

Appendix

Strategy: Adopting good people management policies in the workplace

| (i) Name of the measure | (ii) Government department / Organisation responsible for implementing the measure | (iii) Service quota (if applicable) | (iv) Period of implementation (including the start and the end dates) | (v) Amount of government funding | (vi) Anticipated results | (vii) Evaluation indicators |
|--|---|--|--|--|--|--|
| Foster discussion through the established platform, including the Tripartite Committee (TC) on Retail Trade and Human Resources Managers Club (HRMC) on Retail Trade | Labour Department (LD) | All members of the TC on Retail Trade and the HRMC on Retail Trade may participate | On-going | Existing resources. No separate breakdown of expenditure | The measures can enhance receptiveness of good people management practices in the retail trade | Feedback from participants |

Strategy: Providing recruitment, employment and placement services more targeted at the retail industry

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|--|---|-------------------------------|--|---|--|-----------------------|
| Name of the measure | Government department / Organisation responsible for implementing the measure | Service quota (if applicable) | Period of implementation (including the start and the end dates) | Amount of government funding | Anticipated results | Evaluation indicators |
| Set up a dedicated webpage on retail jobs at LD's Interactive Employment Service website | LD | Not Applicable | To roll out in Q2 to Q3 of 2014, on-going | The expenditure for devising the webpage will be absorbed within LD's operating costs. No separate breakdown of expenditure | It is expected that a dedicated webpage at the Interactive Employment Service website, which enjoys high popularity, will help promote the vacancies from the retail industry to job seekers | No. of views |

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|---|--|---|---|--|--|---|
| Name of the measure | Government department / Organisation responsible for implementing the measure | Service quota (if applicable) | Period of implementation (including the start and the end dates) | Amount of government funding | Anticipated results | Evaluation indicators |
| Organise large scale and district-based job fairs for the retail industry | LD | To organise four large-scale dedicated job fairs and 100 district-based dedicated job fairs for the retail industry in 2014-15, and consider enhancement afterwards | From Q2/2014 to March 2017 | Existing resources. No separate breakdown of expenditure | Through these recruitment activities, it is expected that retail job vacancies will be brought closer to job seekers in the locality so that they can make applications to various employers at the same time. The activities also provide a convenient and effective platform for employers of the retail industry to recruit staff on the spot, with a view to helping them fill the vacancies as soon as possible | <ol style="list-style-type: none"> 1. No. of visitors 2. No. of vacancies |

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|--|--|---|---|--|--|--|
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| Enhance and expand retraining services | Employees Retraining Board (ERB) | <p>In 2014-15, ERB has reserved a total of 2 000 training places for the six placement-tied courses and 20 “Skills Upgrading Scheme Plus” courses for the retail industry</p> <p>ERB to consult its “Industry Consultative Network for the Retail Industry” on the manpower and training needs of the retail industry</p> | <p>On-going</p> <p>On-going</p> | In 2014-15, the estimated expenditure for the training courses for the retail industry is about \$10 million | To assist interested persons to join the retail industry and to assist practitioners to enhance their skills | A set of key performance indicators including the capacity utilisation rate (benchmarked at 85 per cent), attendance rate (benchmarked at 80 per cent) and placement rate (benchmarked at 70 per cent) |

Strategy: Strengthening vocational education and training on retail and promoting retail work experience for students

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|--|---|--|--|--|--|--|
| Name of the measure | Government department / Organisation responsible for implementing the measure | Service quota (if applicable) | Period of implementation (including the start and the end dates) | Amount of government funding | Anticipated results | Evaluation indicators |
| Encourage major vocational education and training providers to apply the Specification of Competency Standards (SCS) developed by the Retail Industry Training Advisory Committee (ITAC) in developing training programmes | EDB | Not Applicable | On-going | Existing resources. No separate breakdown of expenditure | Vocational education and training providers will develop SCS-based training programmes where applicable | The number of programmes developed based on the SCS of the retail industry |
| The Vocational Training Council (VTC) to launch pilot QF-pegged programmes - Pilot Earn-and-Learn Scheme | VTC | An initial estimation of 1 500 student-workers | New cohort in each academic year 2014/15, 2015/16 and 2016/17 | \$70 million, mainly for offering each student-worker a monthly allowance of an average of \$2,000, and some \$5 million is earmarked for improving facilities | These programmes dedicated to the retail industry will not only provide extra pairs of hands, the recognised qualifications would also help uplift the professional status of practitioners in the retail industry, hence improved staff recruitment and retention within the industry | Enrolment number and graduation number |

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|---|---|--|--|--|---|---|
| Apply the training-cum-work mode in implementing the traineeship scheme (the Scheme) in the retail industry | VTC | 180 in 2014-15 | To be launched in 2014-15 | In 2014-15, the Government will provide about \$20 million in total to VTC to implement the Scheme in services industries including retail | The Scheme will enable trainees interested in joining the retail industry to acquire the related skills more effectively and provide sustainable manpower to the industry | Enrolment number and graduation number |
| Suggest all post-secondary institutions to monitor the medium-term demand for top-up degree / senior year places of first degree programmes from retail employees, plan well ahead for appropriate programmes to meet the needs as may be identified; and to work with retail employers to see how best to take forward the idea of providing retail work experience to students at large as part of their learning | EDB | Not Applicable | EDB has written to post-secondary institutions, and will line up an experience sharing session for representatives of the retail industry, Retail ITAC and post-secondary institutions in Q2 of 2014 | Existing resources. No separate breakdown of expenditure | The post-secondary institutions will monitor the medium-term demand for top-up degree / senior year places of first degree programmes from retail employees and plan ahead; and will work with retail employers to see how best to take forward the idea of providing retail work experience to students at large | Feedback of post-secondary institutions and the retail industry |

Strategy : Raising the retail industry's image

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|---|---|-------------------------------|--|--|--|--|
| Name of the measure | Government department / Organisation responsible for implementing the measure | Service quota (if applicable) | Period of implementation (including the start and the end dates) | Amount of government funding | Anticipated results | Evaluation indicators |
| Plan to work with the Hong Kong Retail Management Association and other retail industry players in rolling out a three-year publicity campaign to raise the retail industry's image | Commerce and Economic Development Bureau | Not applicable | 2014-15 to 2016-17 | \$10 million | To build a positive image of the industry. This would encourage more youngsters to pursue a career in the retail industry and help attract the return of those who used to be retail practitioners, and tap manpower from latent pools | Undertake perception surveys at different stages to identify specific image problems and review the effectiveness of the initiatives |
| Retail ITAC to work with the employers and vocational education and training providers to promote to the public the career prospects and opportunities for further training of retail practitioners | EDB | Not Applicable | On-going | Existing resources. No separate breakdown of expenditure | | |
| Feature retail industry in concert with life planning education activities for secondary schools | EDB | Not Applicable | On-going starting from 2014/15 school year | Existing resources. No separate breakdown of expenditure | To enrich the knowledge of secondary students and teachers about the latest information and development prospects of the retail industry | Feedback of participants |

Strategy: Managing retail manpower demand through enhancement in productivity

| (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) |
|--|---|-------------------------------|--|------------------------------|---|---|
| Name of the measure | Government department / Organisation responsible for implementing the measure | Service quota (if applicable) | Period of implementation (including the start and the end dates) | Amount of government funding | Anticipated results | Evaluation indicators |
| Roll out a Retail Technologies Adoption Fund for Manpower Demand Management (RTAF) | Hong Kong Productivity Council (HKPC) | About 1 000 enterprises | Invite applications by end 2014 until funding is fully committed | \$50 million | Enhancing the productivity of retail operations of beneficiary enterprises, managing their manpower demands and also improving working conditions of workers. The proposed RTAF should have a demonstration effect to similar retail operations of the beneficiary enterprises as well as other enterprises, encouraging investments and wider adoption of different technologies by the industry. The proposed RTAF should also promote the development of the technology industry | Upon completion of all approved projects, the HKPC will provide an evaluation of the overall effectiveness of the proposed RTAF |