

Trade's website displaying licensing related information

For discussion at 14 January 2014
BLG meeting for Recreational Clubs

Background

- Communication with the trade (e.g. BLG) and business facilitation related information are now uploaded to our BFI website - <http://www.gov.hk/en/theme/bf/facilitation/>
- Would like to spread the messages to the trade's members through their websites



Website of the Hong Kong Club Managers' Association (CMA) - current situation

The screenshot shows the homepage of the Hong Kong Club Managers' Association (CMA). The header includes the logo and name in Chinese and English, and the URL <http://www.cmahk.com.hk/eng/>. The navigation menu includes Home, Membership, Conferences, Education, Government, Suppliers and Sponsors, Links, and Contact Us. A dropdown menu under 'Government' shows 'Legislation' and 'Licence'. A red box highlights the 'Government' menu item with the text: "There is a section of 'Government' on CMA website". Below the navigation, there is a large image of a dining table with glasses and plates. To the left, there are links for 'Committees' and 'Categories of Membership', and a 'Contact Us' section with contact details for Neill Morgan, Secretary. To the right, the 'Who We Are' section provides a welcome message and the association's mission statement.

Inadequate information

The screenshot shows the 'Government' section of the CMA website. The navigation menu is at the top, and the main content area features a large image of a harbor with many sailboats. Below the image, the 'Government' section is highlighted, showing a list of links: 'Legislation' and 'Licence'. A red box highlights the 'Legislation' link with the text: "There should be more...". Below the 'Legislation' link, there is a 'Download' button and a link to 'Buildings Energy Efficiency Ordinance (please read attachment to find out more)'. The 'Contact Us' section is visible on the left side of the page.

Inadequate information

Home Membership Conferences Education **Government** Suppliers and Sponsors Links Contact Us

Government

- Legislation
- **Licence**

Licence

A Guide to Application for Liquor Licences in Hong Kong (please see attachment for more details)

Download

-Top

There should be more...

Contact Us


Contact Person:
Neill Morgan, Secretary
Club Managers' Association
of Hong Kong
c/o The Jewish Community
Centre

Address:
70 Robinson Road, One
Robinson Place, Mid-levels,
Hong Kong

Tel: (852) 2589 2601
Fax: (852) 2559 0659
Email:
honsec.hk@gmail.com

Proposal

- Can provide relevant information to CMA for uploading
- Purpose –
 - To enhance accessibility of business facilitation measures and licensing/regulatory requirements by the trade
 - To promote communication between the Government and the trade
- Proposal submitted to CMAHK in end November 2013




Suggested links under “Legislation” (regulations)

Ordinance and regulations -

1. Clubs (Safety of Premises) Ordinance (Cap. 376)
2. Minor Works Control System
3. The Buildings Energy Efficiency Ordinance
4. Mandatory Building Inspection Scheme (MBIS) and Mandatory Window Inspection Scheme (MWIS)

...



Suggested links under “Legislation” (consultation)

Business consultation of new regulatory proposals -

1. New Producer Responsibility Scheme on Glass Beverage Bottles
2. External Lighting “Stakeholders and Public Engagement Exercise”
3. Business Consultation e-Platform

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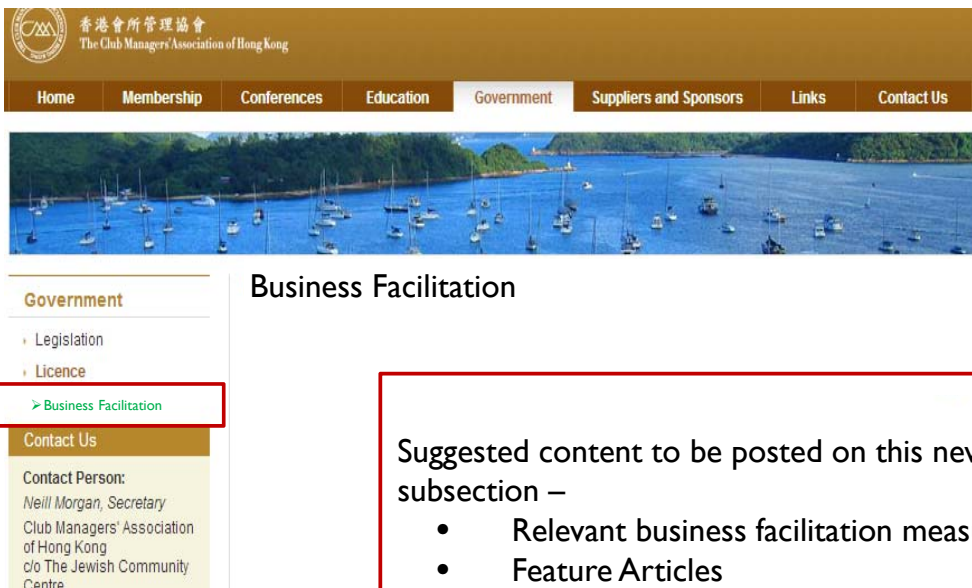
Suggested links under “Licence”

Application guidelines for -

1. Certificate of Compliance
2. Liquor Licence
3. Restricted Food Permit
4. Tree Preservation and Tree Removal
5. Massage Establishment Licence
6. Validation Scheme for Unauthorised Signboards

...

New subsection “Business Facilitation” ?



The screenshot shows the website of the Club Managers' Association of Hong Kong. The header includes the logo and name in Chinese and English. The navigation menu has items: Home, Membership, Conferences, Education, Government, Suppliers and Sponsors, Links, and Contact Us. Below the menu is a banner image of a harbor with many sailboats. On the left sidebar, under the 'Government' section, there is a 'Licence' sub-section with a red box around the '> Business Facilitation' link. Below this is the 'Contact Us' section with contact information for Neill Morgan, Secretary.

Government

- Legislation
- Licence
 - > Business Facilitation

Contact Us

Contact Person:
Neill Morgan, Secretary
Club Managers' Association
of Hong Kong
c/o The Jewish Community
Centre

Business Facilitation

Suggested content to be posted on this new subsection –

- Relevant business facilitation measures
- Feature Articles



Example Links under “Business Facilitation”

Relevant business facilitation measures -

1. BLG Presentation file on “Compensatory Tree Planting on Private Land”
2. Link to “Business Facilitation Initiatives” website

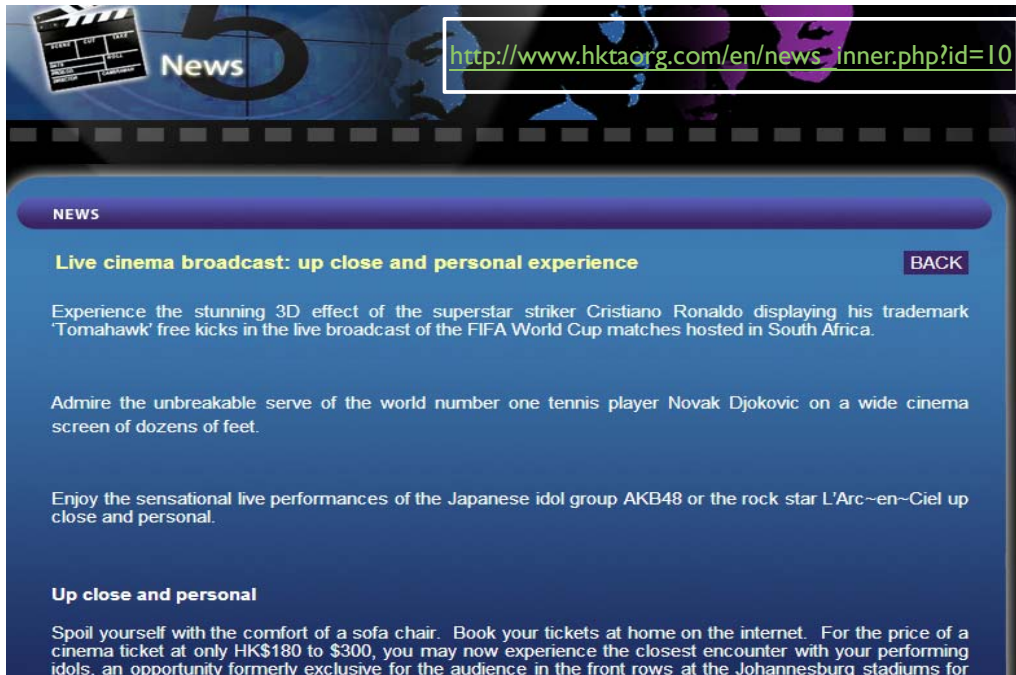
...



Feature Articles for Recreational Clubs ?

- A more attractive way to present the business facilitation measure
- Two examples of other trades ...

Feature article (cinema trade)



The screenshot shows a news article on a website. At the top left is a clapperboard icon with the word "News" next to it. To the right is a URL: http://www.hktaorg.com/en/news_inner.php?id=10. Below this is a blue header with the word "NEWS" in white. The main article title is "Live cinema broadcast: up close and personal experience" with a "BACK" button to its right. The text describes the experience of watching Cristiano Ronaldo and Novak Djokovic on a large cinema screen. It also mentions the Japanese idol group AKB48 and the rock band L'Arc~en~Ciel. A sub-section titled "Up close and personal" discusses the convenience of watching these performances from home.

NEWS

Live cinema broadcast: up close and personal experience [BACK](#)

Experience the stunning 3D effect of the superstar striker Cristiano Ronaldo displaying his trademark 'Tomahawk' free kicks in the live broadcast of the FIFA World Cup matches hosted in South Africa.

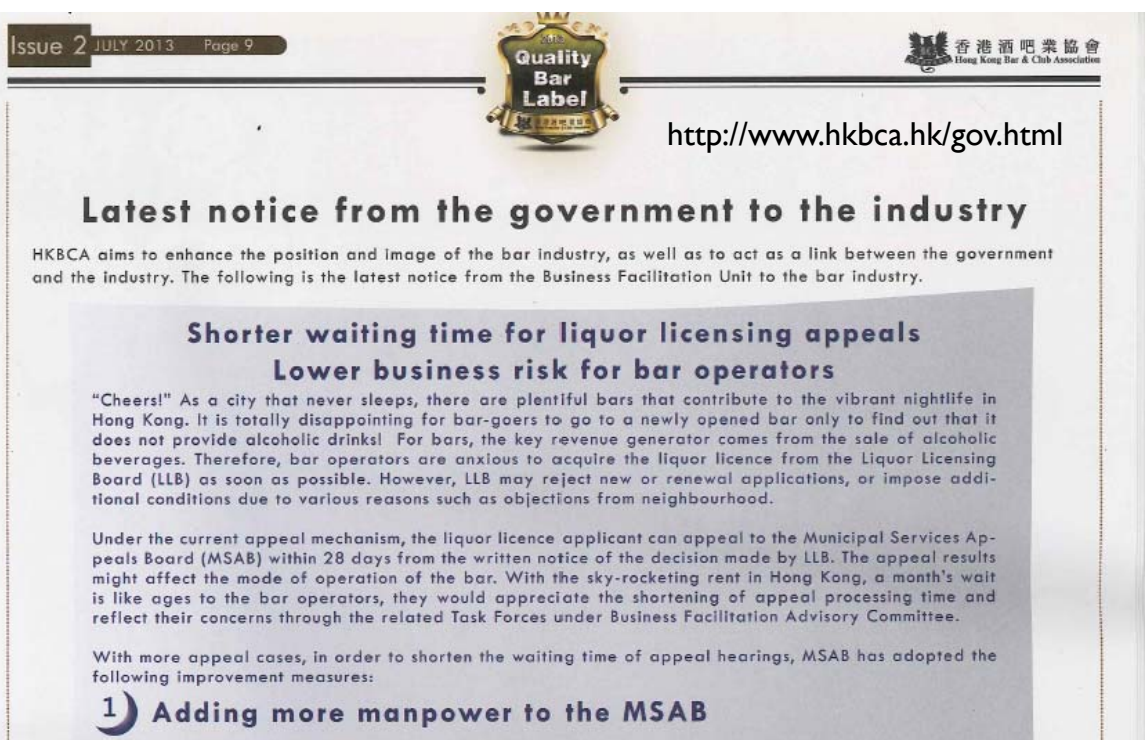
Admire the unbreakable serve of the world number one tennis player Novak Djokovic on a wide cinema screen of dozens of feet.

Enjoy the sensational live performances of the Japanese idol group AKB48 or the rock star L'Arc~en~Ciel up close and personal.

Up close and personal

Spoil yourself with the comfort of a sofa chair. Book your tickets at home on the internet. For the price of a cinema ticket at only HK\$180 to \$300, you may now experience the closest encounter with your performing idols, an opportunity formerly exclusive for the audience in the front rows at the Johannesburg stadiums for

Feature article (bar trade)



The screenshot shows a government notice from the Hong Kong Bar & Club Association (HKBCA). At the top left, it says "Issue 2 JULY 2013 Page 9". In the center is the "Quality Bar Label" logo. To the right is the HKBCA logo and name in Chinese and English, along with the website <http://www.hkbca.hk/gov.html>. The main title is "Latest notice from the government to the industry". The text states that HKBCA aims to enhance the position and image of the bar industry and act as a link between the government and the industry. The notice is from the Business Facilitation Unit. The sub-section title is "Shorter waiting time for liquor licensing appeals Lower business risk for bar operators". The text explains that bar operators are anxious to acquire liquor licenses from the Liquor Licensing Board (LLB) as soon as possible, but LLB may reject applications or impose additional conditions. It mentions that bar operators can appeal to the Municipal Services Appeals Board (MSAB) within 28 days. The notice concludes that MSAB has adopted improvement measures to shorten the waiting time of appeal hearings.

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Quality Bar Label

香港酒吧業協會
Hong Kong Bar & Club Association

<http://www.hkbca.hk/gov.html>

Latest notice from the government to the industry

HKBCA aims to enhance the position and image of the bar industry, as well as to act as a link between the government and the industry. The following is the latest notice from the Business Facilitation Unit to the bar industry.

**Shorter waiting time for liquor licensing appeals
Lower business risk for bar operators**

"Cheers!" As a city that never sleeps, there are plentiful bars that contribute to the vibrant nightlife in Hong Kong. It is totally disappointing for bar-goers to go to a newly opened bar only to find out that it does not provide alcoholic drinks! For bars, the key revenue generator comes from the sale of alcoholic beverages. Therefore, bar operators are anxious to acquire the liquor licence from the Liquor Licensing Board (LLB) as soon as possible. However, LLB may reject new or renewal applications, or impose additional conditions due to various reasons such as objections from neighbourhood.

Under the current appeal mechanism, the liquor licence applicant can appeal to the Municipal Services Appeals Board (MSAB) within 28 days from the written notice of the decision made by LLB. The appeal results might affect the mode of operation of the bar. With the sky-rocketing rent in Hong Kong, a month's wait is like ages to the bar operators, they would appreciate the shortening of appeal processing time and reflect their concerns through the related Task Forces under Business Facilitation Advisory Committee.

With more appeal cases, in order to shorten the waiting time of appeal hearings, MSAB has adopted the following improvement measures:

- 1) Adding more manpower to the MSAB**



Thank You!