thus freeing it up to focus on its sponsorship program and membership drive.

## **2) Impact on the local business community**

Positive impact on the local business community was undoubtedly the major achievement from the initiative, enhanced with a first class presentation dinner for the HKABA-SA BUSINESS AWARDS.

Despite their well-established business success and sound reputations, companies such as **Dover Fisheries** and **BAE Systems Flight Training - Adelaide** were excited with their nominations and thrilled with their success as award winners.

Other award finalists were flattered by their success and the recognition achieved through the HKABA-SA.

The active participation of Austrade, CITCSA, Westpac and Lexus of Adelaide ensured excellent, strategic impact and immeasurable 'word of mouth' commendation of the 2005 HKABA-SA BUSINESS AWARDS.

## **3) Active participation of members**

The HKABA-SA executive was actively involved in the initiative throughout the planning campaign and presentation dinner for the 2005 HKABA-SA BUSINESS AWARDS.

Its role included development of the sponsorship program, networking with prospective sponsors and awards candidates, procurement of raffle prizes, selling of tables, hosting of official guests and sponsors at the awards presentation dinner, through to the recruitment of new members, attracted through the initiative.

## **4) Ability in attracting new members**

This was effectively demonstrated through the pre-requisite of membership of the HKABA-SA for all award candidates, and further, through the sponsorship program. Overall, the initiative attracted **25 new members to the HKABA SA Chapter, and 3 new student members from the new student program launched in May.**

## **5) Financial gain –**

**The function resulted in net revenue of \$15,000 for the Association from sponsorship of \$37,000 raised for the event.**

## **6) Value created in enhancing HK image overseas**

**The HK image overseas was splendidly enhanced through the initiative, and throughout the entire program.**

- Promotional flyers and bulletins such as CITCSA Flash carried pictures of Mr Stephen Ip, the names and logos of the HKETO, HKTDC and HKTB, and promotion of the HK framework and its support for the HKABA-SA.
- All were acknowledged by name at the HKABA-SA BUSINESS AWARDS Presentation Dinner -
- The **2005 Hong Kong SAR Forum** was promoted at the Presentation Dinner, with flyers and registration forms on all tables . We have 15 registrations to date to attend the Forum.

- Award nomination forms and announcements at the presentation dinner unequivocally emphasized the value of bilateral trade and cultural relations with HK SAR and PR China.
- Speech made by the Hon J. F. Stephanie in the Legislative Council of the South Australian Parliament regarding the Business Awards, promoting Hong Kong to the South Australian Government and the business community.

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### **Media**

Media coverage added value to the positive impact on the local business community and awareness of HKSAR.

The Advertiser featured articles on Mr Stephen Ip, on Ms Leonie McKeon, principal of Chinese Language and Cultural Advice, and winner of the Entrepreneur of the Year Award.

In a separate feature, The Advertiser reported the award finalists and winners.

### **7) Other achievements**

Enduring alliances were established and/or strengthened through the initiative, with sponsors, such as Westpac Banking Corporation, Lexus of Adelaide, Radisson Playford, with Austrade, CITCSA, and with all award candidates, finalists and winners.

Overall, the initiative was an outstanding promotion of Hong Kong SAR, PR China – and the HKABA-SA in supporting bilateral business development through its growing business network in South Australia.

## **Part 3: Supporting information**

- 2005 HKABA-SA BUSINESS AWARDS FLYER
- Nomination Forms (in CD)
- CITCSA Flash 12<sup>th</sup> April '05; 13<sup>th</sup> May '05, 18<sup>th</sup> July 2005
- Media –Article in the Advertiser
- Speech made by the Hon J.F. Stefani in the Legislative Council
- Letter from Leonie McKeon
- Letter from CITCSA
- Letter from Westpac
- CD on Business Awards ( by post)

I certify that this submission is endorsed by our board.

Submitted by the President, Mr. Victor Moo, HKABA –South Australian Chapter.

Date: 30<sup>TH</sup> September 2005