



海洋公園

Ocean Park Corporation

業績報告 2007-2008 Annual Report



Our Vision :

Ocean Park aspires to be the world leader in providing excellent guest experiences in a theme park environment connecting people with nature.

Our Mission :

Ocean Park provides all guests with memorable experiences that combine entertainment and education, while inspiring life long learning and conservation involvement. Our aim is to maintain a healthy financial status, while offering guests a diverse range of activities at competitive prices. Ocean Park exists for the public's benefit and strives to deliver the highest standards of safety, animal care, products and guest service.

Vision & Mission 理念及使命

理念：

海洋公園力求成為一個世界級具領導地位的主題公園，為遊人帶來一個既開心又難忘的旅程，將遊人與大自然緊密連繫起來。

使命：

海洋公園為遊人締造兼具娛樂、教育的難忘體驗，並啟發長期學習和參與生態保育。我們的目的是致力維持財政穩健，以合理的收費為大眾提供多元化的活動。海洋公園以公眾利益為依歸，致力提供最高水平的安全運作、動物護理、產品及遊人服務。



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Section 1

第一章



公司資料

Corporate Information



Board of the Ocean Park Corporation

海洋公園公司 董事局

Chairman

主席

Dr. Allan ZEMAN, GBS, JP
盛智文博士

Deputy Chairman

副主席

Mr. Kevin WESTLEY, BBS
韋智理先生

Members 成員

Commissioner for Tourism (or representative)
旅遊事務專員(或其代表)
Ms. AU King-chi, JP
區璟智女士

Secretary for Financial Services and the Treasury (or representative)
財經事務及庫務局局長(或其代表)
Prof. K.C. CHAN, SBS, JP (retired on 30 June 2008)
陳家強教授 (二零零八年六月三十日任滿)

Ms. Shirley CHAN Suk-ling
陳淑玲女士

Ms. Judy CHEN Qing
陳晴女士

Mr. IP Shing-hing, JP
葉成慶先生

Prof. JIM Chi-yung, JP
詹志勇教授

Mr. Leo KUNG Lin-cheng
孔令成先生

The Hon. Patrick LAU Sau-shing, SBS, JP
劉秀成議員

Mr. LEE Yuen-kwong
李元剛先生

Mr. Adrian LI Man-kiu
李民橋先生

Ms. Paddy LUI Wai-yu, JP
呂慧瑜女士

Permanent Secretary for Development (Works) (or representative)
發展局常任秘書長 (工務) (或其代表)
Ir. MAK Chai-kwong, JP
麥齊光工程師

Mr. Thomas J MEHRMANN
苗樂文先生

Prof. Nora TAM Fung-ye, JP
譚鳳儀教授

Mr. James E THOMPSON, GBS
詹康信先生

Dr. Greg WONG Chak-yan, JP
黃澤恩博士

Permanent Secretary for Home Affairs (or representative)
民政事務局長常任秘書長 (或其代表)
Mrs. Carrie YAU TSANG Ka-lai, JP
尤曾家麗女士

Members of the Board act in an entirely honorary capacity and have received no emoluments in the year under review. No members have had, during or at the end of the year, any material interest from any contract of significance as a result of business at Ocean Park.

Directors' and Officers' Liability Insurance is in place for its Board Members and management team.

各董事局成員均為義務性質，在年內並無領取酬金。各成員於年內或於年結時對海洋公園業務之任何重要合約均無實際利益。

海洋公園有為董事局及管理階層成員，提供責任保險。

Chairman 主席



Dr. Allan ZEMAN, GBS, JP
盛智文博士

Deputy Chairman 副主席



Mr. Kevin WESTLEY, BBS
韋智理先生



Ms. AU King-chi, JP
區璟智女士



Prof. K. C. CHAN, SBS, JP
陳家強教授



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海洋公園公司董事局
Board of the Ocean Park Corporation



Ms. Shirley CHAN Suk-ling
陳淑玲女士



Ms. Judy CHEN Qing
陳晴女士



Mr. IP Shing-hing, JP
葉成慶先生



Prof. JIM Chi-yung, JP
詹志勇教授



Mr. Leo KUNG Lin-cheng
孔令成先生



The Hon. Patrick LAU
Sau-shing, SBS, JP
劉秀成議員



Mr. LEE Yuen-kwong
李元剛先生



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譚鳳儀教授



Mr. James E THOMPSON, GBS
詹康信先生



Dr. Greg WONG Chak-yan, JP
黃澤恩博士



Mrs. Carrie YAU TSANG Ka-lai, JP
尤曾家麗女士



Management Team

公司管理成員

Chief Executive

Thomas J Mehrmann

行政總裁 苗樂文



Deputy Chief Executive &
Chief Financial Officer

Matthias Li

副行政總裁暨首席財務總監 李繩宗



Executive Director, Design & Planning

Alex Chu

設計及策劃執行總監 朱颯



Executive Director,
Zoological Operations & Education

Suzanne Gendron

動物及教育執行總監 蔣素珊



Executive Director, Sales & Marketing

Paul Pei

營業及市務執行總監 貝寶華





Human Resources Director

Brian Ho

人力資源總監 何勉義



Executive Director, Project Development

工程項目發展及執行總監

Walter Kerr



Executive Director, Operations

Alan Chan

公園管理執行總監 陳銘安



Executive Director, Engineering

George Tso

工程執行總監 曹志強



Executive Director, Revenue

Joseph Leung

園內營銷執行總監 梁啟誠

Section 2

第二章



主席獻詞

Chairman's Message



Chairman's Message

主席 獻詞

Give Me Five!

The high-flying year of 2007/2008 has been one of astounding achievement and remarkable success. Our 31st year of operation can be regarded as the “Year of the Panda” because of the promising air of excitement Ying Ying and Le Le brought to the Park, to celebrate the 10th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). Our continuing dedication, innovation and conservation efforts allowed us to do our part in bolstering Hong Kong’s status as one of the world’s leading destinations. Through these efforts, we boosted our international ranking as a theme park and broke our own attendance record again – for the fifth year running – as we inspired 5.03 million Ocean Park guests to the wonders of nature.

the Master Redevelopment Plan (MRP) now well under way. With the aim of promoting our nature education and conservation mission, we have been avidly presenting new or renovated animal attractions, such as the Hong Kong Jockey Club Giant Panda Habitat, the Chinese sturgeons and a dedicated amphibian exhibit. Alongside projected inbound tourism growth, our development initiatives paint an encouraging picture of Ocean Park’s sustainability as we head into a new era.

Our park draws much of its energy and excitement from the people of Hong Kong, many of whom have grown up with us. As we entered our 31st year, it was through their support that we continue to repeatedly

The environment of Ocean Park continues to change with



surpass attendance records. Recognising our success in developing a close bond with the people of Hong Kong, Ocean Park remains firmly committed to staying relevant to the markets we serve while constantly offering new elements to enrich the Park experience, thus capturing the hearts and minds of both our local core audience as well as our overseas guests.

Given Hong Kong's position as a world-class financial, commercial and tourism destination, I am immensely pleased to report our growth as both an entertainment attraction and conservation body. This year, we were ranked in the annual joint report of the Economics Research Associates (ERA) and Themed Entertainment Association (TEA) as the world's 16th, Asia's 5th and China's number

one theme park, in terms of annual attendance. This report is one of the most authoritative and independent sources of global theme park data. Such recognition reflects our hard work and the support of our many partners such as the Tourism Commission and Hong Kong Tourism Board, as well as all our travel agency friends. They each contributed to Ocean Park's success as we worked together to make Hong Kong a top travel destination.

Our unwavering vision is to provide excellent guest experiences in a theme park environment that leads the industry in edutainment. The Park has successfully gained the accreditation from the Association of Zoos and Aquariums – an important validation from the world's leading authority on zoological care and operation – for the second successive term. As the only park in the world outside the Americas to receive this accreditation, Ocean Park has been recognised for maintaining the highest protocols in animal husbandry, keeper training, veterinary programmes and safety, and the strides it takes to support education in conservation.





Our gratitude for this must go to the entire management and the animal care team for their passion and ability to uphold the highest zoological standards, while consistently discovering innovative ways to provide great experiences with nature for our guests and the community.

Environmental concerns have become a mainstay in the lives of organisations and individuals worldwide, and as a nature-driven theme park we have always taken bold steps to promote the conservation cause and green initiatives. Our dedication to our role as environmental visionaries is what inspires a variety of park-wide initiatives as we strive to give back to the community and give our children a better future.

We fully support the continuing efforts of the Ocean Park Conservation Foundation, Hong Kong (OPCFHK) in funding scientific research to better the cause of wildlife preservation and also Ocean Park Academy, Hong Kong (OPAHK) to offer fun-filled programmes on nature and wildlife for learners of all ages. Our commitment to share the stories of our many animal friends

here

at Ocean Park is what makes us unique in Asia as we have integrated their lessons to the world into our overall park experience.

In addition, being Hong Kong's People's Park, we support the development of an inclusive society by offering a range of social initiatives, such as providing free or concessionary admissions, to the underprivileged. We want everyone in Hong Kong regardless of socio-economic circumstances to experience the joy that comes from connecting with nature through our attractions here at Ocean Park.

As previously mentioned, Ocean Park in 2007/2008 can be best described as the "Year of the Panda" since it was the first full year in which two young pandas Ying Ying and Le Le – precious gifts from the Central People's Government – were placed under our watchful eye. Under our care, the pair experienced many firsts and took part in an array of fun events together with the



public. Together with An An and Jia Jia, our four giant pandas serve as ambassadors for Ocean Park and capture the hearts of our guests each day to ensure that they fully connect with nature during their visits. Taking our conservation efforts up a notch, we welcomed our new animal ambassadors, the Chinese sturgeons, Class One protected animals in China, as presented by the country's National Aquatic Wildlife Conservation Association. Their arrival has reinforced our partnership with other Mainland conservation bodies to further aquatic wildlife conservation and we are truly honoured to house them here.

At the same time, our hearts went out to our countrymen whose lives changed forever in the wake of a long and harsh winter and the disastrous Sichuan earthquake. It was a devastating year of natural disasters for China and everyone at Ocean Park was keen to help. With the support of our staff and OPCFHK, we raised more than HK\$3 million over the course of last year to support many needy causes. Next year, we will continue our fund-raising efforts to support the rebuilding of panda reserves in Sichuan.

Looking to the future, the MRP is now moving ahead at full steam, and we broke further ground to begin the construction

of several new projects this year including our new funicular train, Ocean Express,

Aqua City and Amazing Asian Animals. The funicular tunnel breakthrough in May 2008 marked a significant milestone, and when it opens next year, it will carry thousands of passengers every hour between the Summit and Waterfront, entirely changing the circulation of Park guests. The Grand Aquarium, a key attraction at Aqua City in the future Waterfront, will be much larger than the Atoll Reef, providing world-class display and exhibition space with further marine life research and conservation opportunities. The Giant Panda Adventure, a feature attraction of Amazing Asian Animals, will be Ying Ying and Le Le's permanent home, offering another spacious

natural habitat for this breeding pair of pandas. Amazing Asian Animals will also be home to other exotic Asian animals and marks





the return of our ever-popular Gold Fish Treasures in a totally new presentation.

Our expansion under the MRP plan will eventually double the number of attractions in Ocean Park, supporting Hong Kong's position as a premier travel and leisure destination. To complement the expected influx of growing visitor numbers to Hong Kong, Ocean Park is planning three themed hotels in the area: Spa Hotel, Ocean Hotel, and Fisherman's Wharf Hotel. By offering hospitality services at Ocean Park, we will be able to make our park even more enjoyable by providing them with a more immersive vacation experience.

We are maintaining a positive outlook while remaining cautiously optimistic about our potential for success in the year to come. With a global financial crisis

looming on the horizon, socio-economic ripples will be felt around the world. This will definitely affect travel and tourism markets in nearly every region as consumers and companies begin to pull back on discretionary spending. Still, the growth of China's economy is expected to continue, albeit at a slower pace. Having said that, we are watching the developments around us closely. So far, there is no indication that our business has been hit directly, but we are prepared for the potential downward trend related to the global impact of this economic crisis.

Having witnessed the success of the Beijing 2008 Olympic Games, we look forward to the Hong Kong 2009 East Asian Games in December 2009, which hopefully, will bring new impetus to furthering the Asian sports tourism industry. We will continue to support initiatives to develop Hong Kong as a key tourist icon in the region and internationally.

In reviewing our achievements for the past year, it is important to recognise the contributions of our entire Ocean Park family from senior management team members to park operation staff in executing the Park's vision to provide world-class theme park services. Here, I am happy to report that our Chief





Executive, Mr Tom Mehrmann, has won the Executive Award at the DHL/SCMP Hong Kong Business Awards 2007. This is a recognition that again demonstrates the seamless partnership of all Ocean Park staff in reaching excellence in service and product, while aspiring to be the best marine-based theme park in the world.

With a myriad of choices facing today's travellers, service that is above and beyond expectations has become a key factor in building a strong reputation and an engaging guest experience. Our continued record-breaking success is testament to our second-to-none service levels and I would like to say thank you again to the remarkable efforts of all our staff here.

To achieve five years of surpluses and records is certainly a proud moment for Ocean Park and for Hong Kong. We will strive to continue to be instrumental in attracting visitors to Hong Kong. Here, I must once again, acknowledge and express gratitude to the loyal support from the Hong Kong people, our overseas guests, the tour operators, our business partners, our media friends, the HKSAR Government, the Hong Kong Tourism Board, Members of the Board of the Ocean Park Corporation and the Ocean Park team.

As they say, records are meant to be broken and by pursuing further with our vision of "Connecting People with Nature", we look forward to many more record-breaking years as Hong Kong's People's Park.

Allan Zeman
Dr Allan Zeman
Hong Kong



五破紀錄 全城喝采！

二零零七至零八年度是海洋公園輝煌的一年。踏入第三十一個年頭，亦是我們的「熊貓年」—海洋公園與全港市民共同迎接兩頭年幼的大熊貓瑰寶盈盈、樂樂的來臨，更一同慶祝香港特別行政區成立十周年的大日子，可說是雙喜臨門！憑藉我們的無限創意，以及在保育事業上的努力不懈，使我們成功推動香港成為全球首選旅遊勝地之一。此外，我們更於全球主題公園的國際排名榜上攀升，更連續第五年突破全年入場人次紀錄，刷新了五百零三萬人次這個輝煌數字。這亦象徵著有更多的遊人，透過我們「寓教育及保育於娛樂」的獨特體驗，認識大自然的奧妙。

公園的全新發展計劃正全速推進，多項工程已進行得如火如荼。我們秉承著推動自然教育，以及積極支持生態保育



的宗旨，致力把遊人與大自然緊密連繫起來。與此同時，我們更推出不同的動物項目，如翻新後的香港賽馬會大熊貓園、為香港帶來新的動物保育大使—中華鱘，以及為遊人呈獻兩棲類動物主題展館。預期旅遊業在未來將穩步增長，此發展計劃將推動海洋公園的長遠發展，帶領我們邁向新紀元。

生於斯長於斯—與香港一同成長的海洋公園，與大眾市民共同渡過很多滿載歡樂的時光。踏進第三十一個年頭，正基於彼此間的深厚感情，讓我們締造一個又一個的入場人次紀錄。我們致力與香港市民建立牢不可破的關係，並會繼續緊守崗位，竭盡所能為大家提供更多新鮮刺激



的主題項目，繼續贏取本地以至海外遊人的歡心。

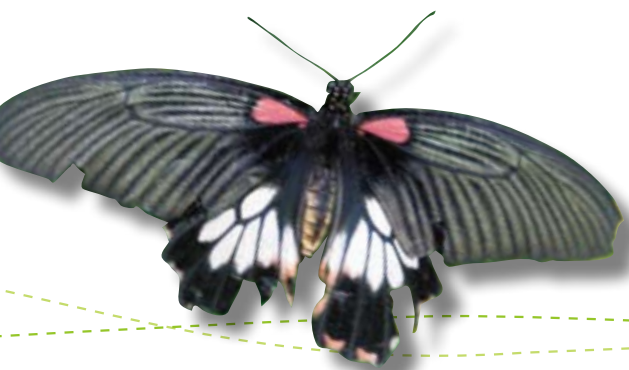
眾所周知，香港是世界著名的金融、商業和旅遊中心，我欣然宣佈，海洋公園已成功發展為一個保育與娛樂並重的主題公園。今年，我們再次躋身國際，於最具權威的國際獨立報告之一—Economics Research Associates (ERA) 及Themed Entertainment Association (TEA)的年報中，以全年入場人次計算，晉身排行榜的全球第十六、亞洲第五和中國第一的主題公園。這個成就再次肯定了我們的努力，以及其他夥伴包括旅遊事務署、香港旅遊發展局和眾多旅遊業界朋友的支持。我們將繼續與業界攜手推動香港成為首選的旅遊熱點。

我們以堅定不移的信念，為遊人提供具啟發及娛樂性之教育項目，更領導業界發展。海洋公園已連續第二次，獲全球動物護理權威組織動物園及水族館協會(AZA)認證為會員，成為美洲以外唯一獲



得會員資格之主題公園，標誌著海洋公園於動物護理、動物護理員培訓、動物醫療及安全，以及保育教育方面達到最高專業水平，為國際權威所認受。這一切著實歸功於我們的管理層，以及出色的動物護理及醫療團隊，憑著他們的熱忱及努力，令園內動物護理標準處於最高水平。同時，他們亦不斷發掘創新多元化的活動項目，務求與社區及遊人一同享受大自然。

保護環境的議題備受全球各界關注，海洋公園身為以大自然為主題的公園，一直致力宣揚保育訊息及推行綠色運動。



憑藉對保護環境的拼勁，我們矢志於園內提供一系列保育活動以回饋社會，為我們的下一代建構更美好的將來。

朝著此目標，我們全力支持香港海洋公園保育基金持續進行科學研究，為大自然保育工作作出貢獻；而香港海洋公園學院則為莘莘學子提供趣味盎然的大自然保育課程，深入淺出地介紹大自然之奧秘。海洋公園蘊含獨特的保育元素，透過動物保育大使發掘保育訊息，凸顯海洋公園那別樹一幟的遊園體驗，在亞洲區內傲視同儕。

此外，作為「香港人的公園」，我們亦推出一系列關愛社群、共融社區的項目，當中包括免費招待或資助弱勢社群入場。我們希望每一位香港市民都能夠

突破社會經濟因素，一起在海洋公園感受與大

自然接觸的喜悅。

正如上述提及，

二零零七至零八年度可說是海洋公園的「熊貓年」，由中央政府所送贈的兩頭年幼的大熊貓盈盈和樂樂，在我們的悉心照料下，牠們更與安安和佳佳聯袂成為海洋公園的動物保育大使，肩負起將遊人與大自然連繫起來的重要使命。牠倆不但參加了多個有趣的公開活動，更體驗了多個在公園裡的「第一次」。此外，憑藉著對保育的堅強信念及熱誠，我們更榮幸獲得全國水生野生動物保護分會，送贈國家一級保護的中華鱘，讓我們的保育大使再添新成員，更有效促進我們與內地合作夥伴推動水生野生動物的保育。

貴為「香港人的公園」，我們對於內地接連飽受嚴寒和大地震等自然災難困擾，深表關注。我們聯同一眾員工，以





及香港海洋公園保育基金，於過去一年合共籌得超過港幣三百萬元善款，以協助災民渡過難關。在來年，我們將積極推動更多籌款工作，以支援四川大熊貓基地之重建工作。

展望未來，海洋公園全新發展計劃已全速前進，我們今年亦已著手進行了多個全新建設項目，包括全港首條以登山纜索鐵路行駛的「高峰列車」、「夢幻水都」及「亞洲動物天地」。高峰列車隧道於二零零八年五月正式貫通，為整個發展計劃奠下里程碑。將於明年正式投入服務的「高峰列車」，每小時載客量逾數千人次，運載遊人穿梭於「高峰樂園」及「海濱樂園」之間，大大提高公園的流量。「海洋奇觀」是「夢幻水都」一個主要景點，將會座落於未來的

「海濱樂園」，面積將會比現時的海洋館更大，可為遊人提供世界級的觀賞及展覽空間，進一步締造海洋生物保育及研究機會。「大熊貓之旅」則是「亞洲動物天地」的主要景點，為一對大熊貓繁殖對象盈盈、樂樂，提供一個既寬敞又適合繁殖的永久居所。「亞洲動物天地」亦將會成為其他亞洲珍稀動物的專屬區，包括快將以全新面貌示人的「金魚寶殿」。

當全新發展計劃完成後，海洋公園的設施將會倍增，正好配合香港作為全球首選旅遊勝地的地位。此外，為迎合因訪港旅客人數上升而帶來的機遇，海洋公園更計劃興建三間各具特色的主題酒店，包括高峰水療度假酒店、海洋酒店及漁人碼頭酒店。透過酒店住宿服務，遊人將可於海洋公園享有一個賓至如歸的渡假玩樂體驗。





我們正抱審慎樂觀的態度，積極迎接來年的挑戰。受環球金融危機影響，社會經濟潛在的隱憂將逐步浮現。由於消費者及不同企業亦開始減省開支，預期各地的旅遊業將受影響。而中國的經濟雖然將會放緩，卻仍會持續增長。誠然，我們會密切留意最新形勢，但到目前为止，並沒有跡象顯示我們的業務受到直接的影響，但是我們已為未來的挑戰作出適當部署。

我們一同見證了北京二零零八年奧運會的成功，亦期待二零零九年十二月於香港舉辦的東亞運動會，將進一步推動亞洲運動旅遊業。海洋公園將繼續支持香港發展成為亞洲區內，以至

享譽國際的主要旅遊中心。

回顧過去一年的成績，我們衷心感謝各管理層及全體上下員工，將公園的理念付諸實行，讓海洋公園成為國際級的主題公園。在此，我非常高興宣佈行政總裁苗樂文先生榮獲二零零七年度DHL/南華早報香港商業獎之「傑出管理獎」。這項榮譽亦再次證明海洋公園全體員工團結一心，為遊人提供優秀的服務和產品，並矢志成為世界上最佳的海洋主題公園。

現今的旅客均面對林林總總的選擇，我們必須提供超水準的服務，為遊人締造樂而忘返的體驗，以建立超凡信譽。海洋公園能夠不斷打破入場人次紀錄，也就是我們卓越服務的鐵證，我亦希望在此答謝每一位員工的努力與付出。



海洋公園連續五年打破入場人次，更錄得連續五年的財政盈餘，成績斐然，使我們和香港市民感到無比驕傲。我們將繼續努力，竭力推動香港旅遊業，讓這紀錄延續下去。在此，我必須再次向各位香港市民、海外遊人、旅遊業界、合作夥伴、傳媒友好、香港特區政府、香港旅遊發展局、海洋公園董事局成員，以及海洋公園全體員工的長期支持致以最衷心的感謝。



所謂「紀錄就是要被打破的」，我們將會繼續秉承「讓遊人與大自然聯繫」的宗旨，並將之發揚光大，讓「香港人的公園」繼續開創紀錄！

Allen Zeman
盛智文博士
香港



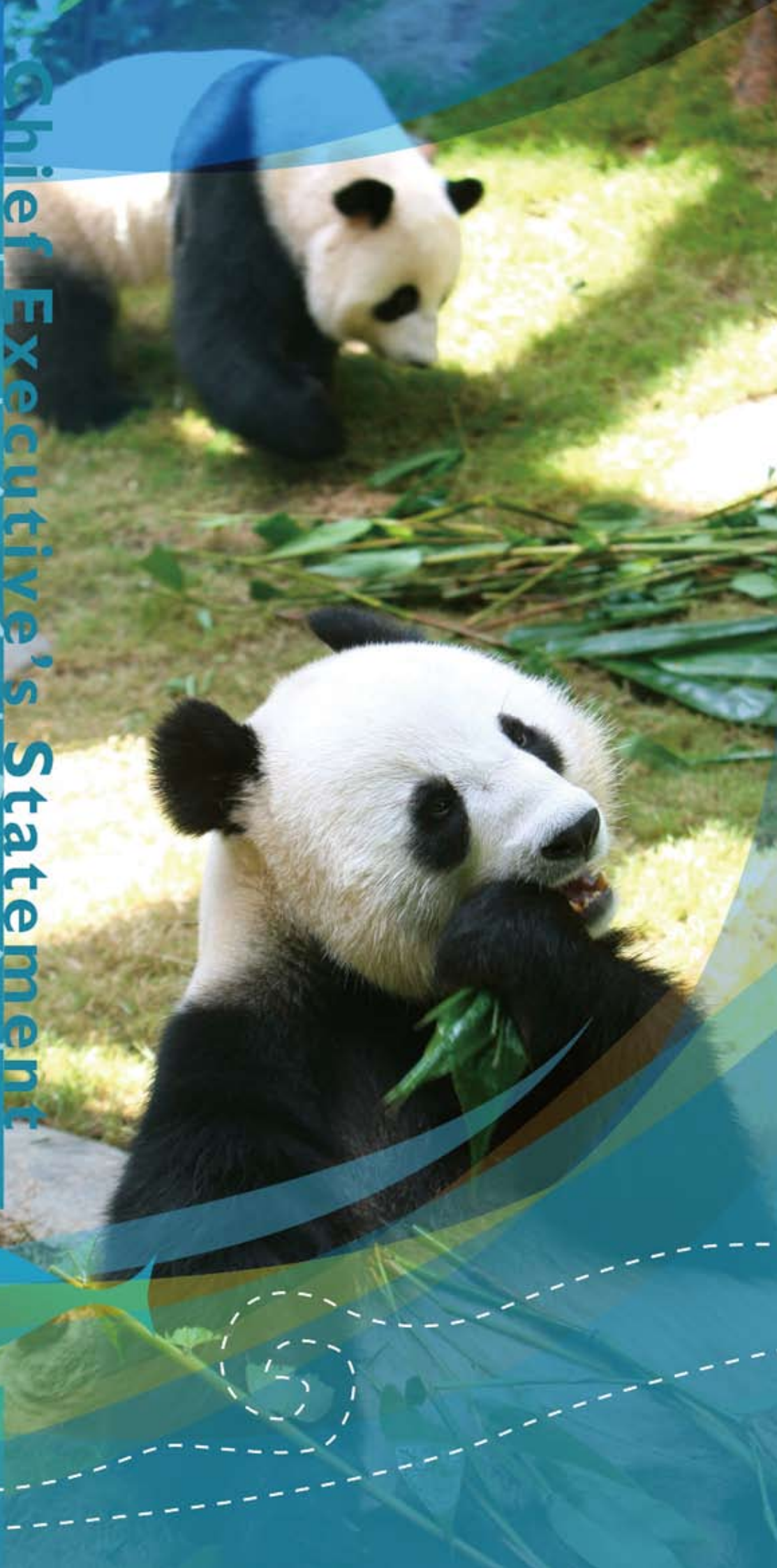
Section 3

第三章



行政總裁報告

Chief Executive's Statement



Chief Executive's Statement 行政總裁報告

Breaking New Ground

This year, we remained steadfast to our founding charter to connect guests with nature, using entertainment to educate guests and raise awareness for conservation. From the first day, the spotlight was firmly on our two new giant pandas – Ying Ying and Le Le – as they settled into their new home at the Hong Kong Jockey Club Giant Panda Habitat and opened a new chapter in conservation. We proceeded to break further ground in our Master Redevelopment Plan (MRP) and built on our success by inspiring over five million guests through edutainment. Our achievements have been numerous: we successfully launched the first Ocean Park thematic showroom with our partner in Guangzhou, converted Whiskers Wild Ride into Ha Ha Factory, a venue for holding our special events and inaugurated it with a record-breaking Halloween Bash, created additional concessionary park



entrance social programmes, welcomed a school of Chinese sturgeons as new animal ambassadors, introduced Hong Kong's first stingray touch pool, were accredited by two international animal husbandry governing bodies, and rejoiced in the breakthrough of the funicular tunnel, which will house our new in-park transport system. We also took part in celebrating the hosting of Beijing 2008 Olympic Games, and were chosen as the point for the 200 day countdown to salute the theme of a green Olympics. All of this enhanced the Park experience for our growing number of guests visiting Hong Kong from Greater China, Asia and beyond.

Hong Kong's People's Park: Another Record Year

One of the key challenges for us this year was to strike a balance between the redevelopment activities of our MRP, and ensuring smooth Park operations. Even as we develop the Park, we continued to enhance our operating facilities by presenting new animal attractions, such as the renovated Hong Kong Jockey Club





Giant Panda Habitat, the Chinese sturgeons, and a special tribute to the “2008 Year of the Frog” with a dedicated amphibian exhibit featured in Animal Month - In High Definition. Through original and creative edutainment and marketing initiatives, the new attractions enjoyed unprecedented success as 5.03 million guests experienced our captivating shows, electric atmosphere and inspirational animal conservation ambassadors.

These increases, paired with innovative product development and prudent cost management, helped the Park achieve a final surplus of \$204.7 million - a remarkable 19% increase from 2006/2007, which was a record year itself. In fact, 2007/2008 marks our fifth consecutive year of growth at Ocean Park, and since 2002/2003 our attendance has increased by 70%.

With continued growth in attendance and the financial surplus, we are building momentum for the future. Higher guest numbers strengthened in-park revenue of HK\$242.6 million and admission revenue of HK\$681.9 million, 7% and 10% year-on-year increases respectively, and set new records for Ocean Park.

Four Seasons of Fun: Our Salutation to Nature

As the Park that serves Hong Kong, we gauge our success on our ability to touch lives and teach the importance of conservation. We are strongly committed to connecting people with nature, while remaining



a favourite entertainment choice. Our success is shown by strong attendance at our events and by Hong Kong people's expectation that Ocean Park will offer fun and fresh experiences every season.

Our strategy of timing our "Big Five" annual events with innovative promotional campaigns drove this year's record-breaking attendance. The results were heartening: large crowds came out for Summer Wet 'n Wild Panda Mania, October's Halloween Bash, Christmas Sensation, February's Lunar Lucky Fiesta and Easter's Animal Month - In High Definition, which accompanied the opening of Sea Dreams!, our newly formatted dolphin and sea lion show in Ocean Theatre.

This year opened with the 1 July public debut of our newly renovated Hong Kong Jockey Club Giant Panda Habitat, and home to two young giant pandas, Ying Ying and Le Le. These were gifts from the

Central People's Government to Hong Kong to celebrate the tenth anniversary of the establishment of the Hong Kong Special Administrative region (HKSAR). Here, we would like to acknowledge and show our appreciation to the Home Affairs Bureau for leading the multi-departmental co-ordination efforts to receive these national treasures, as well as all our partners.

Groomed as breeding partners, the young giant pandas are crucial to the preservation of this endangered species. Along with their senior counterparts, An An and Jia Jia, they have drawn in both new and regular guests who are eager to learn about our four animal ambassadors, their natural habitat in China and the conservation challenges.

The day Ying Ying and Le Le





joined the Ocean Park family was an important moment in our history. Recognising the universal appeal of the pandas, we provided quadruple-play platforms to showcase the panda habitat in real time. With the dedicated online Panda Channel, our guests can visit our giant pandas anytime, from anywhere via broadband TV, the internet, mobile phones, and fixed line telephones. The young duo also celebrated four seasons of fun, including the Summer Wet 'n Wild Panda Mania, Halloween Bash, and Christmas and Chinese New Year celebrations. During Easter, we offered various close encounter programmes to give the public a chance to get closer to the two. In the wake of the Sichuan earthquake,

they were the perfect ambassadors to support fund-raising efforts for rebuilding the Sichuan panda reserves.



We enjoyed huge success with our 7th Ocean Park Halloween Bash, the highlight of our Big Five annual events. This year, over half a million guests visited during the month of October and the tickets quickly sold out due to the enormous public anticipation and excitement. With 250 ghouls and ghosts and seven haunted houses, it was our biggest Halloween Bash ever.



Building on the popularity of our annual winter season event, this year we brought more than 20 professional skaters from around the world to perform on real ice in a ground support theatre space with a



capacity for 1,000 people – doubling last year’s capacity. The high-energy Ice Spectacular amazed packed audiences throughout the Christmas and Chinese New Year holidays. We have taken this enthusiasm to heart and will introduce more striking acts in the coming year.

For Animal Month - In High Definition, which took place from the end of March to May, we introduced Hong Kong’s first ever walk-in stingray touch pool with over 20 cownose rays specially flown in. This gave our guests truly immersive experiences as they walked in water and interacted with our aquatic friends.

We also launched Sea Dreams! a permanent feature about on humans and nature can co-exist peacefully. It is played out as a musical story that was created by an Oscar-winning show production team. For its launch, we renovated the Ocean Theatre with a totally new décor. This project was accomplished without any disruption to the full-house daily shows. This impressive feat is another example of the excellent

planning, execution, and collaboration between different departments - a quality that characterises every Ocean Park effort.



Gifts, Foods and Beyond: Creating A Complete Experience

With our emphasis on creating memorable guest experiences every moment at the Park, we made great strides this year in strengthening another key element – the culinary experience.

A key milestone for our Food & Beverage section was the May grand opening of Café Ocean – our very own Hong Kong-style cafe – featuring local traditional favourites and specialities. Serving over 150 authentic local classics such as egg tarts and milk tea, it takes guests, especially visitors to the city, on an appetising journey that highlights Hong Kong’s unique culture and heritage.





Refurbishment of point-of-sale food locations also began this year: we installed an all-weather canopy cover and side panels at the Terrace Café, set up a fresh juice bar at SkyFair Plaza, and gave our perennial guest favourite, Mr. Squid, a fresh, new appearance. We have also expanded the Park's menus to cater to changing, more international appetites, and now offer a wider array of foods, from calamari to submarine sandwiches, as well as monthly international food specials at our Bayview Restaurant. All of these initiatives have resulted in improved in-park and per capita spending on food products.

The popularity of the Park, combined with our marine-nature theme and approach to engage guests with a variety of attractions and animal ambassadors, has created a large demand for theme-associated retail products. To ensure that we fully meet these demands, this year we further invested an additional HK\$20 million to bolster our retail offerings. We renovated and renamed the old Coke Store into the Ocean Paradise store, and have been sourcing and developing a broader product line of souvenirs, trendy

ready-to-wear apparel and accessories. Likewise, we have placed additional emphasis on creative visual merchandising to make the stores and products as appealing as possible to create broader shopping opportunities for our guests. These efforts were rewarded with incremental revenue growth.

We await with excitement for the pending opening of the new Amazing Asian Animals attraction, – a part of our MRP – which is set to be launched by mid-2009. Other integral parts of this animal attraction will be the new Panda Café, and retail store, the Panda Kingdom Shop.

Guests have voiced their desire for products and services that remind them of their experiences at the Park, and of



Hong Kong, and we will continuously revisit our offerings to ensure that these stay relevant and popular.

Another change for the year was the transformation of the Empress Theatre at Tai Shue Wan into an added venue space for key events, enabling us to create more immersive guest experiences.

Such enhancements are integral to the variety of edutainment offerings we can present. They also directly impact the length of stay and in-park revenue opportunities, which have increased significantly in recent years.

Market Outlook: Connecting Nature with Hong Kong, China & Beyond

A key part of our marketing strategy has been to develop strong relationships with tour operators and channels to differentiate ourselves in the Mainland

Chinese market - highlighting Ocean Park's real encounter experience with Mother Nature, and combining entertainment with education. With outbound tourism from North and South East Asia increasing, we have also strengthened our market penetration in these regions to capture this growth opportunity and diversify our guest offerings.

We have invested in developing our synergies with other businesses and participated in trade missions throughout the year to promote Hong Kong to overseas markets, including India, Philippines, Singapore, Malaysia, Indonesia, South Korea, Japan and Taiwan. From these, we have established stronger ties with over 1,000 travel partners.

To celebrate the re-opening of Ngong Ping 360 and strengthen Hong Kong as a vacation destination hub, we collaborated on a consumer promotion in December that offers our mutual guests discounts on admission and purchases. The joint promotion has been so successful that it has since been extended.

Ocean Park continued to reach out to key opinion leaders in the tourism trade and travel media. To maximise the growth in the Mainland, we paved the way for setting up a representative office in Shanghai. With frequent travel between Hong Kong,





Shanghai and the surrounding regions, this initiative will help build stronger brand awareness among Eastern China's commercially-active audience. All these efforts shared a single goal: to make Ocean Park a must-see tourist destination for visitors to Hong Kong.

Mainland travellers remain our key driving force, although attendance from emerging markets is also substantial. Based on the 2007 arrival figures from the Hong Kong Tourism Board, visitors from markets such as India, Indonesia, Malaysia, Philippines, South Korea, and the Middle East are particularly important, with double-digit growth rates. We will continue to expand our market reach and partner with the Hong Kong Tourism Board to develop the city and the Park as premier leisure destinations in Asia.

Social Responsibility: Our Commitment to Our Community

Last year, we published our first Sustainability Report and established new initiatives and targets. We have now implemented most of these initiatives with the support from our guests and staff.

Within the Park, we have introduced a Code on Corporate Governance Practices. We believe that sound corporate governance will enable us to pursue objectives that are in the interests of the organisation and the public, lead to better corporate performance and reputation, and is essential in attaining long-term sustainable growth. The core principles of accountability, transparency and integrity are fundamental to good governance and these will form the cornerstone of Ocean Park's governance framework.

This year, our company-wide philanthropic initiatives also addressed the needs of Mainland people affected by a long harsh winter and the Sichuan earthquake. Ocean Park,





and our conservation counterpart, Ocean Park Conservation Foundation, Hong Kong (OPCFHK), together donated more than HK\$3 million. We must acknowledge the generosity made by our staff, all of whom shared the caring spirit of Ocean Park and contributed to the HK\$1 million donation to the Hong Kong Red Cross supporting Sichuan Earthquake relief.

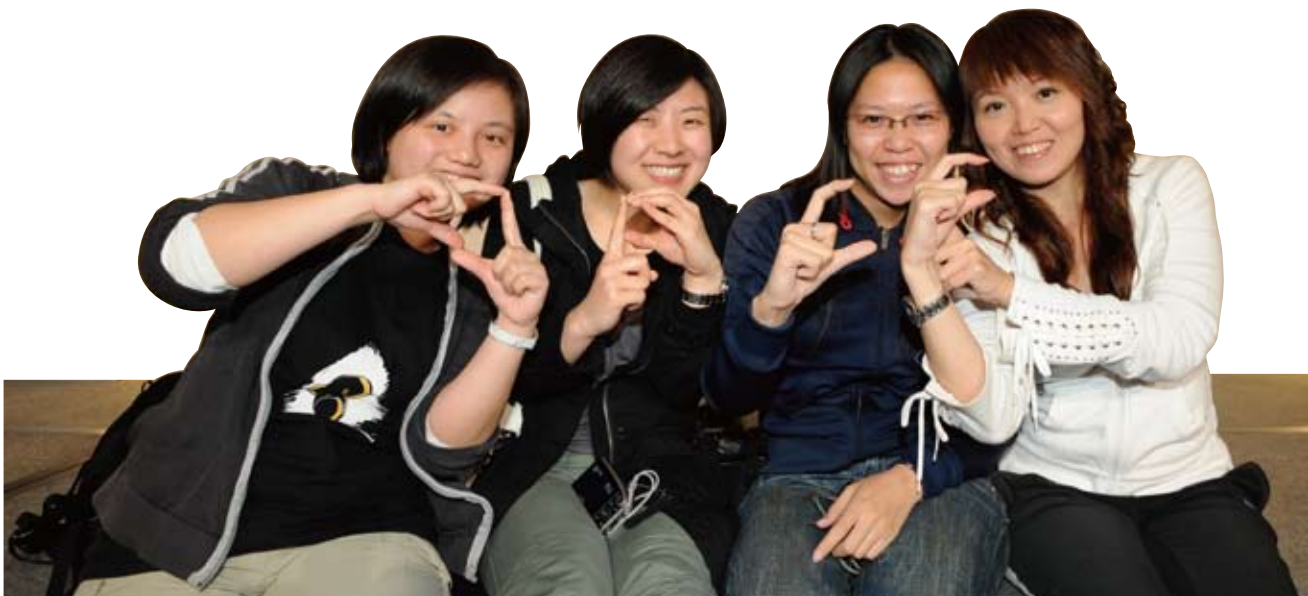
We also lent our support and resources to help raise funds for local charity partners such as Operation Santa Claus, Yan Oi Tong, and the Hong Kong Cancer Fund.

Additional information regarding our social responsibility initiatives is provided in our Sustainability Report.

Staff Loyalty and Development: People Are The Park

Ocean Park's success is a testament to the hard work of all our front and back office staff, as well as the management team. We understand the importance of staff engagement and have strengthened training and human capital investment programmes. We have bolstered our performance-linked compensation package – all to reinforce Ocean Park's positioning as an employer of choice.

We look for people with the smiles and sparkling attitudes that create memorable



experiences. We strive to build an environment that rewards excellence in the day-to-day operations of the Park. To help put this philosophy into practice and refine our staff engagement initiatives, we replaced the “Shining Spot Award Programme” with the “Applause Moment Award Programme” – a new employee excellence recognition program. As a result of this and other recognition and talent management programmes, such as the Core Competency modules, our staff retention rate is 90%. Furthermore, over 10% of our staff have been with Ocean Park for more than 20 years, an accomplishment made possible by continually strengthening team unity.

To keep staff abreast of the Park’s fast-paced developments, we introduced the Ocean Park intranet portal. We also set up a staff consultative committee – a new channel for all team members to exchange views with the management. In 2007/2008, we completed and opened the first Headland Staff Canteen, a facility where employees can rest and relax, surf the intranet and socialise.

Animal Conservation: Reaching World-class Status

The many attractions and events hosted by Ocean Park over the years show how our team is passionate about bringing the best in conservation to guests as we pursue our mission to connect them with nature. Our animal husbandry practices are world class, and we take pride in the international recognition of our achievements.

An incredible milestone for us last year was the accreditation by the Association of Zoos and Aquariums (AZA) for a second successive five-year term. AZA is a world-leading authority in zoological care and operations. As the only accredited facility outside the Americas, this official certification recognises the quality of our practices in animal care, which meet or exceed world standards, our engagement in conservation and education, as well as our excellence in governance. Ocean Park was also accredited by the Alliance of Marine Mammal Parks and Aquariums (AMMPA) for the care of dolphins, sea otters and other sea mammals, and for our exceptional education programmes. As members of





both the AZA and the AMMPA, we follow strict guidelines in maintaining animal care programmes, food preparation methods, research activities and a long-term commitment to the preservation of our animal residents and ambassadors.

We supported the global “2008 Year of the Frog” campaign addressing the amphibian extinction crisis. Frog Fascination was presented in March – an exhibit with more than 70 different precious frog species – and one of the highlights of Animal Month - In High Definition. We also hosted the Hong Kong Amphibian Workshop, which was attended by local and Mainland amphibian experts in May.

Closer to home, we have continued supporting OPCFHK, our conservation arm, for many research and conservation initiatives in the region. We also run Ocean Park Academy, Hong Kong (OPA HK), which is our vehicle for educating and sharing 30 years of conservation research and knowledge with the younger members of our community. This year, the Park introduced the new “Principal Visits”, a programme that invites representatives

from parent and teacher associations, and principals to help school administrators better understand the mission and practices of OPA HK. The 2008 syllabus included new, creative programmes such as Ocean Paratroops, Sea Lion’s Kitchen and Animal Super-Stool.

Ocean Park is committed to its vision of connecting people with nature. By consistently giving our guests a fresh perspective on how to combine entertainment with conservation values, we set the standard for edutainment everywhere.

Additional information regarding our conservation practices and achievements is provided in our Sustainability Report.

Animal Management: Ocean Park’s Animal Care in Action

Ocean Park’s exceptional animal care and best practices in husbandry and community education reflect the importance of our animal ambassadors and the conservation of their natural habitats. Underpinning our leading position is excellence in veterinary care and research. To better meet the Park’s growing collection and conservation work, the Park is currently building the best-equipped veterinary centre of its kind in

Asia. Perched on the Headland's cliff near the Ocean Theatre, the new Veterinary Centre is nearing completion, and is scheduled for a late 2008 opening.

The Veterinary Centre will support not only dolphins, but also all animals living at Ocean Park. From giant pandas to exotic tropical fishes to colourful birds, our animal collection advocates the importance of global habitats; that they are in need of protection and conservation. Over 62 species of the 474 resident species are considered threatened or endangered and are listed under CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora). To maintain our collection of Ambassadors and an assurance population for the wild, Ocean Park has developed a successful animal breeding programme, which welcomed new marine mammals such as harbour seals and California sea lions, and in the aquarium, freshwater stingrays, little skates, zebra sharks and black spotted stingrays. Ocean Park is also home to the rare yellow-

throated laughing thrushes and endangered scarlet ibis, Nicobar pigeon and white cockatoos.

In addition, our two adorable pandas, Ying Ying and Le Le, have adapted exceptionally well to life at Ocean Park. As they mature towards adulthood, they have learned many skills that help our keepers monitor their health today and their developing cubs in the future. We are completely committed and engaged in watching them learn and play at Ocean Park, while also learning more through observation and research on how to save these precious animals from extinction.

Excellence in animal care is a product of strong training. In May, the Park launched its "First Ocean Park Animal Training Seminar 2008" for professional animal caregivers where they were trained to take care of pandas, birds, alligators, sharks and iguanas, to name a few, and to teach the animals to respond to their calls and instructions.





Master Redevelopment Plan: Preparing to Create Wonderful New Memories

The purpose of the MRP, which began in 2006, is to strengthen our overall park offerings such that Ocean Park can build and sustain a successful long-term edutainment platform from which we can attract local guests and in-bound tourists alike. Our team took significant steps to ensure all of divisions involved worked in a synergistic manner to keep the project on schedule, while providing great experiences for current Park guests. Ocean Park's continued growth, amidst two years of renovation, speaks highly of respective teams' effective execution.

Along with Ocean Express, funicular tunnel, work on Amazing Asian Animals is progressing well. It will feature the new Giant Panda Adventure - home for the young pair of breeding pandas, an exotic bird show and the return of a new Ocean Park classic - Gold Fish Treasures. By mid-2009, Amazing Asian Animals will offer new opportunities for our guests to meet and learn about Asian animals and their lifestyles. Additionally, the majority of construction work in Aqua City has started and will be finished within two years. Over the Summit, we are literally laying the foundation for several large attractions such as Polar Adventure, the Rainforest and Thrill Mountain.

In 2007/2008, we reached milestones in several projects, including the May breakthrough of the funicular tunnel, Ocean Express, just 200 days after the project was launched. Opening in the summer of 2009, this funicular system will be a new in-park transportation system parallel to the cable car, and will transport up to 10,000 guests per hour.

Taking place in conjunction with our MRP are the Government



entrusted public works to upgrade the waste drainage system in our neighbourhood and surrounding area, as well as the relocation of the permanent Public Transport Interchange. This initiative to improve the community environment is ongoing.

Finally, we are working with a global partner to upgrade our current IT infrastructure to sustain the Park's growth in a dynamic and competitive environment, and to take Ocean Park to a new level as the next generation world-class theme park. This plan will be implemented in line with the MRP's schedule and operation needs in the coming years. The new technology is crucial as it allows us to process diverse information from different operational units into cohesive and realistic business decisions. We strive to do the right thing, while doing things right, and technology will be one of our enabling tools.

The Future: Full Steam Ahead as Ocean Park Looks Forward

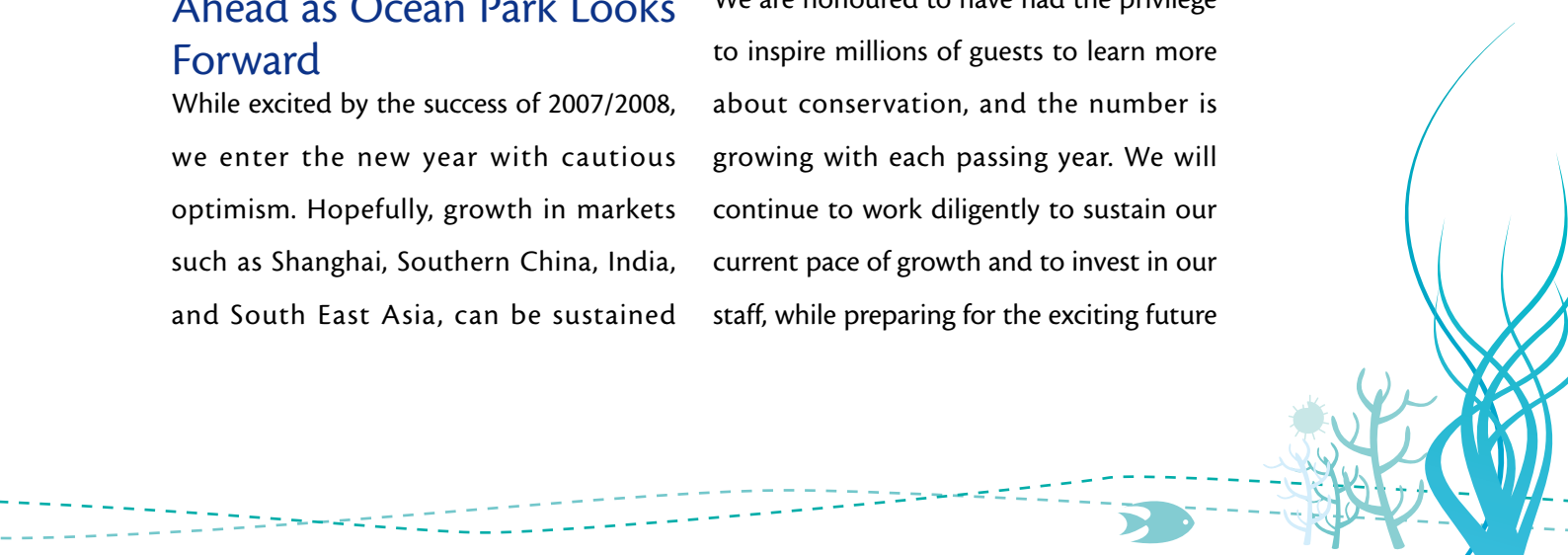
While excited by the success of 2007/2008, we enter the new year with cautious optimism. Hopefully, growth in markets such as Shanghai, Southern China, India, and South East Asia, can be sustained

so that our ongoing sales and marketing efforts will bolster Ocean Park's image and bring in a new demography of guests. We will build on our success by maintaining high standards in guest relations, innovative attractions, staff development and loyalty.

In the coming years, Ocean Park will begin to experience significant changes as the MRP materialises. We also look forward to the development of the three new hotels planned for Ocean Park as a supporting infrastructure. In January 2008, we received the in-principle support from the HKSAR Government, as well as from members of the Southern District Council, the Legislative Council, and the Town Planning Board, to continue the necessary processes to take the plan for the three hospitality offerings - Spa Hotel, Ocean Hotel, and Fisherman's Wharf Hotel - to the next stage.

Conclusion: Targets for Tomorrow are Within Clear View Today

We are honoured to have had the privilege to inspire millions of guests to learn more about conservation, and the number is growing with each passing year. We will continue to work diligently to sustain our current pace of growth and to invest in our staff, while preparing for the exciting future



with the completion of the MRP. We are confident that Ocean Park will continue to be a headline attraction unique to Hong Kong and contribute to the overall tourism appeal of the city.

Thank you to all of our business partners, different government departments, charitable collaborators, tourism friends, staff and the people of Hong Kong. Our business relies on the support of all our constituents, and in this respect, I believe Ocean Park is a story of continuing success in Hong Kong for which we should all feel a large measure of pride



Tom Mehrmann
Hong Kong



再創新猷

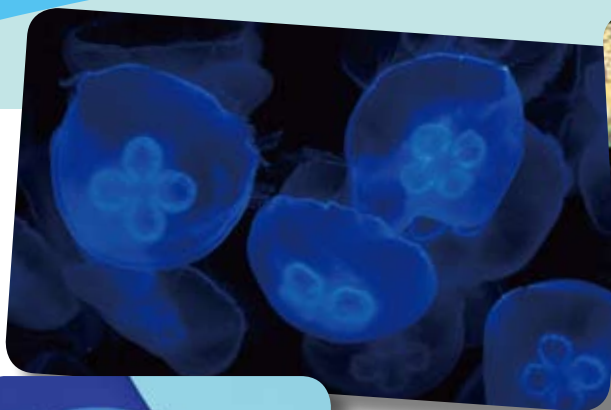
今年，我們秉承自創立以來的理念，致力將遊人與大自然緊密連繫起來，繼續以富啟發性及創意的娛樂，培養並提高大眾的保育意識。自兩頭大熊貓瑰寶——盈盈和樂樂入住香港賽馬會大熊貓園的第一天起，牠們瞬即成為全城焦點，亦為保育故事揭開新一頁。在海洋公園全新發展計劃全速推進的同時，我們更成功為超過五百萬名進場的遊人，提供寓教育及保育於娛樂的獨特體驗，成績斐然。在過去的一年，我們亦創出多項佳績，包括在廣州開設全國首家「海洋公園形象體驗店」；將「威威動感影院」轉型為舉辦特別活動的「哈哈夢工場」，並於屢破紀錄的「海洋公園十月全城哈囉喂」中正式啟用。另外，我們加強關愛社群的項目，讓更多市民有機

會到訪公園。至於保育方面，我們亦取得令人鼓舞的成果，包括迎接了全新的動物保育大使中華鱘、引入全港首個讓遊人與鮪魚在水中同遊的巨型魚池，以及再度獲得兩間國際動物護理權威組織的認證。我們在今年更見證了全新園內交通系統——高峰列車隧道之正式貫通。為了迎接舉世矚目的北京二零零八年奧運會，海洋公園更參與奧運二百日倒數活動，宣揚綠色奧運精神。在來自大中華、亞洲以至世界各地的訪港旅客人數與日俱增的同時，海洋公園於去年更努力不懈，全心全意為遊人提供最佳的遊玩體驗。



「香港人的公園」——再創高峰

今年度的其中一項主要挑戰，是務求在配合全新發展計劃的工程進度與維持園內正常運作兩者之間取得平衡。在公園擴展計劃進行的同時，我們更呈獻多個全新動物景點，以強化



現有的娛樂設施，當中包括翻新後的香港賽馬會大熊貓園、中華鱘展覽，以及為響應「2008愛蛙年」在「海洋公園高

清動物月」中推出的兩棲類動物主題展覽。這些獨一無二的全新設施，配合具創意的市場推廣策略及娛樂與教育並重的活動，於去年成功吸引了逾五百零三萬名人次進場，讓他們親身體驗各項別出心裁的大滙演、歡樂的氣氛，以及與動物保育大使作近距離接觸，學習保育訊息。

今年，我們的入場人次及財政盈餘均錄得持續增長，推動未來的發展。入場數字的增長更帶動園內及門票的收益上升，分別達港幣二億四千二百六十萬元及港幣六億八千一百九十萬元，錄得百分之七及百分之十的按年增長，再創公園紀錄。此外，在具創意的產品發展及審慎的財務管理下，海洋公園錄得港幣二億零四百七十萬元的盈餘，相比同樣是刷新紀錄的二零零六至零七財政年度，顯著上升了百分之十九，成績斐然。事實上，二零零七至零八年度標誌著海洋公園連續第五年增長，而自二零零二至零三年度至今，我們的入場人次已上升了百分之七十之多。

樂趣盎然 向大自然致敬

海洋公園以服務香港社會為己任，致力為遊人提供與大自然接觸的機會，並提倡保育的重要性，這是我們賴以成功的基石。在對保育大自然的強烈信念下，我們會繼續把公園打造成一個廣受歡迎的旅遊熱點。海洋公園每季均會為香港市民炮製新鮮有趣的娛樂活動，備受遊



人期待和讚賞，並樂在其中；而節節上升的入場人數正好印證我們的成功。

我們以敏銳的市場觸覺，掌握最佳時機推出五項年度大型活動，並配合創新的宣傳推廣，帶動本年度入場人次再創佳績。不論是夏季的「海洋公園熊貓夏水禮」、十月的「海洋公園十月全城哈囉喂」、緊接著的「海洋公園聖誕全城Ho Ho Ho」、二月的「海洋公園大團拜」、復活節期間的「海洋公園高清動物月」，這五大活動皆獲得令人振奮的成績。在「海洋公園高清動物月」期間，我們更推出了由海豚及海獅擔剛主演的全新海洋劇場劇目—「海洋伴我心」。

踏入今個財政年度的第一天，翻新後的



香港賽馬會大熊貓園正式開幕，成為兩頭年幼大熊貓盈、樂樂的新



居。牠們乃為中央政

府慶祝香港特別行政區成立十周年而贈予香港的賀禮。我們謹在此感謝民政事務局的鼎力支持，帶領有關部門作出配合，在多個單位的通力合作下，我們得以順利迎接這兩頭國寶的來臨。

這對年幼大熊貓身負「傳宗接代」的重任，對保護瀕危的大熊貓至為重要。連同「長輩」安安及佳佳，牠們吸引不少從未到訪或是已作定期探訪的遊人。透過認識這四頭來自中國的動物保育大使，遊人可了解其棲息地的自然生態，以及在保育工作上所面臨的挑戰。





盈盈和樂樂正式加入海洋公園大家庭的一天，是公園

歷史上的重要時刻。活潑淘氣的樂樂、盈盈，深受香港市民的愛戴。有見及此，我們與商業夥伴推出「熊貓

台」，並透過這「四網合一」的平台作現場直播。公眾可透過寬頻電視、互聯網、流動通訊以及固網電話，隨時隨地分享四頭大熊貓的生活點滴。兩頭年幼的大熊貓更與我們一起渡過充滿樂趣的一年，牠們不但首次成為夏日活動的節目主題，更參與了萬聖節、聖誕節及農曆新年的慶祝。復活節期間，我們亦提供了不同的近距離接觸活動，讓公眾可以更了解牠們。在四川大地震發生後，

牠們便成為最佳的慈善大使，呼籲大眾參與籌款活動，以支援四川大熊貓基地之重建工作。

此外，五大年度活動之最—第七屆「海洋公園十月全城哈囉喂」亦錄得空前成功。今年十月便有逾五十萬遊人到訪。在公眾的熱烈支持和期待下，活動門票迅速售罄。是次乃我們有史以來最大規模的萬聖節慶典，共有超過二百五十隻嘍鬼及七大鬼屋景點。

去年的冬季活動大受好評，今年我們再接再厲，邀請了超過二十位來自世界各地的溜冰高手，並首次在真雪場地上為多達一千名觀眾表演，劇場的容納人數比去年增加有一倍之多。充滿動感的「冰上百老匯」在聖誕及農曆新年期間上演，其精湛技藝令每一位觀眾嘆為觀止。我們被觀眾的熱情深深打動，並將



於未來引入更多精彩絕倫的表演，與觀眾分享。

在今年三至五月期間舉行的「海洋公園高清動物月」，破天荒為香港引入首個鮪魚體驗池，並有超過二十尾牛鼻鮪在池中暢泳。遊人更可走進魚池，與來自深海的鮪魚在水中同行，體驗箇中獨特樂趣。

同一時期我們亦推出全新海洋劇場劇目「海洋伴我心」，故事乃講述人類與海洋動物如何和平共存，是首個融合動人故事及動感音樂的大滙演，並由奧斯卡得獎班底傾力製作。為此，我們重新粉飾海洋劇場，為觀眾帶來煥然一新的效果。整項翻新工程能在毫不影響日常表演的情況下順利完成，實有賴不同部門之間的周詳策劃、執行及協調，印證了我們在任何項目上，皆能發揮上下一心的團隊精神。

玩樂以外的體驗

海洋公園矢志為遊人締造永誌難忘的每一刻。因此，我們在今年亦積極優化景點以外的另一重要元素—園內的餐飲

體驗。

於本年五月隆重開幕的「海洋冰室」，為我們在餐飲服務發展上的里程碑。「海洋冰室」以極具地道文化代表性的港式餐廳為主題，讓遊人可以在公園內一嚐廣受歡迎的傳統和特色美食。「海洋冰室」提供逾一百五十款地

道經典美食，包括蛋撻和奶茶等，讓訪港旅客在暢遊海洋公園之際，同時體驗香港獨有的美食文化和傳統。

此外，我們亦為公園內的美食及餐飲設施注入新元素，包括在「嵐灣茶座」安置全天候的頂篷和圍板、在七彩昇空天地推出全新的「果汁樂園」，以及翻新大受遊人喜愛的「魷魚先生」。為迎合越趨國際化的遊人口味，我們更增加園內的食物種類，提供更多元化的飲食選擇，包括小食炸魷魚至潛艇三文治集





會，以至在灣景餐廳推出的每月國際美食。這一系列的革新，推動了園內飲食產品銷售，並帶動人均消費上升。

為遊人所愛戴的海洋公園，以其別具特色的海洋主題、多元化的景點和動物保育大使，為遊人帶來包羅萬有的主題紀念品。為配合市場需求，在今個財政年度，我們再額外投資港幣二千萬元以積極拓展零售產品，當中包括將原名為「可口可樂珍藏店」之禮品店，翻新及重新命名為「海洋金銀島」，並搜羅及開發更廣泛的主題精品種類，以至流行服裝及配飾。與此同時，我們更着力投放資源於具創意的櫥窗擺設，令公園的零售店及產品更具更吸引力，讓遊人盡享購物樂趣，故今

年的零售業務收入亦錄得可觀的增長。

萬眾期待的「亞洲動物天地」，為全新發展計劃中的重點項目，即將於在二零零九年中正式開幕。當中亦包括全新主題食肆「大熊貓餐廳」和「熊貓禮品店」。

要讓遊人在海洋公園和香港的旅程中，留下更深刻的印象，特色紀念品和優質餐飲服務亦是體驗的重要環節。我們將繼續以配合遊人的所想所需為宗旨，不斷推陳出新。





本年度另一項革新，就是將大樹灣廣場的「清宮」轉化成額外的主要活動場地，讓我們得以創造更多別出心裁的節目。

以上各項之改進，乃是我們在提供全面遊樂體驗中，不可或缺的元素，更直接影響遊人在公園的逗留時間及消費，這兩項指標近年來均錄得顯著增長。

早著先機 拓展海外

我們市場拓展策略的成功，有賴於與旅行社建立穩固的關係，並透過完善的銷售網絡，於中國內地的不同市場，推廣海洋公園獨特之處—集娛樂與教育於一身的主題公園，為遊人提供真正與大自然接觸的體驗。隨著北亞及東南亞的外遊旅客不斷增加，海洋公園抓緊契機，大力提高在這些新興市場的滲透率，從

而開拓新客源。

過去一年，海洋公園致力與其他商業團體合作，並參與各類型的旅遊業界交流團，將香港推介予海外市場，如印度、菲律賓、新加坡、馬來西亞、印尼、南韓、日本及台灣，藉此與逾一千個旅遊夥伴建立更緊密的合作關係。

為慶祝昂坪360重新啟用，並推動香港成為旅遊勝地，海洋公園於去年十二月夥拍昂坪360推出優惠，讓雙方的遊人均可盡享入場及購物折扣。在遊人的大力支持下，我們已延長推廣期。

海洋公園更積極與旅遊業界權威和傳媒代表保持接觸，以加強彼此溝通。面對中國市場的機遇，我們更密鑼緊鼓籌備在上海開設辦事處，以強化我們於中國

的發展。隨著旅遊業在香港、上海，以及其他周邊地區迅速發展，新辦事處的開幕，可促進我們在華東地區的擴展，讓更多旅客認識海洋公園這個品牌。我們的目標，就是要使海洋公園成為旅客遊覽香港的「必到」景點。

內地的遊人仍是我們的主要發展動力，而新興市場的入場人次亦有顯著升幅。就二零零七年香港旅遊發展局的訪港旅客數字顯示，印度、印尼、馬來西亞、菲律賓、南韓及中東等地區，均錄得雙位數字的增長。海洋公園將繼續拓展海外市場，並與香港旅遊發展局攜手合作，將香港及海洋公園打造成亞洲首屈一指的旅遊目的地。

積極履行社會責任

去年，海洋公園首次刊載可持續發展報告，並制定一系列全新的方針和目標；在海洋公園的遊人及員工的鼎力支持下，我們在今年

度得以推行多個方案。

在內部管理方面，海洋公園在今年引入企業管治常規守則。我們相信優良企業管治，可更有效落實以機構和大眾利益為依歸的管治目標，實現更佳表現和建立良好信譽，以維持長遠可持續性的發展。我們認為，公平問責制度、高透明度、以及真確誠信，都是良好企業管治的基石，也是海洋公園在確立企業管治架構中所包含的核心原則。

與此同時，有見國內同胞在年初飽受雪災及四川地震的蹂躪，公園上下同心支持多項善舉。海洋公園以及肩負保育使命的香港海洋公園保育基金，合共籌得逾港幣三百萬元善款，以協助他們解窘。不得不提一眾熱心員工更慷慨解囊，與我們聯袂籌得港幣一百萬元的善款，以撥捐至香港紅十字會中國賑災金，向四川大地震的災民作即時支援。

海洋公園更為「愛心聖誕大行動」、仁





愛堂及香港癌症基金會等本地慈善團體提供支援，向他們作出捐獻或協助籌募經費。

有關我們對社區的一系列社區關愛項目，可參閱其後的「可持續發展報告」。

上的措施項目皆以員工的發展為中心，使海洋公園能成為員工心目中的首選僱主。

群策群力

海洋公園能有今天的成績，乃建基於所有勞苦功高的前線及後勤人員，以及管理層的努力。我們深明員工的投入，對公園的成功非常重要。故此，我們致力加強培訓以及增加人力資本投資，並優化獎酬制度，獎勵表現優異的員工。以

我們期望每一位員工，都常常帶著會心微笑、全力以赴，為遊人帶來難忘體驗。因此，我們竭力為員工營造積極的工作環境，並表揚在公園日常運作中表演優秀的員工。為落實此概念和提高員工的主動性，我們推出了全新的員工表



揚計劃「全城喝采獎勵計劃」，以取代原有的「閃爍一刻獎勵計劃」；此外，我們更積極表揚傑出人才，如「職能模範」等方案。這一系列的人才管理措施，使員工保留率高達九成，當中超過百分之十的員工更於公園服務超過二十載，足證我們在建立團隊精神的努力已收顯著成效。

為使員工緊貼海洋公園迅速發展的步伐，我們設立了內聯網，令每位員工更了解海洋公園的最新發展。同時，我們成立了「員工諮詢委員會」，讓所有員工可以透過此渠道與管理層交流意見。此外，於二零零七至零八年度，我們於山上開設了首間員工餐廳，為他們提供一個休息、鬆弛、上內聯網以及與同僚交流的好地方。

動物保育 業界翹楚

一直以來，為了秉承將遊人與大自然連繫的理念，海洋公園推出了各項大小類型的景點和活動，致力為遊人帶來最佳的保育活動。同時，對於海洋公園的世界級動物管理被受國際認同，我們更深感自豪。

去年，海洋公園獲得動物園及水族館協會(AZA)的認證，連續兩度獲得為期五年之會員資格，此乃我們在保育事業上另一個重要里程碑。AZA是動物護理及運作方面的國際權威，而海洋公園是首個於美洲以外獲得此認證之主題公園，足以證明我們在動物護理、保育教育及管理工作方面均達至，甚至超越世界級的標準。此外，海洋公園再次成為Alliance of Marine Mammal Parks and Aquariums (AMMPA)的認證會員，確認了我們在保





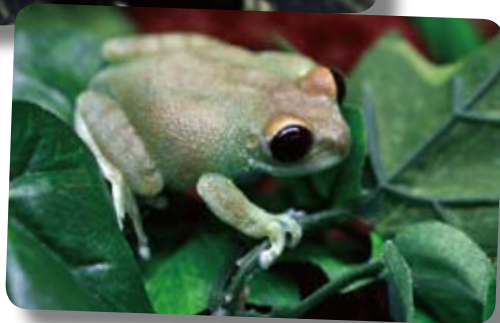
育海豚、海獺和其他海洋哺乳類動物，以及在推動保育課程上的傑出成績。作為AZA及AMMPA的認證會員，我們時刻遵從嚴謹的指引，悉心照顧動物、妥善處理食糧以及進行科研活動，此乃我們對棲息於公園的動物及動物保育大使作長遠照顧的承諾。

在二零零八年，我們積極參與以挽救瀕危絕種兩棲類動物為主題的環球保育運動—「2008愛蛙年」。我們於三月推出的「蛙蛙館」，為遊人展出逾七十種不同品種的蛙類，是「海洋公園高清晰動物月」的重點項目之一。同年五月，我們在公園內舉辦「香港兩棲動物工作坊」，出席者包括來自中港兩地和海外的兩棲類動物專家。

海洋公園更一直全力支持肩負保育使命的香港海洋公園保育基金，在亞洲區內進行多項不同研究和保育工作。我們透過香港海洋公園學院推動保育教育，將過去三十年在保育事業上所累積的經驗和知識，灌輸予年青一代。今年，香港海洋公園學院舉辦「校長參觀日」，讓家長教師會的代表和校長更能了解學院的理念和運作。二零零八年，香港海洋公園學院更推出多項全新及具啟發性的課程，當中包括「海洋傘兵隊」、「海獅廚房」以及「動物便利店」。

海洋公園秉持其「拉近人類與大自然距離」的使命，以創新的視野為遊人提供具保育價值的娛樂活動，讓我們成為業界中的典範。





有關我們對保育事業的實踐及成就，可參閱其後的「可持續發展報告」。

卓越動物管理

海洋公園在動物護理、飼養以及社區教育方面的優秀表現，均反映出我們非常重視居住在公園內的動物保育大使，更積極參與其棲息地的生態保育工作。出色的動物醫療護理及研究，使我們在動物管理上，穩踞領導地位。為配合動物數量的增長和保育工作的發展，公園已著手興建一所全亞洲設備最完善的動物醫護中心。聳立於山上毗鄰海洋劇場的動物醫護中心，工程已進入最後階段，並計劃於二零零八年尾開幕。

動物醫護中心除了會照料海豚外，更會為一眾棲息於公園的動物提供醫療服務，包括大熊貓以至珍貴的熱帶魚和色彩斑斕的鳥類。誠然，公園內的所有動物均需要我們的支援及保護，這正正帶

出保育大自然的重要性。去年居住於公園的動物，共有超過四百七十四個品種，其中逾六十二種為受威脅或瀕危動物，當中亦包括屬「瀕危野生動植物國際貿易公約」的品種。海洋公園今年更成功進行多項動物繁殖計劃，不但為我們的動物保育大使增添新成員，更保存野外的種羣，為保育野生動物出一分力。成功繁殖的海洋哺乳類動物包括斑海豹及加州海獅；在海洋館中，我們迎接的新成員則包括淡水鮪魚、大西洋鱈、豹紋鯊和黑點土鮪。此外，我們亦成功繁殖多個珍貴的雀鳥品種，包括黃喉噪鵲，以及瀕危的美洲紅鸚、尼柯巴鳩和白鳳頭鸚鵡。

今年，我們很榮幸歡迎人見人愛的盈盈、樂樂加入動物保育大使行列。在海洋公園護理員的悉心照顧下，牠倆已適應新環境，並日漸成熟，學習了多方面的技巧，以使護理員易於監察其健康情



況，並為繁殖牠們的後代作準備。能夠與盈盈、樂樂一起經歷牠們的成長，實在是難能可貴的經驗，透過觀察及研究，我們獲得更多有關拯救這些珍貴動物的知識。

期進行的同時，讓遊人仍能體驗最佳的教育及娛樂設施。

海洋公園在過去兩年的入場人次皆錄得持續增長，足證在不同部門的共同努力下，全新發展計劃得以順利進行。

毋庸置疑，卓越的動物護理需要配合嚴謹的護理員訓練。今年五月，海洋公園為專業動物護理員推出「第一屆海洋公園動物訓練研討會」，以提升護理員的專業護理水平，他們照顧的動物包括熊貓、雀鳥、鯊魚、以至短吻鱷和鬢蜥蜴等；我們更同時提供指令訓練，讓動物可按護理員的指示作出合適回應。

在今個財政年度，全新發展計劃中的多個項目已邁向新里程。其中包括於今年五月正式貫通的「高峰列車」隧道，整項貫通工程於短短200日內竣工。「高峰列車」依登山纜車的路線平行而建，列車系統在正式運作後，每小時載客量將高達一萬人次，並預定於二零零九年夏季正式啟用。

全新發展 蓄勢待發

於二零零六年正式開始的全新發展計劃，目的是加強公園內的景點設施，使海洋公園得以建立及維持一個以教育及娛樂並重的長遠發展平台，吸引本地遊人及訪港旅客。我們的團隊透過悉心策劃，促使各部門緊密合作，並發揮最大的協同效益，以確保全新發展計劃能如

此外，「亞洲動物天地」的工程正進行得如火如荼，此全新的動物展館將包括一對年幼大熊貓日後作繁殖的新居——「大熊貓之旅」，特別品種雀鳥匯演，以及以全新面貌載譽而歸的「金魚寶殿」。預定在二零零九年中落成的「亞洲動物天地」，將為遊人帶來嶄新的體驗，從中認識及學習更多有關亞洲的珍

貴動物的習性及自然生態。另一重點項目「夢幻水都」的主要工程已全面展開，並預計於兩年內竣工。而建於「高峰樂園」的「冰極天地」、「動感天地」以及「熱帶雨林天地」的基礎工程亦已正式開始。

與全新發展計劃同期進行的項目，還包括由政府委託的公務工程，以加強公園的鄰近和周邊地區的公共設施，這包括渠務系統改善工程，以及重置公共交通滙處到其永久站址。

最後，我們更與一間環球夥伴合作提升公園的科技資訊系統，讓我們在瞬息萬變的環境下保持競爭力，並發展成新一代的世界級主題的公園。此項目將配合全新發展計劃的進程，以應付未來五至十年的營運需要。全新科技資訊系統，使我們能有效地處理來自不同部門的資訊，協助制定能配合整體及實際發展的策略。完善的科技管理系統，不但有助我們確立正確的發展目標，更使之能正確地執行。

展望未來 拭目以待

在慶祝二零零七至零八年度的成功的同時，我們以謹慎而積極樂觀的態度迎接新一年。在上海、中國南部地區、印度以及東南亞等市場有望維持增長的同時，我們更積極在銷售及市場推廣方面，深化市場對海洋公園品牌的認識，以吸引更多來自不同地區的遊人。卓越的客戶服務、具創意的景點、以及優秀忠誠的員工團隊，均是我們賴以成功的基石，未來的發展亦是建基於此。

全新發展計劃將在未來數年陸續落成，為遊人帶來嶄新的教育及娛樂體驗，我們對酒店發展計劃更充滿信心。計劃中的三間酒店「高峰水療度假酒店」、「海洋酒店」和「漁人碼頭酒店」，將成為我們未來的重要配套建設。在二零零八年一月，我們已獲得香港特別行政區政府的原則性支持，並得到南區區議會、立法局和城市規劃委員會的認同，進一步落實此計劃，使酒店發展順利進入另一階段。

總結： 清晰目標 實踐理想

我們非常榮幸能在過去一年，透過公園獨一無二的體驗，讓數以百萬名計的遊人學習及認識有關保育的工作，人數更與日俱增。海洋公園會不斷努力延續目前的增長，並為員工的發展投放更多的資源，並以興奮的心情迎接即將完成的全新發展計劃。我們深信海洋公園將繼續成為香港獨有的景點，為推動本地旅遊業作出莫大貢獻。

最後，海洋公園衷心感謝一眾商業夥伴、各個政府部門、合作慈善團體、旅遊業界友好、員工以及全港市民。我們的業務全賴你們的支持，展望未來，我相信海洋公園將會在香港延續其成功的故事，讓所有香港人感到無比的驕傲。



苗樂文
香港



Section 4

第四章



持續發展報刊

虎紋猴子樹蛙
Long Leg Monkey Frog
Arhuna tomopterna

虎紋猴子樹蛙在樹上爬行，平靜時，牠們的身體不會輕搖下來。

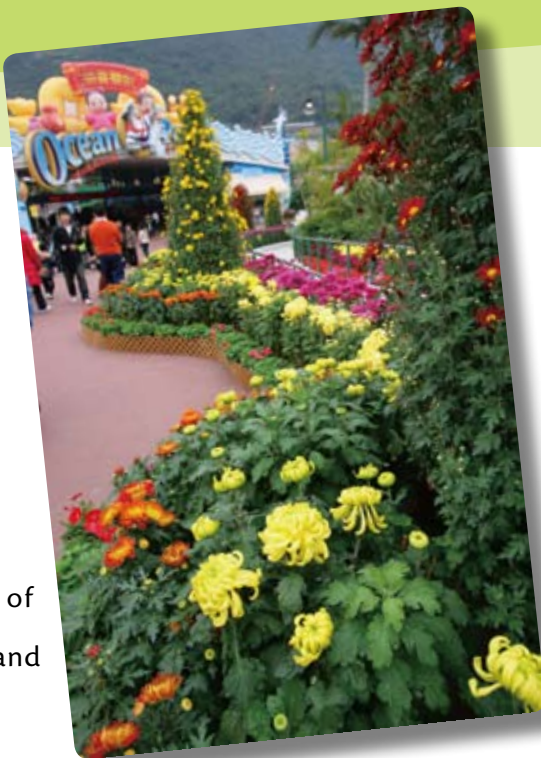
Long Leg Monkey Frog resembles the toad
in its shape when it crawls.

日本樹蛙
Japanese Tree Frog
Hyla japonica

雖然其為日本樹蛙，但亦中國、台灣及東南亞
等地區均有發現的蹤跡，而牠最大的特徵是
體，便從頭部至尾部均沾有紅點。

Although it's called the Japanese Tree Frog, it can also
be found in China, Korea and Mongolia, etc. Its most
characteristic is that they are and found over the
spring.





Fostering Respect For Nature: Our Vision, Our Responsibility

Mounting concern over climate change and dwindling global resources constitute a worldwide call to action. Companies across the globe are answering this urgent call by implementing comprehensive policies not only to reduce their environmental impact but also to inspire change in the communities they serve. In this right, Ocean Park has clearly defined its position on corporate responsibility. Numerous staff-driven initiatives for waste reduction and recycling, community clean-up and conservation form the core of the Park's activities. We also provide a unique educational and entertainment experience to inspire advocates for environmental responsibility and protection, while

ensuring the safety of guests, employees, and our animals.

The People's Park

As Hong Kong's People's Park, we belong to and exist for the people. We are committed to our mission to provide every citizen of Hong Kong with the opportunity to experience the wonders of nature. Prudent financial management and active promotion to maintain a healthy, sustainable organisation are essential to the responsibility we have to the Hong Kong community. To this end, our programmes and brand reach far beyond our borders and strengthen Hong Kong's position as Asia's premier family tourism destination.

To ensure efficient management and implementation of our sustainability programmes, the Environmental Steering Committee (ESC) was



restructured in 2006, with the Deputy Chief Executive, Matthias Li, as the Committee Chairman. The three subcommittees set under the ESC have been working on three designated areas - encouraging environmental improvements within the Park, maintaining the compliance of green guidelines on the design and construction works and promoting the awareness of environmental issues to Park guests. All the projects are focused on benefiting our key stakeholders - the environment and the community - which demonstrates our dedication to corporate responsibility, environmental awareness and sustainable development.

The Environment

Our unique position requires us to drive community initiatives to improve the environment. Ocean Park has collaborated on a number of important projects that directly affected the local environment and raised awareness of eco-principles.

Supporting International Coastal Cleanup

Last autumn, Ocean Park collaborated with the community to lead the International

Coastal Cleanup for the fourth consecutive year. Nearly 100 volunteers made up of staff from Ocean Park, Swire Coca-Cola HK and Coca-Cola China, in addition to family members, helped remove approximately 240 kilograms of rubbish from the beach near the Park's Dolphin University.



Championing the Green Olympics

200 days before the start of the Olympics, we teamed up with the Home Affairs Department and Television Broadcasts Limited to count down to the Beijing 2008 Olympic Games and promoted the spirit of





green Olympics. Another highlight of the year, the Olympic countdown culminated in the presentation of the highly-endangered Chinese sturgeons to the Park.

Green Advocates, Inside and

Out Other eco-awareness projects included our Celebration of Re-Creation float at the 2008 Chinese New Year night parade. The float was made from more than 40,000 pieces of recycled material and was accompanied by a green soundtrack produced

with recycled musical instruments. To complement last year's introduction of Hong Kong's first reverse vending machines, this year a No Straw Day campaign was implemented among the food outlets in the Park. Once a month, all drinks were served without drinking straws to create awareness of environmental principles and choices among our guests, who are most supportive of our efforts.

Ocean Park promotes practical environmental measures that inspire positive action to reduce and recycle waste. Some examples include the introduction of biodegradable food utensils throughout the Park, involving

all staff to support our moon-cake container recycling programmes, the safe disposal of obsolete electronic equipment, and the prevention of unnecessary engine idling. To gain further staff commitment, we launched the A-Box-A-Day-Keep-the-Trash-Away programme that rewards staff with special discounts and incentives for adopting re-usable food containers for lunch time take-aways from staff canteens.

Caring for Our Animal Ambassadors

Our animal ambassadors are some of the most important stakeholders at Ocean Park. Our guests connect with them through their stories and gain an insight into the importance of conservation. A priority at the Park, we implemented all necessary measures to ensure the health and safety of our animal ambassadors and to provide them with the best possible care and environment.

As mentioned in our Chief Executive's





statement, the Park has custody of 474 resident species, 62 of which are listed as endangered. Our Master Redevelopment Plan will bolster our current facilities by building Asia's largest Veterinary Centre. The centre will maintain and care for the health of our animals, as well as conduct research and support the preservation of animals into the wild. (Information about this new development is also provided in the Chief Executive's statement.)

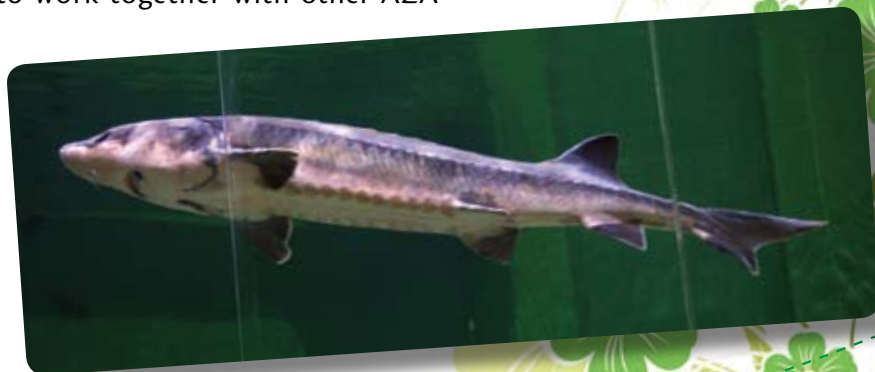
Maintaining Focus on Conservation

The Park's strong attendance this year has allowed us to make a greater contribution to our ongoing conservation work. Ocean Park contributes HK\$1 from the admission fee of each guest; a percentage of the proceeds from our panda merchandise and animal encounter programmes; and all park admission funds on Conservation Day to the Ocean Park Conservation Foundation, Hong Kong (OPCFHK). For this fiscal year, \$9.21 million was channelled to OPCFHK to fund close to 50 research projects and other conservation initiatives to protect regional wildlife and habitats, as well as providing them with administrative support. One of the key projects in Hong

Kong was the work on improving artificial breeding and rearing practices and life support systems of the horseshoe crab, a "living fossil" found in the western coast of Hong Kong with over 400 million years of history on earth. OPCFHK also continues to be the entrusted veterinary and research partner with the Agriculture, Fisheries and Conservation Department (AFCD) for all dolphin stranding in the territory.

This year, we were pleased to work with experts from the Mainland to design and establish a themed aquarium for our new animal ambassadors, the Chinese sturgeon. The Chinese sturgeons are an endangered species and classified as Class One Protected Animals in China. This project allowed us to establish new relationships with conservation experts in the Mainland, facilitating greater co-operation and exchange of knowledge on aquatic wildlife conservation.

As an accredited member of the Association of Zoos and Aquariums (AZA), we pledge to work together with other AZA





affiliates to raise global awareness on the urgency of wildlife preservation, and Ocean Park was proud to celebrate 2008 as the Year of the Frog in support of amphibians worldwide. At our event, Animal Month - In High Definition, we showcased more than 70 amphibious species from around the world at Frog Fascination, the largest-ever collection in Southeast Asia. In May, the Park hosted the Hong Kong Amphibian Workshop in collaboration with Amphibian Ark, an international conservation group, AFCD, Kadoorie Farm and Botanic Garden, The University of Hong Kong, as well as amphibian experts from China. The Workshop reviewed the current conservation status in Hong Kong and Guangdong, and developed preservation actions for priority species.

We also collaborated with the World Wildlife Fund and a local

restaurant to host a series of interactive parent-child activities, from cooking demos and classes to group games and quizzes - all to raise awareness on the importance of making sustainable seafood choices.

The Community

As a not-for-profit organisation and Hong Kong's People's Park, Ocean Park operates for the benefit of the public. We strengthened our already comprehensive social initiatives in October because we want everyone in Hong Kong to have a chance to come to Ocean Park and to connect with nature.

Our Friends with Disabilities As of October, people with the Registration Card for People with Disabilities can enjoy free admission to Ocean Park, while one caregiver can come in at half price. We also celebrated our 15th anniversary of hosting the International Day of Disabled Persons (IDDP) - Ocean Park Fun Day with the Hong Kong Council for Social Services and the Hong Kong Joint Council for People with Disabilities. Four thousand people



with disabilities, as well as their friends and family, enjoyed free access to our Park on this special day.

Ocean Park salutes the determination of people with disabilities and actively seeks to support them by providing employment opportunities for members of the Tung Wah Group of Hospitals (TWGH) and St James Settlement. In addition, we purchase products and fruits from TWGH's Enterprise Vegetable and Fruit Processing and Supply Service to support social enterprise initiatives.

Reaching Beyond the Park Other events this year reflect our commitment to philanthropy. For the Ocean Park Halloween Bash, we joined hands with Yan Oi Tong for a charity preview night to raise money for the Elderly Care Fund. For the festive season, we contributed to Operation Santa Claus for the second year in a row and partnered with the Hong Kong Cancer

Fund to kick-off our annual Christmas Sensation. Thanks to the generosity

of our sponsors, this event raised a substantial sum for the Fund's 20th anniversary. In June 2008, we also invited thousands of local citizens from underprivileged groups to visit Ocean Park for a day of fun and inspiration.

This year, our hearts also went out to our countrymen devastated by the coldest winter in decades and the Sichuan earthquake. We donated HK\$1 million to the Hong Kong Red Cross China Relief Fund in February 2008 for the snow disaster. With the support of our staff, we raised HK\$1 million in May, also for the Red Cross China Relief Fund, to bring hope to earthquake-affected areas and help our countrymen rebuild their communities and lives. At the same time, OPCFHK contributed RMB1 million to affected panda reserves to buy essential emergency



equipment. We also supported OPCFHK's ongoing efforts to help rebuild the severely damaged panda reserves in Sichuan.

Committed to Education We strive to foster a love of nature in all our guests as it is a fundamental part of our founding mission. Central to this goal is our commitment to education, and the sustainability of our educational programmes is crucial to the ongoing success of the Park.

For the past 16 years, Ocean Park has hosted educational courses on the wonders of the natural world for students, parents, and teachers, welcoming more than 450,000 learners to date. In 2004, we established Ocean Park Academy, Hong Kong (OPAHK) as the dedicated education provider of the Park. Last year, over 32,000 youngsters experienced OPAHK's 1,200 classes with over 30 different programmes. This year, we also allocated HK\$2 million to OPAHK, to be used over the next four years. Our

intention is to provide full financial support every year for up to 5,000

students from disadvantaged backgrounds to participate in these interactive courses.

Investing in the Future Nurturing more conservation-minded talent is important to our future. Four years ago, OPCFHK launched the University Student Sponsorship Programme to support opportunities for students to conduct fieldwork in Asia and learn conservation techniques from experts around the region. The programme has been a great success, having sponsored over 50 of our future conservationists to conduct research and study in more than six different countries in Asia.

Sharing our Story On top of Ocean Park's educational efforts, the story behind Ocean



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© Wellem Cheng & Christina Kwong



Park's successive years of achievements also intrigue local and international academia and the corporate world alike. We received hundreds of requests last year to learn how Ocean Park thrives in a dynamic global environment, and the senior management - from the Chairman and Chief Executive, to the Executive Directors and managers - spent over 500 hours sharing our story and inspiring our audiences.

Ensuring Safety Many families and guests pass through our gates each day and their safety and peace of mind are our paramount concerns. We strive to continuously improve the safety of our surroundings, through a rigorous schedule of regular and annual safety audits. We are diligent in upholding the best safety practices, in full compliance with our stringent health and safety programme and local regulations. Our staff are trained on crisis management and safety protocols tailored to the unique environment of the Park. Moreover, we made safety training courses an integral part of our orientation programme for all new staff.

We also participated in the annual "E&M Safety Campaign" organised by the Electrical and Mechanical Services Department (EMSD) to showcase our effort

in entertainment safety, and highlighted the importance of health and safety in the work place for our staff through the annual Occupational Health & Safety Quiz. We also mounted banners with safety messages throughout the Park's back of house areas.

Our Enduring Imperative

Ocean Park is committed to constantly refine and evolve our initiatives in environmental awareness, community support, animal preservation and safety. This year saw the implementation of many new programmes, and we continued to learn about new technologies, such as food composting, wind power, and water recycling to make Ocean Park a pioneer in sustainable development. Corporate sustainability is the foundation upon which we thrive, and our efforts will continue to ensure a safe and bright future for Ocean Park, and most importantly, for future generations.



回饋大自然 — 我們的理想與抱負

隨着大眾對全球氣候變化及資源供應等問題日益關注，國際間已採取積極行動。世界各地的企業在制定可持續發展策略時，除了以環保為重點，更希望藉其影響力啟發群眾在生活方式上作出改變。為此，作為「香港人的公園」，海洋公園貫徹推動社會可持續發展的原則為己任，並制定一系列由員工參與的綠色活動，包括減少廢物及循環再用、減低社區污染及推行保育等。海洋公園更秉持其寓教育及保育於娛樂的理念，將遊人與大自然緊密連繫起來，以喚起大眾對保護地球的重視與支持；同時，我們亦竭力為遊人、員工、以及居於公園內的動物提供一個既安全又健康的環境。

香港人的公園

與香港一同成長的海洋公園，是屬於大家的。自創立以來，我們矢志讓每位香港市民均有機會接觸大自然，體驗箇中奧妙。我們以審慎的理財策略，配合有效的市場推廣，讓海洋公園發展成一間財政穩

健的獨立機構，為社會服務。我們更藉著多元

化的活動及世界級的生態設施，將公園打造成區內主要的主題公園及品牌，進一步強化香港作為亞洲區內最佳家庭旅遊目的地的地位。

為確保所進行的可持續發展項目能夠發揮最大成效，我們於二零零六年重組環保督導委員會，並委任海洋公園副行政總裁李繩宗先生為委員會主席。環保督導委員會核下設有三個小組委員會，以監導三大環保範疇的工作，包括改善公園的環境、確保設計及建造方面合符環保指引，以及提高遊人的環保意識。誠然，我們推行的所有項目，均貫徹「以環境及社區為本」的原則，以彰顯我們在履行企業責任、重視環保以及推動可持續發展的決心。



我們的環境

作為推動綠色運動的先驅，海洋公園在環保工作方面一向不遺餘力。在過去的一年



更夥拍不同機構落實了多項重要的環保項目，為本地的生態環境帶來正面影響，並同時喚醒大眾對自然生態保育的關注。

香港國際海岸清潔運動 去年秋季，海洋公園與社區連續第四年攜手參與「香港國際海岸清潔運動」，發揮保護海洋生態的精神。活動當天，近百名海洋公園、太古可口可樂及可口可樂的員工與其家屬組成義工隊，於公園海豚學堂旁的海灘作清潔，收集了約二百四十公斤廢物。

綠色奧運 為迎接舉世矚目的北京二零零八年奧運會，我們與民政事務總署及電視廣播有限公司合辦了「齊保育·愛環保奧運二百日倒數」活動，藉以啟發綠色奧運精神。此外，在奧運會開幕前夕，海洋公園更獲內地送贈珍貴的瀕危動物—中華鱘，以進一步宣揚綠色奧運。



上下同心齊環保 海洋公園積極透過不同的活動，向社區宣揚愛護環境的重要訊息。我們在二零零八年年初的農曆新年巡遊匯演中，便首次展示以超過四萬件循環再用物料所製成的「海洋公園活力創意無限再生」賀歲花車，而隨行的巡遊樂隊更以環保物料製成的樂器，奏出生氣盎然的樂章。繼引入全港首部膠樽回收機後，我們於今年中，更推行每月一次的「無飲管日」，園內所有餐廳及小食店在當日不提供飲管，藉以提高遊人的環保意識，並啟發他們在生活細節中作出綠色選擇。「無飲管日」自推出以來，一直廣受遊人支持。

海洋公園身體力行地支持環保，推出一系列為減少及循環再用廢物的項目，帶來正面的效用。去年所落實的措施便包括公園內全面引用可降解的餐具，以及一系列讓所有員工參與的環保方案—回收月餅盒、安全棄置電子垃圾以及停車熄匙計劃。此外，我們更發起「日減一盒獎勵計劃」，以特別折扣及優惠等來鼓勵員工於員工餐廳購買外出午餐時自備食物盒，身體力行地支持環保。

愛護動物保育大使 我們的動物保育大使是大自然賦予我們最珍貴的資源。透過與動物的近距離接觸並認識牠們獨有的故事，可啟發遊人的保育意識。我們把動物



保育大使的健康及安全放在首位，並致力為牠們提供最佳的居住環境及照料。

據《行政總裁報告》所述，目前公園共飼養了超過四百七十四類動物品種，其中六十二類屬瀕危品種。已在全速進行的全新發展計劃將包括興建一所亞洲最大型的動物醫護中心，以便悉心照顧這班棲息於園內的動物，中心並將積極參與保育研究及支持保護野生動物的教育工作。（此項動物保育發展計劃，亦在《行政總裁報告》有所提及。）

秉承保育精神 今年海洋公園的入場人數持續高企，讓我們能為生態保育作出更大贡献。一如既往，我們於每張入場門票收費中抽取港幣一元以支持香港海洋公園保育基金；更將銷售大熊貓精品和舉辦動物互動活動的部分收益捐作保育用途；並透過每年的海洋公園「保育日」，

將整日入場門票的全數收益撥捐香港海洋公園保育基金。在今個財政年度，由海洋公園捐助香港海洋公園保育基金的總額達港幣九百二十一萬元，共資助了接近五十個研究項目，以及其他在亞洲區進行之野生動物及環境保育計劃，當中還包括相關的行政開支。其中，保育馬蹄蟹便是今年於香港進行的重點項目之一。此計劃以改善馬蹄蟹的人工繁殖技術及培育設施為目標，從而提高馬蹄蟹的生存機會。馬蹄蟹在地球已有逾四億年歷史，有「活化石」之稱，並可於香港西部海岸發現其蹤跡。此外，香港海洋公園保育基金將繼續與漁農自然護理署合作，攜手跟進及研究於香港水域擱淺的海豚。

今年，我們非常榮幸能與中國的保育專家，為最新的動物保育大使中華鱘設計並建立一所主題展館。中華鱘屬於國家一級保護及瀕危動物，透過是次合作，我們與中國的保育專家建立了緊密的關係，有助促進兩地在水生野生保育事業上的科研工作及交流。



身為動物園及水族館協會（AZA）的認證會員，我們將會同心協力，與其他AZA會員致力提高全球對野生保育工作的意識。海洋公園很榮幸能參與「2008愛蛙年」的環球宣傳活動，藉以支援兩棲類動物的保育工作。在今年的「海洋公園高清動物月」，我們向遊人展出逾七十種來自世界各地的兩棲類動物，是全東南亞最大型的「蛙式」派對。五月時，公園更與國際保育組織Amphibian Ark、漁農自然護理署、嘉道理農場暨植物園、香港大學，以及一批來自中國的兩棲類動物專家合辦「香港兩棲動物工作坊」，內容包括探討現時在香港及廣東地區的兩棲類動物生態，以及擬定對優先保護之兩棲類物種的保育措施。

海洋公園更與世界自然基金會及一間本地餐廳攜手合作，舉辦一系列的互動親子活動，透過烹飪示範、小組遊戲及測驗，向大眾宣揚食用持續生產的環保海鮮的重要性。

我們的社區

身為非牟利組織及「香港人的公園」，海洋公園秉持以人為本、關懷社群的方針。於去年十月，我們進一步加強現有措施，讓每位香港市民都有機會親臨海洋公園，體驗與大自然接觸的樂趣。

傷健同親 由二零零七年十月起，凡持有「殘疾人士登記證」者一律可免費入場，而其一位隨行人士亦可以半價購買日間入場門票。此外，為慶祝第十五屆與香港復康聯會及香港社會服務聯會合辦國際復康日暨「海洋公園同樂日」，我們共邀請了四千名傷健人士以及其親友免費暢遊海洋公園。

為支持社會上一群自強不息的傷健人士，海洋公園為東華三院旗下的會員機構及聖雅各福群會的會員提供就業機會。此外，我們更購入由東華三院旗下「創毅蔬果加工及批發服務」所提供的產品及蔬果以支持社會企業。





伸出援手 今年，我們亦舉辦了多個慈善活動。在去年的「海洋公園十月全城哈囉喂」中，我們與仁愛堂攜手合作舉辦愛心慈善夜，為「樂助弱老基金」籌募善款。在普世歡騰的聖誕節裏，我們連續第二年捐款予「愛心聖誕大行動」；我們更夥拍香港癌症基金會為一年一度的「海洋公園聖誕全城 ho ho ho」揭幕，一眾善長人翁慷慨解囊，為香港癌症基金會二十週年紀念籌得可觀的善款。此外，在二零零八年六月，我們更邀請了數千個本地低收入家庭，體驗海洋公園的樂趣和參加具啟發性的教育節目。

今年，國內同胞飽受歷年最嚴重的雪災及四川大地震的蹂躪。海洋公園於二零零八年二月即時向香港紅十字會中國賑災金捐出港幣一百萬元。同年五月，在公園員工的鼎力支持下，旋即籌得港幣一百萬元予香港紅十字會中國賑災金，以幫助受四川地震影響的同胞重建家園；而香港海洋公園保育基金亦捐出人民幣一百萬元，

海洋公園保育基金作無限量支持的海洋公園，在未來的日子裡，將繼續支援遭受嚴重破壞的大熊貓基地之重建工作。

心繫教育 一直以來，海洋公園肩負著獨特的使命—培育遊人愛護大自然。我們之所以與別不同，乃源自對教育及保育堅定不移的信念，我們悉心設計的課程得以持續發展，乃海洋公園保持成功的關鍵。

在過去的十六年，海洋公園已向逾四十五萬名師生及家長提供一系列以探索大自然奧妙為主題的教育課程。在二零零四年，我們更成立香港海洋公園學院，作為推動教育活動的獨立單位。單是去年，香港海洋公園學院已舉辦合共一千二百個課堂，涉及逾三萬二千名年青學子，分享逾三十個不同的課題。在今個財政年度，我們更投放港幣二百萬元於香港海洋公園學院，計劃在未來四年，每年向五千名經濟有困難的學生提供學費全額減免，讓他們得以參與學院的互動學習課程。

以支援受影響的大熊貓基地購備應急物資。一直對香港

建設未來 為可見的將來培育保育專才是推動可持續發展的重要元素。四年前，香港海洋公園保育基金首次舉辦「野外生態保育大學生贊助計劃」，支助學生們在亞洲進行實地考察，並向區內專家





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吸取有關保育的科技和知識。是項計劃空前成功，至今已贊助了逾五十位未來保育家在亞洲超過六個不同國家進行保育項目研究及探討。

經驗分享 除了在教育工作方面的全情投入，海洋公園多年來的成功案例亦備受本地及國際學術界及企業的肯定。去年，我們接收了逾百邀請，希望海洋公園分享如何在瞬息萬變的環境中，貫徹保育大自然的使命，締造寓教育於娛樂的獨特體驗。曾應邀的管理層包括主席、行政總裁、各執行總監及經理等，他們已累積貢獻了五百小時，向各界分享及宣揚海洋公園具啟發性的故事。

安全至上 每天均有不少家庭及遊人到訪海洋公園，對於我們來說，確保遊人的安全實在責無旁貸。我們會定期進行審慎而嚴謹的安全檢查，致力保持公園四周的環境安全。我們更矢志成為業界中的最佳典範，確保公園的營運符合內部和法定的健康及安全標準，並安排員工接受針對公園獨特環境而設計之危機管理及安全訓練。同時，每位新入職的員工均須接受安全訓練課程。

此外，我們亦參與每年一度由機電工程署舉辦的「機電安全香港通」，以宣揚娛樂設施之安全。我們透過每年為員工舉辦的職安健常識問答比賽，以及在後台的工作範圍豎立安全標語，提醒員工有關職業安全與健康的重要性。

我們的承諾

海洋公園致力不斷改善環保意識、社區支援、動物保育及園內設施的安全性。今年，我們推行了不少全新項目，並繼續進行探討及研究新科技的應用，例如食物堆肥、風力能源及水力循環再用等，務求令海洋公園成為可持續發展的先驅。企業的可持續發展是我們成功的基石，讓我們一起為更安全、更美好的海洋公園而努力；為建設下一代的社會而努力。



Section 5

第五章



冰雪王
Kingdom of

PRO CAM-FIS



獎項

Awards

Ocean ParkTM
Hong Kong
香港海洋公園



國
Ice

Awards 獎項

Industry Award 業界獎項



十一月
November 2007

International Association of Amusement Parks and Attractions (IAAPA)

國際遊樂園及景點協會

Big E Award-Best Atmosphere/Street Show Performance/Act
(此獎項沒有中文譯名)

SkyFair Celebration

七彩昇空嘉年華

Brass Ring Award

Electronic Media Categories (Website)
(此獎項沒有中文譯名)

Ocean Park Giant Panda Mini Site

海洋公園大熊貓網站

五月
May 2008

Sing Tao Magazine Group Limited

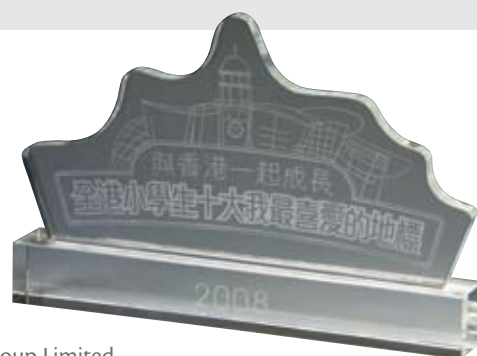
星島雜誌集團

The "Most Favourite Landmark" in the
"Grow with Hong Kong – Top 10 Favourite Landmarks
for Primary Students Drawing Competition"

「與香港一起成長 — 全港小學生十大我最喜愛的地標」選舉中獲小朋友選為最喜愛地標

Ocean Park

海洋公園



十二月
December 2007

Shenzhen Media Group, Shenzhen Franchise Association, China

Unionpay, and Industrial and Commercial Bank of China Ltd

深圳廣播電影電視集團、深圳市零售商業行業協會、中國銀

聯香港分公司及中國工商銀行深圳市分行

"Top Popular Consumption Spots in Hong Kong in
2007" by the Shenzhen & Hong Kong Retail Chart
And Shopping Carnival

「2007深港零售榜暨歡樂購物季」中獲頒
「十大最受歡迎香港消費熱點」

Ocean Park

海洋公園

Industry Recognition 業界表揚及認可

三月
March 2008

TEA/ERA Theme Park Attendance Report

TEA/ERA主題公園入場人次報告

World's 16th

世界排名第16

Asia's 5th

亞洲排名第5

China's 1st

中國排名第1

Ocean Park

海洋公園

三月
March 2008

Association of Zoos and Aquariums (AZA)

動物園及水族館協會

Second 5-year accreditation in a row
再度獲得為期5年之會員資格

Ocean Park

海洋公園



三月
March 2008

The Alliance of Marine Mammal Parks and Aquariums (AMMPA)

Second 5-year accreditation in a row
再度獲得為期5年之會員資格

Ocean Park

海洋公園

Executive Award 傑出管理獎



十二月
December 2007

DHL/SCMP

DHL/南華早報

Executive Award,

DHL/SCMP Hong Kong Business Awards

DHL/南華早報香港商業獎之「傑出管理獎」

Tom Mehrmann, Chief Executive, Ocean Park

海洋公園行政總裁苗樂文

Brand Award 品牌獎項

十一月
November 2007

Next Magazine

壹周刊

Next Brand Awards 2007

品牌第壹大獎2007

Phoenix Award

品牌革新大獎

Ocean Park

海洋公園



一月
January 2008

Hong Kong Brand Development Council

香港品牌發展局

Hong Kong Top Service Brand (2007)

香港服務名牌 (2007年)

The Most Popular Service Brand On-line (2007)

網上最受歡迎服務品牌 (2007年)

Ocean Park

海洋公園

十二月
December 2007

Yahoo

雅虎香港

Yahoo Buzzleader Award - Hot Spot Category

Yahoo 搜尋人氣大獎2007-潮流蒲點

Ocean Park

海洋公園



十二月
December 2007

Baby Kingdom

親子王國

Baby Kingdom Top 10 Family Brand Awards

親子王國 - 父母十大信心家庭品牌大獎

My Favorite Place for Quality Time with Children / Theme Park Category

我最喜愛親子活動 / 主題公園大獎

Ocean Park

海洋公園

三月
March 2008

South China Media (3 Weekly)

南華傳媒 (3 週刊)

Parents' Choice Awards 2008

父母最愛信心品牌2008 (親子樂園)

Ocean Park

海洋公園

Awards 獎項

Marketing Award 市場推廣獎項

七月 July 2007

Metro Daily
都市日報

Metro Global Creative Awards
最佳報章廣告2007
30th Anniversary Print Advertisement
30周年平面廣告

八月 August 2007

Television Broadcasts Limited
電視廣播有限公司

The Most Popular TV Commercial Awards 2007
2007年最受歡迎廣告頒獎典禮

(1) **The Most Popular Animal Star**
最受歡迎動物明星

Ocean Park Christmas Sensation
海洋公園聖誕全城 Ho Ho Ho

(2) **The Most Popular TVC in Lifestyle and Leisure Category**
最受歡迎生活及消閒廣告

Sea Jelly Spectacular TVC
水母萬花筒

九月 September 2007

HKMA/The Economic Observer
香港管理專業協會/ 經濟觀察報

China Marketing Excellence Award
2007中國傑出營銷獎

(1) **Gold Prize**
金獎

(2) **The Most Effective Result**
最佳成效獎

"Love Hong Kong, Love Ocean Park!" Overall Campaign
愛香港，愛海洋公園



一月 January 2008

Television and Entertainment Licensing Authority
影視及娛樂事務管理處

2007 Meritorious Websites Award
2007優秀網站

Ocean Park Website
海洋公園網站



十月 October 2007

HKMA/TVB Awards for Marketing Excellence 2007

HKMA/TVB 傑出市場策劃獎2007

Distinguished Marketer Award

傑出市場策劃人獎

Vivian Lee, Marketing Director

市務總監李玲鳳

四月 April 2008

SINA.com.hk

新浪網

Top 10 Most Favorite Online Ad Awards

我最喜愛十大網絡廣告

Ocean Park Wet'n Wild Panda Mania 2007

海洋公園熊貓夏水禮 2007

My Most Favorite Online Video Ad Award

我最喜愛視頻網絡廣告

Ocean Park Halloween Bash 2007

海洋公園十月全城哈囉喂 2007



Landscape Award 花卉展覽獎項

三月 March 2008

Leisure and Cultural Services Department

康樂及文化事務署

"Gold Award for Outstanding Exhibit –

Landscape Display" at the

Hong Kong Flower Show 2008

2008年香港花卉展覽

「最佳展品園林景點 — 金獎」

Ocean Park

海洋公園

Section 6

第六章



Calendar of Events

年日事項







01/07/07-02/09/07

OCEAN PARK WET 'N WILD PANDA MANIA KICKED OFF
WITH PUBLIC DEBUT OF YING YING AND LE LE
海洋公園熊貓夏水禮揭幕暨
盈盈樂樂首次與公眾見面

The annual summer event, the Ocean Park Wet'n Wild Panda Mania, kicked off in grand style with the public debut of Ying Ying and Le Le at the new-look Hong Kong Jockey Club Giant Panda Habitat. The summer event broke the Park's all-time July-August attendance records.

本年度之夏日活動「海洋公園熊貓夏水禮」正式揭幕。同日，大熊貓盈盈和樂樂亦於新裝修的香港賽馬會大熊貓園與公眾見面。今年的夏日活動更打破歷年七月至八月期間的入場紀錄。



10/07/07
PIONEERING INTERACTIVE ECO-ENGLISH
ADVENTURE PROGRAMME
首創互動生態英語學習課程

Ocean Park Academy Hong Kong recognised exceptional achievements by the students at the Annual Award Presentation Ceremony. Jointly developed with the British Council Hong Kong, the Hong Kong's first interactive Eco-English Adventure programme expanded students' horizons on deep sea animals and wildlife whilst enhancing their language skills.

香港海洋公園學院於周年頒獎典禮上嘉許優異學生，更與香港英國文化協會攜手推出全港首創的互動「大自然英語遊蹤」課程，讓同學學習英語之餘，亦可探索深海世界的奧秘。





For Ying Ying and Le Le's second birthday, Ocean Park presented "100% Made In Hong Kong" birthday gifts, which included handcrafted panda toys designed by panda fans, and a custom birthday cake made with apples, carrots, and bamboo leaves.

海洋公園送上百分百香港製造生日禮物，包括超級熊貓迷親手設計和製造的大熊貓玩具，以及用蘋果、蘿蔔和竹葉泡製的巨型生日雪條。



28/09/07-31/10/07 OCEAN PARK HALLOWEEN BASH 海洋公園十月全城哈囉喂

Ocean Park teamed up with Yan Oi Tong to host the “Ocean Park Halloween Bash Yan Oi Tong Charity Preview Night” on 27 September, to have VIP donors, beneficiaries, business partners, Yan Oi celebrity ambassadors, Denise Ho and Edmund Leung, as well as celebrity guests, Joey Yung and Kenny Kwan, all joining hands to brave the 7 all-new haunted attractions, with a cast of over 250 ghostly characters.

海洋公園與仁愛堂於9月27日攜手合辦「海洋公園十月全城哈囉喂暨仁愛堂好鬼好心慈善夜」，廣邀善長人翁、業務夥伴、仁愛大使何韻詩、梁漢文以及特別嘉賓容祖兒和關智斌，為「海洋公園十月全城哈囉喂2007」揭幕，率先勇闖全新7大鬼屋，深入「險地」探訪逾250隻嘩鬼，挑戰史上最盛大的哈囉喂嘩鬼陣營。







Miss Luna Midnyte brings street frights & ghostly massages to passersby.

黑夜女神率領嚇鬼矚目出巡，幸運途人一嚐「鬼推油」滋味。



01/12/07 15TH IDDP-OCEAN PARK FUN DAY 2007 國際復康日暨 「海洋公園同樂日」15週年慶典

4,000 guests with disabilities and their friends and relatives enjoyed a complimentary visit to Ocean Park. They are joined by celebrities Mr. Ellesmere Choy and Mr. Ryan Hui. Together, everyone made a pledge to work towards a "Society For All".

海洋公園免費接待4,000名傷健人士及其親友，慶祝「海洋公園同樂日」十五週年，並邀得蔡子健先生和許懷欣先生，一同宣揚「傷健齊心，萬眾一心」的訊息。



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15/12/07-01/01/08

OCEAN PARK

CHRISTMAS SENSATION KICKED OFF
WITH "A CELEBRATION OF LIFE"

「海洋公園聖誕全城ho ho ho揭幕禮
暨同心同FUN聖誕夜」

Ocean Park teamed up with Hong Kong Cancer Fund, to have more than 4,500 guests, including Hong Kong Cancer Fund's celebrity ambassador, Miss Sammi Cheng, attend the Charity Preview Night for Ocean Park Christmas Sensation. Apart from the Las Vegas ice-skating production on real ice, "Ice Spectacular!", the Park was also transformed into a winter wonderland with real snow attractions.

海洋公園夥拍香港癌症基金會，於12月15日邀請逾4,500名嘉賓與香港癌症基金大使鄭秀文小姐為海洋公園聖誕全城ho ho ho揭幕，率先欣賞世界級溜冰表演——「冰上百老匯」。公園化身成冬日快樂天地，真雪充斥著公園每一角落。

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28/12/07 JOINT PROMOTION WITH NGONG PING 360 海洋公園與昂平360聯營推廣活動



To celebrate the re-opening of the Ngong Ping 360 service, Ocean Park and Ngong Ping 360 rolled out a 10% discount joint promotion.

海洋公園就慶祝昂平360重新投入服務，宣佈攜手推出入場門票9折優惠。



02/02/08-17/02/08
THE LUNAR LUCKY FIESTA 2008
海洋公園大團拜2008



Ocean Park Chairman Dr. Allan Zeman, dressed up as the "King of Rats," and the Chinese New Year mascot, "Shu Bao Bei," celebrated the festive season with Lunar Lucky Fiesta. The Ocean Park Golden Rat Lucky Draw gave out nearly HK\$8 million worth of prizes, while parkwide shows like the Yunnan Ladies' Dragon Dance and Ice Spectacular brought festive joy to guests.

化身為「老鼠大王」的海洋公園主席盛智文博士與賀歲吉祥物「鼠寶貝」共慶新春，送出總值近港幣800萬元的「鼠年第一金」，更呈獻精采豐富的雲南女子舞龍大匯演、冰上百老匯等園內慶祝節目。



20/01/08

200-DAY OLYMPICS
COUNTDOWN CEREMONY

「齊保育 愛環保」奧運200日倒數

Teaming up with the Home Affairs Department and Television Broadcasts Limited, Ocean Park Conservation Foundation celebrated its 13th annual Ocean Park Conservation Day at the "200-Day Olympic Countdown". Mr. Henry Tang, GPS, JP, Chief Secretary of Administration of the Hong Kong SAR Government and Patron of OPCFHK, Mr. Timothy Fok, GPS, JP, President of the Sports Federation and Olympic Committee of Hong Kong, Dr. Allan Zeman, Ocean Park Chairman and Ms. Judy Chen, Chair of OPCFHK, attended the ceremony at Ocean Park.

香港海洋公園保育基金與民政事務總署及電視廣播有限公司合辦「齊保育 愛環保」奧運200日倒數活動，並同時慶祝第十三屆「海洋公園保育日」，推動大眾關注野生動物保育行動。香港海洋公園保育基金贊助人政務司司長唐英年先生、中國香港體育協會暨奧林匹克委員會會長霍震霆先生，海洋公園主席盛智文博士及香港海洋公園保育基金主席陳晴女士齊應邀出席。





05/02/08
\$1 MILLION DONATION FOR
HARSH WINTER RELIEF IN CHINA
海洋公園捐出港幣100萬元
救助內地受風雪影響的居民

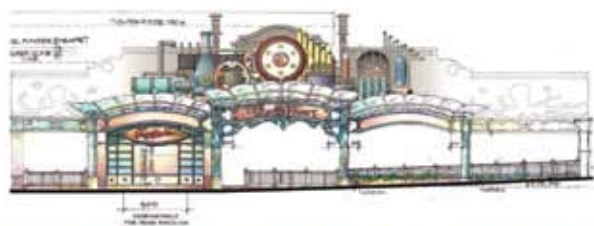
In order to help people in Mainland China tackle the harsh winter, Ocean Park made a donation of HK\$1,000,000 to the Hong Kong Red Cross. 海洋公園捐出港幣100萬元，支援香港紅十字會於內地受風雪影響地區提供的救援工作。



28/02/08

UPDATED THE SOUTHERN DISTRICT COUNCIL ON MASTER REDEVELOPMENT PLAN PROGRESS

海洋公園向南區區議會 簡介公園全新發展計劃的進展



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A progress brief on Ocean Park's MRP and proposed hotel development plan were presented to the Southern District Council.

海洋公園在南區區議會上討論公園的全新發展計劃及於園內興建酒店的建議的最新進展。

14/03/08

GOLD AWARD FOR OUTSTANDING EXHIBIT
LANDSCAPE DISPLAY AT FLOWER SHOW

香港花卉展覽

「最佳展品園林景點—金獎」



Ocean Park's entry at the Hong Kong Flower Show 2008 showcasing the wonders of nature, while embracing the coming of the Beijing Olympics, was presented the "Gold Award for Outstanding Exhibit – Landscape Display".

海洋公園的花卉作品以蘊藏無窮生命力的熱帶雨林及綠色奧運為主題，榮獲由康樂及文化事務署舉辦的2008 年香港花卉展覽「最佳展品園林景點 — 金獎」。

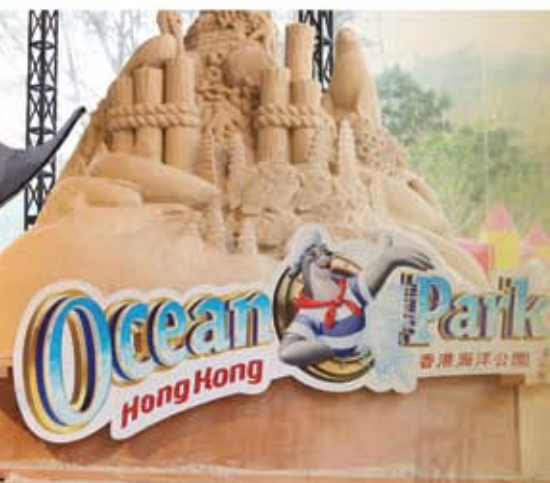
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21/03/08-04/05/08
OCEAN PARK ANIMAL MONTH
IN HIGH DEFINITION
海洋公園高清動物月



The Park presented Hong Kong's first-ever stingray encounter, and Southeast Asia's largest collection of exotic frogs together with larger-than-life sand sculptures and a new marine mammal show, Sea Dreams!

海洋公園為遊人帶來首個大型的鯊魚接觸體驗活動、集合東南亞最多品種的青蛙展覽和大型沙雕展覽，同時全新劇目「海洋伴我心」在海洋劇場上演。



19/03/08
AZA ACCREDITATION
FOR SECOND SUCCESSIVE TERM
海洋公園再度被認證為動物園
及水族館協會會員

Ocean Park was accredited by the Association of Zoos and Aquariums (AZA) for the second successive term, in recognition for the professional work in animal care and conservation.

海洋公園再度被認證為響譽國際業界的動物園及水族館協會會員，確認公園在動物護理和運作的專業水平及在教育及保育等工作均獲得國際權威的認受。



24/03/08
TOP 20 THEME PARKS IN THE WORLD
海洋公園榮登全球首二十名主題公園



In the TEA/ERA Theme Park Attendance Report, Ocean Park was ranked as the world's 16th, Asia's 5th and China's number one theme park.

按TEA/ERA主題公園入場人次報告刊出的全球主題公園入場人次數據，海洋公園排名世界第十六，而亞洲區排名第五及在中國排名第一。



26/03/08 ANNUAL DINNER 周年晚宴



The Park's record breaking growth is attributed to the hard work from the loyal and committed staff of Ocean Park. Every year, the annual dinner celebrates and salutes the team's efforts during the year with lots of song and dance.

海洋公園屢創佳績，有賴一群忠心盡責的員工全力支持，公園每年謹借周年晚宴向他們致以衷心的謝意。



10/04/08
FIRST THEMATIC SHOWROOM
IN GUANGZHOU
內地開設第一家形象體驗店

In partnership with Guangdong Nanhu International Travel Service (Nanhu), Ocean Park unveiled its first thematic showroom in Guangzhou.

海洋公園與廣東南湖國際旅行社合作，
設立全國首家香港海洋公園形象體驗店。



07/05/08 FUNICULAR TUNNEL BREAKTHROUGH 高峰列車隧道貫通



MAUNSELL | AECOM

Ocean Park celebrated the breakthrough of the funicular tunnel with all partners concerned.

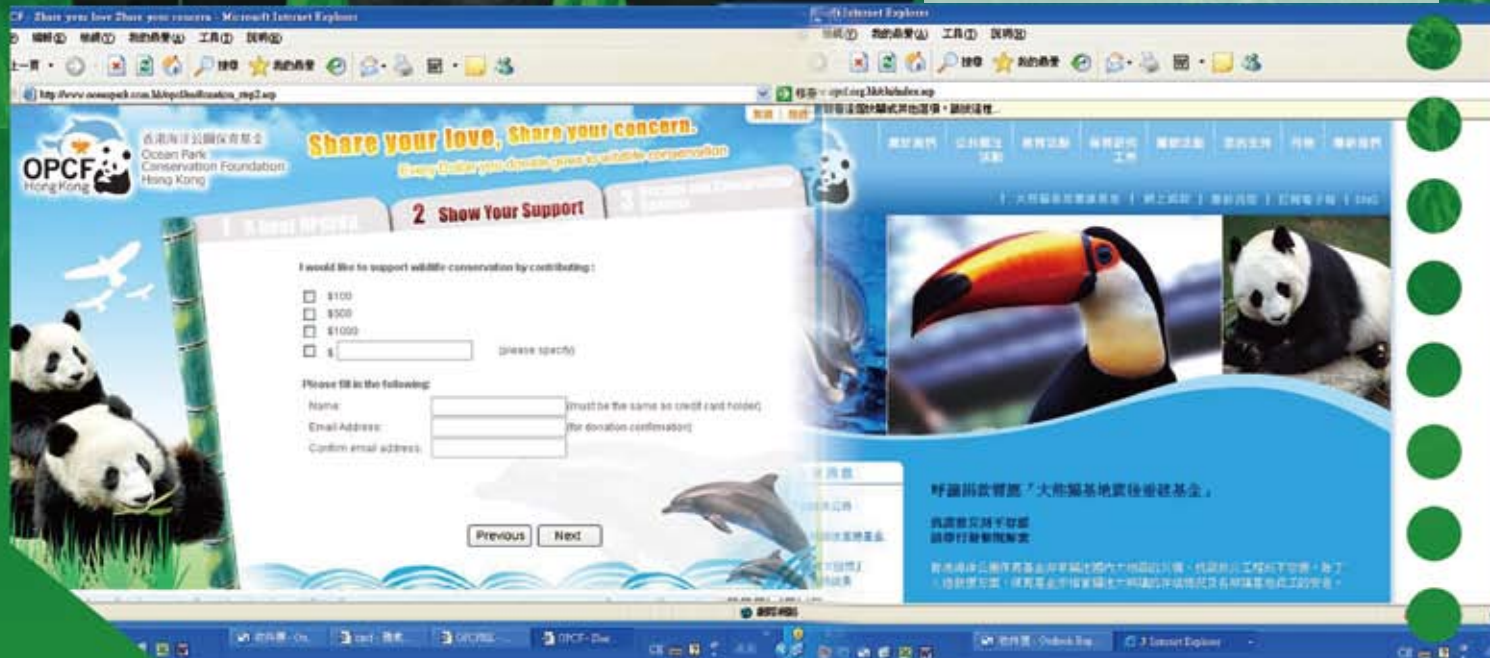
海洋公園與所有有關工程伙伴齊慶賀列車隧道正式貫通！



16/05/08 DONATION FOR RELIEF WORK IN SICHUAN AND PANDA PRESERVATION FACILITIES 捐款支持四川地震重建及 內地熊貓基地及保護區之重建工作

Ocean Park fully supported staff's initiative to help relief work in the areas affected by the earthquake in Sichuan. A total of HK\$1 million was donated to the Hong Kong Red Cross China Relief Fund. OPCFHK also allocated RMB \$1 million to support relief and reconstruction works of panda preservation facilities.

海洋公園全力支持園內員工自發的募捐運動，合共捐出港幣100萬元予香港紅十字會中國賑災金，而香港海洋公園保育基金撥備人民幣100萬元，資助內地熊貓基地及保護區的設施維修及重建工作。





27/05/08 OPENING OF CAFÉ OCEAN 「海洋冰室」開幕

Café Ocean is a Hong Kong-style café serving over 150 local favourites and signature drinks such as “Whiskers” and “James Fin”.

以港式餐廳為主題的「海洋冰室」為遊人提供逾150款地道美食，包括「威威獅令」、「占士鯊」等以海洋公園吉祥物命名的特色飲品。



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JELLYFISH SPECIAL STAMP CEREMONY 「水母」特別郵票發布儀式

11/06/08



The "jellyfish" special stamps depict 6 species of jellyfish. The stamps were produced by Hongkong Post to raise funds for the reconstruction of giant panda habitats devastated by the earthquake in Sichuan.

香港郵政印製了一套六枚的「水母」特別郵票，為重建受四川大地震破壞了的大熊貓棲息地籌款。



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FUNICULAR TUNNEL BREAKTHROUGH CEREMONY

12/06/08

高峰列車隧道貫通儀式

Mr. John Tsang, Financial Secretary of the HKSAR Government, Ms. Au King-chi, JP, Commissioner for Tourism of the HKSAR Government and Ocean Park Chairman, Dr. Allan Zeman, officiated at a ceremony to mark the breaking through of Hong Kong's first and only funicular tunnel. The 1.2 km tunnel will be the home of the future "Ocean Express" funicular system, linking the Park's Waterfront and Summit areas.

香港特別行政區財務司司長曾俊華先生、香港特別行政區旅遊事務專員區璟智小姐及海洋公園主席盛智文博士主持海洋公園高峰列車隧道貫通儀式，標誌著全港首條及唯一的登山纜索鐵路即將開通。隧道全長1.2公里，依登山纜車的路線平行而建，將連接高峰樂園至海濱樂園。



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29/06/08
ANNUAL ATTENDANCE SURPASSING
5 MILLION
海洋公園刷新入場紀錄

5million

Ocean Park surpassed the 5,000,000 mark in attendance on 29 June. As the most favourite landmark in Hong Kong, Ocean Park will continue to offer guests with brand new seasonal experiences that blend entertainment with education and conservation.

海洋公園今年入場人次於6月29日突破500萬。作為最喜愛的香港地標之一，海洋公園堅守「讓遊人與大自然緊密連繫」的使命，提供高質素的遊樂體驗。



Section 7

第七章



核數師報告書及財務報表

Auditors' Report & Financial Statements



INDEPENDENT AUDITORS' REPORT TO THE BOARD OF OCEAN PARK CORPORATION

We have audited the financial statements of Ocean Park Corporation (the "Corporation") set out on pages 114 to 146 which comprise the balance sheet as at 30th June 2008, and the income and expenditure account, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

Board members' responsibility for the financial statements

The Board is responsible for the preparation and the true and fair presentation of these financial statements in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants, and the Hong Kong Ocean Park Corporation Ordinance 1987. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit and to report our opinion solely to you, as a body, in accordance with the provisions of the Hong Kong Ocean Park Corporation Ordinance 1987 and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance as to whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and true and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements give a true and fair view of the state of the Corporation's affairs as at 30th June 2008 and of its surplus and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards and have been properly prepared in accordance with the Hong Kong Ocean Park Corporation Ordinance 1987.

PricewaterhouseCoopers
Certified Public Accountants

Hong Kong, 25th September 2008

獨立核數師報告

致海洋公園公司董事局

本核數師(以下簡稱「我們」)已審核列載於第114至146頁海洋公園公司(「貴公司」)的財務報表，此財務報表包括於二零零八年六月三十日的資產負債表與截至該日止年度的損益表、權益變動表和現金流量表，以及主要會計政策概要及其他附註解釋。

董事局委員就財務報表須承擔的責任

貴公司董事局委員須負責根據香港會計師公會頒佈的香港財務報告準則及香港一九八七年《海洋公園公司條例》編製及真實而公平地列報該等財務報表。這責任包括設計、實施及維護與編製及真實而公平地列報財務報表相關的內部控制，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述；選擇和應用適當的會計政策；及按情況下作出合理的會計估計。

核數師的責任

我們的責任是根據我們的審核對該等財務報表作出意見，並按照香港一九八七年《海洋公園公司條例》的規定僅向整體董事局委員報告，除此之外本報告別無其他目的。我們不會就本報告的內容向任何其他人士負上或承擔任何責任。

我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等財務報表是否不存有任何重大錯誤陳述。

審核涉及執执行程序以獲取有關財務報表所載金額及披露資料的審核憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致財務報表存有重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司編製及真實而公平地列報財務報表相關的內部控制，以設計適當的審核程序，但並非為對公司的內部控制的效能發表意見。審核亦包括評價董事局所採用的會計政策的合適性及所作出的會計估計的合理性，以及評價財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足和適當地為我們的審核意見提供基礎。

意見

我們認為，該等財務報表已根據香港財務報告準則真實而公平地反映貴公司於二零零八年六月三十日的事務狀況及截至該日止年度的盈餘及現金流量，並已按照香港一九八七年《海洋公園公司條例》妥為編製。

羅兵咸永道會計師事務所
執業會計師

香港，二零零八年九月二十五日

OCEAN PARK CORPORATION
BALANCE SHEET
AS AT 30TH JUNE 2008

海洋公園公司
資產負債表
二零零八年六月三十日

			2008	2007
		Note	HK\$ million	HK\$ million
		附註	港幣百萬元	港幣百萬元
Non current assets	非流動資產			
Property, plant and equipment	物業、機器及設備	5	1,627.8	937.5
Club debenture	會所債券	6	2.3	1.4
			<u>1,630.1</u>	<u>938.9</u>
Current assets	流動資產			
Inventories	存貨	7	26.7	25.1
Trade and other receivables	貿易及其他應收款	8	33.9	33.7
Current account with the Ocean Park Trust Fund	與海洋公園信託基金 的往來賬項	9	1.1	0.2
Financial instruments	金融工具	10	458.5	235.0
Bank balances and cash	銀行結餘及現金		1,090.2	931.1
			<u>1,610.4</u>	<u>1,225.1</u>
Current liabilities	流動負債			
Trade and other payables	貿易及其他應付款	11	282.0	206.2
Deferred income	遞延收入		34.0	34.2
			<u>316.0</u>	<u>240.4</u>
Net current assets	流動資產淨值		<u>1,294.4</u>	<u>984.7</u>
Non-current liabilities	非流動負債			
Government subordinated loan	政府附屬貸款	12	1,387.5	649.5
Interest payable on Government subordinated loan	政府附屬貸款應付利息	12	59.0	6.5
			<u>1,446.5</u>	<u>656.0</u>
Net assets	資產淨值		<u>1,478.0</u>	<u>1,267.6</u>
Financed by:	資金來源：			
Capital fund	資本基金	13	475.0	475.0
Accumulated surplus	累積盈餘		996.5	791.8
Hedging reserve	對沖儲備	10	4.8	-
Revaluation reserve	重估儲備	6	1.7	0.8
			<u>1,478.0</u>	<u>1,267.6</u>
Allan Zeman, GBS, JP Chairman	盛智文，GBS，JP 主席			

The notes on pages 118 to 146 are an integral part of these financial statements.
第118至第146頁的附註屬本財務報表的一部分。

OCEAN PARK CORPORATION INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30TH JUNE 2008	海洋公園公司 損益表 截至二零零八年六月三十日止年度
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		Note	2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
		附註		
Revenue	收入	14	924.5	845.0
Operating Costs	經營成本	15	<u>(654.7)</u>	<u>(610.8)</u>
Surplus from operations	經營盈餘		269.8	234.2
Depreciation and write-offs	折舊及撇銷	5	(112.9)	(102.4)
Strategic review and redevelopment expenses	策略性檢討及 全新發展費用	17	(2.7)	(2.3)
Transfer from the Ocean Park Trust Fund	轉自海洋公園信託基金	17	<u>2.7</u>	<u>2.3</u>
Net operating surplus	經營盈餘淨額		156.9	131.8
Investment income	投資收入	18	<u>47.8</u>	<u>39.5</u>
Surplus for the year	本年度盈餘		<u><u>204.7</u></u>	<u><u>171.3</u></u>

OCEAN PARK CORPORATION
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30TH JUNE 2008

海洋公園公司
權益變動表
截至二零零八年六月三十日止年度

	Capital fund HK\$ million 資本基金 港幣百萬元	Accumulated surplus HK\$ million 累積盈餘 港幣百萬元	Hedging reserve HK\$ million 對沖儲備 港幣百萬元	Revaluation reserve HK\$ million 重估儲備 港幣百萬元	Total HK\$ million 總計 港幣百萬元
Balance at 1st July 2006 二零零六年七月一日結餘	475.0	620.5	-	0.7	1,096.2
Surplus for the year 年度盈餘	-	171.3	-	-	171.3
Fair value gain – club debenture 公平值收益 - 會所債券	-	-	-	0.1	0.1
Balance at 30th June 2007 二零零七年六月三十日結餘	475.0	791.8	-	0.8	1,267.6
Balance at 1st July 2007 二零零七年七月一日結餘	475.0	791.8	-	0.8	1,267.6
Surplus for the year 年度盈餘	-	204.7	-	-	204.7
Fair value gains 公平值收益	-	-	4.8	0.9	5.7
Balance at 30th June 2008 二零零八年六月三十日結餘	475.0	996.5	4.8	1.7	1,478.0

OCEAN PARK CORPORATION
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2008

海洋公園公司
現金流量表
截至二零零八年六月三十日止年度

		Note 附註	2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Cash flows from operating activities	營運活動的現金流量			
Net cash from operating activities	營運活動的淨現金	19	<u>323.0</u>	<u>272.4</u>
Cash flows from investing activities	投資活動的現金流量			
Interest received	已收利息		42.8	22.5
Purchase/construction of property, plant and equipment	購入/興建物業、機器及設備		(731.7)	(472.6)
Net (purchases)/proceeds for sale and purchase of financial instruments	出售及購入金融工具(購買)/所得款淨額		(219.7)	22.9
Net maturity/(placements) of fixed deposits with banks with maturity over three months	存入超過三個月到期的銀行定期到期款/(存款) 淨額		<u>57.6</u>	<u>(192.5)</u>
Net cash used in investing activities	投資活動所用淨現金		<u>(851.0)</u>	<u>(619.7)</u>
Cash flows from financing activities	融資活動的現金流量			
Receipt of funds from Ocean Park Trust Fund	收取來自海洋公園信託基金的資金	12	2.0	2.0
Drawdown of Government subordinated loan	由政府附屬貸款所得資金		<u>738.0</u>	<u>649.5</u>
Net cash generated in financing activities	融資活動產生的淨現金		<u>740.0</u>	<u>651.5</u>
Net increase in cash and cash equivalents	現金及現金等價物淨增加		212.0	304.2
Cash and cash equivalents at beginning of the year	年初現金及現金等價物		327.7	22.0
Exchange gain on cash and cash equivalent	現金及現金等價物匯兌收益		<u>4.7</u>	<u>1.5</u>
Cash and cash equivalents at end of the year	年終現金及現金等價物	10	<u><u>544.4</u></u>	<u><u>327.7</u></u>

The notes on pages 118 to 146 are an integral part of these financial statements.
第118至第146頁的附註屬本財務報表的一部分。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

I General information

Ocean Park Corporation (the “Corporation”) is an independent body incorporated in Hong Kong under the Hong Kong Ocean Park Corporation Ordinance 1987. The Corporation’s principal activity is to manage and control Ocean Park (the “Park”) as a public recreational and educational park. The address of its registered office is Ocean Park Corporation, Aberdeen, Hong Kong.

The financial statements are presented in millions of units of HK dollars (HK\$ million), unless otherwise stated. These financial statements have been approved for issue by the Board of Ocean Park Corporation on 25th September 2008.

2 Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.1 Basis of preparation

The financial statements of the Corporation have been prepared in accordance with Hong Kong Financial Reporting Standards (“HKFRS”, which term collectively includes Hong Kong Accounting Standards (“HKAS”) and Interpretations) issued by the Hong Kong Institute of Certified Public Accountants and the requirements of the Hong Kong Ocean Park Corporation Ordinance 1987. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of financial instruments and club debenture, which are carried at fair value.

The preparation of financial statements in conformity with HKFRS requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Corporation’s accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances.

(a) Adoption of new/revised HKFRS

The adoption of new or amended standards and interpretations did not have any impact to the Corporation’s policies.

For the year ended 30th June 2008, the Corporation adopted HKFRS 7 - ‘Financial Instruments: Disclosures’ which introduces new disclosures relating to financial instruments but does not have an impact on the classification or valuation of the Corporation’s financial instruments.

(b) Standard, amendment and interpretations that are not yet effective and have not been early adopted by the Corporation.

The Corporation has not elected to early adopt the following relevant new standards, amendment or interpretations that have been issued but are not yet effective as at 30th June 2008.

HKAS 1 (Revised) Presentation of Financial Statements
HKAS 23 (Revised) Borrowing Costs

The Corporation believes the adoption of the above new standards, amendment and interpretations will not result in substantial change to the Corporation’s accounting policies.

海洋公園公司

財務報表附註

1 一般資料

海洋公園公司(「本公司」)是根據香港一九八七年《海洋公園公司條例》在香港註冊成立的獨立法人團體。本公司的主要業務為管理和監控作為公共康樂與教育設施的海洋公園。本公司的註冊地址為香港香港仔海洋公園。

除非另有說明，財務報表以港幣百萬元列報。財務報表已經由海洋公園公司董事局在二零零八年九月二十五日批准刊發。

2 重要會計政策摘要

編製本財務報表所採用的主要會計政策載於下文。除另有說明外，此等政策在所呈報的所有年度內貫徹應用。

2.1 編製基準

本公司的財務報表是按照香港會計師公會頒佈的香港財務報告準則(「財務準則」，此詞語統稱包括香港會計準則(「會計準則」)及詮釋(「會計準則詮釋」))以及香港一九八七年《海洋公園公司條例》的規定編製。財務報表已按照歷史成本法編製，並就金融工具和會所債券的重估按公平值列賬予以修訂。

編製符合財務準則的財務報表需要使用若干關鍵會計估算。這亦需要管理層在應用本公司的會計政策過程中行使其判斷。估算和判斷會被持續評估，並根據過往經驗和其他因素進行評價，包括在有關情況下相信對未來事件的合理預測。

(a) 採納新訂/經修訂財務準則

採納新訂或經修訂的準則和詮釋對本公司的政策並無任何影響。

截至二零零八年六月三十日止年度，本公司採用財務準則第7號「金融工具:披露」，引入了有關金融工具的新披露規定，惟對本公司金融工具的分類和估值並無任何影響。

(b) 有關仍未生效而本公司亦無提早採納的準則、修訂及詮釋

本公司並無選擇提早採納下列於二零零八年六月三十日止已頒佈但尚未生效之相關新準則、修訂或詮釋：

會計準則第1號(修訂本)	「財務報表之呈報」
會計準則第23號(經修訂)	「借貸成本」

本公司相信於未來期間採納此等新準則、修訂及詮釋將不會令本公司的會計政策出現重大變動。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.2 Foreign currency translation

- (a) Functional and presentation currency
Items included in the Corporation's financial statements are measured using the currency of the primary economic environment in which the entity operates ("the functional currency"). The financial statements are presented in Hong Kong dollars, which is the Corporation's functional and presentation currency.
- (b) Transactions and balances
Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at balance sheet exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the income and expenditure account.

2.3 Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses. Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Corporation and the cost of the item can be measured reliably. All other repairs and maintenance are expensed in the income and expenditure account during the financial period in which they are incurred.

Depreciation of property, plant and equipment is calculated to write off the cost or valuation of other fixed assets over their estimated useful lives as follows:

Buildings	3 to 25 years
Plant and equipment	2 to 15 years
Marine mammals	5 years

海洋公園公司

財務報表附註

2 重要會計政策摘要(續)

2.2 外幣匯兌

(a) 功能和列賬貨幣

本公司財務報表所列項目均以實體營運所在的主要經濟環境的貨幣計量(「功能貨幣」)。財務報表以港幣呈報，港幣為本公司的功能及列賬貨幣。

(b) 交易及結餘

外幣交易採用交易日的匯率換算為功能貨幣。結算此等交易產生的匯兌盈虧以及將外幣計值的貨幣資產和負債以年終匯率換算產生的匯兌盈虧在損益表確認。

2.3 物業、機器及設備

物業、機器及設備按成本減累計折舊和減值虧損列賬。其後成本只有在與該項目有關的未來經濟利益很有可能流入本公司，而該項目的成本能可靠計量時，才包括在資產的賬面值中或確認為獨立資產(按適用)。所有其他維修及保養在產生的財政期間內於損益表支銷。

物業、機器及設備的折舊採用以下其他固定資產的估計可使用年期將成本或重估值分攤計算：

建築物	3 - 25 年
機器及設備	2 - 25 年
海洋哺乳類動物	5 年

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.3 Property, plant and equipment (continued)

Projects in progress are not subject to depreciation. The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. For the purpose of assessing impairment, assets are grouped at the lowest levels for which there are separately identified cash flows (cash-generating units).

Gains and losses on disposals are determined by comparing proceeds received, if any, with the carrying amount. These are included in the income and expenditure account.

2.4 Financial instruments at fair value through the income and expenditure account

The Corporation classifies its investments as financial instruments at fair value through the income and expenditure account. The classification depends on the purpose for which the financial assets were acquired. Management determines the classification of its financial instruments at initial recognition and re-evaluates this designation at every reporting date.

A financial asset is classified as a financial instrument if acquired principally for the purpose of selling in the short term or if so designated by management. Assets in this category are classified as current assets if they are either held for trading or are expected to be realised within 12 months of the balance sheet date.

Regular purchases and sales of financial instruments are recognised on trade-date - the date on which the Corporation commits to purchase or sell the asset. Such financial instruments are initially recognised at fair value and transaction costs are expensed in the income and expenditure account. Financial instruments are derecognised when the rights to receive cash flows from the investments have expired or have been transferred and the Corporation has transferred substantially all risks and rewards of ownership.

Gains and losses arising from changes in the fair value of financial instruments, including interest and dividend income, are presented in the income and expenditure account as investment income in the period in which they arise.

The fair values of quoted financial assets are based on current bid prices. For unlisted securities without an active market, the Corporation establishes the fair value by using valuation techniques including the use of recent arm's length transactions, reference to other information that are substantially the same.

2 重要會計政策摘要(續)

2.3 物業、機器及設備

在建工程不計算折舊。資產的剩餘價值及可使用年期在每個結算日進行檢討，及按適當作出調整。

若資產的賬面值高於其估計可收回價值，其賬面值即時撇減至可收回金額。可收回金額為資產的公平值減出售成本與使用價值兩者的較高者。於評估減值時，資產按可分開識別的現金流量(現金產生單位)的最低層次組合。

出售資產所產生的損益以出售所得數項與賬面金額之間的差額釐定，並在損益表內確認。

2.4 以公平價值記入損益表的金融工具

本公司將投資分類為以公平值記入損益表的金融工具。此分類視乎購入財務資產之目的而定。管理層在初步確認時釐定其金融工具的分類，並於每個報告日期重新評估有關指定。

財務資產若在購入時主要用作在短期內出售或由管理層如此指定，則分類為金融工具。在此類別的資產若為持作買賣或預期將於結算日後12個月內變現，則分類為流動資產。

金融工具的定期購入及出售在交易日確認 - 交易日指本公司承諾購入或出售該資產之日。此類金融工具初步按公平值確認，交易成本錄入損益表。當從投資收取現金流量的權利經已到期或經已轉讓，而本公司已將擁有權的所有風險和回報實際轉讓時，金融工具即終止確認。

因金融工具公平值變動而產生的盈虧，包括利息和股息收入，列入產生期間的損益表內作為投資收入。

有報價財務資產的公平值根據當時的買盤價計算。對於沒有活躍市場的非上市證券，本公司利用估值技術設定公平值，這些技術包括利用近期的公平原則交易和參考大致相同的其他資訊。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.5 Club debentures

Club debentures are classified as non-current assets and are carried at fair value with changes in the fair value accounted for in a revaluation reserve in equity.

2.6 Inventories

Inventories are stated at the lower of cost and net realisable value. Cost is determined using the first-in, first-out method with the exception of catering and merchandise stock which are calculated using the weighted average cost basis. Net realisable value is the estimated selling price in the ordinary course of business, less applicable variable selling expenses.

2.7 Trade and other receivables

Trade and other receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for impairment of trade and other receivables is established when there is objective evidence that the Corporation will not be able to collect all amounts due according to the original terms of receivables. The amount of the provision is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the effective interest rate. The amount of the provision is recognised in the income and expenditure account within 'operating costs'.

2.8 Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks and other short-term highly liquid investments with original maturities of three months or less.

2.9 Employee benefits

Pension obligations

- (a) Salaries, annual bonuses, paid annual leave and the cost to the Corporation of non-monetary benefits are accrued in the year in which the associated services are rendered by employees of the Corporation. Where payment or settlement is deferred and the effect would be material, these amounts are stated at their present values.
- (b) The Corporation also operates a Mandatory Provident Fund scheme, as required under the provisions of the Hong Kong Mandatory Provident Fund Schemes Ordinance.

Contributions to the defined contribution retirement benefits scheme and the Mandatory Provident Fund scheme are recognised in the income and expenditure account as incurred.

2.10 Borrowings

Borrowings are recognised initially at fair value and are subsequently stated at amortised cost.

海洋公園公司

財務報表附註

2 重要會計政策摘要(續)

2.5 會所債券

會所債券被分類為非流動資產並以公平價值記賬，而公平價值的轉變錄入權益的重估儲備中。

2.6 存貨

存貨按成本及可變現淨值兩者的較低者列賬。除了餐飲和商品存貨以加權平均法作基準外，成本利用先進先出法釐定。可變現淨值為在通常業務過程中的估計銷售價，減適用的變動銷售費用。

2.7 貿易及其他應收款

貿易及其他應收款初步以公平值確認，其後利用實際利息法按攤銷成本扣除減值撥備計量。當有客觀證據證明本公司將無法按應收款的原有條款收回所有款項時，即就貿易及其他應收款設定減值撥備。撥備金額為資產賬面值與按實際利率貼現的估計未來現金流量的現值兩者的差額。撥備金額在損益表內的「經營成本」中確認。

2.8 現金及現金等價物

現金及現金等價物包括現金、銀行通知存款，以及原到期日為三個月或以下的其他短期高流動性投資。

2.9 僱員福利

退休金責任

(a) 薪金、年度獎金、有薪年假及各種非貨幣福利成本在本公司僱員提供相關服務的年度內累計。如延遲付款或結算或會構成重大影響，則這些數額會以其現值列賬。

(b) 根據香港《強制性公積金計劃條例》的規定，本公司亦設有強制性公積金計劃。

本公司向界定供款退休福利計劃及強制性公積金計劃作出的供數均於產生時在損益表內確認。

2.10 貸款

貸款初步按公平值，其後按攤銷成本列賬。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.11 Provisions

Provisions are recognised when the Corporation has a present legal or constructive obligation as a result of past events; it is more likely than not that an outflow of resources will be required to settle the obligation; and the amount has been reliably estimated.

2.12 Revenue recognition and deferred income

Provided it is probable that the economic benefits will flow to the Corporation and the revenues and costs, if applicable, can be measured reliably, revenue is recognised in the income and expenditure account as follows:

- (a) Admission revenue
Revenue from admission tickets sold are recognised when tickets are accepted and surrendered by the customer. Revenue from tickets sold for use at a future date is deferred until the tickets are surrendered or have expired.

Revenue from annual passes is amortised evenly over the period of their validity.
- (b) Sale of goods
Sales of goods are recognised when the goods are delivered to the customer; which is taken to be the point in time when the customer has accepted the goods and the related risks and rewards of ownership.
- (c) Interest income
Interest income from bank deposits and securities is accrued on a time-apportioned basis by reference to the principal outstanding and rate applicable.

2.13 Research and development

Research costs are expensed as incurred. Costs incurred on development projects relating to the design and testing of new or improved fixed assets are recognised as fixed assets where the technical feasibility and intention of completing the fixed asset under development have been demonstrated and the resources are available to do so, cost are identifiable and there is an ability to use the asset that will generate probable future economic benefits. Such development costs are recognised as a fixed asset and amortised on a straight-line basis over the useful life of the related fixed asset. Development costs that do not meet the above criteria are expensed as incurred. Development costs previously recognised as an expense are not recognised as an asset in a subsequent period.

2.14 Taxation

The Corporation is exempt from Hong Kong taxes under Section 88 of the Hong Kong Inland Revenue Ordinance.

2 重要會計政策摘要(續)

2.11 撥備

當本公司因已發生的事件而產生現有的法律或推定責任；將需要有資源流出以償付該等責任的可能性較將不需要的為高；有關金額已經可靠估計，則本公司須確認撥備。

2.12 收入確認及遞延收入

收入是在經濟效益很可能會流入本公司，以及能夠可靠地計算收入和成本(如適用)時，根據下列方法在損益表內確認：

(a) 入場券收入

已出售的入場券收入在客戶接受及使用時確認。預售入場券的收入遞延計算，直至有關入場券使用或到期時才入賬。

全年入場證的收入按入場證的有效期進行平均攤銷。

(b) 銷售貨品

收入在貨品交付予客戶，即客戶接收貨品及其擁有權的相關風險及回報時確認。

(c) 利息收入

銀行存款和證券的利息收入以時間比例為基準，按尚欠本金及適用利率計算。

2.13 研究及開發成本

研究成本於產生時列支。與設計和測試新增或經過改良的固定資產有關的發展計劃所產生的成本均確認為固定資產，但必須證明開發固定資產的技術可行性及有意完成該項資產，而且有所需的資源、成本可予辨別及有能力使用該資產在未來提供經濟效益。這些開發成本確認為固定資產，並按有關固定資產的可用年限以直線法攤銷。不符合以上要求的開發成本在產生時列支。以往已確認為開支的開發成本不會在日後期間確認為資產。

2.14 稅項

根據香港《稅務條例》第88條的規定，本公司獲豁免繳納香港稅項。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.15 Leases

The Corporation leases facilities where the risks and rewards of ownership are retained by the lessor and as such classifies them as operating leases. Payments under operating leases are charged to the income and expenditure accounts on a straight-line basis over the period of the lease.

2.16 Grants, donations and fund transfers

The Corporation applies the principles of Hong Kong Accounting Standard 20 “Government Grants and Disclosure of Government Assistance” (“HKAS20”) in respect of grants, donations and fund transfers received and receivable from the Ocean Park Trust Fund and Hong Kong Jockey Club Charities Trust (“HKJC”). Amounts provided to the Corporation relating to property, plant and equipment are deducted from the cost of acquisition in arriving at the carrying amount of the assets. Amounts relating to other expenditure of the Corporation are credited to the income and expenditure account when the related expenditure is incurred.

2.17 Borrowing costs

Borrowing costs are interest and other costs incurred in connection with the borrowing of funds. These costs are expensed in the income statement in the period in which they are incurred, except to the extent that they are capitalised as being directly attributable to the acquisition, construction or production of an asset which necessarily takes a substantial period of time to prepare for its intended use or sale.

Capitalisation of borrowing costs is suspended or ceases when substantially all the activities necessary to prepare the qualifying asset for its intended use or sale are interrupted or completed.

2.18 Derivative financial instruments and hedging activities

The Corporation documents, at the inception of the transaction, the relationship between hedging instruments and hedged items, as well as its risk management objectives and strategy for undertaking various hedge transactions. The Corporation also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions are highly effective in offsetting changes in fair values or cash flows of hedged items.

As such the effective portion of changes in the exchange rate of foreign exchange derivatives that are designated and qualify as cash flow hedges are recognised in equity.

As the Corporation's hedges relate to the future purchase of fixed assets, when the hedged item is recognised, the gains and losses previously deferred in equity are transferred from equity and included in the initial measurement of the cost of the asset.

2 重要會計政策摘要(續)

2.15 租賃

本公司所租賃設備的風險和回報由出租人保留，分類為營運租賃。根據營運租賃支付的款項於租賃期內以直線法在損益表支銷。

2.16 補助金、捐款及資金轉撥

本公司按香港會計準則第20號「政府補助金和政府資助的披露」所規定的原則，處理從海洋公司信託基金及香港賽馬會慈善信託基金所收取及應收取的補助金、捐款及資金轉撥。向本公司提供有關物業、機器及設備的金額從購入成本中扣除，以計算資產的賬面金額。與本公司其他支出有關的金額在產生時記入損益表內。

2.17 貸款成本

貸款成本指由貸款所引起的利息及其他成本。此等成本均於所產生之期間內於損益表內支銷，惟該等直接涉及購買、建築或生產一項必需經一段長時間籌備方能作擬定用途或銷售的資產相關的成本則作資本化處理。

當籌備該合資格資產作擬定用途或銷售所需的差不多所有活動已中斷或完成時，貸款成本將暫停或終止作資本化處理。

2.18 衍生金融工具及對沖活動

本公司於訂立交易時就對沖工具與被對沖項目之關係，以至其風險管理目標及執行多項對沖交易之策略作檔案記錄。本公司亦於訂立對沖交易時和按持續基準，記錄其對於該等用於對沖交易之衍生工具，是否高度有效地抵銷被對沖項目的公平值或現金流量變動的評估。

被指定並符合資格作為現金流量對沖之衍生工具之公平值變動的有效部份於權益中確認。

由於本公司的對沖項目與將來購買固定資產有關，當對沖項目被確認時，之前在權益中遞延入賬的收益和虧損自權益中撥出，並列入該資產成本的初步計量中。

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

3 Financial risk management

3.1 Financial risk factors

The Corporation's activities expose it to market risk (including currency risk, fair value interest rate risk and price risk) and liquidity risk. The Corporation's overall risk management programme focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the Corporation's financial performance. The Corporation purchases foreign currency to hedge certain risk exposures.

Risk management is carried out by the Corporation under policies approved by the Board of Ocean Park Corporation (the "Board"). The Board provides written principles for overall risk management, as well as written policies covering specific areas such as foreign exchange risk.

(a) Market risk

(i) Foreign exchange risk

The Corporation purchases items internationally and is exposed to foreign exchange risk arising from various currency exposures. Foreign exchange risk arises from future commercial transactions. The Board has established a policy to require the Corporation to manage this foreign exchange risk against the Corporation's functional currency using forward contracts or by acquiring foreign currency at the date the purchase is determined. Foreign exchange risk arises when future purchases are denominated in a currency that is not in Hong Kong dollars.

The Corporation's foreign exchange risk management policy is to hedge between 90% and 100% of anticipated cash flows in each major foreign currency for the term of the contract.

In the current year the corporation's purchases were principally in Euros and Japanese Yen. As the Corporation hedges its foreign exchange exposure, there is no impact to the surplus as a result of fluctuations in either of these currencies against the Hong Kong Dollar.

(ii) Price risk

The Corporation is exposed to price risk because investments held by the Corporation are classified at fair value through the income and expenditure account. To manage its price risk arising from investments, the Corporation diversifies its portfolio in accordance with the limits set by the Board.

The Corporation's investments consist of unit trusts. The table below summarises the impact of increases/decreases of these unit trusts on the Corporation's surplus for the year. The analysis is based on the assumption that the portfolio had increased/decreased by 10% with all other variables held constant.

	Impact on surplus in HK\$ million	
	2008	2007
Unit trusts	4.2	4.1

3 財務風險管理

3.1 財務風險因素

本公司的活動承受市場風險(包括貨幣風險、公平值利率風險、利率風險及價格風險)及流動資金風險。本公司的整體風險管理計劃專注於財務市場的難預測性，並尋求儘量減低對本公司財務表現的潛在不利影響。本公司購買外幣以對沖若干承受的風險。

風險管理由本公司按照董事會批准的政策執行。董事會為整體風險管理訂定書面指引，亦為若干特定範疇例如外匯風險等提供書面政策。

(a) 市場風險

(i) 外匯風險

本公司在全球購買物品，故此承受多種不同貨幣而產生的外匯風險。外匯風險來自未來商業交易。管理層已訂立政策，要求本公司利用遠期合約或於已確定的固定資產購買日當日購買外幣以管理與其功能貨幣有關的外匯風險。外匯風險於未來購買的資產的貨幣並非以港幣計值時產生。

本公司的外匯風險管理政策是按合約期對沖每種主要外幣的預計現金流量的90%至100%。

於本年度內，本公司的購置物品主要以歐元及日元為貨幣單位。由於本公司已對沖其外匯風險，本公司的盈餘不受港幣兌換該等任何一種貨幣的波動所影響。

(ii) 價格風險

由於本公司持有的投資在資產負債表中分類為按公平值透過損益記賬，故此本公司承受價格風險。為了管理投資的價格風險，本公司根據管理層設定的限額分散其投資組合。

本公司的投資包括單位信託基金。以下列表概括該等單位信託基金的上升/下跌對本公司年度盈餘的影響。有關分析是假設若組合上升/下跌10%，而所有其他因素維持不變。

	對盈餘的影響 港幣百萬元	
	2008	2007
單位信託基金	4.2	4.1

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

3 Financial risk management (Continued)

3.1 Financial risk factors (Continued)

(a) Market risk (Continued)

(iii) Fair value interest rate risk

The Corporation's interest-rate risk arises from long-term borrowings and debt securities. The current borrowings are HKSAR Government loan which is issued at fixed rates and expose the Corporation to fair value interest-rate risk. Alternatives to this loan is not available to the Corporation. During 2008, the Corporation's borrowings were denominated in HK dollar. The Corporation strives to arrive at a fixed rate environment and analyses its interest rate exposure taking into consideration hedging. Future commercial loans at floating rates will generally be hedged against fixed rate borrowings. Based on this consideration, the impact to the surplus or deficit of a shift in the interest rate is considered minimal.

At 30 June 2008, if interest rates on HK dollar-denominated debt securities had been 10 basis points higher/lower with all other variables held constant, surplus for the year would have been HK\$0.8 million (2007: HK\$0.5 million) lower/higher as a result of a decrease/increase in the fair value of fixed rate financial assets classified at fair value through the income and expenditure account.

(b) Liquidity risk

Prudent liquidity risk management includes maintaining sufficient cash and marketable securities, the availability of funding from an adequate amount of committed credit facilities and the ability to close out market positions. The Corporation monitors its liquidity reserve (comprising undrawn credit facilities, financial instruments and cash and cash equivalents) on the basis of expected cash flows.

The table below analyses the Corporation's financial liabilities into relevant maturity groupings based on the remaining period at the balance sheet to the contractual maturity date. The amounts disclosed in the table are the contractual undiscounted cash flows. Balances due within 12 months equal their carrying balances, as the impact of discounting is not significant.

	Less than 1 year HK\$ million	Between 1 and 5 years HK\$ million	Over 5 years HK\$ million
At 30 June 2008			
Government subordinated debt	-	-	1,446.5
Trade and other payables	282.0	-	-
At 30 June 2007			
Government subordinated debt	-	-	656.0
Trade and other payables	206.2	-	-

海洋公園公司

財務報表附註

3 財務風險管理(續)

3.1 財務風險因素(續)

(a) 市場風險(續)

(iii) 公平值利率風險

本公司的利率風險來自長期貸款及債務證券。目前的貸款為以固定利率計算的香港特別行政區政府貸款，令本公司承受公平值利率風險。除此之外本公司並無其他可用的貸款。於二零零八年內，本公司的貸款均以港元計值。本公司致力達至固定利率環境，並在對沖時就利率風險承擔進行分析。一般而言，本公司會以固定利率貸款為按變動利率發行的未來商貿貸款進行對沖。基於以上考慮，本公司認為基於利率的變動而對盈虧造成的影響只屬輕微。

於二零零八年六月三十日，假若以港幣為單位的債務證券的利率上升/下跌10個基點，而所有其他因素維持不變，該年度的盈餘將會因為分類為以公平值記入損益表的定息財務資產的公平值減少/增加而應下跌/上升港幣0.8百萬元(二零零七年：港幣0.5百萬元)。

(b) 流動資金風險

審慎的流動資金風險管理指維持充足的現金和有價證券，透過已承諾信貸融資的足夠額度備有資金，和有能力結算市場持倉。管理層根據預期現金流量，以監控公司的流動資金儲備(包括未提取的信貸融資、金融工具和現金及現金等值)。

下表顯示本公司的財務負債按照相關的到期組別，根據由結算日至合約到期日的剩餘期間進行分析。在表內披露的金額為合約性未貼現的現金流量。由於貼現的影響不大，故此在12個月內到期的結餘相等於其賬面值。

	1年以下 港幣百萬元	1至5年內 港幣百萬元	5年以上 港幣百萬元
於二零零八年六月三十日			
政府附屬貸款	-	-	1,446.5
貿易及其他應付款	282.0	-	-
於二零零七年六月三十日			
政府附屬貸款	-	-	656.0
貿易及其他應付款	206.2	-	-

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

4 Critical accounting estimates and judgements

Estimates are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

There are no critical estimates in applying the entity's accounting principles.

5 Property, plant and equipment

	Buildings HK\$ million	Plant and equipment HK\$ million	Marine mammals HK\$ million	Projects in progress HK\$ million	Total HK\$ million
Year ended 30th June 2007					
Opening net book amount	197.2	213.2	0.1	58.9	469.4
Additions	-	34.9	-	535.6	570.5
Transfer	45.1	47.6	-	(92.7)	-
Disposals & write-off	(2.1)	(5.4)	-	-	(7.5)
Depreciation	(20.9)	(74.0)	-	-	(94.9)
Closing net book amount	<u>219.3</u>	<u>216.3</u>	<u>0.1</u>	<u>501.8</u>	<u>937.5</u>
At 30th June 2007					
Cost	624.5	926.7	4.3	501.8	2,057.3
Accumulated depreciation	(405.2)	(710.4)	(4.2)	-	(1,119.8)
Net book amount	<u>219.3</u>	<u>216.3</u>	<u>0.1</u>	<u>501.8</u>	<u>937.5</u>
Year ended 30th June 2008					
Opening net book amount	219.3	216.3	0.1	501.8	937.5
Additions	-	30.0	-	773.2	803.2
Transfer	21.4	52.9	-	(74.3)	-
Disposals & write-off	(0.8)	(1.8)	-	-	(2.6)
Depreciation	(41.3)	(68.9)	(0.1)	-	(110.3)
Closing net book amount	<u>198.6</u>	<u>228.5</u>	<u>-</u>	<u>1,200.7</u>	<u>1,627.8</u>
At 30th June 2008					
Cost	643.0	955.0	4.1	1,200.7	2,802.8
Accumulated depreciation	(444.4)	(726.5)	(4.1)	-	(1,175.0)
Net book amount	<u>198.6</u>	<u>228.5</u>	<u>-</u>	<u>1,200.7</u>	<u>1,627.8</u>

Borrowing costs of HK\$104.9 million (2007: HK\$52.9 million) have been capitalised in projects in progress.

海洋公園公司

財務報表附註

4 關鍵會計估算及判斷

估算和判斷會被持續評估，並根據過往經驗和其他因素進行評價，包括在有關情況下相信對未來事件的合理預測。

本公司在會計政策的應用過程中，並無涉及關鍵會計估算。

5 物業、機器及設備

	建築物 港幣百萬元	機器及設備 港幣百萬元	海洋 哺乳類動物 港幣百萬元	在建工程 港幣百萬元	總額 港幣百萬元
截至二零零七年六月三十日止年度					
期初賬面淨值	197.2	213.2	0.1	58.9	469.4
增置	-	34.9	-	535.6	570.5
轉撥	45.1	47.6	-	(92.7)	-
出售及撇銷	(2.1)	(5.4)	-	-	(7.5)
折舊	(20.9)	(74.0)	-	-	(94.9)
期終賬面淨值	219.3	216.3	0.1	501.8	937.5
於二零零七年六月三十日					
成本	624.5	926.7	4.3	501.8	2,057.3
累計折舊	(405.2)	(710.4)	(4.2)	-	(1,119.8)
賬面淨值	219.3	216.3	0.1	501.8	937.5
截至二零零八年六月三十日止年度					
期初賬面淨值	219.3	216.3	0.1	501.8	937.5
增置	-	30.0	-	773.2	803.2
轉撥	21.4	52.9	-	(74.3)	-
出售及撇銷	(0.8)	(1.8)	-	-	(2.6)
折舊	(41.3)	(68.9)	(0.1)	-	(110.3)
期終賬面淨值	198.6	228.5	-	1,200.7	1,627.8
於二零零八年六月三十日					
成本	643.0	955.0	4.1	1,200.7	2,802.8
累計折舊	(444.4)	(726.5)	(4.1)	-	(1,175.0)
賬面淨值	198.6	228.5	-	1,200.7	1,627.8

於在建工程中已被資本化處理之貸款成本為港幣104.9百萬元(二零零七年: 港幣52.9百萬元)。

6 Club debenture**會所債券**

		2008	2007
		HK\$ million	HK\$ million
		港幣百萬元	港幣百萬元
Club debenture – at cost	會所債券 - 成本	0.6	0.6
Revaluation surplus	重估盈餘	1.7	0.8
		<u>2.3</u>	<u>1.4</u>

7 Inventories**存貨**

		2008	2007
		HK\$ million	HK\$ million
		港幣百萬元	港幣百萬元
Spare parts and other inventory	零件及其他存貨	15.3	12.9
Exhibition animals and fish	供觀賞的動物及魚類	4.9	4.9
Merchandise	商品	5.2	5.8
Catering	餐飲及其他	1.3	1.5
		<u>26.7</u>	<u>25.1</u>

8 Trade and other receivables**貿易及其他應收款**

		2008	2007
		HK\$ million	HK\$ million
		港幣百萬元	港幣百萬元
Trade receivables	貿易應收款	6.6	8.7
Interest receivable	應收利息	24.9	23.6
Other receivable	其他應收款	2.4	1.4
		<u>33.9</u>	<u>33.7</u>

Trade receivables that are less than 90 days past due are not considered impaired. As of 30th June 2008, all trade receivables were less than 90 days past due, and hence were not impaired (2007: Nil).

All the carrying amounts of trade and other receivables are denominated in HK dollars.

The fair values of trade and other receivables approximate their carrying values.

逾期少於九十日的貿易應收款不被視為經已減值。於二零零八年六月三十日，所有貿易應收款均屬逾期少於九十日，故並無減值(二零零七年: 無)。

本公司的貿易及其他應收款的賬面值均以港幣為單位。

貿易及其他應收款的公平值跟賬面值相若。

9 Financial instruments

金融工具

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Debt securities	債務證券		
- Listed in Hong Kong	香港上市	18.3	-
- Listed outside Hong Kong	香港境外上市	36.7	15.0
- Unlisted	非上市	361.1	178.7
		<u>416.1</u>	<u>193.7</u>
Unit trusts	單位信託基金	42.4	41.3
		<u>458.5</u>	<u>235.0</u>

10 Bank balances and cash

銀行結餘及現金

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Fixed deposits with banks with maturity less than three months	少於三個月到期的 銀行定期存款	383.8	60.1
Cash at bank and in hand	銀行存款及現金	160.6	267.6
Cash and cash equivalents	現金及現金等價物	<u>544.4</u>	<u>327.7</u>
Fixed deposits with banks with maturity over three months	超過三個月到期的 銀行定期存款	545.8	603.4
Bank balances and cash	銀行結餘及現金	<u>1,090.2</u>	<u>931.1</u>

The effective interest rate on fixed deposits with banks with maturity over three months was 4.3% (2007: 4.5%); these deposits have an average maturity of 365 days.

超過三個月到期的銀行定期存款的實際利率為4.3厘(二零零七年: 4.5厘); 此等存款的平均到期日為365天。

**10 Bank balances and cash
(Continued)****銀行結餘及現金
(續)**

The carrying amounts of cash and cash equivalents are denominated in the following currencies:

本公司的現金及現金等值的賬面值以下列貨幣為單位：

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
HK dollar	港元	434.6	238.1
US dollar	美元	4.4	82.6
Japanese Yen	日元	28.5	-
Renminbi	人民幣	11.9	7.0
Euro	歐元	65.0	-
		<u>544.4</u>	<u>327.7</u>

HK\$93.5 million (2007: Nil) of the Corporation's cash and cash equivalents are designated as hedges of future purchases of the Corporation. The foreign exchange gain of HK\$4.8 million (2007: Nil) was recognised in hedging reserve.

本公司港幣93.5百萬元之現金及現金等值(二零零七年: 無)用作未來購置的對沖。港幣4.8百萬元的兌換收益(二零零七年: 無)已確認於對沖儲備。

11 Trade and other payables**貿易及其他應付款**

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Trade payables	貿易應付款	79.6	54.3
Accrued charges	應付費用	199.2	149.2
Advance deposits	預收款項	3.2	2.7
		<u>282.0</u>	<u>206.2</u>

The carrying amounts of trade and other payables are denominated in Hong Kong dollars.

The fair values of trade and other payables approximate their carrying values.

本公司的貿易及其他應付款的賬面值均以港幣為單位。

貿易及其他應付款的公平值跟賬面值相若。

12 Government subordinated loan 政府附屬貸款

During the year the Corporation drew down an additional HK\$738 million (2007: HK\$649.5 million) from a facility provided by The HKSAR Government to fund the redevelopment plan that the Corporation is currently undergoing (Note 22). The facility matures in 2031 and bears a fixed interest rate of 5% annually. Interest is payable once the loans from commercial lenders, as referred to in Note 22, are fully repaid.

本年度內，海洋公園從香港特別行政區政府提供的貸款融資中提取港幣738百萬元(二零零七年：港幣649.5百萬元)，以支付進行中的全新發展計劃的支出(附註22)。政府的貸款融資年息固定為5厘，全數貸款須於2031年前清還。利息須於附註22中所提及的商業貸款全數清還後開始繳付。

13 Capital fund 基本資金

	Donations from The Hong Kong Jockey Club Charities Trust HK\$ million 香港賽馬會慈善 信託基金捐款 港幣百萬元	Contribution from the Ocean Park Trust Fund HK\$ million 海洋公園 信託基金撥款 港幣百萬元	Total HK\$ million 總額 港幣百萬元
At 1st July 2006, 30th June and 1st July 2007 and 30th June 2008 於二零零六年七月一日、二零零 七年六月三十日和七月一日及 二零零八年六月三十日	<u>450.3</u>	<u>24.7</u>	<u>475.0</u>

The funds of The Ocean Park Trust Fund are used to finance the cost of promoting the functions of Ocean Park Corporation as specified in the Hong Kong Ocean Park Corporation Ordinance 1987.

根據一九八七年《海洋公園公司條例》規定，海洋公園信託基金的資金須用於推展海洋公園公司的各項職能。

14 Revenue

收入

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Admission income	入場券收入	681.9	619.3
Merchandise income	商品收入		
- sales of goods	- 銷售貨品	88.9	79.6
- commission from franchised retail stores	- 特許經營零售店佣金	11.6	11.5
Catering income	餐飲服務收入		
- sales of food and beverage	- 銷售食物及餐飲	115.5	104.7
- commission from franchised food stores	- 特許經營食店佣金	5.2	6.0
Other	其他收入	21.4	23.9
		<u>924.5</u>	<u>845.0</u>

Admission income and merchandise income from the sale of goods noted above are stated before deduction for the following donations to Ocean Park Conservation Foundation, Hong Kong ("OPCFHK"):

- i. one day's admission income on the 20th January 2008, named as the 13th Conservation Day amounting to HK\$2.3 million (2007: HK\$1.4 million).
- ii. HK\$1 per paid admission income to OPCFHK amounting to HK\$4.6 million (2007: HK\$4.6 million).
- iii. contribution from the sale of panda merchandise items and animal interactive programmes amounting to HK\$1.3 million (2007: HK\$0.4 million).
- iv. administrative support services free of charge.

上表所列的入場券收入以及來自銷售貨品的商品收入尚未扣除以下向香港海洋公園保育基金作出的捐款:

- (i) 二零零八年一月二十日舉行的第十三屆海洋公園保育日的入場券收入共計港幣2.3百萬元(二零零七年:港幣1.4百萬元)。
- (ii) 從每人入場費收入中捐出一元撥往香港海洋公園保育基金，共計港幣4.6百萬元(二零零七年:港幣4.6百萬元)。
- (iii) 從銷售熊貓相關商品及動物全接觸活動的收入中撥出捐款港幣1.3百萬元(二零零七年:港幣0.4百萬元)。
- (iv) 免費提供行政支援服務。

15 Expenses by nature

按性質分類的費用

Expenses included in operating costs are analysed as follows:

列在經營成本內的費用分析如下:

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Cost of inventories sold	售出存貨成本	60.2	53.5
Employee benefits (Note 16)	僱員福利開支(附註16)	342.8	310.5
Repairs and maintenance	維修及保養費用	43.1	38.1
Utilities	公用事業費用	40.1	38.8
Advertising and promotion	廣告及推廣費用	45.8	52.9
Animal	飼養動物成本	9.7	7.6
Show and exhibition	表演及展覽成本	53.2	57.5
Auditors' remuneration	核數師酬金	0.3	0.3
Professional fees, office and other	顧問費、辦公室用具及其他費用	48.5	44.4
Donations	捐款	11.0	7.2
		<u>654.7</u>	<u>610.8</u>

16 Employee benefits

僱員福利開支

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Salaries, wages and other benefits	薪酬、工資及其他福利	323.3	292.6
Pension cost – defined contribution plans	退休金成本 - 界定供款計劃	19.5	17.9
		<u>342.8</u>	<u>310.5</u>

17 Strategic Review and redevelopment expenses/transfer from the Trust Fund**策略性檢討及全新發展費用/轉自海洋公園信託基金**

In 2002, The HKSAR Government appointed a task force to review the structural challenges facing Ocean Park and tourist attractions in Aberdeen. Pursuant to that review, the Corporation engaged third party consultants to assist management in exploring strategic development opportunities and to develop proposals for the Park's future development to present to the task force for consideration. The costs incurred by the Corporation in this regard, together with costs of conducting feasibility studies and other incremental expenditure related to the project, are funded from the accumulated earnings derived from the assets of Ocean Park Trust Fund.

在二零零二年，香港特別行政區政府委任專責小組研究海洋公園面對的結構性挑戰，以及在香港仔增建旅遊設施的構思。根據有關檢討，本公司外聘顧問協助管理層發掘策略性發展機會，並為海洋公園的未來發展提出建議，供專責小組考慮。本公司在這方面的支出，包括可行性研究的費用及與計劃有關的其他附帶支出，由海洋公園信託基金資產所產生的累積盈餘支付。

18 Investment income**投資收入**

Investment income comprises the following: 投資收入包括：

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Interest income from financial instruments and bank deposits	金融工具及銀行存款的 利息收入	44.1	33.3
Net realised loss on sale of financial instruments	出售金融工具已變現 虧損淨額	1.0	(3.5)
Net realised and unrealised exchange gain on financial instruments	金融工具變現及未變現 匯兌收益淨額	2.7	9.7
		<u>47.8</u>	<u>39.5</u>

19 Cash generated from operations 營運產生的現金

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Surplus for the year	年度盈餘	204.7	171.3
Adjustments for:	調整項目：		
- Depreciation and write-offs (Note 5)	- 折舊及撇銷(附註5)	112.9	102.4
- Interest income from financial instruments and bank deposits (Note 18)	- 金融工具及銀行存款的利息收入(附註18)	(44.1)	(33.3)
- Realised and unrealised gain on financial instruments	- 金融工具已變現及未變現收益	(3.8)	(4.7)
- Unrealised exchange loss/(gain)	- 未變現匯兌虧損/(收益)	0.1	(1.5)
Operating surplus before changes in working capital	營運資金變動前的經營盈餘	269.8	234.2
Changes in working capital	營運資金變動		
Increase in inventories	存貨增加	(1.6)	(1.6)
Decrease in trade and other receivables	貿易及其他應收款減少	1.1	22.0
Increase in current account with the Ocean Park Trust Fund	與海洋公園信託基金的往來賬項增加	(2.9)	(2.1)
Increase in trade and other payables	貿易及其他應付款增加	56.8	15.9
(Increase)/decrease in deferred income	遞延收入(增加)/減少	(0.2)	4.0
Cash generated from operations	營運活動產生的現金	323.0	272.4

20 Contingencies 或然項目

The Corporation has provided bank guarantees totalling HK\$6.7 million (2007: HK\$5.5 million) to the Corporation's utility providers.

本公司向多家公用事業機構提供了合共港幣6.7百萬元(二零零七年：港幣5.5百萬元)的銀行擔保。

21 Commitments

承擔

(a) Capital commitments 資本承擔

Capital expenditure at the balance sheet date but not yet incurred is as follows: 於結算日但仍未產生的資本開支如下：

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Contracted but not provided for	已訂約但未撥備	777.8	1,096.4
Authorised but not contracted for	已授權但未訂約	3,626.2	3,998.3
		<u>4,404.0</u>	<u>5,094.7</u>

(b) Operating lease commitments 營運租賃承擔

The future aggregate minimum lease payments for leased facilities under non-cancellable operating leases are as follows: 根據不可解除的經營租賃在日後應付的最低租賃付數總額如下：

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Within 1 year	一年內	0.7	1.0
Later than 1 year and not later than 5 years	一年以上但不超過五年	0.3	-
		<u>1.0</u>	<u>1.0</u>

(c) The Corporation has entered into agreements with third party consultants for developing proposals for the Park's future development, which will be reimbursed by the Ocean Park Trust Fund. The outstanding commitments at 30th June 2008 not provided for in the financial statements were as follows:

本公司與外聘顧問簽訂有關制訂海洋公園未來發展建議的合約。有關費用將由海洋公園信託基金支付。於二零零八年六月三十日未支付而又未在財務報表內提撥準備的承擔如下：

		2008 HK\$ million 港幣百萬元	2007 HK\$ million 港幣百萬元
Contracted but not provided for	已訂約但未撥備	8.6	0.6
Authorised but not contracted for	已授權但未訂約	1.7	2.3
		<u>10.3</u>	<u>2.9</u>

OCEAN PARK CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

22 Master Redevelopment Plan 全新發展計劃

The Corporation plans to expand the Park with an estimated cost of HK\$5.55 billion and by phases over the next 5 years. The Corporation intends to fund these commitments through the following:

此項擴建海洋公園計劃，估計成本為港幣55億5千萬元，分五年進行。本公司將透過以下財務安排籌集資金：

(a) HKSAR Government loan 香港特別行政區政府貸款

With the approval of the Finance Committee of the Legislative Council on 16th December 2005, The HKSAR Government has committed to providing to the Corporation a subordinated loan of HK\$1,387.5 million for a period of 25 years at a fixed interest rate of 5% per annum. During the financial year, the corporation has fully drawn down on this loan which has been used to pay for the \$1,324 million costs incurred to date.

立法會財務委員會已於二零零五年十二月十六日批准，香港特別行政區政府承諾提供一筆25年期，年利率五厘，港幣1,387.5百萬元的附屬貸款。本公司已於本財政年度內全數提取了該筆貸款，並用作支付迄今為止的工程款港幣1,324百萬元。

(b) Commercial loan 商業貸款

The floating rate loan facilities from commercial banks will consist of two tranches:

- (i) HK\$1,387.5 million 15-year loan to be guaranteed by The HKSAR Government under the approval by the Finance Committee of the Legislative Council on 16th December 2005; and
- (ii) HK\$2,775.0 million 15-year project loan

There have been no draw downs to date on either of these commercial loans.

商業銀行的浮息貸款由兩部份組成：

- (i) 港幣1,387.5百萬元為一筆已獲立法會財務委員會於二零零五年十二月十六日批准由香港政府擔保的15年期貸款；及
- (ii) 港幣2,775.0百萬元為一筆15年期的項目貸款

迄今為止本公司尚未提取該等商業貸款。

海洋公園公司

財務報表附註

23 Related party transactions 關聯方交易

Parties are considered to be related to the Corporation if the party has the ability, directly or indirectly, to control the Corporation or exercise significant influence over the Corporation in making financial or operational decisions. The Corporation had no related party transactions during the year.

如果有某一方人士有能力直接或間接控制本公司或對本公司的財務或經營決策發揮重大影響力，此等人士即視為本公司的關聯方。本公司在本年度並沒有關聯方交易。

24 Attendance 遊客人次

Attendance at Ocean Park for the year ended 30th June 2008 was 5.0 million (2007: 4.9 million).

截至二零零八年六月三十日止年度內，海洋公園的遊客達5.0百萬人次(二零零七年:4.9百萬人次)。

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEE OF OCEAN PARK TRUST FUND

We have audited the financial statements of Ocean Park Trust Fund (the "Fund") set out on pages 150 to 164, which comprise the balance sheet as at 30th June 2008, and the income and expenditure account, statement of changes in accumulated funds and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

Trustee's responsibility for the financial statements

The Trustee is responsible for the preparation and the true and fair presentation of these financial statements in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants, and the Hong Kong Ocean Park Corporation Ordinance 1987. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit and to report our opinion solely to you in accordance with the provisions of the Hong Kong Ocean Park Corporation Ordinance 1987 and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance as to whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and true and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Trustee, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements give a true and fair view of the state of the Fund's affairs as at 30th June 2008 and of its deficit and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards and have been properly prepared in accordance with the Hong Kong Ocean Park Corporation Ordinance 1987.

PricewaterhouseCoopers
Certified Public Accountants

Hong Kong, 25th September 2008

獨立核數師報告書

致海洋公園信託基金受託人

本核數師(以下簡稱「我們」)已審核列載於第150至164頁海洋公園信託基金(「該基金」)的財務報表，此財務報表包括於二零零八年六月三十日的資產負債表與截至該日止年度的損益表、權益變動表和現金流量表，以及主要會計政策概要及其他附註解釋。

受託人就財務報表須承擔的責任

受託人須負責根據香港會計師公會頒佈的香港財務報告準則及香港一九八七年《海洋公園公司條例》編製及真實而公平地列報該等財務報表。這責任包括設計、實施及維護與編製及真實而公平地列報財務報表相關的內部控制，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述；選擇和應用適當的會計政策；及按情況下作出合理的會計估計。

核數師的責任

我們的責任是根據我們的審核對該等財務報表作出意見，並按照香港一九八七年《海洋公園公司條例》的規定僅向受託人報告，除此之外本報告別無其他目的。我們不會就本報告的內容向任何其他人士負上或承擔任何責任。

我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等財務報表是否不存有任何重大錯誤陳述。

審核涉及執执行程序以獲取有關財務報表所載金額及披露資料的審核憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致財務報表存有重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司編製及真實而公平地列報財務報表相關的內部控制，以設計適當的審核程序，但並非為對公司的內部控制的效能發表意見。審核亦包括評價受託人所採用的會計政策的合適性及所作出的會計估計的合理性，以及評價財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足和適當地為我們的審核意見提供基礎。

意見

我們認為，該等財務報表已根據香港財務報告準則真實而公平地反映該基金於二零零八年六月三十日的事務狀況及截至該日止年度的虧損及現金流量，並已按照香港一九八七年《海洋公園公司條例》妥為編製。

羅兵咸永道會計師事務所
執業會計師

香港，二零零八年九月二十五日

OCEAN PARK TRUST FUND
BALANCE SHEET
AS AT 30TH JUNE 2008

海洋公園信託基金
資產負債表
二零零八年六月三十日

		Note	2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Current assets	流動資產			
Interest receivable	應收利息	5	458	444
Financial instruments	金融工具		352,505	359,002
Bank balances and cash	銀行結餘及現金		<u>26,784</u>	<u>21,710</u>
			<u>379,747</u>	<u>381,156</u>
Current liabilities	流動負債			
Accounts payable	應付賬款	6	<u>1,176</u>	<u>336</u>
			<u>1,176</u>	<u>336</u>
Net assets	資產淨值		<u><u>378,571</u></u>	<u><u>380,820</u></u>
Financed by:	資金來源：			
Accumulated funds	累積基金	8	<u>378,571</u>	<u>380,820</u>
			<u><u>378,571</u></u>	<u><u>380,820</u></u>

Allan Zeman, GBS, JP
Chairman,
for Ocean Park Corporation as Trustee

盛智文，GBS，JP
主席
作為受託人海洋公園公司的代表

The notes on pages 154 to 164 are an integral part of these financial statements.
第154至第164頁的附註屬本財務報表的一部分。

OCEAN PARK TRUST FUND

海洋公園信託基金

INCOME AND EXPENDITURE ACCOUNT 損益表

FOR THE YEAR ENDED 30TH JUNE 2008

截至二零零八年六月三十日止年度

		Note	2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Interest income	利息收入		3,821	2,824
Dividend income	股息收入		54	48
Net realised gain on sale of financial instruments	出售金融工具已變現收益淨額		3,315	6,360
			(5,496)	44,309
Net change in unrealised (loss)/gain on financial instruments	金融工具未變現/(虧損) 收益變動淨額		(530)	(520)
Management fees	管理費		-	1
Transaction rebate	交易費回饋		(19)	(18)
Auditors' remuneration	核數師酬金		(658)	9
Net foreign exchange (loss)/gain	匯兌(虧損)/收益淨額		487	53,013
Transfer to Ocean Park Corporation	轉往海洋公園公司	9	(2,736)	(2,019)
Net (deficit)/surplus for the year	本年度(虧損)/盈餘淨額	8	(2,249)	50,994

OCEAN PARK TRUST FUND
STATEMENT OF CHANGES IN
ACCUMULATED FUNDS

海洋公園信託基金
累積基金變動表

FOR THE YEAR ENDED 30TH JUNE 2008 截至二零零八年六月三十日

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Total accumulated funds as at 1st July	於七月一日的總累積基金	380,820	329,826
Net (deficit)/surplus for the year	年度(虧損)/盈餘淨額	(2,249)	50,994
Total accumulated funds as at 30th June	於六月三十日的總累積基金	<u>378,571</u>	<u>380,820</u>

OCEAN PARK TRUST FUND
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2008

海洋公園信託基金
現金流量表
截至二零零八年六月三十日止年度

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Cash flows from operating activities	營運活動的現金流量		
(Deficit)/surplus for the year	本年度(虧損)/盈餘	(2,249)	50,994
Adjustments for:	調整項目：		
- Interest income	- 利息收入	(3,821)	(2,824)
- Unrealised loss/(gain) on financial instruments	- 金融工具未變現虧損/(收益)	5,496	(44,309)
- Net realised gain on disposal of financial instruments	- 出售金融工具已變現收益淨額	<u>(3,315)</u>	<u>(6,360)</u>
Operating loss before changes in working capital	營運資金變動前的經營虧損	(3,889)	(2,499)
Changes in working capital	營運資金變動		
- (Decrease)/increase in accounts payable	- 應付賬款(減少)/增加	(5)	12
- Decrease in current account with Ocean Park Corporation	- 與海洋公園公司的往來賬項減少	2,845	2,127
Interest received	已收利息	<u>3,807</u>	<u>2,682</u>
Net cash generated from operating activities	營運活動產生的淨現金	<u>2,758</u>	<u>2,322</u>
Cash flows from investing activities	投資活動的現金流量		
Proceeds from sales of financial instruments	出售金融工具所得款項	71,839	103,239
Purchases of financial instruments	購入金融工具	(67,523)	(126,833)
Payment of funds to Ocean Park Corporation	撥款予海洋公園公司	<u>(2,000)</u>	<u>(2,000)</u>
Net cash generated from/(used in) investing activities	投資活動產生/(使用)的淨現金	<u>2,316</u>	<u>(25,594)</u>
Net increase/(decrease) in cash and cash equivalents	現金及現金等價物淨增加/(減少)	5,074	(23,272)
Cash and cash equivalents at beginning of year	年初現金及現金等價物	21,710	44,982
Cash and cash equivalents at end of year	年終現金及現金等價物	<u>26,784</u>	<u>21,710</u>
Analysis of cash and cash equivalents	現金及現金等價物分析		
Bank balances and cash	銀行結餘及現金	<u>26,784</u>	<u>21,710</u>

The notes on pages 154 to 164 are an integral part of these financial statements.
第154至第164頁的附註屬本財務報表的一部分。

OCEAN PARK TRUST FUND

NOTES TO THE FINANCIAL STATEMENTS

I General information

The Ocean Park Trust Fund (the “Fund”) was established on 1st July 1987 from an endowment of HK\$200 million granted by The Hong Kong Jockey Club (Charities) Limited. The Trustee of the Fund is Ocean Park Corporation, and the funds are used to finance the cost of promoting the functions of Ocean Park Corporation as specified in the Hong Kong Ocean Park Corporation Ordinance 1987 (the “Ordinance”). The address of its registered office is Ocean Park Corporation, Aberdeen, Hong Kong.

The financial statements are presented in thousands units of HK dollars (HK\$'000), unless otherwise stated. These financial statements have been approved for issue by the Trustee on 25th September 2008.

2 Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.1 Basis of preparation

The financial statements have been prepared in accordance with Hong Kong Financial Reporting Standards (“HKFRS”, which term collectively includes Hong Kong Accounting Standards (“HKAS”) and Interpretations) issued by the Hong Kong Institute of Certified Public Accountants and the requirements of the Ordinance. The financial statements have been prepared under historic cost convention, as modified by the revaluation of financial instruments, which are carried at fair value.

The preparation of financial statements in conformity with HKFRS requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Fund’s accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances.

- (a) Adoption of new/revised HKFRS
The adoption of new or amended standards and interpretations did not have any impact to the Fund’s policies.

For the year ended 30th June 2008, the fund adopted HKFRS 7 - Financial Instruments: Disclosures which introduces new disclosures relating to financial instruments but does not have an impact on the classification or valuation of the fund’s financial instruments.

- (b) Standard, amendment and interpretations that are not yet effective and have not been early adopted by the Fund.

The Fund has not elected to early adopt the following relevant new standards, amendment or interpretations that have been issued but are not yet effective as at 30th June 2008.

HKAS 1 (Revised) Presentation of Financial Statements

The Trustee believes the adoption of the above new standard, amendment and interpretations will not result in substantial changes to the Fund’s accounting policies.

海洋公園信託基金

財務報表附註

1 一般資料

海洋公園信託基金(「本基金」)於一九八七年七月一日成立，資金來自香港賽馬會(慈善)有限公司的港幣2億元捐款。本基金的受託人為海洋公園公司，而資金須按照香港一九八七年《海洋公園公司條例》中所說明，用於推展海洋公園公司的職能。本基金的註冊地址為香港香港仔海洋公園。

除非另有說明，財務報表以港幣千元列報。財務報表已經由受託人在二零零八年九月二十五日批准刊發。

2 重要會計政策摘要

編製本財務報表所採用的主要會計政策載於下文。除另有說明外，此等政策在所呈報的所有年度內貫徹應用。

2.1 編製基準

本財務報表是按照香港會計師公會所頒佈的香港財務報告準則(「財務準則」，此詞語統稱包括香港會計準則(「會計準則」)及詮釋(「會計準則詮釋」))以及香港一九八七年《海洋公園公司條例》的規定編製。財務報表已按照歷史成本法編製，並就金融工具的重估按公平值列賬而予以修訂。

編製符合財務準則的財務報表需要使用若干關鍵會計估算。這亦需要管理層在應用本基金的會計政策過程中行使其判斷。估算和判斷會被持續評估，並根據過往經驗和其他因素進行評價，包括在有關情況下相信對未來事件的合理預測。

(a) 採納新訂/經修訂財務準則

採納新訂或經修訂的準則和詮釋對本基金的政策並無任何影響。

截至二零零八年六月三十日止年度，本基金採用財務準則第7號「金融工具：披露」，引入了有關金融工具的新披露規定，惟對本基金金融工具的分類和估值並無任何影響。

(b) 有關仍未生效而本基金亦無提早採納的準則、修訂及詮釋

本基金並無選擇提早採納下列於二零零八年六月三十日止已頒佈但尚未生效之相關新準則、修訂或詮釋：

香港會計準則第1號(修訂本) 「財務報表之呈報」

信託人相信於未來期間採納此等新準則、修訂及詮釋將不會令本基金的會計政策出現重大變動。

OCEAN PARK TRUST FUND

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies(Continued)

2.2 Functional and presentation currency

Items included in the Fund's financial statements are measured using the currency of the primary economic environment in which the entity operates ("the functional currency"). The financial statements are presented in Hong Kong dollars, which is the Fund's functional and presentation currency.

2.3 Financial instruments at fair value through the income and expenditure account

The Fund classifies its investments as financial instruments at fair value through the income and expenditure account. The classification depends on the purpose for which the financial assets were acquired. Management determines the classification of its financial assets at initial recognition and re-evaluates this designation at every reporting date.

A financial asset is classified as a financial instrument if acquired principally for the purpose of selling in the short term or if so designated by management. Assets in this category are classified as current assets if they are either held for trading or are expected to be realised within 12 months of the balance sheet date.

Regular purchases and sales of financial instruments are recognised on trade-date – the date on which the Fund commits to purchase or sell the asset. Such financial instruments are initially recognised at fair value and transaction costs are expensed in the income and expenditure account. Financial instruments are derecognised when the rights to receive cash flows from the investments have expired or have been transferred and the Fund has transferred substantially all risks and rewards of ownership.

The Fund also enters into foreign currency forward contracts. These contracts are initially recognised at fair value on the date a contract is entered into and subsequently remeasured to its fair value. Changes in the fair value are immediately recognised in the income and expenditure account as other gains/(losses).

Gains and losses arising from changes in the fair value of financial instruments, including interest and dividend income, are presented in the income and expenditure account as investment income, in the period in which they arise.

The fair values of quoted financial assets are based on current bid prices. For unlisted securities without an active market, the Fund establishes the fair value by using valuation techniques including the use of recent arm's length transactions, reference to other information that are substantially the same.

2.4 Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks.

海洋公園信託基金

財務報表附註

2 重要會計政策摘要 (續)

2.2 功能和列賬貨幣

本基金財務列表所列項目均以實體營運所在的主要經濟環境的貨幣計量(「功能貨幣」)。財務報表以港幣呈報，港幣為本基金的功能及列賬貨幣。

2.3 以公平價值記入損益表的金融工具

本基金將投資分類為以公平值記入損益表的金融工具。此分類視乎購入財務資產之目的而定。管理層在初步確認時釐定其財務資產的分類，並於每個報告日期重新評估有關指定。

財務資產若在購入時主要用作在短期內出售或由管理層如此指定，則分類為金融工具。在此類別的資產若為持作買賣或預期將於結算日後12個月內變現，則分類為流動資產。

金融工具的定期購入及出售在交易日確認 - 交易日指本基金承諾購入或出售該資產之日。此類金融工具初步按公平值確認，交易成本錄入損益表。當從投資收取現金流量的權利經已到期或經已轉讓，而本基金已將擁有權的所有風險和回報實際轉讓時，金融工具即終止確認。

本基金亦訂立外幣遠期合約。該等合約初步按合約訂立日期的公平值確認，其後按其公平值重新計量。公平值的變動即時在損益表中確認為其他收益/(虧損)。

因金融工具公平值變動而產生的盈虧，包括利息和股息收入，列入產生期間的損益表內作為投資收入。

有報價財務資產的公平值根據當時的買盤價計算。對於沒有活躍市場的非上市證券，本基金利用估值技術設定公平值，這些技術包括利用近期的公平原則交易和參考大致相同的其他資訊。

2.4 現金及現金等價物

現金及現金等價物包括現金及銀行通知存款。

OCEAN PARK TRUST FUND

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies(Continued)

2.5 Revenue recognition

Interest and dividend income are recognised on an accruals basis.

- (a) Interest income from bank deposits and securities is accrued on a time-apportioned basis by reference to the principal outstanding and rate applicable.
- (b) Dividend income from financial instrument is recognised when the right to receive payment is established.

2.6 Taxation

The Trust Fund is exempt from Hong Kong taxes under Section 88 of the Hong Kong Inland Revenue Ordinance.

3 Financial risk management

3.1 Financial risk factors

The Fund's activities expose it to market risk (including currency risk, fair value interest rate risk and price risk) and liquidity risk. The Fund's overall risk management programme focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the Fund's financial performance. The Fund purchases foreign currency to hedge certain risk exposures.

Risk management is carried out by the Fund under policies approved by the Board of Ocean Park Corporation (the "Board"). The Board provides written principles for overall risk management, as well as written policies covering specific areas such as foreign exchange risk.

- (a) Market risk
 - (i) Foreign exchange risk

As the Fund holds financial instruments that are denominated in Hong Kong dollars, Euros and United States dollars.

At 30 June 2008, if the Hong Kong dollar has weakened/strengthened by 10% against the Euro with all other variables held constant, deficit would have been HK\$5.5 million (2007: HK\$6.0 million) lower/higher, arising from foreign exchange gains/losses on the translation of Euro-denominated investments.

As the United States dollar is linked to the Hong Kong dollar any exposure due to currency fluctuation is not significant.

海洋公園信託基金

財務報表附註

2 重要會計政策摘要 (續)

2.5 收入確認

利息及股息收入以應計基準確認。

- (a) 銀行存款和證券的利息收入以時間比例為基準，按尚欠本金及適用利率計算。
- (b) 金融工具的股息收入在收取款項的權利確立時確認。

2.6 稅項

根據香港《稅務條例》第88條的規定，本基金獲豁免繳納香港稅項。

3 財務風險管理

3.1 財務風險因素

本基金的活動承受市場風險(包括貨幣風險、公平值利率風險及價格風險)及流動資金風險。本基金的整體風險管理計劃專注於財務市場的難預測性，並尋求儘量減低對本基金財務表現的潛在不利影響。本基金購買外幣以對沖若干承受的風險。

風險管理由本基金按照海洋公園公司董事會批准的政策執行。董事會為整體風險管理訂定書面指引，亦為若干特定範疇例如外匯風險等提供書面政策。

(a) 市場風險

(i) 外匯風險

本基金持有以港幣、歐元及美元為計值單位的金融工具。

在二零零八年六月三十日，假若港元兌歐元貶值/升值10%，而所有其他因素維持不變，則該年度的虧損應減少/高出港幣5.5百萬元(二零零七年：港幣6.0百萬元)，主要來自換算以歐元為單位的投資所得的匯兌收益/虧損。

由於港元與美元掛鉤，故相關的匯兌風險並不明顯。

OCEAN PARK TRUST FUND

NOTES TO THE FINANCIAL STATEMENTS

3 Financial risk management (Continued)

3.1 Financial risk factors (Continued)

(a) Market risk (Continued)

(ii) Price risk

The Fund is exposed to price risk because investments held by the Fund are classified at fair value through the income and expenditure account. To manage its price risk arising from investments, the Fund diversifies its portfolio in accordance with the limits set by the Board.

The Fund's investments consist of unit trusts. The table below summarises the impact of increases/decreases of these investments on the Fund's deficit for the year. The analysis is based on the assumption that the unit price had increased/decreased by 10% with all other variables held constant.

Impact on deficit in HK\$ million

	2008	2007
--	------	------

Unit trusts	28.2	33.5
-------------	------	------

(iii) Fair value interest rate risk

The Fund's interest-rate risk arises from financial instruments. At 30 June 2008, if interest rates on HK dollar-denominated debt securities had been 10 basis points higher/lower with all other variables held constant, the deficit for the year would have been HK\$21,218 (2007: HK\$27,396) higher/lower as a result of a decrease/increase in the fair value of fixed rate financial assets classified at fair value through the income and expenditure account.

(b) Liquidity risk

The policy of the Board is to transfer funds only where they comply with the Ordinance and when the fund has sufficient liquidity. The fund is not subject to significant liquidity risk as all funds remain invested and its liabilities are minimal.

3.2 Fair value measurement

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date. The quoted market price used for financial assets held by the Fund is the current bid price. The fair value of financial instruments that are not traded in an active market is determined by using the recent arm's length transactions with reference to other information that are substantially the same.

The nominal value less impairment provision of trade payables are assumed to approximate their fair values.

海洋公園信託基金

財務報表附註

3 財務風險管理 (續)

3.1 財務風險因素 (續)

(a) 市場風險

(i) 價格風險

由於本基金持有的投資在資產負債表中分類為按公平值透過損益記賬，故此本基金承受價格風險。為了管理投資的價格風險，本基金根據管理層設定的限額分散其投資組合。

本基金的投資包括單位信託基金。以下列表概括該等投資的上升/下跌對本基金年度虧損的影響。有關分析是假設若單位價格上升/下跌10%，而所有其他因素維持不變。

	對虧損的影響港幣百萬元	
	2008	2007
單位信託基金	28.2	33.5

(ii) 公平值利率風險

本基金的利率風險來自金融工具。在二零零八年六月三十日，假若以港元計值的債務證券的利率上升/下降10個點子，而所有其他因素維持不變，因為按公平值透過損益記賬的定息財務資產公平值的減少/增加，令年度虧損應高出/減少港幣21,218元 (二零零七年: 港幣27,396元)。

(b) 流動資金風險

管理層的流動資金風險管理政策是只會在符合條例及有足夠流動資金額度的情況下才轉移基金。由於所有基金已被投資而其債務只屬輕微，故本基金並不承受明顯的流動資金風險。

3.2 公平值計量

在活躍市場買賣的金融工具之公平值根據結算日的市場報價列賬。本基金持有的財務資產的市場報價為當時買盤價。沒有在活躍市場買賣的金融工具的公平值利用參考大致相同的其他工具的近期公平原則交易而釐定。

貿易應付款的賬面值扣除減值撥備的數額假設跟公平值相若。

4 Critical accounting estimates and judgements 關鍵會計估算及判斷

Estimates are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical estimates in applying the entity's accounting principles.

估算和判斷會被持續評估，並根據過往經驗和其他因素進行評價，包括在有關情況下相信對未來事件的合理預測。本基金在會計政策的應用過程中，並無涉及關鍵會計估算。

5 Financial instruments 金融工具

The financial instruments held by the independent investment managers at the year end were:

於年末由獨立投資經理持有的金融工具如下：

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Unlisted debt securities	非上市債務證券	70,115	23,730
Unit trusts	單位信託基金	282,415	335,272
Foreign currency forward contract	外幣遠期合約	(25)	-
		<u>352,505</u>	<u>359,002</u>

6 Accounts payable 應付賬款

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Current account with Ocean Park Corporation (note 7)	與海洋公園公司的往來賬項 (附註7)	1,050	205
Accruals and other payable	應計費用及其他應付款	126	131
		<u>1,176</u>	<u>336</u>

**7 Current account with
Ocean Park Corporation**

與海洋公園公司的往來賬項

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Balance payable as at the start of the year	年初結餘	205	78
Audit fee paid by Ocean Park Corporation on behalf of the Fund	海洋公園公司代本基金支付 的核數費用	18	17
Staff costs paid by Ocean Park Corporation on behalf of the Fund	海洋公園公司代本基金支付 的員工成本	91	91
Transfer to Ocean Park Corporation (note 9)	轉往海洋公園公司(附註9)	2,736	2,019
Payments made during the year	年內付款	<u>(2,000)</u>	<u>(2,000)</u>
Balance payable as at the end of the year	年末結餘	<u>1,050</u>	<u>205</u>

8 Accumulated fund

累積基金

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Endowment granted by the Hong Kong Jockey Club (Charities) Limited	香港賽馬會(慈善) 有限公司的捐款	<u>200,000</u>	<u>200,000</u>
Accumulated retained income	累積保留收入		
- As at the start of the year	- 年初結餘	180,820	129,826
- (Deficit)/surplus for the year	- 本年度(虧損)/盈餘	<u>(2,249)</u>	<u>50,994</u>
As at end of the year	年末結餘	<u>178,571</u>	<u>180,820</u>
		<u>378,571</u>	<u>380,820</u>

9 Transfer to Ocean Park Corporation 轉往海洋公園公司

		2008 HK\$ '000 港幣千元	2007 HK\$ '000 港幣千元
Transfer to Ocean Park Corporation	轉往海洋公園公司	2,736	2,270
Refund from Ocean Park Corporation	由海洋公園公司退還	-	(251)
		<u>2,736</u>	<u>2,019</u>

Ocean Park Corporation engaged third party consultants to assist management and incurred other costs to perform a strategic review and feasibility study of the park, which is being funded by the Ocean Park Trust Fund.

The above funding arrangements were all approved in Board meetings of Ocean Park Corporation, which acts as Trustee of the Ocean Park Trust Fund.

海洋公園公司曾外聘顧問協助管理層對海洋公園作策略性檢討及可行性研究，有關費用由海洋公園信託基金支付。

以上的款項安排均獲海洋公園信託基金的受託人 - 海洋公園公司 - 在董事局會議上核准。



香港海洋公園
Ocean Park Hong Kong

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