

SHA UPDATE

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Thumbs Up to Our Service and Productivity Champions!

The 29th FDAWU/NTUC/SHA Productivity Seminar cum “Employee of the Year” and “Productivity Idea” Awards Presentation Ceremony” was held on 25 July 2011 at Furama RiverFront Singapore.



The Guest-of-Honour for the event was Mr Teo Ser Luck, Minister of State, Ministry of Trade and Industry.

Held in conjunction with the annual seminar was the presentation of the “Employee of the Year” Award and the 2nd Productivity Idea Award.

“Employee of the Year” Award

51 deserving employees, nominated by their respective hotels, were recognised with the “Employee of the Year” Award for their excellent performance and contribution to productivity at the workplace.

Each award winner was recognised with a certificate of commendation and a customised collar pin.

“Productivity Idea” Award

Given out for the second time, the Productivity Idea Award aims to encourage hotels to innovate and to put in place initiatives that motivate employees to contribute ideas and suggestions to increase productivity at the workplace.

From a pool of 14 nominations, Ms Satinah Binte Atan, Income Auditor from Peninsula.Excelsior Hotel was selected as the winner of the individual award. The winning idea involved putting in place an improved work process involving checks at various key stages to enhance billing accuracies.

The award for the team category went to Royal Plaza on Scotts for its innovative idea of a customised motorised garbage disposal belt that can automatically transport garbage to a centralised disposal area that is located uphill.

In addition to a certificate of commendation, the winners for the individual and group award also received a cash prize of \$100 and \$500 respectively.

Heartiest Congratulations to all winners!

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Launch of the "SHA Registry of Casual Workers"

The event also saw the official launch of the 'SHA Registry of Casual Workers' by Guest-of-Honour, Mr Teo Ser Luck, President of SHA, Mdm Kay Kuok, CEO of e2i, Mr Ang Hin Kee and President of FDAWU, Mr Abdul Subhan.

By automatically matching registered jobseekers to ad-hoc and short-term assignments posted by hotels, the online portal (housed at [www. HotelPartTimeJob.com.sg](http://www.HotelPartTimeJob.com.sg)) aims to provide a pool of casual worker to augment manpower for the hotel industry.

HotelPartTimeJob.com.sg

Facts and Figures

470 – Number of Registered jobseekers

369 – Number of Candidates referred

52 – Participating hotels

71 – Job orders received from hotels

(Information accurate at time of publish)

In the upcoming months, the SHA will be embarking on a series of advertisements and outreach exercises to increase the number of casual workers in the Registry.

So sign up now and be part of this Registry – a complimentary value-add service for SHA hotel members.

For more information on the Registry, please contact the SHA secretariat at **6513 0233**.

*Launch of the SHA Registry of Casual Workers
(Anticlockwise from left to right: Guest-of Honour, Mr Teo Ser Luck, Mdm Kay Kuok, President of SHA, Mr Ang Hin Kee, CEO of e2i and Mr Abdul Subhan, President of FDAWU.)*



Here's what the participating hotels and jobseekers have to say about the online portal!

"The SHA Registry of Casual Workers has been useful and timely in referring casual labour to the hotel."

Rainie, Banquet Coordinator, The Ritz-Carlton, Millenia Singapore

"The SHA Registry of Casual Workers has been a source of manpower support to the hotel."

You Chye, Banquet Operations Manager, Grand Park City Hall

"The portal is easy to navigate and I frequently receive job invitations through my mobile phone. The banquet staff have been very helpful especially with my very first banquet job assignment."

Andriana, 24 year old candidate, working adult holding full-time job

"I have thoroughly enjoyed all my banquet work experiences. Even though I am new at the job, the banquet staff seniors patiently taught me all that I needed to know. I am thankful for HotelPartTimeJob.com.sg for providing me with many hotel ad-hoc job opportunities."

Peggy, 62 year old candidate, retiree

Your Say

Generation Y Staffers in the Hotel Industry

In this issue of SHA Update, our General Managers share their thoughts on

- Whether hotels should pay attention to the younger generation?
- Are there initiatives in place for the Gen-Y staffers?



"Freedom breeds Creativity"

Yes, as the primary target audience of Hangout Hotels is youth travelers who hail from all over the world, majority of our front-line employees hired are youths. Our Generation Y staffers' carefree and cheery personality is a personification of hangout hotels' tagline, "No frills, just fun". To provide our younger staffers with a different perspective and a more culturally enriching working experience, Hangout Hotels have been bringing in Generation Y interns from the United Kingdom who interact and work hand in hand with our own Generation Y staffers.

Generation Y staffers tend to be more outspoken and in tune with the latest technological social mediums, such as Facebook and Twitter. We have thus, taken a no holds barred approach in their managing of these social media platforms. The staffers are also encouraged to partake in brainstorming sessions which aim to improve the hotels' Operation and Marketing efforts. In a bid to understand their point of view and to hear them out, the Generation Y staffers are often roped in for the organisation's focus group sessions. Monetary recognition is given to staffers who contribute feasible ideas which will aid in enhancing the business.

A typical characteristic of the Generation Y populace is the need to undertake new challenges. As such, we try to accommodate to their other commitments, such as working and studying at the same time. Flexibility is the key in winning the hearts and minds of the Generation Y staffers.

Ms Dora Yeo

*General Manager
Hangout@Mount Emily*



"Invest in Professional Growth"

The Gen-Y is the fastest growing generation forming a majority of the workforce today and hotels should pay attention to them as they are in demand now. Employers should consider the needs, desires and attitudes of this generation as they will have an impact on the future of the industry. Hoteliers should engage this unique generation by convincing them about the traditional and modern aspects of hospitality where experienced employees should guide the Gen-Y in understanding the learning process and beneficial

returns of the business. As we embrace the young, we should also explore means to retain them within the industry for sustainability.

At Swissôtel Merchant Court, a number of initiatives to engage the Gen-Y employees include introducing contemporary job titles to boost the confidence of our team members, Great Idea Suggestion Scheme for Gen-Y team members to make suggestions on managing the hotel operations, as well as involving them in decision-making.

The hotel believes in training and grooming the young to be future leaders. A cross training programme has been introduced to create personal development opportunities for high potential team members to discover their fortes and talents. We also involve the Gen-Y team members in our taskforce and our On the Job Training Programme provides them with opportunities to enhance their learning experience in other departments.

At the recreational level, the hotel organises teambuilding activities to not only foster good relationships, but also to cater to the needs of the Gen-Y.

Regular dialogue sessions with the General Manager are also held to gather feedback and suggestions from team members. Learning is never-ending and we provide our Gen-Y with opportunities for further education by supporting them through sponsorship for Diploma or Degree courses.

Mr Rainer Tenius

*General Manager
Swissôtel Merchant Court*



"Flexibility is the New Job Ethos"

At InterContinental Singapore, we have more than half of the workforce from Gen-Y (60%), and we have initiatives in place to ensure they are engaged within our organisation. Every generation is different and we need to look for new ways to recruit, engage and retain workers of all generations.

As InterContinental Singapore is part of InterContinental Hotels Group (IHG) – the world's largest hotel company by number of rooms, we have a great onboarding process called "Room to be yourself" in place for every new employee.

"Room to have a great start" ensures all our new employees including the Gen-Ys, have the chance to shine and this onboarding process is designed to make every new employee feel engaged and involved right from their very first day, allowing them to feel at ease as soon as possible.

"Room to be involved" gives all employees the opportunity to organise and contribute to activities, be it social or work-related. We know through this, the Gen-Ys are engaged within the organisation and will feel that they are part of the big family. Additionally, the hotel implements a 5-day work week to encourage work-life balance.

With "Room to Grow", Gen-Ys enjoy countless opportunities available at IHG's more than 4,500 hotels. Tools such as accelerated leadership development programmes are also put in place to ensure Gen-Ys are motivated and given the chance to grow and develop. In addition, there are opportunities for Gen-Ys to voice their opinions through feedback sessions with their direct superior held twice-yearly.

Lastly, InterContinental Singapore has a friendly and informal culture with tools in place that will allow the Gen-Ys to be themselves, giving them room to grow and be recognized as the individuals they are.

Ms Tash Tobias

*General Manager
InterContinental Singapore*

"Engagement is Essential"

Yes, in the process of manpower renewal and succession plans, it is crucial that we pay attention to this category. As product and guests trends evolved, the Hotel must consider balancing their staffing profile to include those of Baby Boomers, X-ers and Gen Ys. Their composition will ensure that the Hotel stays relevant to the changing business environment. The challenge is to be able to engage, galvanize and optimize their strengths as a team.

In the main, Gen Ys have been characterised as "easily bored and demanding instant gratification". Initiatives taken will be to introduce multi-skilling where they can be engaged in various and different tasks. It is necessary to have their participations in discussion concerning work flow, processes, feedback and solutions.

Career paths for Gen Ys should also be visible so that they can see the opportunities for advancement. The primary issue is to keep them engaged and ensure that they understand the rationale and intent of their responsibilities and duties.



Mr Kurt O. Wehinger

*General Manager
Marina Mandarin Singapore*

SHA Welcomes New Members

Ordinary Member

Conveniently situated at Albert Street, Parc Sovereign Hotel boasts its prime precinct to the warm reception of many. Against a vibrant backdrop of modern development, bustling bazaar of Bugis street as well as the colours and history of Arab street these sights merge to bring your experience in Singapore to a whole new level.

In close proximity to both Bugis MRT and Little India MRT stations, its convenient location connects you effortlessly to the city spectacle of Orchard Road within minutes. You may also be able to spend a day in the hotel which has an array of facilities such as Sauna, Fitness Center and Swimming Pool which are all situated within reach on the same level of the hotel. A children's playground is also built for families with little ones.

Exuding class and luxury, Parc Sovereign Hotel comfortably offers impeccable style that makes corporate visits and holiday stays memorable.



Parc Sovereign Hotel

Associate Member

Kaplan Higher Education

Kaplan Singapore is part of one of the world's largest education companies, Kaplan, Inc., a business owned by The Washington Post Company. Kaplan provides educational and career services for individuals, schools and businesses, catering to more than 1 million students from more than 500 locations around the world.

Through collaboration and partnership with prestigious Australian, European and American universities, Kaplan Higher Education offers career-oriented academic programmes from diplomas, degrees to Masters programmes, that are designed to provide students with the skills necessary to qualify them for employment in various fields.

2nd General Managers' Networking Session for 2011



The 2nd General Managers' Networking Session this year was held on 12 September 2011 at Oasia Hotel.

Participants were invited to a tour of Oasia Hotel by its General Manager, Mr Jeffrey Ong, prior to the commencement of the networking session.

The programme kicked off with an informal interaction and update session facilitated by Ms Margaret Heng. After the update session, Ms Rhonda Hare, Partner, Blake Dawson shared on "Risk Management for Hotels - A Legal Perspective". This was followed by a presentation on the "Travel Industry - An SIA Perspective" by Mr Eugene Lee, Senior Manager, Marketing Communications and Development, Singapore Airlines.

The session was well attended by 37 General Managers.

Singapore Green Hotel Award 2011

The Singapore Green Hotel Award 2011 presentation ceremony was held on 1 July 2011 at Shangri-La Hotel Singapore.

The Guest-of-Honour for the event was Ms Grace Fu, Senior Minister of State, Ministry of the Environment and Water Resources (MEWR). This year, a total of 21 hotels were recognised with the Singapore Green Hotel Award for their green efforts in water management, energy conservation and solid waste minimisation.

Congratulations to the following winners of the Singapore Green Hotel Award 2011:

- | | |
|---|-----------------------------------|
| 1) Carlton Hotel Singapore | 12) M Hotel Singapore |
| 2) Conrad Centennial Singapore | 13) Mandarin Orchard Singapore |
| 3) Furama City Centre Singapore | 14) Novotel Clarke Quay Singapore |
| 4) Furama RiverFront Singapore | 15) Orchard Hotel Singapore |
| 5) Grand Copthorne Waterfront Hotel Singapore | 16) Pan Pacific Singapore |
| 6) Grand Hyatt Singapore | 17) RC Hotels (Pte) Ltd |
| 7) Grand Park City Hall | 18) The Regent Singapore |
| 8) Holiday Inn Atrium Singapore | 19) Rendezvous Hotel Singapore |
| 9) Holiday Inn Singapore Orchard City Centre | 20) Royal Plaza on Scotts |
| 10) Hotel Grand Pacific | 21) Shangri-La Hotel Singapore |
| 11) InterContinental Singapore | |



In addition, the event also saw the launch of the '3R Programme for Hotels' by the National Environment Agency (NEA) and SHA.

A joint initiative of the SHA-NEA taskforce, the programme aims to help hotels in achieving better waste management and to increase their overall recycling rates. To date, a total of 40 hotels have confirmed their participation in the initiative.

In her opening address, Ms Grace Fu also shared that a 3R e-Guidebook for Hotels, which will provide a detailed step-by-step guide on how to set up a 3R Programme has also been put together by the 3R taskforce. The guide can be downloaded from the NEA and SHA website.

A mini exhibition showcasing the latest green solutions and products was also held alongside this event.

SHA would like to thank the NEA, in particular Ms Sharon Ong, Ms Yang Hong and Ms Carrie Wong from the Waste and Resource Management Department for their kind assistance in organising the award ceremony cum seminar.



*Launch of the 3R Programme for Hotels
From left to right: Ms Grace Fu, Guest-of-Honour, Mr Andrew Tan, CEO, NEA and Mdm Kay Kuok, President, SHA*



*Tour of mini exhibition
From left to right: Mr Andrew Tan, CEO, NEA, Ms Grace Fu, Guest-of-Honour and Mdm Kay Kuok, President, SHA.*

3R Training Workshop

The 1st 3R training workshop was held on 14 September 2011 at Hotel Grand Pacific. The workshop included a talk on a step-by-step guide to setting up a 3R Programme in Hotels by Ms Yang Hong of NEA.

Participants shared and exchanged ideas in a round-table discussion on 3R best practices by local and overseas hotels.

After the presentation by Mr Kevin Kwan, Chief Engineer of Hotel Grand Pacific on the hotel's 3R practices, participants were invited to a mini-tour around the hotel to view the various green initiatives that were implemented by the hotel.

SHA Workshop for Human Resource Personnel



The SHA, with the support of the Singapore Workforce Development Agency (WDA) and Singapore Tourism Board (STB), organised a workshop for Human Resource Personnel on 16 August 2011 at Pan Pacific Singapore.

The programme began with an informal discussion on manpower initiatives and issues, then followed by an industry engagement session on the Human Capital Benchmarking Study by PwC Saratoga.

After the tea break, Mr Kevin Wee, Lecturer from Nanyang Polytechnic shared with

participants on the "Productivity Manager Programme".

The workshop ended with an interesting and insightful presentation by Mr Ronald Reyes, Director of Operations from Pan Pacific Seattle on using a "one-stop shop" approach to increase productivity.

In addition, a mini-exhibition showcasing training and technology-related solutions was held alongside the workshop.

HR practitioners from more than 30 hotels participated in the workshop.

29th SHA Inter-Hotel Soccer League 2011 It's 3rd Time Victory for Hilton!

The 29th SHA Inter-Hotel Soccer League 2011 concluded on 18 July 2011, with the final matches held at the Serangoon Stadium.

After more than 4 months of intense competition, the final matches saw two new teams, Marina Bay Sands and Resorts World at Sentosa, pitting against defending champion - Hilton Singapore and league regular - Marina Mandarin Singapore respectively.

After a rigorous and exciting match between league finalists, Hilton Singapore and Resorts World at Sentosa, the former eventually emerged as the Champion once again, making it their third consecutive win at the SHA Inter-Hotel Soccer League.

Besides winning the Challenge Trophy and medals, the Hilton Singapore team also walked away with a cash prize of \$2000.

The results of the 29th SHA Inter-Hotel Soccer League 2011 were as follows:

Award	Winners 2011
The Champion Team	Hilton Singapore (3rd consecutive win)
The 1st Runner-Up Team	Resorts World at Sentosa
The 2nd Runner-Up Team	Marina Mandarin Singapore
The 3rd Runner-Up Team	Marina Bay Sands Pte Ltd
1st/2nd placing "Man of the Match"	Mohammed Shaffiq (Jersey no: 1) Resorts World at Sentosa
3rd/4th placing "Man of the Match"	Ruthra S/O Ramamuthi (Jersey 10) Marina Mandarin Singapore

The victorious team from Hilton Singapore!



The organising committee behind the SHA Inter-Hotel Soccer League (Front row from left) : Mr Norman P Narayanan, Ms Margaret Heng, Mr Abdul Karim Noor (Chairman), Ms Jolyn Lin, Mr Mohd Amin (Back row from left) : Mr Francis Anthony, Mr Mohd Tahar Bin Jaffar, Mr Abdul Rahman Eusope, Mr Muhammad Zamri Bin Addin.

A Tribute to Pakir Singh

By Margaret Heng, Executive Director, SHA

As a boss, Pakir was extraordinary. He was a great leader and mentor who showed us that you do not have to be loud or commanding to get the work done. In his soft-spoken yet firm way, he was persuasive in motivating us to produce excellent work. His ability to inspire has certainly brought out the best among the staff and the membership.

Pakir is a staunch advocate of human resource development. It was his commitment and passion in this area that propelled SHATEC to become one of the top hotel and tourism schools in the region and in Singapore. He is one person who practises what he preaches. He loved training, and despite his busy schedule, found time to train the students at SHATEC. Some of the students he taught had shared with me that he was an excellent trainer who prepared them well for the industry. It was tough going for most of them, but they enjoyed his lessons as he made learning fun and experiential at the same time.

He not only found time to teach the students, he also put aside time to train the trainers of SHATEC as well. They were equally enamoured by him as a trainer.

Anyone who has heard Pakir deliver a speech at any forum would agree that he is a great and eloquent speaker. His charisma and eloquence made him very much sought-after as a speaker at seminars and conferences, not just in Singapore but all over the world. He is also well-known for his ability to speak off the cuff.

His speeches and presentations were often insightful, thought-provoking and peppered with a tinge of humour.

Those who know Pakir well will agree that although a fighter, he is a gentle one – quite an oxymoron. In his own quiet and soft-spoken way, Pakir was a force to be reckoned with, pushing forth his views and ideas to gain acceptance. He is not one to give up easily without trying. This is one reason why he was able to play a key role in helping the industry overcome the many ups and downs in his 26 years with SHA.

It was also this fighting spirit that was instrumental in driving both SHA and SHATEC to greater heights.

Pakir is also a visionary. Back in the '80s, he already saw the need for trained manpower, not only in terms of quality but also quantity. He is also a strong believer of productivity. This message was found in most of his presentations and in his meetings with the membership. Today, more than ever, training and productivity have become buzzwords for the hotel and tourism industry.

It therefore does not come as a surprise that his foresight and leadership have earned him many awards and accolades. These include the TTG Travel Personality of the Year Award (Pakir was the first to win the award when it started in 1989), STB's Special Recognition Award (2005 Tourism Awards) and UBF Food Solutions Lifetime Achievement award (2004) under the WGS Awards of Excellence.

Thank you, Pakir for being my mentor and for nurturing and developing me to who I am today. All of us from SHA and SHATEC (past and present, including TTG Asia group editor Raini Hamdi) continue to wish you well.

The article above was first published in TTG Asia June 10-16, 2011.



Shatec Institutes Strikes Gold at Food & Hotel Malaysia 2011

Held together with Food & Hotel Malaysia, The Culinaire Malaysia is an international culinary competition that took place between 20-23 September in Kuala Lumpur, Malaysia. Competing against hotel professionals and renowned culinary schools in the region, the team gave their best and bagged 1 Gold, 1 Silver and 1 Bronze.

The following were the achievements of our Shatec team:

Award Category	Winner
Individual Category – Gold Apprentice 4-Course Set Menu	Matthew Leong, DCS111A
Individual Category – Silver Plate Dishes	Daniel Chin, Host Mentor
Open Category - Bronze Apprentice Chicken/Salmon Main Course	June Tay, DCS410B

“The competition was jointly organised by the Malaysian Association of Hotels, Chefs Association of Malaysia and the Malaysian Food & Beverage Executives Association.”



The proud culinary team from Shatec Institutes.

National Cocktail Competition 2011

The 23rd National Cocktail Competition, organised by the Association of Bartenders and Sommeliers Singapore (ABSS) was held on 2 August 2011 at the world's largest Giant Observation Wheel, Singapore Flyer. Contestants were assessed on their creativity, bartending skills and showmanship. Heartiest congratulations to Teo Wanru of Shatec who emerged as 1st Runner Up under the student category.



1st Runner-up of student category, Teo Wanru

The World Chefs Tour Against Hunger 2011

Held from 21 to 30 August 2011, the event which took place throughout South Africa saw more than 200 chefs from over 30 countries coming together to raise ZAR 5 million (South African Rand) for the underprivileged. In addition, the tour also aimed to promote global awareness of the dire need to help alleviate poverty and hunger.

Shatec Institutes' Executive Chef, Matthew Yim, was one of one of the four chefs who represented the Singapore Chefs' Association for this international event.

One Dream at Recipes

The One Dream Initiative and Recipes presented a special charity dinner on 16 August which was helmed by Chef Leons Tan, Executive Chef of The Connoisseur Concerto (TCC). More than \$1,700 was raised for The One Dream Initiative through the event.

The funds raised will go towards providing opportunities for youths to pursue their dream and contribute back to society.

The Art of Being a Butler

6 hosts from DHM710 programme received their certificates from Ms Lynette Oh of Fullerton Bay Hotel on 9 September 2011, for successfully completing the Butler Programme at a ceremony held at Shatec Institutes. The six-week intensive programme, offered exclusively to a select group of hosts was conducted at Fullerton Bay Hotel.

Through active learning in an off-campus environment, the hosts had the valuable opportunity to experience the day-to-day life of a professional butler.

They were also trained in a myriad of specialist skill sets which included orchestrating a private meal, proper treatment of clothing and jewellery, organising events, understanding spa arrangements and providing efficient administrative support to travelers.

HOME (Hope & Memory) at Recipes Special Lunch

Recipes, a bistro by Shatec, partnered Children-At-Risk Empowerment Association (CARE Singapore) in hosting a lunch for 55 students and their families on 13 August 2011. This is part of CARE's effort in fostering family support and bonding through activities. In return, the students showed their appreciation by presenting a handmade banner to CARE Singapore representatives and Mr Jimmy Tay, Managing Director of Tate Anzur, who sponsored the lunch.

Shatec Institutes Open House

On 20 August 2011, more than 160 students and their parents were introduced to Shatec's hospitality and culinary courses at its open house. Participants were also given a tour of the campus which showcased its training facilities. The tour concluded with a buffet prepared by our culinary hosts and a showmanship of cocktail mixing. Our tourism hosts charmed the crowd by donning on various national costumes.

In addition, Mr David Hamano, Vice President, F&B Operations, Resorts World Sentosa and Mr Eric Low, R&D Chef, Nestle Research and Development Center Singapore were present to give visitors a glimpse into their work and the hospitality industry.



Mr Eric Low, R&D Chef, Nestle Research & Development Centre Singapore, sharing his interesting experience as an Executive Chef on Cruise Liners



Mr David Hamano, Vice President, F&B Operations at Resorts World Sentosa, sharing his industry experience

Continuing Education and Training

The course calendar for Oct – Dec 2011 is presented below:

Course	Total Duration	Workshop Date	Fees (SHA member / Non-SHA member)
Food and Beverage Operations and Management			
WSQ Follow Food and Beverage Hygiene and Safety Policies and Procedures – English Workshop Time : 9 am to 6 pm Practical Assessment – date and time to be advised later	8.5 hrs	10 Oct, 24 Oct 14 Nov, 28 Nov 12 Dec	S\$135/ S\$150 SDF Training Assistance: \$59.50 Absentee Payroll Funding
WSQ Follow Food and Beverage Hygiene and Safety Policies and Procedures – Mandarin workshop Time : 9 am to 6 pm Practical Assessment – date and time to be advised later	8.5 hrs	13 Oct, 27 Oct 10 Nov, 24 Nov 15 Dec	S\$135/ S\$150 SDF Training Assistance: \$59.50 Absentee Payroll Funding
Up-selling and Suggestive Selling Techniques for Food and Beverage Staff Time : 3 pm to 6 pm	9 hrs	Available for group bookings, please contact us directly for more info.	S\$270 / S\$300 SDF Training Assistance: \$18.00
NEW DATE! WSET Level 2 Intermediate Certificate in Wines & Spirits Time : 9am to 6pm (theory); 9.30am to 10.30am (assessment)	17 hrs	1 to 2 Nov 9 Nov – assessment	S\$800 / S\$880
NEW DATE! WSET Level 3 Advanced Certificate in Wines & Spirits Time : 9 am to 5 pm (theory) ; 1 pm to 3.15 pm (assessment)	30.5 hrs	17, 18, 21 and 22 Nov 28 Nov – assessment	S\$1750 / S\$1950
Basic Conversational English for Food and Beverage Staff Time : 3 pm to 6 pm	30 hrs	Available for group bookings, please contact us directly for more info.	S\$430 / S\$480
Lodging and Service Skills Development			
Event Management Workshop Time : 9 am to 6 pm (theory)	16 hrs	Available for group bookings, please contact us directly for more info.	S\$360 / S\$400
NEW DATE! - Room Revenue Management Workshop Time : 9 am to 4 pm (theory) ; 9 am to 11 am (assessment)	14 hrs	1 to 3 Nov	S\$400 / S\$450
Basic Conversational English for Housekeeping Staff Time : 3 pm to 6 pm	30 hrs	Available for group bookings, please contact us directly for more info.	S\$430 / S\$480
NEW - English for Hospitality Service Professionals	27 hrs	Available for group bookings, please contact us directly for more info.	\$450 / \$500
WSQ Modular Workshops			
WSQ Prepare for Service Time : 9 am to 6 pm; Assessment – time to be advised later	17.5 hrs	Available for group bookings, please contact us directly for more info.	S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Maintain F & B Service Environment	17.5 hrs	Available for group bookings, please contact us directly for more info.	S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Modular Workshops			
WSQ Maintain Safe & Secure Working Environment Time: 9am to 6pm; Assessment – time to be advised later	17.5 hrs	Available for group bookings, please contact us directly for more info.	S\$270 / S\$300 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Interact with and Serve Food and Beverage	40 hrs	4, 5, & 11 Oct 12 Oct – assessment	S\$680 / S\$760 SDF Training Assistance: \$280 Absentee Payroll Funding
WSQ Provide Safety & Security	12 hrs	18 & 19 Oct 25 Oct – assessment	S\$330 / S\$370 SDF Training Assistance: \$84 Absentee Payroll Funding
WSQ Provide Wine Service	40 hrs	1,2, 8, 9 & 15 Nov 16 Nov – assessment	S\$680 / S\$760 SDF Training Assistance: \$280 Absentee Payroll Funding
WSQ Prepare and Serve Alcoholic Beverages	32 hrs	22, 23, 29, 30 Nov & 6 Dec 20 Dec – assessment	S\$500 / S\$540 SDF Training Assistance: \$224 Absentee Payroll Funding
WSQ Process Payment	16 hrs	13 & 14 Dec 20 Dec – assessment	S\$270 / S\$300 SDF Training Assistance: \$112 Absentee Payroll Funding
WSQ Promote Tourism	16 hrs	21 & 27 Dec 28 Dec – assessment	S\$360 / S\$400 SDF Training Assistance: \$112 Absentee Payroll Funding

Orchard Hotel's Claymore Wing Gets \$10M Makeover

Orchard Hotel Singapore has unveiled its new Claymore Wing. All 331 guestrooms in the Claymore Wing have undergone a full refurbishment which includes its Executive Club Floors.

The new Executive Suites, Executive Club Rooms and Deluxe Rooms are contemporary-styled and elegantly designed with timber flooring and furnished to provide the best of living styles to the sophisticated traveller. Wireless internet is available throughout the hotel, which makes it convenient to stay in touch with the office and the home. The Executive Club Lounge located on the 17th Floor offers a commanding view of the Claymore and Orchard precincts and was refurbished to complement this stylish makeover.

A member of the Millennium & Copthorne Hotels (M&C), Orchard Hotel's refurbishment is part of the group's organic growth through an asset enhancement scheme. As the global economy recovers from the financial crisis, the hospitality industry in Singapore has picked up with business hotels seeing an increase in occupancy.

"Singapore expects more than 13 million visitors this year so the refurbishment at Orchard Hotel introduces a breath of fresh

air and keeps the hotel poised for long-term competitiveness," said Mr Lim Boon Kwee, senior vice-president of Asia for M&C International, the regional arm of M&C. "I am pleased to announce that our S\$10 million refurbishment project is completed and reflects our commitment to create a memorable experience for our guests."



Executive Club Room (Claymore Wing)

Mr A. Patrick Imbardelli Awarded Asia-Pacific Hotelier of the Year at 2011 HM Awards



Patrick Imbardelli

Mr A. Patrick Imbardelli, President and Chief Executive Officer of **Pan Pacific Hotels Group** was awarded the **Asia-Pacific Hotelier of the Year at the 2011 HM Awards for Hotel and Accommodation Excellence** held on 2 September 2011 at the Sydney Town Hall.

Hosted by HM (Hotel Management) magazine and in its ninth year, HM Awards are the leading awards for the accommodation industry in Australia, New Zealand and South Pacific, recognising the finest people, properties and brands in the accommodation industry across Asia Pacific.

industry professionals comprising acclaimed CEOs and Managing Directors across the Asia Pacific region.

"Patrick is one of the industry's finest and it was great for him to win in the very first year that this award is given out," said James Wilkinson, HM magazine's Managing Editor. "What makes the win more notable is that it was peer-voted with a selected group of Hoteliers choosing who they believe is the best leader in the Asia-Pacific."

With over 25 years of distinguished experience, Mr A. Patrick Imbardelli leads the strategic management and expansion of Pan Pacific Hotels Group's hotels and businesses.

On winning the award, Mr Imbardelli said, "It is a great honour to receive this distinction from the industry. But more than a personal accolade, I hope it is a recognition of Pan Pacific Hotels Group's recent milestones, particularly those in Australia. We have built a solid foundation with four great hotels in Australia and will be bringing more exciting offerings Down Under."

The 'Asia-Pacific Hotelier of the Year' Award – a first-ever at the HM Awards – was conferred on Mr Imbardelli by a voting panel of

Meritus Hotels & Resorts CEO Mr Michael Sengol Named "Leading CEO" at The Singapore HR Awards 2011

Mr Michael Sengol, Chief Executive Officer of Meritus Hotels & Resorts, was conferred the prestigious **Leading CEO Award at The Singapore HR Awards 2011** presentation gala held on 12 August 2011 at The Ritz Carlton, Millenia Singapore. The event was attended by key executives and Human Resource champions from prominent organisations in Singapore.

Organised yearly by the Singapore Human Resources Institute (SHRI), the awards are the first recognition framework introduced in Singapore to mark successes and accomplishments in the HR arena. In addition, the awards also serve as a platform to promote and recognise excellence within the HR profession in Singapore by highlighting leading organisational HR practices and HR individuals.

Mr Michael Sengol was selected for the distinction by SHRI's illustrious panel of judges after a rigorous 4-month long judging process that included workplace assessments. Amongst the key criteria for Leading CEO Award is the clear illustration of the CEO's ability to support, champion and endorse effective and innovative HR and people management practices as an important business outcome. The CEO should also exemplify personal leadership and integrity in driving diversity and flexibility in the organisation.



Michael Sengol (second from right) with the Meritus team

"I am truly grateful for this honour," said Mr Michael Sengol. "It is particularly gratifying given that the distinction comes as we at Meritus continue to grow our iconic hospitality brand to a global level and bringing with it all that is proudly Singaporean – the best talent, delivering at world-class standards."

In April this year, the seasoned hotelier of more than 30 years, was also recognised with a Lifetime Achievement Award at the Asian Gastronomic Awards of Excellence 2011 for his exceptional vision and significant contribution to the promotion and growth of excellence in the industry.

Singapore Hotels Excel in the World Luxury Hotel Awards 2011

Accepted as the pinnacle of achievement for Luxury Hotels worldwide, the gala ceremony this year was held in Zagreb Croatia on 16 September 2011.

Congratulations to the following Singapore hotels for being recognised at the World Luxury Awards 2011!

- Best Luxury City Hotel – Global winner : Sheraton Towers Singapore Hotel
- Luxury City Hotel – Country winner: Fairmont Singapore
- Luxury Business Hotel – Country winner: Swissotel the Stamford
- Luxury Boutique Hotel – Country winner: Wangz Hotel

InterContinental Hotels Group (IHG) – Delivering the I-Grad Programme



↑ IHG's Assessment Team introducing themselves to the iGrad candidates

In the months of June and July, the IHG Hotels in Singapore, comprising InterContinental Singapore, Crowne Plaza Changi Airport, Holiday Inn Atrium and Holiday Inn Singapore Orchard City Centre, welcomed four new fresh faces to the hotel industry through its I-Grad programme.

The Management trainee programme trains and develops fresh graduates to take up an executive role within the Hotel at the end of the 18-month period. Albeit rigorous selection, the four iGrads are justifiably proud to be selected and be part of the exciting programme.

Eileen Yeo, attached to Crowne Plaza Changi Airport, said, "I was amazed by the effort put in the selection process, especially the assessment centres. They flew in top management from hotels in the region and plan interesting interview experiences for us."



← Crowne Plaza's iGrad Eileen in Chef's uniform with Executive Chef Eric Neo

The iGrads go through rotations through all the departments and receive one-on-one coaching from the General Managers which will enable them to learn the fundamentals of how the hotel operates and develop their skills for serving the guests.

Steven Chan, General Manager of Crowne Plaza Changi Airport said, "With the industry's tighter demand for skilled workforce and higher expectations from guests, the iGrad programme is a fantastic means to prepare young graduates to take on future leadership roles."

Overseas Union Enterprise Donates S\$2 Million to Singapore Institute of Technology for Hospitality Scholarships

4 July 2011 - Overseas Union Enterprise Limited (OUE) announced a landmark partnership with the Singapore Institute of Technology (SIT) to provide SIT hospitality students with scholarships worth a total of S\$2 million. The official signing ceremony for the scholarship deal was held at Mandarin Orchard Singapore

The scholarships aim to reward outstanding SIT hospitality students, in keeping with the institution's commitment to remain strongly industry-relevant. OUE will grant SIT S\$200,000 per annum over a period of 10 years with committed scholarship grants totalling S\$2 million.

"We are privileged to partner with an esteemed institution such as SIT in elevating Singapore's hospitality and culinary excellence through this long-running scholarship programme," said Dr Stephen Riady, Executive Chairman of OUE. "Travel and tourism continue to be an integral part of Singapore's economy, and we at OUE are committed to nurturing this exciting growth by equipping deserving hospitality students with the educational development they need to become tomorrow's industry leaders."



From left:
Mr Thio Gim Hock, Chief Executive Officer, Overseas Union Enterprise Ltd; Mr Michael Sengol, Chief Executive Officer, Meritus Hotels & Resorts; Mr Lawrence Wong, Minister of State, Ministry of Defence & Ministry of Education; Mr Ng Cher Pong, Deputy Chairman, Singapore Institute of Technology; and Professor Tan Chin Tiong, President, Singapore Institute of Technology.

Singapore Reigns as Asia's Top Convention City for the Ninth Consecutive Year

Singapore has retained its position as Asia's Top Convention City for close to a decade, according to the latest Global Rankings by the International Congress and Convention Association (ICCA). In addition, Singapore has maintained its spot as one of the Top Five Convention Cities alongside Vienna, Barcelona, Paris and Berlin.

On this win, ICCA's Chief Executive Officer, Mr. Martin Sirk congratulated Singapore on hosting the most rotating association meetings amongst all Asia-Pacific destinations in 2010. "Singapore has been proactively targeting this sector as part of a clear strategy for many years, and was probably the first destination in the world to so closely align this meetings strategy with the economic development goals of the country.

Given that the focus of the ICCA Global Rankings is on meetings that rotate regularly between at least three countries, this accolade serves to intensify Singapore's appeal as a destination for not only new but also returning events. According to this

qualifying criterion, 136 rotating events were held in Singapore in 2010, representing more than 14 per cent growth over the events that qualified in 2009. Notable events that contributed to these numbers include the 20th Annual Conference of the Inter-Pacific Bar Association, World Conference on Continuing Engineering Education 2010, International Conference of the International Bartenders Association 2010, 77th World Congress of the UFI - The Global Association of the Exhibition Industry, World Congress of Biomechanics 2010, World Congress of Bioethics 2010, RoboCup 2010 and the World Green Building Council International Congress 2010.

"The ICCA Global Rankings have always been a well regarded industry indicator and this continued win underscores Singapore's strong track record as the business destination of choice. Our success is in no small part due to our sound business fundamentals, ease of doing business and the relentless commitment of our MICE industry partners," commented Ms. Melissa Ow, Assistant Chief Executive, Industry Development (II) Group, Singapore Tourism Board (STB).

Tourism Performance for August 2011

The latest tourism statistics for the months of August 2011 continued to demonstrate impressive performance, with visitor arrivals in August 2011 registering a 18.2% growth over the corresponding month in 2010 to reach more than 1.17 million visitors.

The following is a summary of the latest tourism performance for August 2011:

Key Statistics	Performance		% change
	Aug 2011	Aug 2010	
Visitor Arrivals	1,177,892	996,611	+18.2
Average Occupancy Rate (AOR)	85%	83%	+ 2% pt
Average Room Rate (ARR)	\$241.10	\$224.80	+ 7.3
Revenue Per Available Room (RevPAR)	\$204.60	\$186.30	+ 9.8
Total Room Revenue	\$204.8 million	\$184.6 million	+10.9

(Source: Preliminary figures from Singapore Tourism Board.)

Snapshots of Singapore Hotel Industry Survey 2011 (for Financial Year 2010)

The SHA Annual Singapore Hotel Industry Survey 2011 (for financial year 2010) has been completed. The survey saw a total of 48 hotels participating in the survey, the highest recorded thus far.

Overall industry performance for FY2010 at a glance:

- Room occupancy increased in 2010 to 82% as compared to 74% in 2009.
- Average Daily Room Rate (ADR) in 2010 increased to S\$244 from S\$205 in the previous year, representing a 19% increase.
- RevPAR increased to S\$200 in 2010 from S\$152 in 2009, representing a 32% increase.

In terms of hotel categories, the following were some of the key findings from the survey:

- Hotels with less than 350 rooms recorded the best occupancy performance at 84%. The highest growth percentage was also recorded by the same category.
- Hotels with more than 500 rooms recorded the highest ADR at S\$260, as well as the highest increase in ADR of 22%.
- Although occupancy increases were experienced by hotels in all categories, hotels located in the Riverside recorded the highest increase of 20% resulting in an occupancy level of 88%.
- Hotels in Other Areas and CBD/Marina recorded the highest increase in ADR growth at 20% resulting in an ADR of S\$188 and S\$246 respectively. Orchard continued to be the rate leader with an ADR of S\$282.

Calendar of Conventions & Exhibitions (Oct – Dec 2011)

(Source: STB Calendar of Events)

Date: From	To	Event:
05 Oct	07 Oct	2011 Federation of Asian and Oceanian Biochemists and Molecular Biologists (FAOBMB) Conference
05 Oct	07 Oct	11th World Chinese Entrepreneurs Convention
10 Oct	13 Oct	APRCE 2011
11 Oct	16 Oct	Qi: Meeting of Asia's Best Minds on Innovation
11 Oct	13 Oct	2011 American Industrial Hygiene Association Asia Pacific OH + EHS Conference & Exhibition
12 Oct	14 Oct	Safety & Security Asia 2011
17 Oct	19 Oct	Web In Travel Conference (WIT)
17 Oct	17 Oct	Singapore Experience Awards and The Singapore Experience Conversation
18 Oct	19 Oct	Asia Travel Leaders Summit
18 Oct	20 Oct	JEC Composites Asia
18 Oct	18 Oct	Asia Pacific Hotel & Tourism Investment Conference
18 Oct	18 Oct	UNWTO Half Day Strategic Meeting
19 Oct	20 Oct	Condé Nast Traveler World Savers Congress
19 Oct	21 Oct	ITB Asia
20 Oct	21 Oct	Aviation Outlook Asia 2011
20 Oct	20 Oct	5th Asia For Asia
20 Oct	23 Oct	Cornell Hotel Society Asia Pacific Regional Conference
27 Oct	29 Oct	Mitochondria, Apoptosis and Cancer (MAC)
27 Oct	29 Oct	The Art of Family Business –FBN 22nd International Business Summit
31 Oct	04 Nov	Singapore International Energy Week 2011
01 Nov	02 Nov	6th Annual Genetics Summit
02 Nov	04 Nov	APVIA 2011 PV Asia Pacific Expo
08 Nov	11 Nov	Cyber Security Asia
08 Nov	11 Nov	World Telecom Summit 2011
13 Nov	20 Nov	20th World Orchid Conference
14 Nov	16 Nov	2nd Annual Integrated Resorts Conference
15 Nov	18 Nov	ASTD-STADA Asia Pacific Conference 2011
16 Nov	17 Nov	Digital Signage World Asia 2011
22 Nov	25 Nov	CIA 2011
22 Nov	25 Nov	Enviroasia 2011
22 Nov	25 Nov	AnaLabAsia 2011
29 Nov	30 Nov	The Learning & Development Show
30 Nov	01 Dec	Border Security Asia Pacific

THE SHA HOTEL MEMBERS

Albert Court Village Hotel
Amara Singapore
Amara Sanctuary Resort Sentosa
Ascott Raffles Place Singapore
Bayview Hotel Singapore
Beach Hotel
Bencoolen Hotel
Berjaya Hotel
Best Western Jayleen 1918
Broadway Hotel
Capella Hotel, Singapore
Carlton Hotel
Changi Village Hotel – A Far East Hotel
Concorde Hotel Singapore
Conrad Centennial Singapore
Cophorne King's Hotel Singapore
Crowne Plaza Changi Airport
The Elizabeth Hotel
Fairmont Singapore
Fortuna Hotel
Four Seasons Hotel
Fragrance Hotel - Ruby
Fragrance Hotel - Sapphire
The Fullerton Hotel
The Fullerton Bay Hotel Singapore
Furama City Centre Singapore
Furama RiverFront Singapore
The Gallery Hotel
Goodwood Park Hotel
Grand Cophorne Waterfront Hotel Singapore
Grand Hyatt Singapore
Grand Mercure Roxy Hotel
Grand Park City Hall
Grand Park Orchard
Hangout @ Mount Emily
Hilton Singapore
Holiday Inn Atrium Singapore
Holiday Inn Singapore Orchard City Centre

Hotel 1929
Hotel 81 (DICKSON)
Hotel 81 (GEYLANG)
Hotel 81 (STAR)
Hotel Fort Canning Singapore
Hotel Grand Central
Hotel Grand Chancellor
Hotel Grand Pacific
Hotel Miramar (S) Ltd
Hotel Re! @ Pearl's Hill
Hotel Royal
Hotel Royal @ Queens
Hotel Supreme
ibis Singapore on Bencoolen
ibis Singapore Novena
Innotel Hotel
Klaptops, The Boutique Hotel
InterContinental Singapore
Landmark Village Hotel
Link Hotel
Lion City Hotel
M Hotel Singapore
Mandarin Orchard Singapore
Mandarin Oriental, Singapore
Marina Bay Sands
Marina Mandarin Singapore
Moon Hotel
Movenpick Heritage Hotel Sentosa
Naumi Hotel
New Majestic Hotel
Nostalgia Hotel
Novotel Singapore Clarke Quay
Oasia Hotel
Orchard Hotel
Orchard Parade Hotel
Pan Pacific Orchard
Pan Pacific Singapore
Paramount Hotel
Parc Sovereign Hotel

Park Hotel Clarke Quay
Park Regis Singapore
Parkroyal on Beach Road
Parkroyal on Kitchener Road
Peninsula. Excelsior Hotel
Perak Hotel
Quality Hotel Singapore
The Quincy Hotel
Raffles Hotel
The Regent Singapore
RELC International Hotel
Rendezvous Hotel
Resorts World at Sentosa (Crockfords Tower, Festive Hotel, Hard Rock Hotel, Hotel Michael)
The Ritz-Carlton, Millenia Singapore
River View Hotel
Robertson Quay Hotel
Royal Plaza on Scotts
The Saff
The Scarlet Hotel
The Sentosa Resort & Spa – A Beaufort Hotel
Shangri-La Hotel
Shangri-La's Rasa Sentosa Resort, Singapore
Sheraton Towers Singapore
Singapore Marriott Hotel
Sloane Court Hotel
South-East Asia Hotel
The St Regis Singapore
Studio M Hotel
Swissotel Merchant Court, Singapore
Swissotel The Stamford, Singapore
Traders Hotel
Value Hotel - Thomson
Wanderlust Hotel
Wangz Hotel
York Hotel

THE SHA ASSOCIATE MEMBERS

The American Club Singapore
Auric Pacific Marketing Pte Ltd
Batam View Beach Resort
CareerStar International Pte Ltd
Cofely Southeast Asia Pte Ltd
Costa Sands Resort (Downtown East)
Diners Club (S) Pte Ltd
Docomo Intertouch Pte Ltd
GRID Communications Pte Ltd
HPL Hotels & Resorts
Institute of Technical Education (ITE)
International Executive Education Center Pte Ltd
Jack's Place Holdings Pte Ltd
Kaplan Higher Education
Kriston Food & Beverage Pte Ltd

Nanyang Polytechnic
Neo Group Pte Ltd
One°15 Marina Club
Orchid Country Club
Pasta Fresca Da Salvatore Pte Ltd
Pernod Ricard Singapore Pte Ltd
Pinedale Trading Pte Ltd
Republic of Singapore Yacht Club
Republic Plaza City Club (S) Pte Ltd
S A Hotel Management Pte Ltd
Sedona Hotels International
Serangoon Gardens Country Club
Sia Huat Pte Ltd
SIHS Pte Ltd
Simmons (Southeast Asia) Pte Ltd
Singapore Exhibition Services

Singapore Food Industries (Pte) Ltd
Singapore Island Country Club
Singapore Meritus International Hotels Pte Ltd
Singapore Recreation Club
Singapore Swimming Club
Singapore Telecommunications Limited
Somerville (Singapore) Pte Ltd
Starhub Ltd
The Tanglin Club
Tourism Management Institute of Singapore
Trane Singapore
Unilever Singapore Pte Ltd
United Engineers Developments Pte Ltd
YHS (Singapore) Pte Ltd

(as at 30 September 2011)