

CMA AUSTRALIA HONG KONG REPORT 2012



The Institute of Certified Management Accountants
澳洲管理會計師公會

The year 2012 has been a fruitful year for the CMA Australia Hong Kong office, especially in the areas of gaining professional recognition and partnership building with various organizations in different sectors. This year, CMA Australia has worked hard in establishing our presence as a highly reputable and influential professional accounting body in Hong Kong. We provided comments to the Financial Services and the Treasury Bureau of the HKSAR Government regarding the subsidiary legislation to be made under the New Companies Ordinance in March, July, September and December 2012.

Another highlight was the establishment of the agreement with the Institute of Public Accountants (IPA) of Australia, for a special admission pathway open to selected CMA Australia members in Hong Kong to directly attain the full membership of IPA. In the educational scene, the Institute of Professional & Executive Management (IPEM), the extension arm of CMA Australia, was appointed as the Hong Kong partner by the University of Strathclyde (Scotland, UK) for their MBA programme. This adds on to our partnership with Middlesex University of London in offering the Doctorate in Professional Studies in Hong Kong.

As a membership body, we have continued to provide a range of high quality member services to CMA members in Hong Kong including technical workshops and seminars for continuing professional development, and social events such as wine and whisky tasting for members to expand their networks with professionals from different industries. We also hosted certificate presentation ceremonies to celebrate the efforts of the newly qualified CMA members



in Hong Kong, and have also launched the CMA Australia Hong Kong Office Membership Card, which offers a wide range of shopping, dining, lifestyle and education benefits to our members.

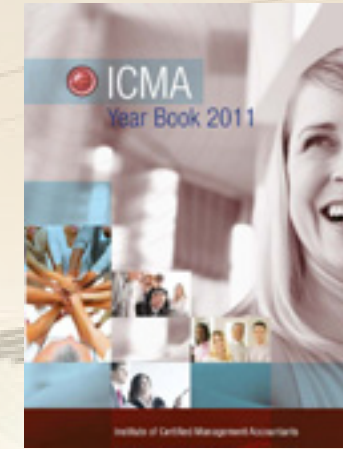
Through our dedication and efforts this year, I believe we have successfully extended the promotion of the CMA Australia brand and membership to different sectors, and also internationally through our partners and liaison. I hereby thank all our fellow members, families and friends for their support in 2012, and I wish you all a prosperous year of the snake.

Professor Allen Wong
Founding President &
Chief Executive - Greater China
CMA Australia

The Institute of Certified Management Accountants (ICMA, also known as CMA Australia) is a professional membership body for management accountants.

A management accountant applies professional knowledge and skill in the preparation and presentation of financial and other decision oriented information in such a way as to assist management in the formulation of policies and in the planning and control of the operation of the undertaking. Management Accountants therefore are seen as the "value-creators" amongst the accountants. They are much more interested in forward looking and talking decisions that will affect the future of the organization, than in the historical recording and compliance (scorekeeping) aspects of the profession.

Members are required to pass examinations and have relevant work experience prior to attaining the CMA qualification. The Institute also partners with universities and education providers worldwide in grooming future leaders.



CMA Australia Hong Kong office was established in 2009 with the vision to promote the specialisation of management accounting throughout all businesses located in the Hong Kong and Greater China region.

Its objective is to provide local prospective and practicing management accountants with the opportunity to attain the highly regarded Certified Management Accountant (CMA) professional qualification, whilst providing members with a wide range of professional development workshops and seminars on current business topics.

CMA Australia Hong Kong office endeavors in marketing the ICMA brand and qualification to employers, so that members will continually benefit from the market recognition of their membership.

EVENTS & ACTIVITIES

Certificate Presentation Ceremonies

Over 130 newly qualified members have received their CMA membership certificates in 2012



From Left: Dr Sam Wong; Prof Allen Wong



Left: Prof Allen Wong
3rd Left: Mr Rennie Da Silva

Cocktail Receptions

CMA Australia hosted Cocktail Reception Social Gathering events with different organisations to enlarge our members' business network.



Prof Allen Wong was making a welcome speech at the April Cocktail

July Cocktail Reception
1st Left: Prof Allen Wong
2nd Right: Mr Vladimir Budko
Right: Mr William Lin



CMA members at the April Cocktail

Workshop / Seminar Series

Technical as well as Soft Skills workshops and seminars were conducted to cater our members' needs in career and professional development



Mr Stephen Mack hosted the Whisky & Whikley event in March 2012



Event partnered with EOS Hong Kong Limited in May 2012



Event partnered with Great Place to Work & Ascent Partners in June 2012



Event partnered with grenPartners; Ascent Partners & Jefferies International Limited in July 2012



Mediation Skills Workshops were conducted in Feb, May and July 2012



The Middlesex University, Doctorate in Professional Studies information seminar was held in January 2012

Delegation Visits

As part of our marketing and promotion strategies, CMA Australia has received the following delegations in 2012



Delegation from Guangzhou Education Bureau



Delegation from Jilan University, Guangzhou



CMA Australia visit to Kingdee Software Park, Dongguan, Guangzhou



CMA Australia visit to Peking University Shenzhen Graduate School

Participated Events

As part of our marketing and promotion strategies, CMA Australia participated in the following events in 2012



CMA Australia was invited to join the OUHK LiPACE 20th anniversary dinner



CMA Australia members were invited to the Ascent Partners wine tasting event



CMA joined forces with other professional bodies to host the Passport to Success forum at HKIVE Shatin

STRATEGIC PARTNERSHIPS

The Institute of Public Accountants, Australia

A special admission pathway was made available for CMA Australia members in Hong Kong to become full members of the Institute of Public Accountants (MIPA) without additional examination requirements.

The first batch of nominated members will receive their MIPA membership certificates in the first quarter of 2013.

With a heritage of 90 years, IPA represents interests of 24,000 members and students in 51 countries. It is one of three professional accounting bodies gazetted by the Department of Immigration and Citizenship of the Australian Government to complete qualifications assessments for the Australian and New Zealand Standard Classification of Occupations (ANZSCO) code encompassing occupations of Accountant (General), External Auditor, Management Accountant, Taxation Accountant, Finance Manager and Corporate Treasurer.



From Left: Mr Arthur Burt, Prof Andrew Conway (both from IPA), Mr Patric Lee (CMA member)



Middlesex University Presentation Ceremony was supported by over 800 guests and graduates



Doctorate graduate received his parchment from the Vice-Chancellor of Middlesex University

Middlesex University, Doctorate in Professional Studies

CMA Australia members may apply for the Doctorate in Professional Studies (DProf) offered by Middlesex University upon fulfilling the university's admission requirement.

Program highlights

- Work Based Learning provides a flexible learning experience that is delivered through work, in work, for work
- Part time Doctorate program can be completed in 3 years
- Three intakes a year in January, May and September

Representatives from CMA Australia were invited to join the Middlesex University Presentation Ceremony 2012 held at the Grand Hyatt Hotel, Hong Kong in November 2012. Over 800 guests and graduates witnessed the conferral of Bachelor, Master and Doctorate Degrees.

University of Strathclyde MBA Program

Institute of Professional & Executive Management, the extension arm of CMA Australia Hong Kong Office, has been appointed as the local operator for the University of Strathclyde MBA and Postgraduate Diploma in Business Administration programs as of 1 September 2012.

CMA Australia Hong Kong Office was proud to offer HK\$3000 scholarships to CMA Australia members of the 48th intake studying in HK towards their tuition fees.



2012 Strathclyde Business School Presentation Ceremony in Hong Kong

Program highlights

- Named the "University of the Year" at the Times Higher Education Awards (2012) in London
- The 1st full-time one year MBA in the UK since 1966
- Ranked as the 8th in the UK
- Triple Accredited - AMBA, AACSB and EQUIS (only 1% of the world's business schools are triple accredited)

Testimonial from MBA Graduate Ms Candy Wong, CMA(Aust.)



With over 20 years of experience in the banking industry, I currently serve as an Executive Director of Bank Julius Baer & Co. Ltd, and I am also a Certified Management Accountant (Aust.).

I believe that challenges can appear anywhere, and it is inevitable that we will come face-to-face with financial issues, especially at times when the global economy is rapidly changing. This is the reason why I decided to enrol into the Strathclyde Business School's (SBS) MBA Programme to refresh on both market and financial knowledge, and to further equip myself with skill-sets on how to deal with difficult, uncertain and complicated situations in the real business world.

After my completion of the MBA Programme, I found that it was very useful and it allowed me to gain a deep understanding on how I can gain a competitive advantage in my career. I acquired knowledge which would allow me to win over my competitors and expand my client pool to gain market share.

I strongly recommend the SBS MBA Programme to those who are not only seeking for theoretical knowledge, but also knowledge and skills that are applicable in real business situations.



Dr Michael Marck (middle) with his MBA students / graduates at the Strathclyde Cocktail Reception in September 2012



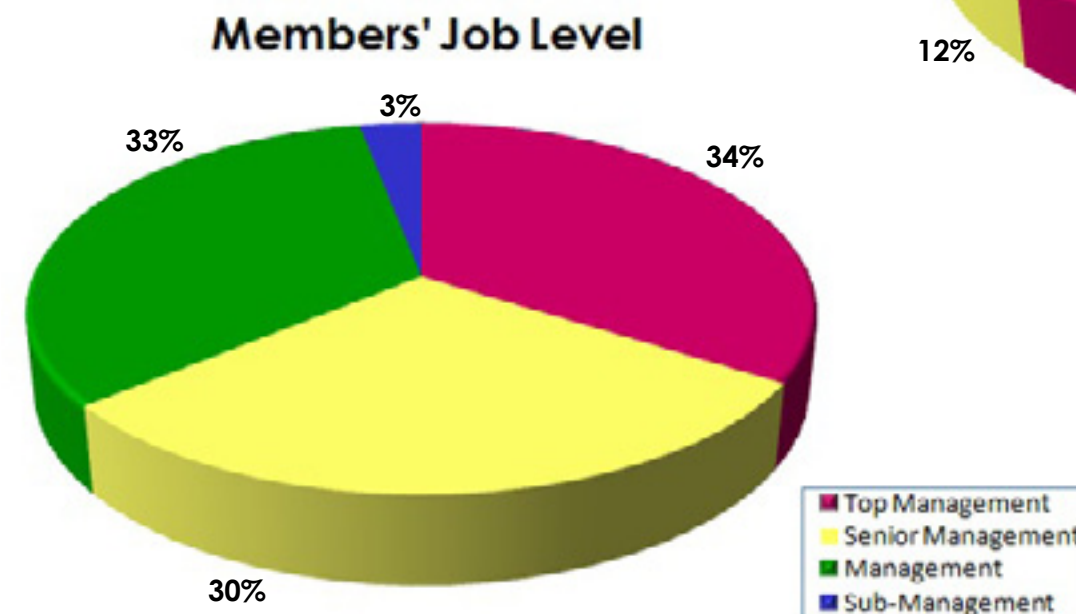
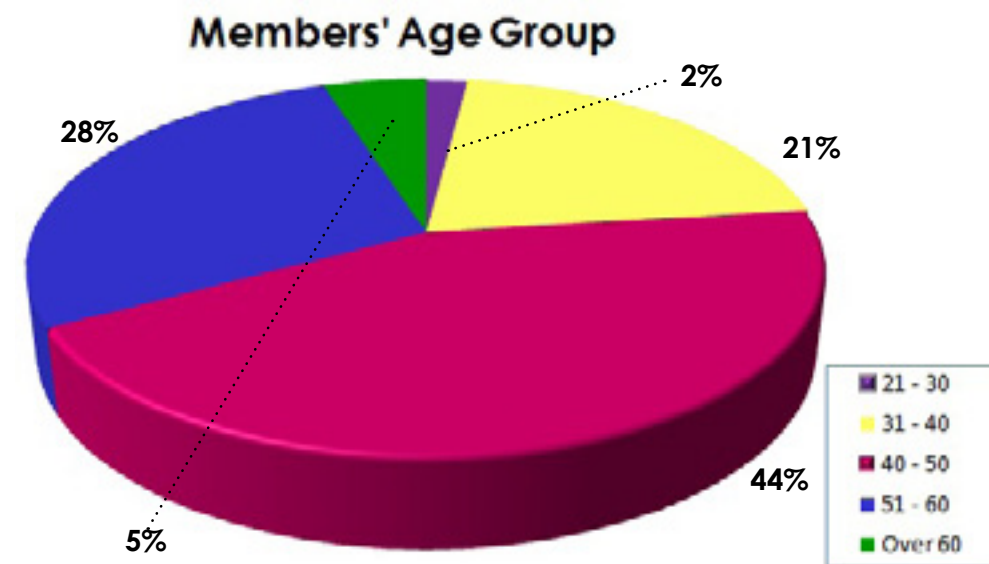
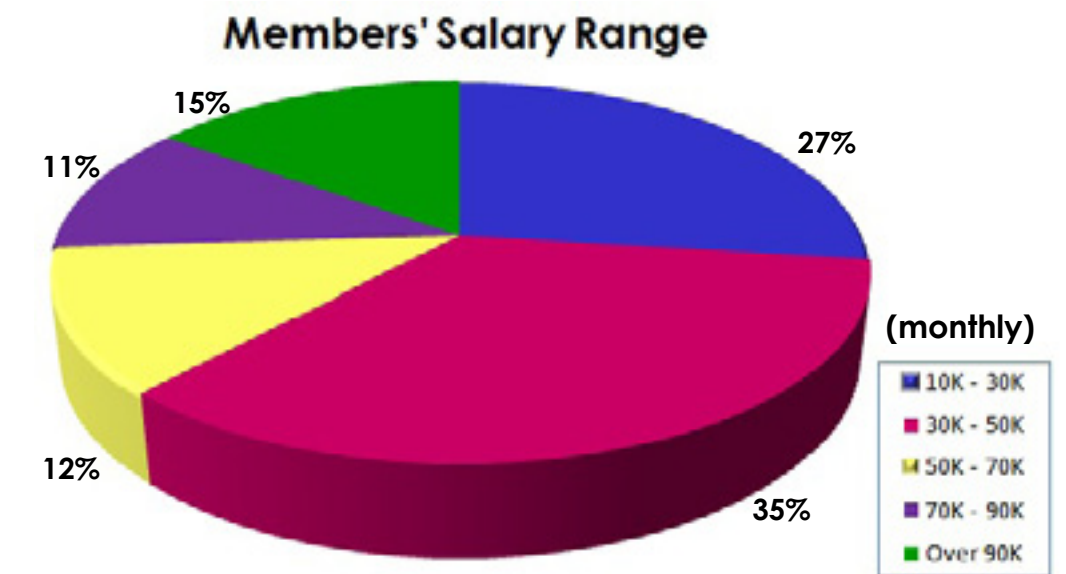
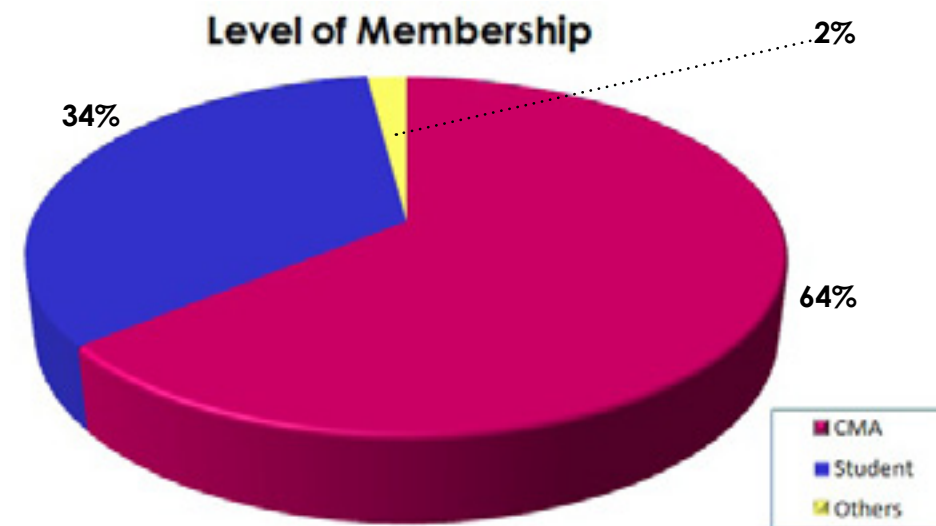
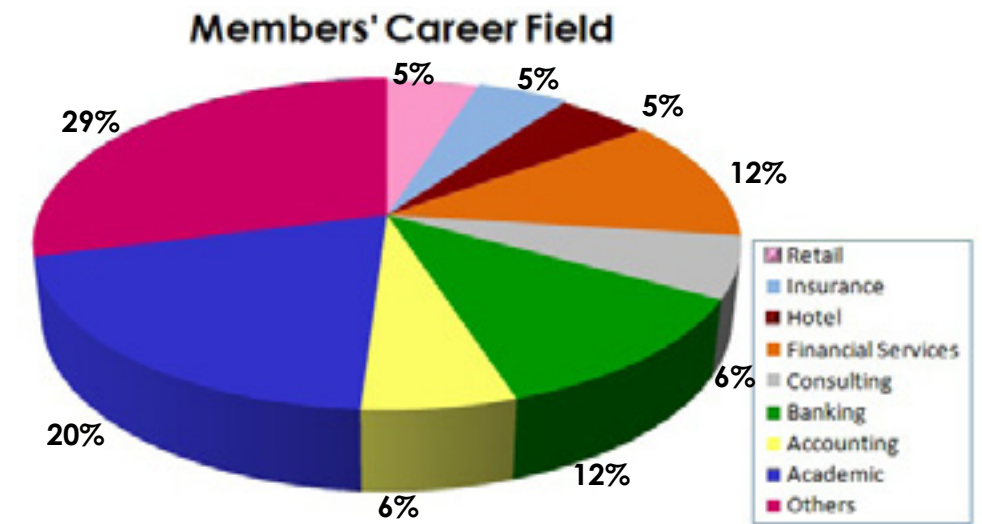
MEMBER PROFILE

Membership Summary

It has been a remarkable year for membership recruitment in Hong Kong for CMA Australia. In the last twelve months, over 150 members obtained the Certified Management Accountant (CMA) status through our Hong Kong office, joining the family of over 4,000 members / students worldwide.

The majority of CMA members in Hong Kong possess around 10-30 years of professional experience, holding executive positions within their respective organisations, such as Managing Directors, Vice Presidents, General Manager and Financial Controllers. Over 64% of our members are employed and working as senior management or top management executives, with around 38% of members earning a monthly income of over 50K.

CMA Australia members working in Hong Kong come from many sectors and from a wide spectrum of industries, including Accounting, Banking & Finance, Hospitality and Retail. Whilst the majority of our CMA members are employed in the Banking & Finance industry (29%) or working in Academia (20%), it should be noted that many CMA members are engaged in 'Other Areas' of work as seen from our 'Members' Career Field' chart. This is not unusual as skills of management accounting are commonly applicable to all businesses.



Member Benefits for Hong Kong Members

CMA Australia Hong Kong office is proud to offer a range of member benefits to our members, which covers shopping, dining, life-style and education discounts from different providers. We are proud to have partnered with a range of businesses to offer ongoing discounts to our members in Hong Kong. To redeem these offers, members simply need to present their CMA Membership Card to the participating merchant at the time of purchase. Please refer to the following list for details.

PolyVision

Special Eye Examination Package at HK\$380 and 20% Discount on spectacles or sunglasses *(except price-controlled items)

T: (852) 2866 9660
For more information, please visit: <http://www.cmaaustralia.org/index.php/membership/members-benefits>
www.polyvision.com.hk/en/about/about02.htm
(*Valid until 30th June 2013)

Yo Bago

FREE Beverage (coffee, tea or soda) with the purchase of a Bago Sandwich (with a value of \$36 or more)

T: (852) 2561 7700
G/F, 80 Pan Hoi Street, Quarry Bay, Hong Kong
Opening Hours: Mon-Fri: 7:30am – 7:00pm; Sat: 7:30am – 3:00pm

Lee's Florist – Flower & Gift Shop

10% Discount

Shop 1D, G/F, 118 Connaught Road West, Sheung Wan, Hong Kong
T: (852) 3520 1720
www.leesflorist.com.hk

FCS Nelson (Interior Architect) Limited

Waiver of Assessment Fee

Room 1703, 17/F, Technology Plaza, 651 King's Road, Quarry Bay, Hong Kong
T: (852) 2856 9330 <http://www.fcsnelson.com/>

Life-Style Reflexology Massage 時尚堡足底保健中心

35% Discount

3/F, Eib Tower, No. 4-6 Morrison Hill Road, Causeway Bay, Hong Kong
T: (852) 2838 0824 / (852) 2834 9891

M3 Production

Waiver of Consultation Fee

w:www.discovery-hk.com e:m3@discovery-hk.com

M3 Production has years of experiences dealing with different sorts of events & parties such as annual dinners, award ceremonies, conferences, road shows, exhibition, concerts, tournaments and weddings. We provide stage and backdrop production with image & video throughout the event and also design & production support such as invitation, brochure, banner and advertising such as magazines for your products & services.



Pearson Hong Kong

Key Management Models -

The 60+ models every manager needs to know

Original Price: HK\$344, CMA Member: HK\$260*

*Only available for a Group Discount of 101 – 200 Qty



MYOB

MYOB Premier Plus v13 – 2U, SRP: HK\$7,999

CMA Member: HK\$5,999 (25% off SRP)

MYOB Premier Plus v13 – 5U, SPR: HK\$14,599

CMA Member: HK\$10,949 (25% off SRP)

MYOB Getting Started Training (2 seats)

On-site Software Installation Service (not include accounts setup)

First Month Telephone and Email Support

*Valid until 30th April 2013



Institute of Professional Executive Management (IPEM)

MBA Program – University of Strathclyde

Waiver of Application Fee



ICMA Australia – Hong Kong Branch

Doctorate in Professional Studies in Work Based Learning

Middlesex University - UK

Waiver of Application Fee



We would like to extend our sincere appreciation to Mr Patric Lee (Regal Hongkong Hotel), Mr Andy Ho (Hotel Novotel Hong Kong Century) and Dr William Chen (HuiLauShan Healthy Dessert) in arranging special discounts for CMA Australia members in 2012:



Regal Hotel Hongkong (Regal Palace Restaurant and Zeffirino Ristorante)



Hotel Novotel Hong Kong Century (Le Café and Pepino Italian Restaurant)



HuiLauShan Healthy Dessert discount coupons

BRAND BUILDING

The CMA Australia brand and designation have been promoted via various channels this year through website, newsletters, printed advertisements, editorials, interviews and publications.



CMA Australia Hong Kong Office

12/F Tai Yip Building 141 Thomson Road
Wanchai Hong Kong

T: (852) 2574 1555 F: (852) 2574 1455

E: info@cmaaustralia.org

W: www.cmaaustralia.org

Office hours:

Monday to Friday - 10:00am to 6:30pm

Wednesday - 10:00am to 7:00pm

Saturday - upon to prior appointment

Sunday & Public Holidays - close

