

SOARING NEW HEIGHTS

SINGAPORE HOTEL ASSOCIATION
ANNUAL REPORT 2022



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FOREWORD

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Moving on to 2023, it is heartening to know that recovery has so far been strong with visitor arrivals reaching 6.28 million in the first half of the year.

2022 was an exciting year for hotels with the re-opening of borders, and along with it the return of travel. To the delight of the industry, recovery was more robust than expected and the year ended with Average Room Rate reaching a high of S\$250 and Average Occupancy Rate at a respectable 75%.

For the Association, 2022 saw the resumption of many activities as we transited out of the pandemic. There was the launch of the Hotel Sustainability Roadmap which established two targets, namely on international certification and tracking of emissions, for the industry to achieve and lead as green champions. Another highlight was the inaugural Hotel Innovation Challenge Asia (HICA) which received an overwhelming number of submissions from local and international solution providers who vied for the top spot.

It was also heartening to note that award ceremonies to recognise hotels and employees for raising the bar for the industry were back in full swing as in-person events. Additionally, the SHA Knowledge Series which included topics such as GST and good jobs strategy were well attended by members. Finally, the restart of the GM Industry Update and Networking session was greatly welcomed by hoteliers who have always found it to be a useful and engaging platform.

In the midst of all the buzz, representations continued to be the main focus for the Association. As the voice for the industry,

the SHA worked closely with STB as well as all relevant government agencies and the Union to share members' views to help drive beneficial initiatives for the industry.

I am also happy to highlight that SHA was presented with two prestigious awards in 2022. The first being the Star Partner Award at the Public Sector Transformation (PST) Covid Awards Ceremony where the Association was recognised for displaying PST traits such as agility, service excellence, and innovation. For the second award, the SHA was acknowledged at the Ministry of Manpower (MOM) Partner's Appreciation Event for its strong commitment and outstanding contributions in partnering the MOM family for the prior 12 months. I would therefore like to express my gratitude to the membership, for without your strong support, SHA would not have been able to attain these achievements.

Turning to SHATEC, the training arm of SHA, 2022 has been a full year for the school with a calendar packed with activities. The year itself also witnessed SHATEC students displaying their skills and excelling at competitions.

Details of the achievements and activities in 2022 can be found in this Annual Report for members' review.

Moving on to 2023, it is heartening to know that recovery has so far been strong with visitor arrivals reaching 6.28 million in the first half of the year. Hence, barring any unforeseen circumstances, the number of

visitor arrivals is on track to achieve STB's target of 12 to 14 million for 2023.

To this end, the Association has been ramping up its activities with projects being spearheaded by the three SHA Committees in their respective areas. For example, the Hotel Innovation Committee recently led a delegation to HITEC Toronto to learn more about the available hospitality technologies to help push boundaries for the industry. To ensure that capabilities keep pace with technological advances, the Hotel Human Capital Advisory Committee oversaw a Conference that delved into workplace changes with the timely launch of the Jobs Transformation Map for hotels. In this respect, SHA through its role as Programme Manager for WSG's Career Conversion Programme (CCP) assists hotels to reskill and upskill their employees for workplace transformation.

Furthermore, under the guidance of the Hotel Sustainability Committee, an online playbook is being developed to help members up the ante on their green journey to meet the two industry targets as set out in the Hotel Sustainability Roadmap. Without doubt, 2023 promises to be a busy year with lots of happenings ahead.

On this note, I would like to thank the membership for their support, the SHA Board for their commitment as well as Margaret and her team at the SHA Secretariat for their hard work.

Kwee Wei-Lin
President



THE SHA BOARD

SHA Executive
Committee Members



Ms Kwee Wei-Lin
President
Capella Singapore



Mr Arthur Kiong
1st Vice-President
Oasia Hotel Downtown, Singapore



Mr Chris Teo Hong Yeow
2nd Vice-President
Grand Mercure Singapore Roxy



Mr Tan Hee Teck
Honorary Secretary
Crockfords Tower, Resorts World Sentosa



Mr Thomas Andrew Meyer
Assistant Honorary Secretary
Swissôtel The Stamford



Mr Kenneth Li
Honorary Treasurer
Carlton Hotel Singapore



Mr Vincent Yeo
Assistant Honorary Treasurer
Orchard Hotel Singapore



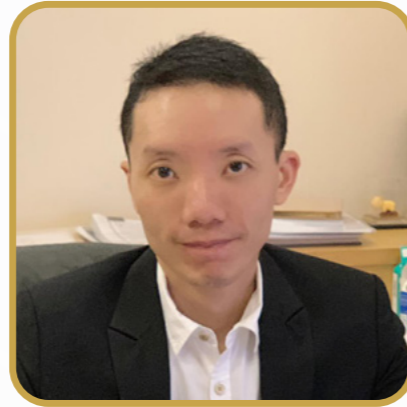
Ms Margaret Heng
Executive Director
Singapore Hotel Association

THE SHA BOARD

SHA Board
Members



Ms Dawn Teo
Amara Singapore



Mr Ho Chung Kain
Four Points by Sheraton Singapore,
Riverview



Mr Andrew Yap
Peninsula.Excelsior Hotel



Mr Teo Ho Beng
Ramada by Wyndham Singapore
at Zhongshan Park



Mr Brian Riady
Hilton Singapore Orchard



Mr Paul Town
Marina Bay Sands



Mdm Kay Kuok
Shangri-La Hotel Singapore



Mr Gary Xie
Sheraton Towers Singapore



Ms Jeanne Ng
The Fullerton Hotel



Mr Ryan Sun
Park Avenue Rochester



Ms Wee Wei Ling
PARKROYAL on Beach Road



Mr Rajeew Menon
The St. Regis Singapore



Ms Carolyn Choo
V Hotel Bencoolen

THE SHA SECRETARIAT



The SHA Secretariat Team headed by Ms Margaret Heng, Executive Director, comprised the following staff:

(From Left to Right)

Mr Tan Kok Liang	Financial Controller
Ms Li Shaoting	Manager
Ms Serene Ong	Assistant Manager
Ms Margaret Heng	Executive Director
Ms Jo Chong	Personal Assistant to Executive Director
Ms Shrestha Sook Yean	Senior Director (Membership and Industry Services)
Ms Anna Tan	Senior Finance Executive
Ms Jolyn Lin	Manager
Ms Charmaine Thiang	Senior Executive

SHA ACCOLADES 2022

COVID Public Sector Transformation Award - Star Partner

SHA was presented with the Star Partner Award at the COVID Public Sector Transformation (PST) Award Ceremony 2022 on 6 July 2022.

The COVID PST Awards gave recognition to recipients across 9 award categories who have made sacrifices and worked hard to help citizens and businesses during the pandemic while displaying PST traits such as agility, service excellence and innovation.

On behalf of the Association, Ms Kwee Wei-Lin, President of SHA, received the award from Guest-of-Honour, Deputy Prime Minister and Minister for Finance, Mr Lawrence Wong.

SHA would like to express heartfelt appreciation to all members for the support, trust in riding the challenging journey and resilience to emerge stronger as an industry.



MOM Partner's Award

SHA was one of the ten partners recognised at the MOM Partner's Appreciation Event on 23 November 2022. The event was hosted by the Minister for Manpower, Dr Tan See Leng.

Receiving the MOM Partner's Award on behalf of SHA was its President, Ms Kwee Wei-Lin. This prestigious award seeks to recognise exceptional partners for their strong commitment and outstanding contributions in partnering the MOM family over the past 12 months.

SHA was nominated for the Award by Workforce Singapore (WSG) through its role as programme manager of the Career Conversion Programme for Hotel Professionals which helps hotels to reskill and upskill their workforce. SHA is pleased to share that more than 50 hotels have partnered SHA on this journey and the association and is thankful for the strong support from the membership.



NEW MEMBERS

SHA is pleased to announce the following new members for the year 2022:

Ordinary Members



Citadines Connect City Centre



Dao by Dorsett AMTD Singapore



Hotel Telegraph



ibis Styles Singapore Albert



Ji Hotel Orchard Singapore



Momentus Hotel Alexandra



Riverside Hotel Robertson Quay



Tai Hoe Hotel



Vibe Hotel Singapore Orchard

Associate Members

Bespokediningclub Pte Ltd
Breadtalk Group Pte Ltd
Chef Works Pte Ltd
Elomart Pte Ltd
Greenview Hospitality Pte Ltd
GSME(S) Pte Ltd
Hub OS Asia Pte Ltd
Interlock Security and Investigation Services Pte Ltd

Members Only Hospitality Pte Ltd
Nextbeat Singapore Pte Ltd
Primewyn Management & Services Pte Ltd
Rigel Technology (S) Pte Ltd
SAS Institute Pte Ltd
SATS Ltd
Swisspro Pte Ltd
TSA Training Services Pte Ltd
Wewatch Pte Ltd

SHA-STB Industry Briefings for Hotels

In 2022, the SHA and Singapore Tourism Board (STB) continued to organise a series of online industry briefing sessions to keep the hotel industry updated on the latest government announcements and resumption of business operations in a safe manner.

These closed door SHA-STB industry briefing sessions were aimed at providing timely updates to members and to provide a platform for members to raise their questions.

Summary of sessions held in 2022:

24 JANUARY 2022

Online Industry Briefing for Hotels on Updated Safe Management Measures

23 FEBRUARY 2022

Online Industry Briefing for Hotels on Updated Safe Management Measures and STB's Reopening & Market Plans

29 MARCH 2022

Online Industry Briefing for Hotels on Updated Safe Management Measures

11 APRIL 2022

Webinar with CAAS on Reviving Air Travel

27 APRIL 2022

Online Hotels Manpower Sharing Session for SHA members

Online Industry Briefing for Hotels on Updated Safe Management Measures

10 NOVEMBER 2022

Online Sharing Session on Overall Tourism Recovery Efforts

18 NOVEMBER 2022

Briefing on Infection and Control Measures (IPC) Measures for Hotels

RESEARCH AND REPRESENTATION

Research and Representation on issues ranging from industry performance to manpower continued to take centre stage in order to keep members abreast of the industry's sentiments and developments.

Singapore Hotel Industry Survey 2022

SHA once again commissioned Horwath HTL to publish the annual hotel performance survey report for financial year 2021.

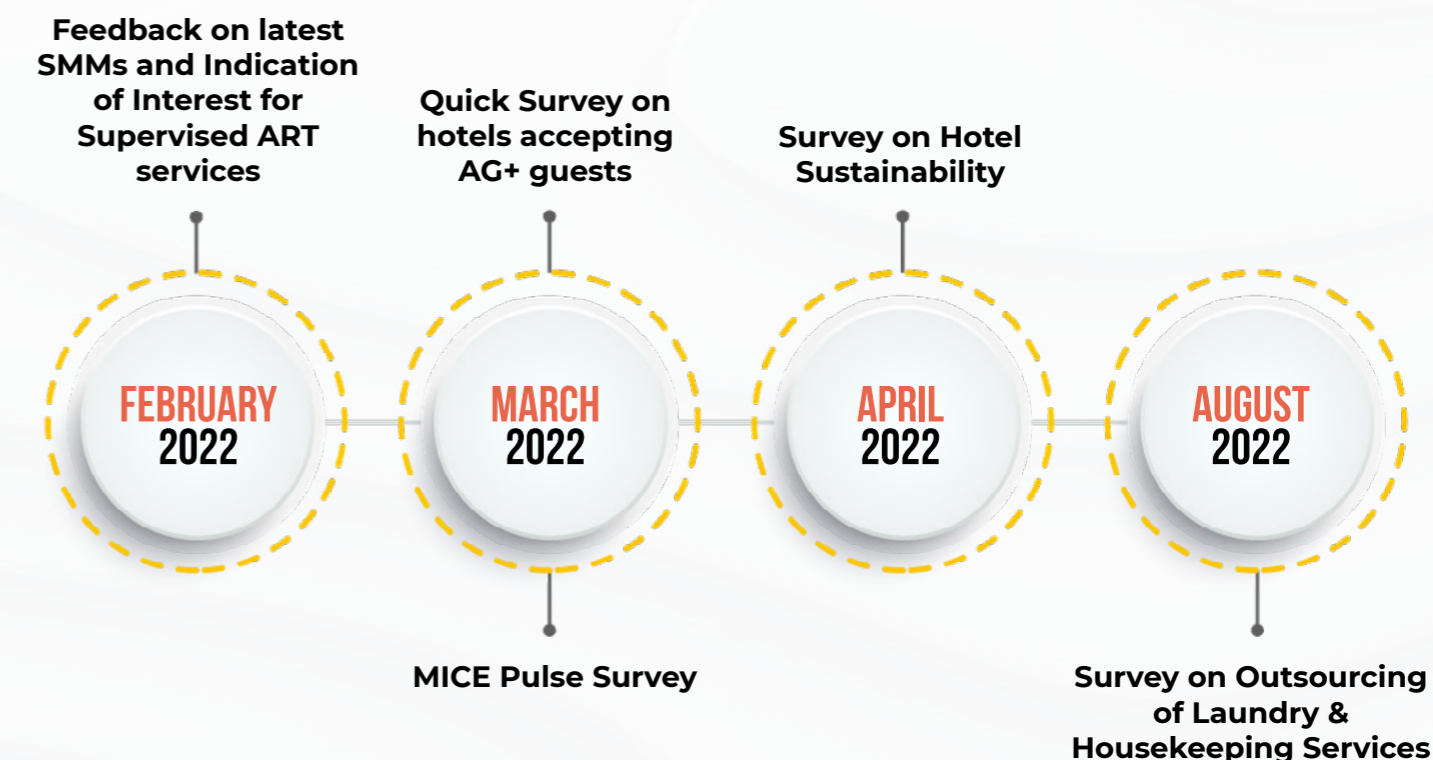
In the 25th year of partnership between Horwath and SHA, we received 86 surveys. The participating hotels represented an average of approximately 32,706 rooms per day.

Offering valuable statistical information on the developments and trends of the hospitality industry, the annual hotel performance survey report would serve as a comprehensive guide to hoteliers and analysts in their planning and decision-making process.



Engagement Surveys

SHA conducted a series of engagement surveys to seek the industry's feedback for representation purpose.



Survey on Budget Wishlist for 2022

The SHA gathered feedback from members and submitted a Wishlist for the 2022 Budget to the Ministry of Finance.

Representation



INNOVATION, PRODUCTIVITY AND SERVICE EXCELLENCE

Innovation, productivity and service excellence continued to remain as the key focus in the series of projects and activities undertaken by SHA in 2022.



Hotel Innovation Committee

The Hotel Innovation Committee (HIC) is led by SHA and supported by the Singapore Tourism Board (STB). Set up in 2016, the HIC comprised representatives from hotels, agencies and the union.

The committee is co-chaired by Mr Loh Lik Peng, Chairman, SHATEC & Founder/ Director of Unlisted Collection and Mr Brian Riady, SHA Board Member & Deputy CEO of OUE Limited.

Hotel Innovation Challenge Asia 2022

Jointly organised by the Singapore Hotel Association and FHA-HoReCa 2022, with the support of the Singapore Tourism Board, the inaugural Hotel Innovation Challenge Asia (HICA) 2022 Finals took place at Singapore Expo on 25 October 2022.

Held in Hospitality 4.0 at FHA-HoReCa, the Finals saw 8 companies, shortlisted from an overwhelming participation of 103 submissions, vying for the top spot in the Challenge. Enlightening and engaging, each company gave a 5-minute pitch before addressing questions posed by the judging panel.

The panel of esteemed judges comprised:

1. Mr Wong Ming Fai, Chief Technology Officer of the Singapore Tourism Board
2. Mr Nicholas Cocks, Founder, Managing Partner, Velocity Ventures
3. Mr Gino Tan, Country General Manager, The Fullerton Hotels and Resorts
4. Mr Fabien Lindsay, Vice President, Head of Operations (Corporate), Frasers Hospitality Pte Ltd and
5. Mr Chew Han Wei, President, Hospitality Information Technology Association Singapore (HITAS)

The 8 Finalists were as follows:

1. Bizsu Pte Ltd
2. Evercomm Pte Ltd Singapore & Hashstacs Pte Ltd
3. LEDR Pte Ltd
4. Green Eco Technologies & The Life Lab
5. Sigma.3 IT Services (Hospitality) Pte Ltd
6. SparkleHaze
7. Unifocus (formerly Knowcross)
8. Vouch Concierge

The Grand Winner of the HICA 2022 eventually went to Vouch Concierge. For the win, Vouch Concierge received a crystal trophy, a certificate and a complimentary booth at the next FHA-HoReCa in 2024. Each of the remaining finalists was presented with a certificate.

Additionally, there was an Audience Choice Award which went to Evercomm Pte Ltd Singapore & Hashstacs Pte Ltd.





2022 Excellent Service Award (EXSA) Star Presentation Ceremony – Hospitality Sector

The SHA organised the Excellent Service Award – Star Presentation Ceremony for the Hospitality sector on 28 November 2022. After a two-year hiatus from a physical event due to the pandemic, the annual award ceremony for the industry returned to the University Cultural Centre, Ho Bee Auditorium.

The Guest-of-Honor at the event was Mr Desmond Tan, Minister of State, Prime Minister's Office, and Deputy Secretary-General, NTUC. The key highlight of the ceremony was the unveiling of the two SHA Outstanding Star Winners for the Hotel and Non-Hotel Sectors.

Additionally, Workforce Singapore (WSG) presented the Workforce Resilience Award to 3 hotels that have displayed resilience through the pandemic by maintaining their local core and reskilling their employees through WSG's job redesign programmes at the award ceremony.



SHA/SKM Service Gold “The National Kindness Award”

The SHA/SKM Service Gold Award Ceremony took place on 23 November 2022 at Holiday Inn Singapore Atrium. Ms Low Yen Ling, Minister of State for Trade and Industry and Culture, Community and Youth, was the Guest-of-Honour for the event.

In its 28th edition, this longstanding annual award is jointly organized by SHA and the Singapore Kindness Movement (SKM). The objective of the award is to promote kindness in the industry by encouraging hotels to give due recognition to their employees who have displayed gracious acts at the workplace.

A total of 99 winners from 57 participating hotels were recognised for their kind acts at the event. In addition, 5 hotel guests were nominated for the Gracious Guest Recognition for exemplifying kindness towards service staff.



FDAWU/NTUC/SHA Employee of the Year Award Ceremony

The FDAWU/NTUC/SHA “Employee of the Year” Award was presented to 74 award recipients on 1 September 2022 at NTUC Centre, Stephen Riady Auditorium.

The Guest-of-Honour for the event was Mr Melvin Yong, Assistant Secretary-General, NTUC and Member of Parliament for Radin Mas SMC.

In addition, the event also saw the presentation of the Hotel Sector Innovation Award for Workplace Safety and Health to one hotel.

Prior to the presentation ceremony, award recipients were invited to attend a one-hour customised workshop titled “Delivering the Experience in the New Normal”, which was conducted and sponsored by SHATEC.





SUSTAINABILITY

SHA continued to promote and drive industry-wide adoption of environmental and social sustainable practices by hotels so as to support and advance Singapore as a sustainable destination.

Hotel Sustainability Committee

The Hotel Sustainability Committee (HSC) is led by SHA. Set up in 2020, the HSC comprised representatives from hotels and agencies.

The committee is co-chaired by Ms Jeanne Ng, a SHA Board Member and Director of The Fullerton Hotels and Resorts and Ms Loh Su Kim, Senior Vice President, Sustainability of Resorts World Sentosa.

Inaugural Hotel Sustainability Conference & Marketplace

Jointly organised by SHA, Singapore Tourism Board (STB) and Enterprise Singapore (ESG), the Inaugural Hotel Sustainability Conference and Marketplace was held on 21 March 2022 at Sands Expo and Convention Centre. The Guest-of-Honour for the event was Mr Alvin Tan, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth.

A key highlight of the event was the launch of Hotel Sustainability Roadmap which was co-developed by SHA and STB under the guidance of SHA Hotel Sustainability Committee. The roadmap sets out clear targets and strategies for hotels to adopt in their sustainability journey.

The roadmap targets are

1. At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025
2. For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

The full-day in person conference programme was as follows:

- ◆ Presentation on “Sustainability Study for the Tourism Sector”
- ◆ Presentation on “Hotel Design and Sustainability”
- ◆ Panel discussions on “Certifications and Measurements for Hotel Environmental Sustainability” and “Hotel Environmental Sustainability – Conservation and Waste Minimisation”

Held alongside the Conference was a Hotel Sustainability Marketplace showcasing hotel sustainability solutions from 20 vendors.



Workshop on GSTC Hotel Certification

SHA organised a workshop on GSTC Hotel Certification on 28 June 2022 at the STB Auditorium. The workshop was well attended by 80 participants from 54 hotels.

The workshop was facilitated by Mr Randy Durband, CEO, GSTC and Dr Mihee Kang, Global Assurance Director, GSTC. Topics covered were Global Sustainable Tourism Council (GSTC) Introduction and Market Access, Universal Approach for Sustainable Practice Measurement (Water & Energy) and Key Sustainability Criteria for Hotels. The session concluded with a fruitful discussion.



Workshop on Emissions Tracking

The SHA/Greenview Emissions Tracking Workshop was held on 23 September 2022 at PARKROYAL on Kitchener Road. Conducted in partnership with Sustainability Hospitality Alliance, Mr Eric Ricaurte, Director, Greenview, shared with workshop participants on how to use the latest version 2.0 of the Hotel Carbon Measurement Initiative for their property's emissions tracking.

The workshop was well attended by participants from 35 hotels.



SAFETY AND SECURITY

Safety and Security continued to be an important focus on the SHA calendar of activities for 2022. The association continued to work closely with the Workplace Safety and Health Council (WSHC), Singapore Police Force (SPF), Singapore Civil Defence Force (SCDF), National Crime Prevention Council (NCPC) and National Fire and Civil Emergency Preparedness Council (NFEC) to promote safety and security in hotels.

Annual Hotel Security Conference and Awards Presentation Ceremony

The Hotel Security Awards Presentation Ceremony and Conference 2022 was held on 17 October 2022 at Furama RiverFront Singapore. The event was jointly organised by SHA, SPF (Singapore Police Force) and NCPC (National Crime Prevention Council).

Guest-of-Honour, Ms Sun Xueling, Minister of State, Ministry of Home Affairs & Ministry of Social and Family Development, presented the awards to the Special Mention recipients for the Hotel Security Awards – Individual categories (Bravery, Vigilance and Honesty). The 18 recipients were selected from a total of 180 nominations.

Held in conjunction with the awards presentation ceremony was the Hotel Security Conference as well as a mini exhibition on the latest security solutions and capabilities that are applicable to the hospitality industry.

The following papers were presented at the conference which was themed “Reinforcing the importance of Physical and Cyber Security in the New Normal”:

- ◆ “Staying Cyber-safe in the Hospitality Industry” by Ms Veronica Tan, Director, Safer Cyber Division, Cyber Security Agency of Singapore
- ◆ “Countering Radicalisation” by Ms Ng Suat Peg, Head (Security Outreach), Ministry of Home Affairs
- ◆ “Introduction to Threats, Vulnerabilities & Risk Assessment” by Assistant Superintendent Mohamad Shahril Aman, Manager, Assessment & Review/ Specialist Trainer/ Adjunct Lecturer of Centre for Protective Security, Singapore Police Force

The event was well-attended by 92 hotel representatives.



WSH Forum for the F&B Industry 2022 – Promoting Good Mental & Physical Well-Being

The WSH forum for F&B Industry – Promoting Good Mental & Physical Well-Being was held on 23 May 2022 at the Sands Expo & Convention Centre. It was a hybrid forum, with attendees attending in person and virtually.

In her welcome address, Ms Kwee Wei-Lin, Chairperson of the WSH Council (Hospitality and Entertainment Industries) Committee and President of SHA called upon F&B establishments to remain watchful and continue to care for the safety, health and well-being of their workers they welcome more customers with the recovery of business.



MANPOWER AND TRAINING

Manpower, training and development remained as key agenda items on the SHA calendar of activities.

Hotel Human Capital Advisory Committee

The Hotel Human Capital Advisory Committee (HHCAC) is led by SHA and supported by the NTUC Hospitality and Consumer Business Cluster, Food, Drinks and Allied Workers Union (FDAWU), Singapore Tourism Board (STB) and Workforce Singapore (WSG).

Set up in 2018, the HHCAC comprised representatives from hotels, agencies and the union. The committee is co-chaired by Mr Chris Teo, 2nd Vice President of SHA and Ms Rivero Delgado, Area Vice President, Singapore, Malaysia & Maldives, Marriott International.

Career Conversion Programme for Hotel Professionals

The SHA was reappointed as the programme manager for the Career Conversion Programme for Hotel Professionals under WSG. The programme which was extended to 31 December 2022 provided support for job redesign projects in the following categories:

- a) Job redesign enabled through technology/digitalisation
- b) Job redesign in identified emerging areas as stated below:
 - i. Digital Marketing and Analysis
 - ii. Health, Sanitisation and Ventilation
 - iii. Revenue Management
 - iv. Sustainability
 - v. Wellness
 - vi. Hybrid Experience Design

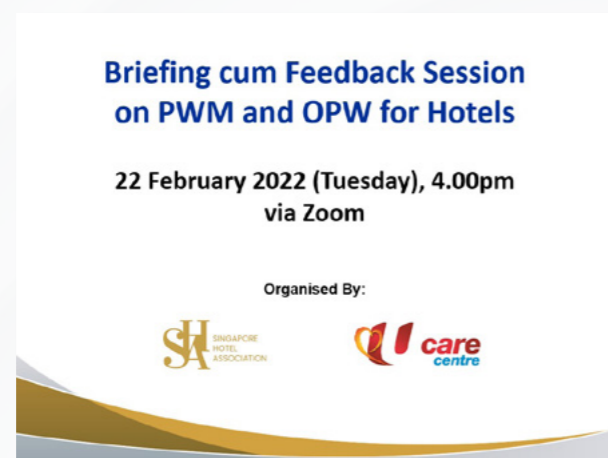
- c) Functional job redesign with wage increment

As Programme Manager, SHA facilitated the approval of applications for hotels for the period from 2021 to 2022.

Briefing cum Feedback Session on Progressive Wage Model (PWM) and Occupational Progressive Wages (OPW) for Hotels

SHA and National Trades Union Congress (NTUC) jointly organised an online industry briefing cum feedback session on Progressive Wage Model (PWM) and Occupational Progressive Wages (OPW) for SHA member hotels on 22 February 2022.

A total of 90 hotel representatives attended the session.



SHA Knowledge Series

Webinar on "Pathway to Total Revenue Management"

SHA and knowledge partner, IdeaS Revenue Solutions, jointly organised a webinar titled "Pathway to Total Revenue Management" for SHA hotel members on 20 April 2022.

The following topics were shared at the session:

- ◆ Market recovery indicators
- ◆ The advantage of automation
- ◆ Total revenue forecasting and profit optimisation



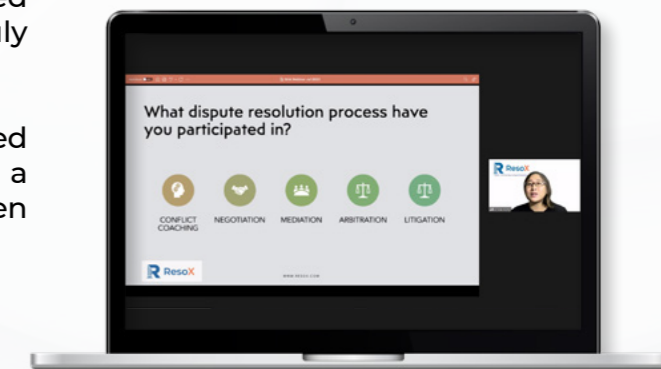
SHA-ResoX Webinar on Dispute Resolution

SHA and knowledge partner, ResoX, jointly organised a dedicated webinar on Dispute Resolution on 28 July 2022 via Zoom for SHA members.

The session included key considerations when faced with a dispute, steps that one can take to prevent a dispute from escalating, and the trade-offs between negotiation, mediation, arbitration and litigation.

The speakers were as follows:

- ◆ Ms Linda Heng, mediator and CEO of ResoX,
- ◆ Mr Colin Millward, COO of ResoX, and
- ◆ Mr See Chern Yang, Director, Dispute Resolution of Drew and Napier



SHA/RSM GST rate changes and Digital Transformation (CTO-as-a-Service) Seminar

The SHA together with knowledge partner, RSM, jointly organised a session on GST Rate Change and Digital Transformation (CTO-as-a-Service) on 7 October 2022 at the RSM Office.

The topics were presented by 4 distinguished RSM speakers who shared their knowledge in their respective areas of expertise.

A total of more than 70 attendees from member hotels attended the informative session.



Webinar on Good Jobs Strategy

SHA hotel members were invited to attend a Webinar on Good Jobs Strategy conducted by the Good Jobs Institute (GJI) on 22 November 2022. Curated by Tourism Human Capital Office, STB for tourism industry partners, the webinar provided an overview of the Good Jobs Strategy, and included a case study of how a company can transformed its business by creating good jobs.

The Good Jobs Strategy is a tried and tested framework that has enabled many companies to deliver increased sales, improved productivity and lower employee turnover. Based in Boston/ United States, the GJI has provided consultancy to many companies across a broad range of industries.

A total of 54 hotel representatives attended the webinar.

Frontline Game Changer Seminar

The SHA together with the Frontline Performance Group (FPG), jointly organised a seminar titled “Frontline Game Changer” on 1 December 2022 at the Qanvast@OUE.

At the session, Mr Paul McLoughlin, International President, and Mr Benjamin Seelos, Director of Business Development APAC shared best practices as well as global case studies on how to empower hotel frontline agents by equipping them with the right tools, training, and guidance to bring in an average of 22X ROI.

The informative session was attended by more than 30 hotel representatives.

Dialogue and Discussion Session on Rethinking Hotel HR Strategies

SHA, Workforce Singapore (WSG), Singapore Tourism Board (STB) and the Food, Drinks and Allied Workers (FDAWU) jointly organised a Dialogue and Discussion Session on Rethinking Hotel HR Strategies on 24 November 2022 at TCube, level 3 of Tourism Court.

The engagement session covered the following topics:

- ◆ Sharing on Salary Data Benchmarking by WSG
- ◆ Insights into Jobseekers’ Expectations by FDAWU
- ◆ “Good Jobs Strategy” by STB

A Dialogue and Discussion on Hotel HR Strategies (facilitated by SHA, WSG, FDAWU and STB) followed after the presentations

A total of 48 Hotel Human Capital Directors and Managers attended the engagement session.



Career Fairs

SHA participated in 2 career fairs with Southwest Community Development Council (CDC) on 29 & 30 July 2022 and 19 October 2022 respectively.

Due to space constraint at the fair on 29 & 30 July 2022, 2 hotels were present onsite while more than 20 hotels participated virtually.

SHA took up a booth at the job fair on 19 October 2022 and facilitated zoom interviews between interested onsite job applicants and SHA member hotels that participated virtually. 18 hotel members that took part virtually had close to 500 vacancies. Another 3 hotels participated with a booth each.



Hotel Learning Journeys and Career Talks

In 2022, SHA in its role as the hotel industry contact for the Ministry of Education (MOE) education and career guidance initiative, continued to facilitate the requests received from secondary schools to organise hotel learning journeys for students and to invite hoteliers to deliver hotel career talks to their graduating students.

The learning journeys are intended to allow students to experience the hotel work environment, expose them to the array of hotel careers, interact with hotel professionals as well as to better understand the relevant skills needed.

Similarly, hotel career talks provide students with industry information and highlight job opportunities in the hotel sector to help students make informed decision on their educational pathways.

SHA would like to thank all members who have supported the requests by participating either as a host hotel or speaker amidst your busy schedules.



COMMUNITY AND MEMBER RELATIONS

Industry Update and Networking Session for General Managers

The SHA resumed the Industry Update and Networking Session for General Managers on 1 November 2022 at the Changi Experience Studio (CES), Jewel Changi Airport.

After a 2-year hiatus due to Covid, the event was well attended by close to 40 General Managers.

The highlight of the event included a hosted tour of CES and sharing by representatives from the Changi Airport Group (CAG) on the many possible collaboration ideas and opportunities, to enhance the Singapore experience for travellers.



SHATEC - INDUSTRY SCHOOL

Vision: To be the preferred institute of higher education in Asia for hospitality studies
Mission: To nurture talents for rewarding hospitality careers and support the skilled manpower pipeline required by the industry

SHATEC - INDUSTRY SCHOOL

INTERNATIONAL ENGAGEMENT

SHATEC Global Resumes Hospitality Training in Coral Sea Hotels, Papua New Guinea

In October 2022, SHATEC Global provided training to employees of Coral Sea Hotels in Papua New Guinea. Training included how to provide standout guest experiences, make great first impression with guests and techniques for service excellence.

SHATEC Global represented at International Chefs Day in Ho Chi Minh City

On 20 October 2022, SHATEC's Chef Ambassador, Samson Lin, joined more than 300 national chefs and culinary experts in Vietnam to celebrate International Chefs Day, which is jointly organised by the Saigon Professional Chef's Guild (SPC) and Nestle's Maggi Professional.

As a special guest, Chef Samson shared his valuable experiences as a chef and carried out an on-stage demonstration of the Singapore-style Chilli Soft-Shell Crab, a creative recipe using a range of Maggi sauces and seasonings.

The event also saw the launch of the Chef2Chef programme, a collaboration between MAGGI Professional and SPC to develop and support Vietnamese chefs while elevating Vietnamese cuisine.

TRAINING & UPSKILLING

SHATEC Webinar Series 2022 on Sustainability



The aim of the SHATEC Webinar Series 2022 was to look at sustainability initiatives by the hospitality, tourism and food services sectors, and explore how they could be pivotal in securing an early foothold in Singapore's green transition.

Webinar 1:



Webinar 2:



Hybrid Event on Sustainability at Agri-Food Tech Expo Asia 2022 on "Embracing Sustainability in Food Services: Win at Buying Green"

Held on 28 October 2022 at Sands Expo and Convention Centre, the final of a three-part SHATEC Webinar Series 2022 was a hybrid event titled "Embracing Sustainability in Food Services: Win at Buying Green". The event was held in conjunction with the Agri-Food Tech Expo Asia (AFTEA) 2022.



As part of the AFTEA programme, the event dipped into the theme of synergising an innovative sustainable ecosystem in the Agriculture & Food industries to accelerate the pursuit of a greener food future.

Acknowledgements to SHATEC Webinar Series 2022 Sponsors: Andaz Singapore, Faesol Pte Ltd (iLite SG), Far East Hospitality Management (S) Pte Ltd, Grand Hyatt Singapore, Raffles Hotel Singapore and The Capitol Kempinski Hotel Singapore.

EXCELLING IN COMPETITION

Food&HotelAsia 2022's FHA Culinary Challenge



2022 saw the return of Food&HotelAsia (FHA) at Singapore Expo. FHA 2022 also included competition opportunities for SHATEC's finest culinary and pastry talents to showcase their skills at the FHA Culinary Challenge. The competitions took place across two events, namely the FHA-Food & Beverage (5-8 September 2022) and FHA-HoReCa (25-28 October 2022). While competing SHATEC trainees and chefs were kept busy, the other SHATEC students helped out as service crew.

Congratulations to SHATEC talents to their achievements at FHA Culinary Challenge 2022!

Culinary Categories		
Individual Challenge Practical Hot Cooking: Main Course Fish / Seafood	Mr Marcus Pang	Awarded Bronze
Individual Challenge Practical Hot Cooking: Main Course Meat / Poultry / Game	Mr Earl Darwin Caringal Ramirez	Awarded Bronze

Patisserie Categories		
Patisserie Art Display: Plated Desserts	Ms Ooi Joe Yee	Awarded Silver
Individual Practical: Practical Cake Decoration	Ms Elaine Bong Yu Lin	Awarded Bronze

USA Poultry and Eggs Export Council (USAPEEC) - Student Competitions

Seven teams of 14 competing students faced off in a friendly team competition to cook and plate their best USA Poultry dish at the USAPEEC Culinary Cook-off on 6 August 2022.

Celebrity Chef Edmund Toh, who was part of the judging panel, provided the teams suggestions on how to further improve their dishes.



SHATEC Wins at World Gourmet Awards 2022



SHATEC's pastry trainee Ooi Joe Yee clinched the title of Apprentice Pastry Chef of the Year at the California Raisins Asean Apprentice Pastry Chef Challenge, which was organised by World Gourmet Awards.

Up against other young pastry chefs in the competition, Joe Yee made her mark with her enthralling dessert, Saveur Enchantee, which showcases her creativity and tenacity. Judges were treated to a delightful burst of flavours with artfully layered textures in this winning dessert.

SHATEC GRADUATION

SHATEC Resumes In-Person 37th Graduation at University Cultural Centre, NUS



Held on 14 December 2022, the 37th SHATEC commencement for the Class of 2022 resumed at University Cultural Centre, National University of Singapore (NUS) for the first time since the pandemic.

The 2022 Graduation, themed “Exceeding Excellence”, saw a graduating cohort comprising more than 300 full-time and part-time graduates who received their certificates and diploma qualifications. The joyous occasion was also graced by Guest-of-Honour Mr Tan Wee Beng, Deputy Chief Executive (Operations and Regulation), SkillsFuture Singapore.

The ceremony also presented the inaugural Mentoring Excellence Awards 2022 as a tribute to the team of dedicated mentors supporting the Mentoring @SHATEC programme. For this award, industry mentors were nominated by the mentees to recognise them for their invaluable guidance.

The four award recipients were:

- ◆ Mr Andrew Ing, Chief Operating Officer, OUE Restaurants
- ◆ Mr Christian Westbeld, Managing Director, Raffles Hotel Singapore
- ◆ Chef Cheryl Koh, Founder, Tarte by Cheryl Koh and Pastry Chef, Les Amis Restaurant
- ◆ Chef Yong Ming Choong, Executive Pastry Chef, Fairmont Singapore & Swissôtel The Stamford

AWARDS

SHATEC Wins Best in Culinary & Hospitality Talent Development at APAC Insider Singapore Business Awards 2022

After being shortlisted for the APAC Insider Singapore Business Awards, SHATEC won the Best in Culinary & Hospitality Talent Development 2022.

The achievement marked SHATEC's position as a leading training provider for the hotel and food services sector over a 40-year long journey SHATEC worked side by side with the industry to build a continuous pipeline of skilled manpower for the hospitality sector.

ACTIVITIES

SHATEC x e2i Hotel Symposium and Career Fair - MOU Signing Ceremony for the Hotel Apprenticeship Diploma Programme

SHATEC presented the inaugural Hotel Symposium and Career Fair on 12 September 2022. The event was jointly organised by SHATEC and the Employment and Employability Institute (e2i).

Students and participants from the public heard from top leaders on the latest career prospects in the hotel industry. They gained insights on the various talent development initiatives that could help them fulfill their career aspirations, and the opportunity to be connected with employers across the industry as well as insights into roles.

At the Symposium, the school also introduced its partners of the new SHATEC Hotel Apprenticeship Diploma Programme (HA-DiP) who were present for the first digital Memorandum of Understanding (MOU) signing ceremony.

The HA-DiP hotel partners are:

- | | |
|---|--|
| ◆ Employment & Employability Institute (e2i) | ◆ PARKROYAL COLLECTION Marina Bay, Singapore |
| ◆ Amara Singapore | ◆ PARKROYAL on Beach Road, Singapore |
| ◆ Far East Hospitality | ◆ Raffles Hotel Singapore |
| ◆ Grand Mercure Singapore Roxy | ◆ The Fullerton Bay Hotel Singapore |
| ◆ InterContinental Singapore | ◆ The Fullerton Hotel Singapore |
| ◆ JW Marriott Hotel Singapore South Beach | ◆ The Ritz-Carlton, Millenia Singapore |
| ◆ Novotel Singapore on Stevens and Mercure Singapore on Stevens | ◆ The St. Regis Singapore |



SHATEC Joins Global Sustainable Tourism Council (GSTC)

For the year itself, SHATEC joined the Global Sustainable Tourism Council (GSTC) as a member, making yet another milestone for the school on its sustainability journey.

SHATEC-TSR Takeover Series by Guest Chefs

SHATEC-TSR Takeover is an initiative that spotlights successful young chefs showcasing their talents at The Sapling Restaurant.

The Guest Chef Takeovers also serve as a learning lab for final-year students to put their classroom skills and knowledge into practice while learning the latest culinary trends from the guest chefs.

Kickstarted in 2022, featured guest chefs included:

- ◆ ISSHO, Co-Founding Chefs Keefe, Keane and Ying Rong
- ◆ Chef Jay Teo, Chef-Owner, Full Circle by J.man
- ◆ Chef Haikal Johari, Executive Chef, Alma by Juan Amador
- ◆ Chef Shaun Gian, Chef-Owner, The Betterfield/The Bettership
- ◆ The Peranakan Chef, Philip Chia
- ◆ Chef Eric Low, Founder, LUSH Epicurean Culinary Consultancy
- ◆ Chef Andre and Chef Rafi, SHATEC Culinary Trainers

Mentoring @SHATEC

SHATEC's top-notch mentorship programme kicked off on 20 July 2022, with an initiation and networking session held at Raffles Hotel Singapore.

Students who have been matched with industry mentors, comprising top chefs and hospitality leaders, will receive individualised guidance on their career aspirations from these experts.



COMMUNITY PROJECTS

Bento Meal Service for #LoveOurSeniors, in Conjunction with CapitaLand Hope Foundation (CHF)

Since 2020, CHF has been working with SHATEC, South West CDC as well as Dorcas Home Care, Thye Hwa Kuan and TOUCH Community Services to provide customised nutritious bento meals to the beneficiaries residing in the South West District.

SHATEC continued its role as Community Supporter of CapitaLand's #LoveOurSeniors initiative, delivering a total of 12 runs in 2022 where over 2,400 bentos were packed and delivered.



INDUSTRY NEWSLETTER

SHA Update

The SHA Update is a newsletter which keeps members informed of the happenings in the industry. It carries the following sections:

- ◆ SHA News
- ◆ SHA welcomes new members
- ◆ SHA welcomes new General Managers
- ◆ Your Say
- ◆ SHATEC News
- ◆ Spotlight (success stories of SHATEC Alumni)

One issue was published for the year of 2022.



REGIONAL INVOLVEMENT

ASEAN Hotel & Restaurant Association

The SHA continued to be represented at the ASEAN Hotel & Restaurant Association (AHRA) through its Executive Director, Ms Margaret Heng as the Secretary-General of AHRA.

ASEAN Tourism Association Meeting

ASEAN Tourism Association (ASEANTA) is a non-profit tourism association comprising both public and private tourism sector organizations from ASEAN.

Ms Margaret Heng, Executive Director of SHA, is a board member of ASEANTA.

SHA Hotel Members

- 30 Bencoolen
- Amara Sanctuary Resort Sentosa
- Amara Singapore
- AMOY Hotel
- Andaz Singapore
- Ann Siang House
- Aqueen Heritage Hotel Little India
- Ascott Orchard Singapore
- Ascott Raffles Place Singapore
- Capella Hotel, Singapore
- Capri by Fraser Changi City, Singapore
- Capri by Fraser China Square
- Carlton City Hotel Singapore
- Carlton Hotel Singapore
- Citadines Connect City Centre
- Citadines Rochor Singapore
- Concorde Hotel Singapore
- Conrad Centennial Singapore
- Conrad Singapore Orchard (formerly known as "Regent Singapore")
- Copthorne King's Hotel Singapore
- Courtyard by Marriott Singapore Novena
- Crowne Plaza Changi Airport
- Dao by Dorsett AMTD Singapore (formerly known as "Oakwood Premier AMTD Singapore")
- Days Hotel by Wyndham Singapore at Zhongshan Park
- Dorsett Singapore
- D'Hotel Singapore
- Dusit Thani Laguna Singapore
- Fairmont Singapore
- five/6 Hotel Splendour
- Four Points by Sheraton Singapore, Riverview
- Four Seasons Hotel Singapore
- Furama City Centre Singapore
- Furama RiverFront Singapore
- Genting Hotel Jurong
- Goodwood Park Hotel
- Grand Copthorne Waterfront Hotel Singapore
- Grand Hyatt Singapore
- Grand Mercure Singapore Roxy
- Grand Park City Hall
- Hilton Garden Inn Singapore Serangoon
- Hilton Singapore Orchard
- Holiday Inn Express Singapore Clarke Quay
- Holiday Inn Express Singapore Katong
- Holiday Inn Express Singapore Orchard Road
- Holiday Inn Express Singapore Serangoon
- Holiday Inn Singapore Atrium
- Holiday Inn Singapore Little India
- Holiday Inn Singapore Orchard City Centre
- Hotel 81 (Dickson)
- Hotel Bencoolen Singapore
- Hotel Chancellor @ Orchard
- Hotel Fort Canning Singapore
- Hotel G Singapore
- Hotel Grand Central Singapore
- Hotel Grand Pacific
- Hotel Indigo Singapore Katong
- Hotel Kai
- Hotel Miramar Singapore

- Hotel Re! @ Pearl's Hill
- Hotel Royal
- Hotel Royal @ Queens
- Hotel Soloha
- Hotel Telegraph (formerly known as "So/Sofitel")
- Hotel Traveltime
- ibis Budget Singapore Ruby
- ibis Budget Singapore Sapphire
- ibis Singapore on Bencoolen
- ibis Singapore Novena
- ibis Styles Singapore Albert (formerly known as "Parc Sovereign Hotel – Albert Court")
- InterContinental Singapore
- InterContinental Singapore Robertson Quay
- Jayleen 1918 Hotel
- JEN Singapore Orchardgateway by Shangri-La
- JEN Singapore Tanglin by Shangri-La
- Ji Hotel Orchard Singapore
- JW Marriott Singapore South Beach
- KēSa House
- Link Hotel Singapore
- Lloyd's Inn
- lyf Funan Singapore
- M Hotel Singapore City Centre
- M Social Singapore
- Mandarin Oriental, Singapore
- Marina Bay Sands
- Mercure Singapore Bugis
- Mercure Singapore on Stevens
- Momentus Hotel Alexandra (formerly known as "Park Hotel Alexandra")
- Naumi Hotel
- Nostalgia Hotel
- Novotel Singapore on Stevens
- Oasia Hotel Downtown, Singapore
- Oasia Hotel Novena
- Oasia Resort Sentosa
- One Farrer Hotel & Spa
- One°15 Marina Club
- Orchard Hotel Singapore
- Orchard Rendezvous Hotel, Singapore
- Pan Pacific Serviced Suites Beach Road
- Pan Pacific Singapore
- Paradox Singapore Merchant Court at Clarke Quay
- Park Avenue Changi
- Park Avenue Rochester
- Park Regis Singapore
- PARKROYAL COLLECTION Marina Bay, Singapore
- PARKROYAL COLLECTION Pickering, Singapore
- PARKROYAL on Beach Road
- PARKROYAL on Kitchener Road
- Peninsula Excelsior Hotel
- Perak Hotel
- Raffles Hotel, Singapore
- Ramada by Wyndham Singapore at Zhongshan Park
- RELC International Hotel
- Rendezvous Hotel Singapore
- Resorts World at Sentosa – Beach Villas
- Resorts World at Sentosa – Crockfords Tower
- Resorts World at Sentosa – Equarius Hotel
- Resorts World at Sentosa – Festive Hotel

- Resorts World at Sentosa – Hard Rock Hotel
- Resorts World at Sentosa – Hotel Michael
- Riverside Hotel Robertson Quay (formerly known as "Park Hotel Clarke Quay")
- Royal Plaza on Scotts
- Shangri-La Singapore
- Shangri-La Rasa Sentosa, Singapore
- Sheraton Towers Singapore
- Singapore Marriott Tang Plaza Hotel
- Sofitel Singapore City Centre
- Sofitel Singapore Sentosa Resort & Spa
- South East Asia Hotel
- Studio M Hotel
- Swisshotel the Stamford
- Tai Hoe Hotel
- The Barracks Hotel Sentosa
- The Capitol Kempinski Hotel Singapore
- The Clan Hotel
- The Fullerton Bay Hotel Singapore
- The Fullerton Hotel Singapore
- The Outpost Hotel Sentosa, Singapore
- The Quincy Hotel
- The Ritz-Carlton, Millenia Singapore
- The Scarlet Hotel
- The Seacare Hotel Singapore
- The St. Regis Singapore
- The Warehouse Hotel
- The Westin Singapore
- Travelodge Harbourfront Singapore
- V Hotel Bencoolen
- Vibe Hotel Singapore Orchard (formerly known as "The Elizabeth Hotel")
- Village Hotel Albert Court
- Village Hotel Bugis
- Village Hotel Changi
- Village Hotel Katong
- Village Hotel Sentosa
- voco Orchard Singapore
- W Singapore – Sentosa Cove
- Wanderlust
- York Hotel
- YOTEL Singapore Orchard Road
- YOTELAIR Singapore Changi Airport

SHA Associate Members

- 1855 F&B Pte Ltd
- Airhost Pte Ltd
- Assimilated Technologies (S) Pte Ltd
- Aston Food & Beverage Specialities Pte Ltd
- Automation Robotics Technology Pte Ltd
- Bespokedining Club Pte Ltd
- Breadtalk Group Pte Ltd
- Carpetworkz Pte Ltd
- Certis Cisco Security Pte Ltd
- Chef Works Pte Ltd
- Ecolab Pte Ltd
- Elomart Pte Ltd
- FOC Sentosa Pte Ltd
- Givex Singapore Pte Ltd
- Greenview Hospitality Pte Ltd
- GSME (S) Pte Ltd
- Guava Amenities Pte Ltd

- Hilton International Asia Pacific Pte Ltd
- Himawari Pte Ltd
- Horwath HTL
- HPL Hotels & Resorts Pte Ltd
- Hub OS Asia Pte Ltd
- Institute of Technical Education
- InterContinental Hotels Group (Asia Pacific) P L
- Interlock Security and Investigation Services Pte Ltd
- Jones Lang Laselle Property Consultants P L
- Members Only Hospitality Pte Ltd
- Nanyang Polytechnic
- National Service Resort & Country Club
- NEC Asia Pacific Pte Ltd
- Nextbeat Singapore Pte Ltd
- NTUC Club
- Primewyn Management & Services Pte Ltd
- Republic of Singapore Yacht Club
- Rigel Technology (S) Pte Ltd
- RSM Chio Lim LLP
- SAF Warrant Officers and Specialist Club, The
- SAS Institute Pte Ltd
- SATS Ltd
- Sia Huat Pte Ltd
- Simmons (South East Asia) Pte Ltd
- Singapore Cricket Club
- Singapore Exhibition Services (Pte) Ltd
- Singapore Institute of Technology
- Singapore Recreation Club
- Skycom Satellite Systems Pte Ltd
- Softbank Robotics Singapore Pte Ltd
- Sommerville Singapore Pte Ltd
- Starhub Ltd
- Starwood Asia Pacific Hotels & Resorts P L
- STR Global Singapore Pte Ltd
- Swisspro Pte Ltd
- The American Club
- The British Club
- The Singapore Island Country Club
- The Tanglin Club
- TSA Training Services Pte Ltd
- Tuan Sing Holdings Limited
- Tung Lok Millennium Pte Ltd
- Unilever Singapore Pte Limited
- Wewatch Pte Ltd
- Young Women's Christian Association of Singapore

(As at 31st Dec 2022)



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