



# **HR Excellence Awards 2025-26**

## **Awards Briefing and Sharing Session**

**Date: 9 April 2025**

**Time: 4:30 pm – 6:30 pm**

# Introduction of HR Excellence Awards 2024/25



## **Ms Theresa Lui**

- Vice President, HKIHRM
- Chairperson, Organising Committee of HR Excellence Awards 2024/25 & 2025/26
- Chief People Officer, Chow Tai Fook

# About HKIHRM



Established for over 47 years, as the major HR institution in Hong Kong, our mission is to advocate and promote professional HR practices to HR leaders and other stakeholders in society.



HKIHRM is represented by leading HR professionals from major corporations and commands a membership base of close to 500 corporate members and 4,500 individual members.



HKIHRM is committed to develop, maintain and enhance professional human resource management standards.

# About the Awards



## 2024/25 Highlights

**~200**  
Entries

**500+**  
Participants at  
the Ceremony

**80+**  
Companies  
Participating



# Our Award Winners

**Dah Chong Hong Holdings Limited** 6,595 followers  
#DCH wa Award, "a 2024/25 ceremony Division, i

**Swire Properties** 78,859 followers  
A hug our el These pre talent, an strategies and dedic Thank you HR and st to reach r

**Starbucks Coffee Hong Kong** 4,116 followers  
We are t Award (f 2024/20 partners generati It was ar Gala Din and pee prestigic See a Just w React Join L (https: #Starbu

**HAECO** 76,382 followers  
We are deligh Excellence Aw Award for Em Awards and recognitions always bring a special sense of pride and satisfaction. But for our Human Resources team, today's HKIHRM HR Excellence Awards 2024-25 event was even more special. We won three Grand Awards (Elite) and three Grand Awards (Merit) from the esteemed [HKIHRM] Hong Kong Institute of Human Resource Management. Prudential Hong Kong adopts a future-ready approach to nurturing talents and empowering employees, banking on modern tools, scientific methods and inclusive policies. What's more, our people management practices take full advantage of AI, Big Data and Predictive Intelligence – which not only ensure better objectivity, but also empower people managers to lead their teams with empathy and impact. Callister Koh, our Chief Human Resources Officer, thanked the city's HR professionals' body for recognising our efforts and added, "from developing talents to leveraging innovation and technology, driving inclusion to caring for employee wellness, we strive to make Prudential a truly inspiring and empowering workplace for talents." The Elite recognitions we received include 1) Grand Award for Talent Management, 2) Grand Award for HR Digitalisation, and 3) Grand Award for Diversity & Inclusion. Our three Merit awards include 1) Grand Award for Innovation, 2) Grand Award for Employee Experience, and 3) Grand Award for Employee Wellness. #PrudentialHongKong #BestPlaceToWork #EveryLifeEveryFuture #EmployerBrand

**AXA Hong Kong and Macau** 35,731 followers  
[#EmployeeExperience] We are proud to share that AXA has won the Grand Award of E

**MSIG Hong Kong** 3,038 followers  
This accol HUMA by launch in 2 interact an also serves company n

**PURE Group** 9,443 followers  
Foster and th were l Inclus a wori We are delig Excellence A Institute of I and Culture With z offer z prefer z These accol a culture c environm

**Chow Tai Fook Jewellery Group** 19,100 followers  
Last Friday we celebrated these accomplishments. As we celebrate and health

**Jepsen Group** 18,435 followers  
Big Wins for Jepsen Group at the 2024/25 HKIHRM HR Excellence Awards!

**MTR Corporation Limited 香港鐵路有限公司** 96,440 followers  
We value our people and are honoured to receive 13 prestigious awards at the HR Excellence Awards 2024/25, organised by the Hong Kong Institute of Human Resource Management. These accolades recognise our commitment to fostering a supportive workplace and innovative HR strategies that drive business success. Each award i that inspires and dedicati continue to : As we celebr redefine the industry To our team, journey. Tog inclusivity, ai

**Accenture** 13,000,841 followers  
We're hoi 2,600 Pec Human R

**Neufast** 2,894 followers  
Our Prog behavior we're doi leadershi

**BIPO** 41,414 followers  
Double the honours at this year's [HKIHRM] Hong Kong Institute of Human Resource Management HR Excellence Awards 2024/25: #Agen

**Jobsdb Hong Kong** 15,670 followers  
Celebration Our 2nd Year as the Most Popular Recruitment Platform!

**FSE Lifestyle Services Limited** 790 followers  
FSE Lifestyle and 2 Business Units obtain HKIHRM HR Excellence Awards FSE Lifestyle Services Limited (FSEL) and its business units, FSE Engineering Group Ltd. (FSEL) and Nova Insurance Consultants Limited (Nova), have respectively been honored with the HR Excellence Awards 2024/2025, presented by the [HKIHRM] Hong Kong Institute of Human Resource Management (HKIHRM). The Awards Presentation Ceremony cum Gala Dinner was held today (2 8 February) at the Grand Ballroom of the Hong Kong Ocean Park Marri ott Hotel. The awards we received are: #FSEL Merit Award in the Community Caring category, recognizing our commitment to the well-being of the community and our excellence in promoting social responsibility and ethical business practices. #FSEL Elite Award in the Age-Friendly Workplace category, acknowledging our initiatives to promote age diversity and inclusion through effective policies and practices. #Nova Good Practice Award in the Employee Happiness category, highlighting our purposeful approach to fostering a positive workplace culture where employees feel valued and find meaning in their work. These awards celebrate our achievements in cultivating a culture of equality and enjoyment in the workplace while actively fulfilling our social responsibilities. As a people-oriented conglomerate, FSE Lifestyle and all our business units are dedicated to engaging our employees as a cohesive team, committed to delivering the highest quality services to our clients. #FSELifestyle #FSEL #Nova #HKIHRM #Awards #HR #Exculture #Business #ESG #Workplace #Socialresponsibility

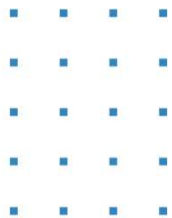


# **HR Excellence Awards 2025/26**

## **Eligibility & Awards Category**

# Eligibility

- ✓ Open to organisations from any sector or size that operate business in Hong Kong and other GBA cities or Asia-Pacific areas
- ✓ Participants may apply for different awards of each category and compete for more than one category
- ✓ Entrants may compete for more than one award category and are allowed to submit more than one entry under each award category. The initiative/project should have been implemented in the past 24 months (namely **between 1 April 2023 and 31 March 2025**) with proven results and quantifiable achievements



# Awards Categories



Organisational  
Grand Awards



HR Service Provider



Organisational  
Sub-Category Awards



GBA



HR Team



NGO



Individual



SME





# Awards categories

Organisational Category	
<b>8 Grand Awards</b>	Diversity & Inclusion
	Change Management
	Employee Experience
	Employee Wellness
	ESG Initiatives
	HR Digitalisation
	Innovation
	Talent Management
<b>17 Sub-Category Awards</b>	Age-Friendly Workplace Award
	Best Workplace Award
	Community Caring Award
	Corporate Governance Award
	Disability-Friendly Employment Award
	Employee Benefits Award
	Employee Happiness Award
	Employer Branding Award
	Family-Friendly Practices Award
Gen Z Attraction Award	
Green Achievement Award	
HR Analytics Award	
Learning & Development Award	
Learning Technology Award	
Management Trainee Programme Award	
Talent Acquisition Award	
Talent Policy Pioneer Award <b>[New]</b>	

# Awards categories

## HR Service Provider Category

ESG Provider Award
Executive Development Programme Provider Award
Innovation Provider Award
Learning & Development Provider Award
Mobility Provider Award
Payroll Provider Award
Talent Acquisition Provider Award
The Most Popular Recruitment Platform Award
Wellness Provider Award

## GBA Category and NGO Category

Change Management Award
Diversity & Inclusion Award
Employee Experience Award
Employee Wellness Award
Employer Branding Award
ESG Initiatives Award
HR Digitalisation Award
Innovation Award
Talent Management Award

## SME Category

Employee Experience Award
Employee Happiness Award
Family-Friendly Practices Award
Innovation Award

## HR Team Category

Outstanding HR Team Award
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## Individual Category

HR Professional Award
Rising Star Award

# Awards Categories

Organisational  
Grand Awards

Organisational  
Sub-Category  
Awards

**Compulsory additional requirement:**

Organisations must possess with business registration and operation in the GBA cities including **Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan, Zhongshan, Jiangmen, Huizhou, and Zhaoqing** as well as Macao), excluding Hong Kong.

HR Service  
Provider

**GBA**

**NGO**

**SME**

**HR Team**

**Individual**

# Awards Categories



Organisational  
Grand Awards

Organisational  
Sub-Category  
Awards

**Compulsory additional requirement:**  
Manufacturing enterprises with <100 employees or  
non-manufacturing enterprises with <50 employees.

HR Service  
Provider

GBA

NGO

SME

**Compulsory additional requirement:**  
Organisations that are on the list of  
charitable institutions and trusts of a public  
character, which is exempt from tax under  
section 88 of the Inland Revenue Ordinance

HR Team

Individual

# Individual Category



## HR Professional Award

*(at the Managerial, Executive,  
or Leadership level)*

## Rising Star Award

*(at the Technical or Professional  
level)*

Nominated by the Executive Council of the HKIHRM

### **Special Notes:**

1. Candidate(s) with at least **1 year** of working experience in the HR profession
2. Candidates(s) should **remain in the same organisation** during the interview period
3. Each organisation can endorse a **maximum of 3** candidates
4. Candidates(s) need to attach a **nomination letter** and other required supporting documents

# Excellent Employer of the Year



FREE

Will be granted to organisations that meet the following criteria:

1. Submitting a **minimum of 1 entry** in the Organisational Category – **Grand Awards** and receiving **at least 1 Elite Award or higher**; and
2. Submitting a **minimum of 2 entries** in the Organisational Category – **Sub-Category Awards** and receiving **at least 2 Elite Awards or higher**

\*Organisations meeting all of the above criteria will automatically be eligible for this award.

The results will be communicated in Q4 2025.

# Three-year Recognition Award



**NEW**

- **Free entry** for organisations meeting the criteria
- Recognising organisations that have achieved **Excellence / Elite / Merit** across any category for three consecutive years from 2023/24 edition onwards.

**\*Organisations meeting all of the above criteria will automatically be eligible for this award. The results will be communicated in Q4 2025.**

# Talent Policy Pioneer Award



NEW

- The award recognises an organisation that actively engages with and supports existing **public talent policies and schemes**. Entries should demonstrate a strong commitment to fostering a skilled workforce in **alignment with the latest public manpower policies**.
- The scope of entry can include a wide range of HR policies and practices, thought leadership, and community engagement initiatives. This includes efforts to build Hong Kong into **an international talent hub** for high-calibre talent, support family-friendly workplace practices, upskill and reskill the workforce, promote diversity and inclusion in talent development, and implement innovative recruitment and retention strategies.



# Assessment & Judging

- Organizational Category – Grand Awards
- HR Service Provider Category
- GBA Category
- NGO Category
- SME Category
- HR Team Category
- Individual Category

Project Summary Submission

## Assessment by Associate Assessor

### Final Interview

TWO highest scoring candidates will be invited to the Final Interview

Finalists will be invited for a 15-minute interview with the Judging Panel, including a 10-min presentation and 5 min for Q&A

### Awards Presentation

Winners will be honoured with one of the below awards:

- Excellent Award
- Elite Award
- Merit Award
- Professional Practice

Project Summary Submission

## Assessment by Associate Assessor

Assessor / Judging Panel will evaluate each entry based on the submitted Project Summary.

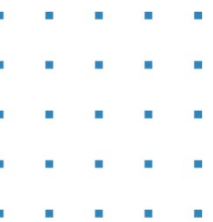
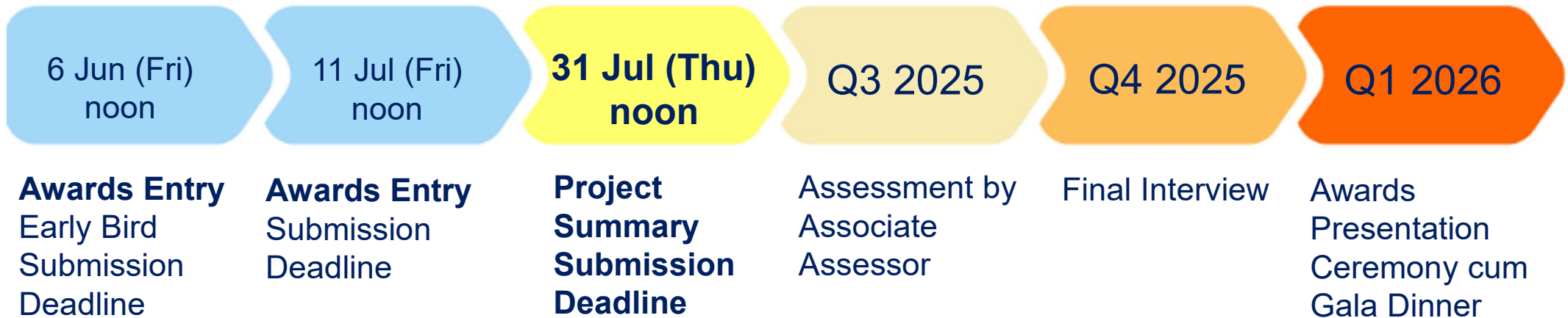
### Awards Presentation

Winners will be honoured with one of the below awards:|

- Excellent Award
- Elite Award
- Merit Award
- Good Practice

## Organizational Category – Sub-Category Awards

# Milestones



# Entry Fee



Category	Early Bird (until 6 June 2025) per entry		Regular (7 June – 11 July 2025) per entry	
	HKIHRM Member	Non- Member	HKIHRM Member	Non- Member
Organisational Category Grand Awards	<b>HK\$11,000</b>	HK\$15,200	<b>HK\$13,800</b>	HK\$17,600
Organisational Sub-Category Awards / HR Service Provider Category / GBA Category / HR Team Category Individual Category /	<b>HK\$7,500</b>	HK\$13,200	<b>HK\$11,000</b>	HK\$15,200
NGO Category / SME Category	<b>HK\$3,250</b>	HK\$5,500	<b>HK\$4,000</b>	HK\$6,500



# Judging Criteria



## Organisational Category-Grand Awards / GBA Category / HR Team Category / NGO Category / SME Category

### Part 1: Methodology of the initiative/ project (25%)

- Core concept
- Project objectives and expected goals
- Ethical practice which demonstrates the underlying value of the organization

### Part 2: Execution of the initiative/project (35%)

- Approach used to deliver the message of the initiative/project and its effectiveness
- Management of stakeholders' expectations

### Part 3: Achievement and outcome (35%)

- Intangible and quantifiable outcome evaluation
- Contribution to business performance and stakeholders of the organization

### Part 4: Creativity and innovation (5%)

- Idea and implementation to foster organisational flexibility and competitive advantages

For other categories,  
please refer to the  
Entry Guide

# 5 Tips for Writing a Winning Entry



## UNDERSTAND THE CRITERIA

Carefully read the award criteria and ensure your entry addresses each requirement clearly.



## BE CLEAR AND CONCISE

Use straightforward language and get to the point. Avoid unnecessary complexity.



## CRAFT A NARRATIVE

Highlight your journey, challenges and successes. Emphasise innovative approaches or significant results.



## PROVIDE EVIDENCE

Support your claims with data, examples, and testimonials that demonstrate your achievements and impact.



## REVIEW AND EDIT

Proofread your entry for clarity and correctness. Consider seeking feedback from colleagues to enhance its quality.

# Dos and Don'ts



DO'S

1. **Fully study the entry guide**, particularly on Awards definition and judging criteria, before application submission.
2. Nominate a staff as the **key contact person** for the Award entry, from submission to assessment.
3. Submit entry(ies), settle payment and project summary **ON TIME**
4. Supplementary information, including charts, tables, photos, and YouTube links, is allowed and should be included in the Project Summary form. The total number of photos and graphics must not exceed 10.
5. Ensure thorough rehearsal if you are invited to participate in the final interview.
6. Time control is one of the keys to success. Make sure reserve 5 minutes for Q&A during the final interview.



DON'TS

1. Exceed word limit.
2. Misinterpret the award definitions and submit the entry to the wrong category.
3. Any false or misleading information will result in disqualification.

