

**Incentive Scheme**  
**Outstanding Initiative Award**  
**(To enhance the profile of the HKBA and HK overseas)**  
**Application Form**

Please return the Application Form to the Federation Secretariat by **Sept 30, 2005** by

Fax: (852) 2169 9516      Or      Email: [winnie.chiu@tdc.org.hk](mailto:winnie.chiu@tdc.org.hk)

For <Name of Association/Chapter>

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

- 1) Name of the initiative
  - A) HKANC Annual Gala Event
  - B) Annual Scholarship Fundraising Golf Tournament/ HKANC Scholarship Program
  - C) HKANC Happy Hour Mixer

---
  
- 2) Date/Duration
  - A) Saturday, January 15<sup>th</sup>, 2005
  - B) Monday, August 15<sup>th</sup>, 2005 / 2001 - 2005
  - C) Wednesday, September 21<sup>st</sup> 2005

---
  
- 3) Objectives of the initiative
  - A) Annual Gala event raises spirits and funds for the association.
  - B) Annual fundraising tournament for HKANC Scholarship Program
  - C) Draw new members (offer membership discount) & introduce HKETO Director, Doris Cheung

---
  
- 4) Target audience and no. of attendance
  - A) Members & Guests – 400 attendees
  - B) Members & Guests – 150 attendees & volunteers
  - C) Members & HKETO's Guests & potential members – 100 attendees

---
  
- 5) Project Manager / Team of the initiative
  - A) A.E. committee – Board Director & Chair, Bob Byrne, Vice President, Heidi Tan & Executive Director Susanna Kwan
  - B) Golf committee – Honorary Director & Chair, Joe Kwok & E.D., Susanna Kwan
  - C) Membership committee & Program committee – Board Director & Chair, Tony Chan, Board Director & Chair, James Kwok & E.D., Susanna Kwan

---

- 6) Concept and key action plan (use separate sheet, if necessary)
- A) Presented “A night in Hong Kong” all members & guests would experience the city’s ravenous energy; enjoy a diverse and sophisticated fusion of food and cultures.
- 
- B) Golf Tournament – A major fundraising event for HKANC Scholarship program, all net proceeds from the tournament will fund the program.
- 
- C) Networking opportunities and introduce a senior representative of HKSARS, Ms. Doris Cheung, Director of Hong Kong Economic & Trade office to general members.
- 

## **Part 2: Evaluation on the results achieved from the initiative**

A + B + C)

HKANC continues with earnest effort to sponsor a variety of high quality programs and to focus on increasing the understanding of Hong Kong’s role. Via organizing interesting and informative programs in order to providing members with the latest economic prospects and happenings of Hong Kong, a platform for broader understanding between Hong Kong and California.

---

## **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.)

A) Annual Event – “**A Night in Hong Kong**” brought members & their guests together for a gilded evening of fine food & wines, entertainment and friendship; featured delicious local and International cuisines, guests mixed & mingled and sampled traditional dim sum and roast suckling pig, with decoration such as red-and gold rickshaw , props and poster featured diff scene such as Cheung Chau Ferry, a junk, fireworks display over the harbor, Sunset over Tsing Yi Island, a lotus blossom in Hong Kong Park. “A Night in Hong Kong” is a fabulous back-tie Gala event that **reflects all the dynamic diversity of Hong Kong.**

---

B) For the 4<sup>th</sup> Annual Scholarship Fundraising Golf Tournament, HKANC golf committee designed different fundraising tools to raise more money & to make the event more enjoyable - such as “Silent auction”, “Scholarship package”, ‘Scholarship flight’, ‘hole in one’, “Chipping and putting contest”, and with the support of participated golfers & donors, the tournament were able to raised over \$30,000 this year.

---

C) This is a complimentary cocktail reception for members & guests, in order to draw new members, anyone who join the Association that evening, membership annual dues will not take effect until January 2006!

---

- 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.)
- A) With the generous sponsors of local business representatives such as Wells Fargo Bank, Citigroup Private Bank, United Commercial Bank, Bank of America, Hong Kong Economic & Trade office just to name a few. In addition, more than 40 businesses and dozens of volunteers contributed to the production of the Annual event, 15 airlines, hotel, cruise line, restaurant companies contributed raffle prizes, ranging from round trips to Hong Kong to weekends in San Francisco.
- 
- B) Monies raised from the Golf Tournament were reinvested for the benefit of the community. The Golf Tournament was a huge success with the support of over 30 companies, restaurants, hotels and airlines and with the participation of over 150 golfers, donors & volunteers!
- 
- C) Networking opportunities for local business community and a platform for a better understanding of HKSARS, providing links to Hong Kong for local firms and individuals interested in pursuing trade opportunities and business there.
- 
- 3) Active participation of members  
(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.)
- A) Over 400 members & guests.
- 
- B) Over 150 golfers + volunteers from major sponsors.
- 
- C) 50% members & 50% of non-members
- 
- 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.)
- A) There were 3 new corporate members sign up.
- 
- B) There were 2 new Individual members & 1 new Corporate member sign up.
- 
- C) There were 10 new members' sign up & 1 corporate member renewed at the event.
- 
- 5) Financial gain  
(e.g. the revenue generated from the initiative and/or the amount of sponsorship being solicited.)
- A) 2005 Annual event: Over **\$100,000** of sponsorship was being solicited.
- 
- B) **HKANC has donated a total of \$120,000** to the University of California, Berkeley and San Francisco State University, to be given out as sixty, \$2,000 scholarships.
-

6) Value created in enhancing HK image overseas

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

A) The highlight of all activities in 2005 - "A night in Hong Kong" evoked the lively and friendly spirit of Hong Kong, a unique combination of East & West and to promoting Hong Kong as one of the world's most modern and vibrant cities, a total experience for members & guests.

---

B) HKANC is dedicated to the progress and success of future business leaders. Initiated a scholarship program in 2001, and by hosting annually Golf Tournament, a total of \$120,000 scholarship fund raised to support and benefiting students of business studies mostly from Hong Kong and China. HKANC scholarship program helps to build the goodwill of the Association and enhance HK image in the local community.

---

C) Having been one of the most active & important partners of HKETO, this Happy Hour Mixer allowed local business companies to better understand Hong Kong business environment and investment climate; most importantly, it is also a golden opportunity for HKSARS senior representative to brief members and local communities on Hong Kong position as a gateway to China.

---

7) Other achievements

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

A + B + C ) All three events enhanced business relationship among members and strengthen the ties between Hong Kong Government and local business sector.

---

### Weight of each criterion for Association's Reference

	Weighting of each criterion (%)
1) Innovativeness	15
2) Impact on the local business community	15
3) Active participation of members	15
4) Ability in attracting new members	10
5) Financial gain	15
6) Value created in enhancing HK image overseas	20
7) Other achievements	10
<b>Total</b>	<b>100</b>

### **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.

No, there is no supporting information.

I certify that this submission is endorsed by our board.

Submitted by: <Hong Kong Association of Northern California >

Signature:



Mr. Tommy Wu

Date: Sept 30, 2005