



# ISCM

Awards  
2021

## Entry Guideline

Submission Deadline  
30 June 2021

Presentation Ceremony  
November 2021



[www.iscmawards.com](http://www.iscmawards.com)



# 1

Best Shopping Centre  
(New Development & Launch/  
Renovation & Relaunch)

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# 2

Best Retail Marketing and  
Promotion Campaign

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# 3

Best Retail Leasing Team

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# 4

Best Property  
Management Team

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# 5

Best Corporate  
Social Responsibility Project

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## ISCM Awards 2021

Shopping centres are at the heart of Hong Kong culture, and are a major driving force behind the city's reputation as Asia's top shopping hub. They are places of commercial competition, but also of community wherein friends and families seek leisure and entertainment.

As essential as shopping centres are to the community, the work of retail property professionals – such as retail property management teams, leasing and marketing teams, and retailers – plays a crucial role in providing people with top-notch shopping experiences. Recent trying times, with social unrest and the unpredictable pandemic, have tested our industry like never before.

Therefore, the **ISCM Awards 2021** is the first ever awards initiated by professional society and recognised governing body, the Institute of Shopping Centre Management (ISCM). The first annual ISCM Awards is themed, "**The Proven Strengths of Asia's Shopping City: Hong Kong**", as to showcase and express gratitude to Hong Kong's finest retail property management teams, projects and retailers for their contributions to the shopping centre industry, standards and culture. Ultimately, ISCM hopes to unite everyone's invaluable efforts to overcome adversity and strengthen Hong Kong's position as Asia's shopping capital.

## JURY PANEL



**Sr Honby CHAN**  
President  
**Hong Kong Institute of Real Estate Administrators**



**Dr Michael CHAN**  
Honorary Chairman  
**Hong Kong Institute of Marketing**



**Mr S K CHEONG**  
Deputy Chairman  
**The Hong Kong Management Association**



**Mr Kevin CHEUNG**  
General Manager (Regulatory)  
**Property Management Services Authority**



**Prof CHIU, Rebecca L.H. MH, JP**  
Professor  
**Department of Urban Planning & Design**  
Director  
**Centre of Urban Studies and Urban Planning**  
**The University of Hong Kong**



**Ar Donald CHOI Wun Hing**  
President  
**Hong Kong Institute of Architects**



**Mr CHUA Hoi-wai**  
Chief Executive  
**The Hong Kong Council of Social Service**



**Dr Lobo FUNG**  
President  
**Hong Kong Institute of Certified Property Managers**



**Ms HO Wing Yin, Winnie, JP**  
Director  
**Architectural Services Department**



**Prof Eddie Chi Man HUI, MH**  
Professor of Department of Building and Real Estate  
**The Hong Kong Polytechnic University**



**Mr Baldwin KO**  
Chairman  
**Institute of Shopping Centre Management**



**Dr Jane LEE Ching-ye, JP**  
Chairperson  
**Social Innovation and Entrepreneurship Development Fund Task Force**  
Director  
**Hong Kong Sheng Kung Hui Welfare Council Limited**



**Mr Francis NGAI**  
Founder and Chief Executive Officer  
**Social Ventures Hong Kong**



**Ms PANG Melissa Kaye, BBS, MH, JP**  
Vice-Chairman  
**Agency for Volunteer Service**



**Mr Kyran SZE**  
Chairman  
**Hong Kong Chapter, Chartered Association of Building Engineers**

## SUPPORTING ORGANISATIONS



**Chartered Institute of Housing Asian Pacific Branch**  
英國特許房屋經理學會亞太分會



**THE UNIVERSITY OF HONG KONG 香港大學**  
**faculty of architecture 建築學院**  
Department of Urban Planning and Design  
城市規劃及設計系  
Centre of Urban Studies and Urban Planning  
城市研究及城市規劃中心



**香港地產行政師學會**  
HONG KONG INSTITUTE OF SURVEYORS



**HONG KONG INSTITUTE OF CERTIFIED PROPERTY MANAGERS**  
香港物業管理師學會



**The Hong Kong Institute of Facility Management**  
香港設施管理學會



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Hong Kong Design Centre  
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**THE HONG KONG INSTITUTE OF SURVEYORS**  
香港測量師學會



**HKMA**  
The Hong Kong Management Association  
香港管理專業協會



**HKRMA**



**HONG KONG TOURISM BOARD**  
香港旅遊發展局



**IDRMI** 國際爭議解決及風險管理協會  
International Dispute Resolution & Risk Management Institute



**IFMA Hong Kong Chapter**  
International Facility Management Association



**InvestHK**



**THE HONG KONG POLYTECHNIC UNIVERSITY**  
香港理工大學



**DEPARTMENT OF BUILDING & REAL ESTATE**  
建築及地產系  
INTERNATIONAL · COLLABORATIVE · CONSTRUCTION

## (A) AWARDS CATEGORIES

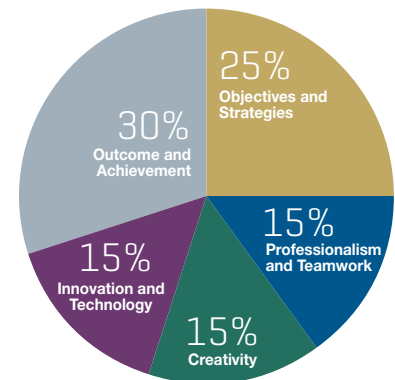
The ISCM Awards 2021 is open for nominations under the following five categories:

CATEGORIES	NOMINATION REQUIREMENTS
1) Best Shopping Centre (New Development & Launch/Renovation & Relaunch)	<ul style="list-style-type: none"> <li>Nominated development must be a newly developed or renovated shopping centre. Nomination must satisfy the completion date requirement specified under (E)2 Eligibility.</li> <li>Nominees must be property developer(s), owner(s), or agent.</li> <li>Nomination must display the design advantage of their new shopping centre or newly renovated and/or relaunched shopping centre.</li> <li>The newly developed and/or renovated shopping centre should demonstrate new space planning, landscape design, innovation, amenities, with a focus on architectural and interior design.</li> </ul>
2) Best Retail Marketing and Promotion Campaign	<ul style="list-style-type: none"> <li>Nominated team may be the in-house marketing team, retailers, or an outsourced marketing service provider of the property owner as specified under (E)1 Eligibility.</li> <li>Nominated team must display a successful campaign initiative that integrates both online and offline channels, resulting in growth of sales, improved customer service, increased footfall, and exploit new growth opportunities.</li> <li>The campaign and achievement must satisfy the completion time requirement under (E)2 Eligibility.</li> </ul>
3) Best Retail Leasing Team	<ul style="list-style-type: none"> <li>Nominated team's major functions must be selling, leasing, managing and/or acquiring retail properties.</li> <li>Nomination must display leasing capabilities through one case study.</li> <li>Nomination must follow time requirement specified under (E)2 Eligibility.</li> </ul>
4) Best Property Management Team	<ul style="list-style-type: none"> <li>Nominated team may be the in-house team or a service provider of the property owner as specified under (E)1 Eligibility.</li> <li>Nomination must display the management team's yield generating assets, such as overall maintenance, administration, rent collections, financial sustainability, security, technology, community and communications.</li> </ul>
5) Best Corporate Social Responsibility Project	<ul style="list-style-type: none"> <li>Nominee may be a developer, the in-house team, retailers, or service provider of the property owner as specified in (E)1 Eligibility.</li> <li>Nomination project must display practice of corporate social responsibility values in specific campaign and/or activities, such as community engagement, sustainability achievements, and/or volunteering service.</li> <li>The project must satisfy the completion time requirement under (E)2 Eligibility.</li> </ul>

## (B) JUDGING CRITERIA

### 1. Objectives and Strategies (25%)

- o Define what challenge the project needs to solve, and how the intended solution will address it over the short, medium and long terms.
- o Outline the strategy used to achieve the cited objectives, with a focus on actions taken, deliverables, and timeline.
- o Provide a clear rationale for the strategy, with relation to the company's strengths and weaknesses, available resources, unique advantages, market intelligence, and any other factors that would inform it.



### 2. Professionalism and Teamwork (15%)

- o Demonstrate how professional expertise and best practice (relevant to the chosen category) has been applied to the strategy and solution. Cite any specific processes or industry standards where suitable.
- o Outline the team structure for the project, why it works, and what measures were taken to ensure team cohesiveness (e.g. morale, overcoming difficulties), effectiveness, and productivity.

### 3. Creativity (15%)

- o Demonstrate how the objectives and/or parts of the strategy used are unique or more effective than others in the industry.
- o Being able to cite specific examples of why a submitted solution (or parts of it) is different from industry norms will be a plus.
- o This can include anything from visual presentation and promotional messaging, to technical decisions at a structural level in development (subject to the category). It is on the nominee to justify why the area they chose to highlight was valuable for the outcome.

### 4. Innovation and Technology (15%)

- o Outline any newer or innovative technologies used in the project's strategy.
- o Elaborate on why the technologies being mentioned were good for the outcome.
- o Use of technology in place of older or more traditional methods (where suitable).

### 5. Outcome and Achievement (30%)

- o Summarize the goals/KPI achieved by the strategy while referencing the original objectives.
- o Both qualitative and quantitative results and achievements will be considered.
- o A separate section explaining sustainability/environmental outcomes will be a plus.

## (C) AWARD TYPE

AWARD TYPE	DESCRIPTION
Grand Awards*	There will be a Grand Award Winner(s) for each nomination category. This is the highest recognition to projects at the category level.
Certificate of Excellence*	There will be recognition of excellence(s) for each nomination category.
Certificate of Merit*	There will be recognition of merit(s) for each nomination once the entry is identified as a finalist.

\* ISCM reserves the right not to bestow an award if the Jury Panel deems that no nomination is worth receiving that particular award. The decision of the Jury Panel shall be final.

## (D) SCHEDULE

DATE	KEY MILESTONE
22 February 2021	Nominations Open
30 June 2021	Nominations Close
July 2021 – August 2021	Judging Process
6 August 2021	Finalists Announcement
November 2021	ISCM 18th Anniversary Annual Dinner and Awards Presentation Ceremony Award winners will be officially announced at the Awards Presentation Ceremony

## (E) ELIGIBILITY

1. All categories are open to any retail and shopping centres based in Hong Kong. Entries can be submitted by shopping centre owners, developers, management companies, retailers, architects, designers, property agents, and in-house/outsourced service providers. Work done by advertising agencies, consulting firms and other marketing firms should be covered by the Marketing Category entries entered by a recognised shopping centre owner, developer and/or management company.
2. Nominated project(s) or campaign(s) or work(s) must have been conceptualised and carried out in Hong Kong for the Hong Kong market or for a regional market that includes Hong Kong within the period from **1 January 2018 to 31 December 2020** (both dates inclusive). Entries should reflect results achieved in the submission.
3. Each company may submit more than one nomination for each category.
4. The Jury Panel's decision on eligibility of the nominations shall be final and is non-appealable. The decision of the Jury Panel shall be final for the award assignments.
5. ISCM reserves the ultimate right to make final and binding decisions on the eligibility of all applications.
6. ISCM reserves the right to not bestow an award if the Jury Panel deems that no nomination has earned an award.

### Notes:

1. All submissions must be written in proficient English.
2. ISCM reserves the right to reproduce, print, or publish the submitted material, in either paper or electronic format, or for any use in association with ISCM activities and periodicals.

## (F) NOMINATION DEADLINE & SUBMISSION DETAILS

1. Submission Deadline:  
12 noon (Hong Kong Time/GMT+8), Wednesday, 30 June 2021.  
**(Late submissions will NOT be considered.)**
2. Nomination documents & materials (refer to Section (H) for details) need to be submitted online via ISCM Awards website.

## (G) NOMINATION FEE

1. **HKD2,000.00** will be collected for each nominated project (one nomination in one category only).
2. **HKD1,500.00** will be collected for each nomination if there are more than 4 entries by the same nominee.
3. The nomination fee is non-refundable once submitted.
4. The submitted nomination fee of any ineligible project will not be refunded.

## (H) REQUIRED NOMINATION DOCUMENTS/MATERIALS.

1. Completed online nomination form
2. Successful payment for nomination fee with bank-in receipt
3. Maximum of 25 pages in PPT, maximum 4MB, of submission materials (including written description, testimonials and supporting documents) in PDF format. All text in the body of the submitted materials must be 12-point font. Text used in graphics, charts, etc. do not have a font size requirement. Nomination may be presented by graphics, charts and photos. If the submission contains more than 25 pages, only the first 25 pages will be put forward as valid materials.
4. A minimum of 6 electronic image files showcasing the project/campaign/work. (Format: ".jpg", image resolution no less than 350 dpi)
5. Companies' logos (Format: ".ai" and ".jpg", image resolution no less than 350 dpi)

## (I) REQUIRED NOMINATION DOCUMENTS/MATERIALS.

A 20-second video will be collected from the nominees who successfully enters the finalist round. The video should introduce the project and will be played at the Award Presentation Ceremony. Submission deadline will be 4 weeks before the Presentation Ceremony.

## ABOUT INSTITUTE OF SHOPPING CENTRE MANAGEMENT

The Institute of Shopping Centre Management (ISCM) is a non-profit making organisation founded by a group of local shopping centre professionals, certified practitioners and professors in the shopping centre management industry. We have extensive knowledge, skills and practical experience in managing various shopping centre portfolios in Hong Kong and the Mainland China.

As a professional society and a recognised governing body in Hong Kong, ISCM aims to standardise and enrich the overall professional profiles within the industry and act as a representative in the shopping centre industry.

Our mission is to identify various prospective channels with government bodies, thereby creating a platform to exchange best practices in the art and science of shopping centre management within the Asia Pacific region.



**For more details, please visit ISCM Website:**  
<https://www.iscm.org.hk/>

**ISCM Awards 2021 Secretariat**  
**Room 1106-08, 11/F, C C Wu Building,**  
**302-308 Hennessy Road, Wanchai, Hong Kong**

**Tel: (852) 3159 2900**

**Email: [jesa.amparo@creativegp.com](mailto:jesa.amparo@creativegp.com) / [tinny.lo@creativegp.com](mailto:tinny.lo@creativegp.com)**