



Annual Report 2022–2023

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1. FROM THE CHAIRMAN

I am happy to see you all at the SHTMAA Annual General Meeting 2023.

First, I would like to report that Chairman Alison Yau had to temporarily resigned from the Committee in March due to personal reasons. Therefore, I have taken over the helm and continue the work of our Association. We thank Alison for all her contributions and hope that she can rejoin us in the near future. Secretary Cici Tam has also resigned from the committee for overseas studies. We wish her all the best. I am happy to report that Mr Sonic Yang and Ms Betsy Lam had been coopted to join the Committee in March and July 2023 respectively.

I am delighted that the pandemic is finally over and the SHTMAA can organise more activities for our alumni. We had started off with the Homecoming Day events on 19 November last year. To celebrate the 85th anniversary of the PolyU, our Association had organized 3 events on the day:

- A Campus Tour to see the latest development and buildings on campus in the morning
- An Anniversary Celebratory Luncheon and Sharing Session by Distinguished Alumni during lunch
- A Sake Workshop in the afternoon

In April this year, we organised a breakfast and hike to the Peak. In June, we arranged a visit to the newly opened Fullerton Hotel. We are happy to inform our alumni that more exciting activities are being organised and in the pipeline.

As we are always on the look out for more activity ideas, membership benefits and collaboration opportunities, please let us know if you have any good ideas on those. We would like to urge you to actively join our activities and reconnect with our alumni community. We hope to see you in our upcoming events!

Last but not the least, I would like to thank all our executive committee members for their efforts and commitment in helping to put together excellent activities. I would also like to thank the School and the University for their staunch support throughout the years.

Betty Simpson

Chairman

School of Hotel and Tourism Management Alumni Association

2. COMMITTEE MEMBERS

Chairman

Betty Simpson

General Manager
The Helena May

Vice Chairmen

Ricky Tsui

Programme Manager (Catering & Wine)
Hotel and Tourism Institute
Chinese Culinary Institute
International Culinary Institute

Philip Kwok

Senior Human Resources Manager
Gold Coast Hotel Hong Kong

Financial Secretary

Calvin Yuen

Senior Manager, Food and Beverage
Shangri-La Group

Secretary

Tommy Lau

Vice Principal and Deputy Academic
Director (Hospitality Discipline)
Vocational Training Council

Larry Law

Senior Manager in Healthcare Catering
North District Hospital

Adriane Li

Senior Asset Manager - Hotel Division
New World Development Company
Limited

Linda Yu

Director of Sales & Marketing
Premier Cru International Ltd.

Cici Tam

Assistant Manager - Business
Transformation and Innovation
Chinachem Group

SHTM Alumni Liaison Officer

Annabel Chan

Programme Manager (Chinese Mainland)

3. VISION, MISSION AND CORE VALUES

The SHTM Alumni Association was established in 1993 to foster links between alumni and with the SHTM. The Association's objective is to create an effective network to assist the personal and career development of its members, while promoting the SHTM and PolyU in Hong Kong and abroad.

VISION

Be the preferred choice of association for alumni, students and industry partners.

MISSION

Our mission is to achieve service excellence through the joint efforts of our members and to contribute our wealth of knowledge and experience to the community.

CORE VALUES

Synergy – Believes in synergy for greater outcomes

Hospitality – Promotes hospitality attitude

Teamwork – Believes in collective efforts for greater success

Mentorship – Nurtures and develops SHTM students

Aliveness – Takes new challenges and improves continuously

Achievement – Strives for accomplishments



4.SUMMARY OF ACTIVITIES IN 2022–23

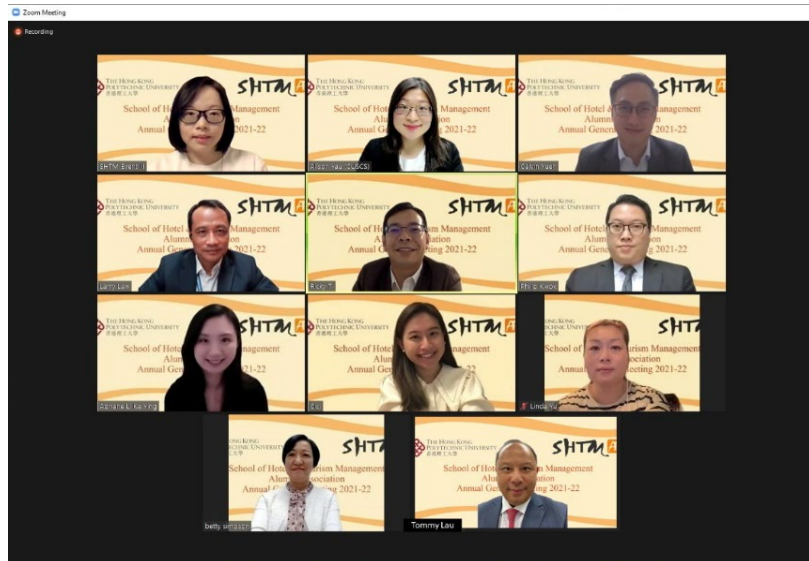
As the pandemic curbs started to ease at the end of 2022, alumni activities were resumed in Q4 2022.

In addition to conducting 5 committee meetings, we continue to organize memorable events comprising a homecoming day, hotel visit, annual tour, annual dinner as well as special interest activities such as sake appreciation workshop and hiking day.

Our social media presence continued to increase this year with the use of Facebook, LinkedIn, Instagram and general e-mails with the purpose of keeping our alumni informed and engaged. The alumni secretariat continues to send out activity and promotional news to our alumni community.

Year 2022	
SEPTEMBER	Annual General Meeting for Year 2022
NOVEMBER	Homecoming Day Campus Tour
NOVEMBER	Anniversary Celebratory Luncheon
NOVEMBER	SHTMAA Scholarship Presentation 2021-2022
NOVEMBER	Sake Tasting Workshop
Year 2023	
APRIL	Fun Hike to the Peak
JUNE	Visit to The Fullerton Ocean Park

4.1 SHTMAA ANNUAL GENERAL MEETING FOR YEAR 2021–2022



The Annual General Meeting for year 2021–2022 of the School of Hotel and Tourism Management Alumni Association was held via Zoom on 8 September 2022. 11 Members attended the AGM to discuss alumni affairs and preview the business plan for the coming year.

SHTMAA continues to create an effective network to assist the personal and career development of its members, while promoting SHTM and PolyU in Hong Kong and abroad.

4.2 HOMECOMING DAY CAMPUS TOUR



The SHTM Alumni Homecoming Day on 19 November 2022, marked a significant milestone for 2022-23 as the first physical alumni event held after the COVID-19 pandemic. The event brought together 119 SHTMers, friends, and family members, 22 of them joined the campus tour.

One of the tour's highlights was the celebration of the 85th Anniversary of PolyU, comprising the stunning redesign of the main entrance at A Core, which seamlessly blends the university's signature red brick architectural style with elegant classical colonnade elements. This redesign is accompanied by a spacious forecourt, creating a visually appealing and photogenic area where countless photos were taken by our tour members.

Serving as a prominent symbol of the University, this revitalized entrance represents PolyU's unwavering commitment to excellence as a top-tier global institution, propelling world-class education, research, and knowledge into a new era.

4.3 Anniversary Celebratory Luncheon



A warm welcome was extended to 66 attendees by Ms. Alison Yau, Chairman of SHTMAA, Dr. Miranda Lou, Executive Vice President of SHTM, and Prof. Kaye Chon.

The Homecoming Day event continued with a luncheon that included a discussion panel featuring distinguished alumni: Ms. Sylvia Chung from Chinachem Group, Mr. Wilson Lee from Hyatt Regency Hotel, and Mr. Perry Yu from China Travel Service. The panelists shared their “Days at SHTM” reflecting on their time at SHTM.

The luncheon was an enriching and memorable occasion that fostered stronger connections and expanded networks within our alumni community. As a token of appreciation, each attendee received a special SHTMAA lapel pin to take home as a souvenir. This event marked a significant milestone, celebrating the 28th Anniversary of the SHTMAA, creating a sense of pride and unity among all participants.

4.4 THE SHTMAA SCHOLARSHIP 2021–2022



The School of Hotel and Tourism Management (SHTM) offers a range of scholarships and awards to deserving students who demonstrate academic excellence, active participation in extracurricular activities, and engagement in community and charitable endeavours. The support of the SHTMMA continues to uphold this initiative.

Another major focal point at the luncheon was the prize presentation of the 2021-2022 SHTMAA scholarship. Applicants were asked to prepare a proposal to increase revenue for hotel or tourism businesses amid the pandemic. Miss Emily Wong Kit Yin, at the time a Year 4 student, Bachelor of Science in Hotel Management was selected as the winner. She was awarded a scholarship of HK\$8,000 as the recognition for her efforts.

4.5 Sake Tasting Workshop



Shortly after the celebratory luncheon, 31 alumni proceeded to the Vinoteca Lab to attend a sake tasting workshop hosted by Asahi Shuzo, featuring the renowned Japanese sake brand "DASSAI." This workshop provided a comprehensive understanding of the intricate steps involved in the sake making process, including rice polishing, washing, cultivation, and fermentation.

Through the experience of tasting six distinct types of sake, participants gained a deeper appreciation for the artistry and complexity behind this traditional Japanese beverage. The workshop not only fostered a stronger connection to Japanese culture but also equipped our alumni with the knowledge and ability to savor and enjoy the subtle nuances of this esteemed drink.

4.6 FUN HIKE TO THE PEAK



In addition to our regular indoor wine and dine activities, our committee members also prioritize their health and well-being.

Our Fun Hiking Day on April 15, 2023 began with more than 20 enthusiastic alumni gathering at The Helena May, where they enjoyed a delicious and nutritious breakfast. This wholesome meal set the perfect foundation for the exciting day ahead, fuelling the attendees' energy and enthusiasm.

Once energized, the group embarked on a leisurely 1-hour hike in the breathtaking surroundings of The Peak. The picturesque scenery, combined with the warmth of the sunshine and refreshing air, created an unforgettable experience. As the alumni ventured along the winding paths and through lush greenery, they enjoyed the company of their fellow hikers, creating lasting memories and strengthening friendships.

4.7 VISIT TO THE FULLERTON OCEAN PARK



On 30 June 2023, 19 participants joined a remarkable visit to the first oceanfront sustainable luxury resort in Hong Kong – The Fullerton Ocean Park Hotel.

Our green journey began with a short presentation on the philosophy behind the “Fullerton” brand and how the concept of sustainability applied throughout the Fullerton Ocean Park Hotel. Then, a tour around the hotel where responsible tourism best practices were seen above and beyond the premises from sustainable building features, energy-efficient initiatives, eco-friendly in-room amenities to coral reef restoration and marine life conservation programs.

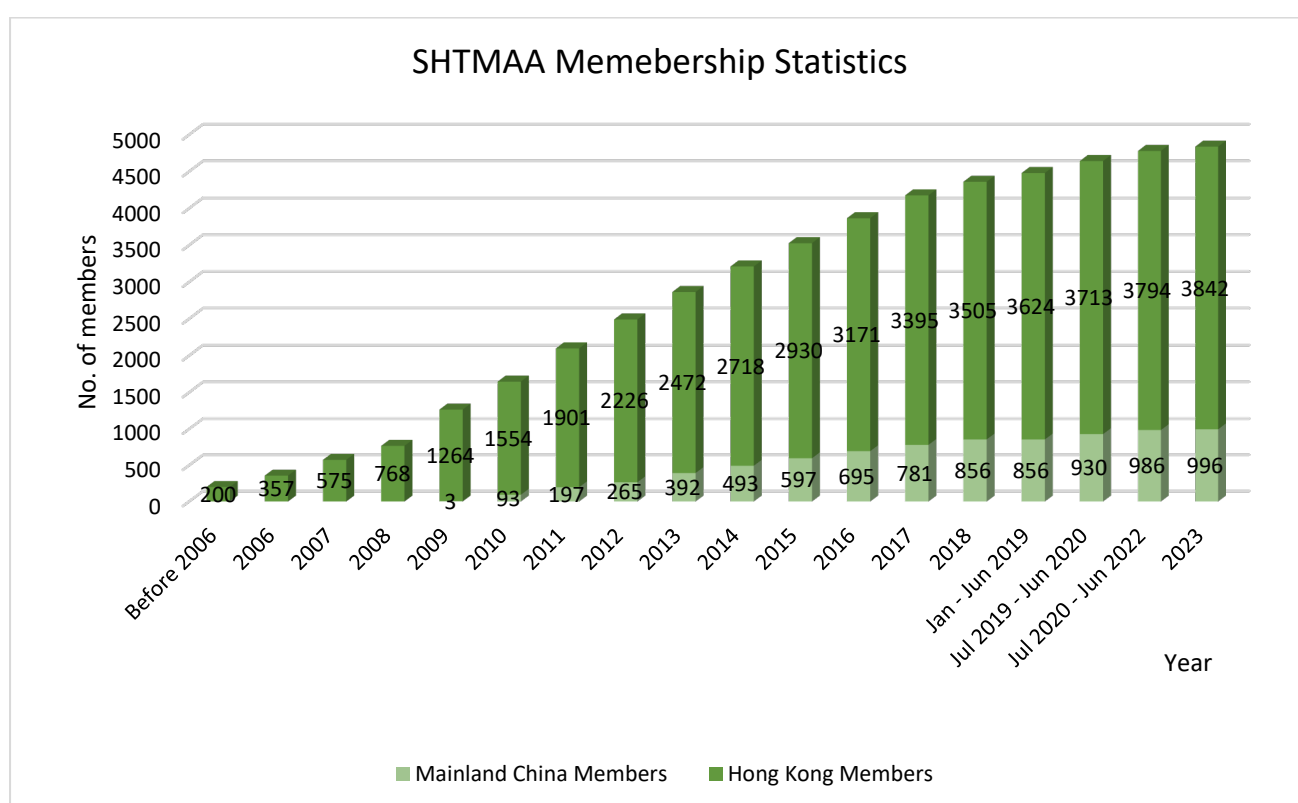
A hotel visit would not be complete without exploring their stunning ocean-facing rooms including their kid-friendly themed rooms and signature pool suite penthouse overlooking the South China Sea. To top it all off, alumni indulged in a “Vibrant Summer Afternoon Tea” at the Lighthouse Lounge catching up with our old schoolmates and meeting new alumni.

5. MEMBERSHIP UPDATE AND RECRUITMENT

5.1 MEMBERSHIP RECRUITMENT

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. As of July 2023, the membership numbers reached 4,838 with a 1.21% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 58 new members who joined in 1 July 2022 – 30 June 2023, 10 new applications were from Mainland China. The mainland members represent 20.65% out of the total memberships.








Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 71 from 1 July 2022 – 30 June 2023.



5.2 MEMBERSHIP BENEFITS

Being a SHTMAA member not only opens the door to great opportunities in career development and alumni events and getting in touch with industry professionals, the Association has also has been exploring a variety of benefits for member which ranged from hotel and dining to lifestyles with our partners.

The Executive Committee will continue to review and expand our partner portfolios in order to offer more benefits for fellow alumni. The attractive membership offering serves as a powerful tool for new membership recruitment.

Food & Dining	
Hotel ICON 	a) 15% discount at the Green, the Market and the Above & Beyond b) 10% discount for the Banquet
Curry Kingdom 	A complimentary drink at a value of HK\$38 for every purchase of curry main course. For every HK\$300, HK\$30 can be redeemed with E-voucher presented.
Camlux Hotel CAMLUX HOTEL <small>MADE BY CAMEL</small>	Special Party Menu at HK\$358 + 10% Extra 2 guests are complimentary if a minimum of 50 persons is guaranteed. Extra 4 guests are complimentary if a minimum of 80 persons is guaranteed, and complimentary Italian gelato for each guest.
Holiday Inn Express Causeway Bay Hong Kong 	10% discount of base flexible rate
HOTEL PURPLE 	10% discount on Deluxe Room

Hotel One Eighteen 	10% discount of base flexible rate
ODEA  The Steak Room  THE STEAK ROOM The Cell The Cell.	10% off on regular menu under FWD House 1881 during Sunday to Thursday, excluding Festive Holidays (10% service charge in original price)
Le Marché Steak & Frites 	10% discount on a la carte food
Hotel Okura Macau 	Special Room Rate from HK\$1,250
Lifestyle	
Sun Sing Tea House 	For any purchases over HK\$200, can enjoy one box of Osmanthus Oolong tea at half price

<p>Red Wine Village</p> 	<ul style="list-style-type: none"> a) Free membership b) 10% discount for purchase of 12 bottles and under c) 15% discount for purchase of more than 12 bottles d) free e-newsletter and join their promotions and regular wine tastings
<p>Jebsen Beverage Company Limited</p> 	<ul style="list-style-type: none"> a) Special discount rate of 20% off Online shop prices* b) One free bottle of wine with first order above \$1,000 c) Priority bookings to our events and first access to exclusive, minimum release wines

6. RECRUITMENT ADVERTISEMENTS

In 2022–2023, SHTMAA disseminated a total number of 16 recruitment advertisements for 8 hospitality organizations as below.

Company	No. of Ads
JW Marriott Hotel Hong Kong	2
Le Meridien Hong Kong, Cyberport	2
Marriott International	1
Regent Hong Kong	3
Singular Concepts Limited	1
The Clearwater Bay Golf & Country Club	4
The Fullerton Ocean Park Hong Kong	2
W Hong Kong	1
Total	16

7. ACTIVITY PLAN 2024

Aside from our bimonthly committee meetings, SHTMAA continues to organize more activities to strengthen as follows.

	JUL	AUG	SEP	OCT	NOV	DEC
2023			AGM (2 Sep)	Annual Tour to Dongguan (13 -14 Oct)	Annual Dinner (4 Nov)	
					Whisky Workshop (TBC)	

	JAN	FEB	MAR	APR	MAY	JUN
2024	Scholarship Interview		Outing	Muslim Community Day	Craft Beer Brewery Visit	



This Annual report produced by
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Alumni Association.

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