



Institute of Financial Planners of Hong Kong Financial Education Awards cum Accredited Professional Financial Planning Firm **2013**



Stand in the Spotlight for

Financial Education Excellence!

Organizer:



Media Partner:



Enquiry:

Institute of Financial Planners of Hong Kong

Address: 13/F, Causeway Bay Plaza 2, 463 – 483 Lockhart Road, Causeway Bay, Hong Kong

Telephone: (852) 2982 7888 Fax: (852) 2982 7777 Email: marketing@ifphk.org Website: www.ifphk.org

CFP[®], CERTIFIED FINANCIAL PLANNER[®], CFP, CERTIFIED FINANCIAL PLANNER, AFP[™], ASSOCIATE FINANCIAL PLANNER[™], AFP, and ASSOCIATE FINANCIAL PLANNER[®] are certification marks and / or trademarks owned outside the U.S. by Financial Planning Standards Board Ltd. The Institute of Financial Planners of Hong Kong is the marks licensing authority for the CFP marks and AFP marks in Hong Kong and Macau, through agreement with FPSB.



Introduction

IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm ("The Awards") aims to drive excellence in financial education and boost public awareness of the profession. The Awards is divided into four categories, with the highest honour, "Company of the Year", going to the cream of the crop. In addition, the honour of "Accredited Professional Financial Planning Firm" will be awarded to corporations that can fulfill the requirements of employing CFP^{CM} professionals and AFPTM professionals, which shows a commitment to enhance corporations' professional image in providing appropriate and reliable financial planning advice to the public.

The Awards is organized by the Institute of Financial Planners of Hong Kong and supported by "Hong Kong Economic Times" as media partner.

Objectives

- To recognize corporations that have made significant contributions to financial education
- To promote and support the participation in financial education as an aspect of corporate social responsibility
- To be the driving force in advancing the development of financial education in Hong Kong

The Awards

Financial Education Awards 2013

Children & Youth Category

- Excellence in Wise Money Management
- Excellence in Education Planning
- Financial Competition of the Year

Adults Category

- Excellence in Women's Financial Education
- Excellence in Wealth Management Education
- Excellence in Credit Management Education
- Excellence in Medical & Life Protection Education
- Excellence in Retirement Planning Education
- Excellence in Family Financial Planning Education
- Best Adult Financial Education of the Year

Professional Training & Development Category

- Best Professional Training & Development Program
- Professional Training & Development Company of the Year

Publication & Multi-Media Category

- Children's Book of the Year
- Adult's Book of the Year
- Website of the Year
- Financial Mobile Apps of the Year
- Innovative Educational Game of the Year

Company of the Year

Accredited Professional Financial Planning Firm 2013

Accredited Professional Financial Planning Firm

- Banking
- Insurance
- Independent Financial Advisory

Unlimited award recipients

Eligibility

Open to all corporations that have undertaken and completed their financial education tasks between 1 January, 2012 and 31 December, 2012.

Submission of Application

Applications should be submitted to IFPHK in person or by mail with "Re: Application for IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm 2013" on the envelope. Please enclose the following:

- A completed application form
- Application materials and supplementary documents (SIX print copies and SIX soft copies. Soft copies must be in the form of PDF and saved on a CD).

Application Period

The application period is from **2 July, 2013 to 14 August, 2013**. Any application submitted thereafter will not be assessed.

Timeline





Assessment Criteria and Submission Requirements

Assessment will be made on the organization's achievement in 2012 in the following areas:

Educational	: Entrants must demonstrate that their primary purpose is to educate the public in acquiring and learning to use planning tools, concepts and finance industry knowledge.
Effectiveness	: Entrants must demonstrate how the public benefited from the financial education program(s).
Diversification	: Entrants must show how a wide range of programs and initiatives can help to advocate financial literacy in Hong Kong.
Impact	: Entrants must address the specific needs of the public and achieve desirable outcomes.
Innovative	: Entrants must demonstrate innovative use of resources to deliver creative financial education program(s).
Sustainability	: Entrants must show how the financial education program(s) and their work will impact positively on the community in the long term.
Excellence	: Entrants must demonstrate outstanding character, performance and financial education value towards the community of Hong Kong.

Financial Education Awards 2013

Awards

Objective(s)

To Enter

Children & Youth Category NOTES 1

Excellence in Wise Money Management

To recognize the organization's effort in providing the best education to children and young adults in saving, spending, budgeting and etc.

Excellence in Education Planning

To recognize the organization's effort in promoting the importance of children and young adults.

Financial Competition of the Year

The Award aims to recognize the organization's outstanding achievement in organizing a successful financial competition to raise awareness of financial planning among young adults. The participants of the competition could be primary, secondary or university students.

The following documents should demonstrate how and why your company deserves to win the Award(s):

- Program(s) outline: The outline should clearly describe the achievements and contribution for each related program conducted in 2012.
- Supporting/supplementary documents:
 - Program reports: participant satisfaction survey, program survey, media report, event pictures, etc.
 - Any material backing up the above claims or achievements.

Adults Category

Excellence in Women's Financial Education

Women are earning and controlling more money than ever before. This Award aims to pay tribute to the organization for serving the demands of the financially independent woman. This includes providing unique and relevant information to address their special needs over time.

Excellence in Wealth Management Education

To recognize the organization's effort in promoting the importance of wealth management in fulfilling future life goals.

Excellence in Credit Management Education

Good credit management is vital to your cash flow whether you are running a business or achieving life goals. This Award recognizes the organization's effort in educating the public in the appropriate attitude towards managing income and debt to create a prosperous financial future.

Excellence in Medical & Life Protection Education

To acknowledge the organization's efforts in providing free-of-charge programs and initiatives which best educate and promote medical and life protection.

Excellence in Retirement Planning Education

To recognize the organization's efforts in promoting the importance of retirement planning to the community.

Excellence in Family Financial Planning Education

To pay tribute to the organization's efforts in promoting the importance of family financial education for meeting expectations and needs of all family members.

Best Adult Financial Education of the Year NOTE 2

The Award goes to the organization that has made a significant contribution to advocating public financial education to adults.

The following documents should demonstrate how and why your company deserves to win the Award(s):

- Program(s) outline: The outline should clearly describe the achievements and contribution for each related program conducted in 2012.
- Supporting/supplementary documents:
 - Program reports: Participant satisfaction survey, program survey, media report, event pictures, etc.
 - Any material backing up the above claims or achievements.

The organization scores the highest marks in the above adult awards.

Professional Training & Development Category

Best Professional Training & Development Program

To pay tribute to the organization in developing a comprehensive, innovative and effective training program to its employees.

The Award is open to financial organizations that provide structured training programs in comprehensive content and measurable results.

Documents presented to us should include:

- Training program outline:
 - Clearly describe the objective, curriculum, medium of delivery, number of participants, instructor profile, achievements and contribution for the program conducted last year.
- Supporting / supplement documents:
 - Reports: program survey, evaluation report, program photo, etc.
 - Any material backing up the above claims or achievements.

Please attach six hard copies of teaching materials for the judges' reference.

Professional Training & Development Company of the Year

To pay tribute to the organization's outstanding efforts in providing a series of effective and creative training programs to enhance the professional development of employees in 2012.

The Award is open to all financial organizations that provide professional training and development to employees in financial planning.

The following documents include:

- Overall training strategy and achievements.
- Please list out all related training programs operated in 2012 following the criteria of "Best Professional Training & Development Program".

Publication & Multi-Media Category

Children's Book of the Year

To acknowledge the dedication and commitment of the organization in supporting financial literacy in Hong Kong through production of easy-to-read and practical financial planning books for children and adults.

The Award is open to all organizations (not limited to financial organization) that have published books and publications in 2012 which are accessible to the target readers.

The primary objective of the books and publications is to meet the needs of target readers in financial planning.

The following information should be submitted:

- Name of publication
- Publisher
- Publication date
- Content
- Characteristics
- Distribution channel
- Any materials backing up the above claims or achievements.

Please attach six hard copies for judges' reference.

Adult's Book of the Year

Website of the Year

To acknowledge the organization whose mission is to promote financial literacy in Hong Kong through effective use of a website.

The Award is open to all organizations (not limited to financial organization) that have been running a website in 2012 and that is freely accessible to a public in search of practical financial information and/or advice.

The following information should be submitted:

- Name of website / Owner of website
- Unique concept(s)
- Website content
- User experience
- Number of visitors / hit rates

Financial Mobile Apps of the Year

To acknowledge the organization's efforts in promoting financial literacy among the Hong Kong public through financial planning mobile applications (apps).

The Award is open to all mobile applications running in 2012 in which up-to-date, useful, relevant financial information is easy-to-use and readily available at your fingertips.

The following information should be submitted:

- Name of application
- Name of developer / Name of owner
- Available platforms: iOS / Android/ both
- App content
- Unique concept(s)
- User experience
- Downloading rates
- Any materials backing up the above claims or achievements.

Innovative Educational Game of the Year

To acknowledge the organization whose game demonstrates a high level of innovation and creativity in promoting financial literacy in Hong Kong.

The Award is open to all organizations (not limited to financial organization) that developed and ran an innovative game during 2012 that is freely accessible to the public.

The following information should be submitted:

- Name of game
- Owner of game
- Unique concept(s)
- Program content
- User experience
- Number of users/ participants
- Any materials backing up the above claims or achievements.

Company of the Year

Company of the Year ^{NOTE 2}

The Award goes to the organization that has made a remarkable contribution in "IFPHK Financial Education Awards 2013" in advocating public financial education in Hong Kong.

The organization scores the highest marks in Children & Youth Category (20%), Adults Category (30%), Professional Training & Development Category (20%) and Publication & Multi-Media Category (30%).

Accredited Professional Financial Planning Firm 2013

Accredited Professional Financial Planning Firm 2013

Banking / Insurance /
Independent Financial Advisory

To demonstrate that good financial planning practice is key to success in financial organizations.

This award is open to all financial planning organizations that employ CFP professionals or AFP professionals and can fulfill the following criteria in 2012:

1. A minimum of 50 CFP professionals and AFP professionals are employed; or
2. At least 50% of staff who are engaged in regulated activities are CFP professionals or AFP professionals. The company has at least 10 working staff engaged in regulated activity.

Important Notes:

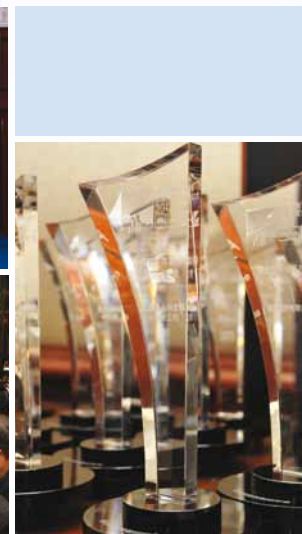
1. "Children" refers to all primary school students. "Youth" means all secondary school, college and university full-time students excluding master and doctoral students.
2. The applicant cannot nominate themselves for "Best Adult Financial Education of the Year" and "Company of the Year", as the winner will be selected by judges among the winners in each related categories.
3. Please refer to the Guidelines and Entry Samples on IFPHK website at www.ifphk.org.
4. Entry to the award(s): please state the award(s) your organization is participating on the application form.

IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm 2012

Event Highlights

The first Awards presentation ceremony held at The Atrium, Island Shangri-La Hong Kong on 20 September, 2012 was attended by over 100 guests.

The General Secretary of the Hong Kong Examinations and Assessment Authority Dr. Tong Chong-sze, graced the event with his presence as Guest of Honour. Other prestigious award presenters included Legislative Council Member (Insurance) Mr. Chan Kin-por BBS, JP, Chairman of IFPHK (2011-2012) Mr. Paul Pong, Sitting Chairman of IFPHK Mr. Steve Chiu, Chief Executive Officer of IFPHK Mr. Dennis Lau, Chief Executive of BOC Group Life Assurance Co. Ltd. and Advisory Council Member of IFPHK Mr. C.F. Choy, Chairman of Hong Kong (SME) Economic and Trade Promotional Association Mr. Simon Cheung and Chief Operating Officer of South China Media Group Ms. Teresa Fung.



Judging Panel

To ensure the fairness and credibility of the Awards, our judging panel is made up of representatives from regulators, the financial services industry, academia and the media.

Judges of the Year 2012 include:

Mrs. Ivy Lai	Director, External Relations, Hong Kong Securities and Futures Commission
Prof. Raymond So	Dean, School of Business, Hang Seng Management College
Mr. Eddie Wang	Senior Advisor, McKinsey & Company and Former President of China Minsheng Bank
Dr. Lo Wing Yan	Vice Chairman, South China Media Group
Mr. Dennis Lau	Chief Executive Officer, The Institute of Financial Planners of Hong Kong

Winning Companies

ageas



Apex 御峰

redefining / standards



中國銀行(香港)
BANK OF CHINA (HONG KONG)

交通銀行
BANK OF COMMUNICATIONS
您的財富管理銀行

convoy 康宏
your finance navigator

HSBC

J.P.Morgan
Asset Management

MORNINGSTAR

PRUDENTIAL
英國保誠

Sun Life Financial
永明金融

IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm 2013 Application Form

- Please complete and return this application form with application materials to IFPHK by post or in person on or before **14 August, 2013**. For applications submitted by mail, the post mark will be taken as submission date.
- The application materials should be in format of printed copy (six copies) and soft copy (six copies, please save files as PDFs on a CD).
- Applicant must state clearly the awards they are participating in and provide relevant information for judging and assessment. Applicant may take the Guidelines and Entry Samples on IFPHK website at www.ifphk.org as reference.
- The application form and supporting / supplementary materials can be written in Chinese or English.
- The information disclosed on the application report including idea and mission, initiatives, facilities, system, program and activities must be conducted or completed between 1 January, 2012 - 31 December, 2012.
- The application must be endorsed by the relevant head of the department. The application materials provided will be used for marking purpose. Applicant shall be liable for any incorrect or missing section from the application materials and may be disqualified if any false information is found.

Please "✓" where appropriate

Section A: Company Information			
Name of Company:			
Industry Sector: <input type="checkbox"/> Banking <input type="checkbox"/> Insurance <input type="checkbox"/> Independent Financial Advisory <input type="checkbox"/> Others (please specify) _____			
Section B: Contact Person			
Name (English):		Title: <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Miss	
Name (Chinese):	Contact Number:	Email:	
Position:		Department:	
Office Address:			
Section C: Awards Application (you may choose more than one item)			
Financial Education Awards 2013			Accredited Professional Financial Planning Firm 2013
Children & Youth Category <input type="checkbox"/> Excellence in Wise Money Management <input type="checkbox"/> Excellence in Education Planning <input type="checkbox"/> Financial Competition of the Year	Adults Category <input type="checkbox"/> Excellence in Women's Financial Education <input type="checkbox"/> Excellence in Wealth Management Education <input type="checkbox"/> Excellence in Credit Management Education <input type="checkbox"/> Excellence in Medical & Life Protection Education <input type="checkbox"/> Excellence in Retirement Planning Education <input type="checkbox"/> Excellence in Family Financial Planning Education	Professional Training & Development Category <input type="checkbox"/> Best Professional Training & Development Program <input type="checkbox"/> Professional Training & Development Company of the Year Publication & Multi-Media Category <input type="checkbox"/> Children's Book of the Year <input type="checkbox"/> Adult's Book of the Year <input type="checkbox"/> Website of the Year <input type="checkbox"/> Financial Mobile Apps of the Year <input type="checkbox"/> Innovative Educational Game of the Year	<input type="checkbox"/> Banking <input type="checkbox"/> Insurance <input type="checkbox"/> Independent Financial Advisory
Note: Applicants cannot nominate themselves for "Best Adult Financial Education of the Year" and "Company of the Year".			
Section D: Company Endorsement (To be completed by department head)			
On behalf of the captioned company, I hereby participate in "IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm 2013", and agree that the information provided on this application form and application materials is intact, accurate and factual. I have read and agreed that IFPHK can use or preserve the information provided. I acknowledged that the media partner of these Awards (" Hong Kong Economic Times ") may contact me in order to coordinate the Awards Presentation Ceremony and related marketing initiatives.			
Signature and Company Chop:		Date:	
Name:		Contact Number:	
Position:		Department:	