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盡情遊歷

# Contents 目錄

- 1 Vision & Mission  
理念及使命
- 2 Corporate Information  
公司資料
- 4 Chairman's Message  
主席獻詞
- 12 Chief Executive's Statement  
行政總裁報告
- 30 Sustainability Report  
持續發展報告
- 42 Education  
教育工作
- 50 Conservation  
生態保育工作
- 64 Calendar of Events  
年中事項
- 74 Financial Statements  
財務報表

The English and Chinese versions of the Corporation's Code on Corporate Governance Practices are available online at the Ocean Park website, [www.oceanpark.com.hk](http://www.oceanpark.com.hk)

公司企業管治常規守則之英文及中文版本可於海洋公園網頁 [www.oceanpark.com.hk](http://www.oceanpark.com.hk) 瀏覽

## Our Vision 我們的理念

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

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。

## Our Mission 我們的使命

Ocean Park provides all guests with memorable experiences that combine entertainment and education, while inspiring life long learning and conservation advocacy. Our aim is to maintain a healthy financial status, while striving to deliver the highest standards of safety, animal care, products and guest service.

海洋公園致力為遊人締造富娛樂性、具教育意義的難忘體驗，同時啟發長期學習、提倡生態保育意識。我們的目的是維持財政穩健、同時致力提供高質素的安全運作、動物護理、產品和服務。



# Corporate Information

## 公司資料

### Members of the Board of Ocean Park Corporation 2010-2011

#### 2010-2011 年度海洋公園董事局成員



**Chairman 主席**  
Dr. Allan Zeman, GBM, GBS, JP  
盛智文博士, GBM, GBS, JP



**Deputy Chairman 副主席**  
Mr. Leo Kung Lin-cheng, BBS, JP  
孔令成先生, BBS, JP



Ms. Kelly Y.S. CHAN  
陳遠秀女士



Ms. Rainy CHAN  
陳娜嘉女士



Ms. Shirley CHAN Suk-ling  
Retired on December 31, 2010  
陳淑玲女士  
二零一零年十二月三十一日任滿



Mrs. Monica Lee-Müller  
Effective January 1, 2011  
梅李玉霞女士  
二零一一年一月一日上任



Mr. IP Shing-hing, JP  
葉成慶先生, JP



Prof. JIM Chi-yung, JP  
Retired on June 30, 2011  
詹志勇教授, JP  
二零一一年六月三十日任滿



Mr. LAU Ming-wai, JP  
劉鳴煒先生, JP



The Hon Patrick LAU Sau-shing,  
SBS, JP  
Retired on June 30, 2011  
劉秀成議員, JP  
二零一一年六月三十日任滿



Mr. Andrew  
LEUNG Chi-kwan, JP  
梁志群先生, JP



Mr. Thomas James  
MEHRMANN  
苗樂文先生



Mr. Richard TSANG  
曾立基先生



Prof. Yvonne J. SADOVY  
薛綺雯教授



Ir. Dr. Greg Wong Chak-yan, BBS,  
JP 黃澤恩博士, BBS, JP



**Commissioner for Tourism  
(or representative)**  
Mr. Philip YUNG  
Wai-hung, JP  
容偉雄先生, JP



**Permanent Secretary for  
Development  
(Works) (or representative)**  
Mr. WAI Chi-sing, JP  
韋志成先生, JP



**Permanent Secretary for  
Financial Services and  
the Treasury  
(Treasury) (or representative)**  
Mr. Stanley YING Yiu-hong, JP  
應耀康先生, JP



**Permanent Secretary for  
Home Affairs  
(or representative)**  
Mr. Raymond YOUNG  
Lap-moon, JP  
楊立門先生, JP

### Management Team

#### 公司管理成員



**Chief Executive  
行政總裁**  
Mr. Tom Mehrmann  
苗樂文先生



**Deputy Chief Executive &  
Chief Financial Officer /  
Corporation Secretary**  
副行政總裁暨首席財務總監 /  
公司秘書  
Mr. Matthias Li  
李繩宗先生



**Executive Director,  
Operations & Entertainment**  
公園管理及演藝節目執行總監  
Mr. Todd Hougland  
賀倫達先生



**Executive Director,  
Design & Planning**  
設計及策劃執行總監  
Mr. Alex Chu  
朱潤先生



**Executive Director,  
Zoological Operations &  
Education**  
動物及教育執行總監  
Ms. Suzanne Gendron  
蔣素珊女士



**Executive Director,  
Project Development**  
工程項目發展執行總監  
Mr. Walter Kerr



**Executive Director, Revenue**  
園內營銷執行總監  
Mr. Joseph Leung  
梁啟誠先生



**Executive Director,  
Sales & Marketing**  
營業及市場執行總監  
Mr. Paul Pei  
貝寶華先生



**Executive Director,  
Engineering**  
工程執行總監  
Mr. George Tso  
曹志強先生



**Executive Director,  
Human Resources**  
人力資源執行總監  
Mr. Brian Ho  
何勉義先生

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均沒有在海洋公園業務之任何重要合約涉及任何實際利益。海洋公園為董事局及管理階層成員提供責任保險。





Janet  
Tung Man Wai  
童文慧

1 out of 5.9 million guests  
welcomed by  
Ocean Park this year  
去年五百九十萬位入場遊人之一



## Chairman's Message 主席獻詞



Dr. Allan Zeman GBM, GBS, JP  
盛智文博士 GBM, GBS, JP  
Chairman 主席

"I always encourage my overseas friends to visit here when they are in Hong Kong! I am very honoured to play a part in helping Ocean Park advance towards its seventh new attendance record in the past eight years!" – Ms. Tung, one of Ocean Park's 5.9 million guests in 2011

「我常常鼓勵海外的朋友到公園遊玩。這次有幸能夠參與海洋公園 8 年內第 7 次創下新紀錄，我都感到非常興奮！」 - 童女士，2011 年度海洋公園五百九十萬位遊人之一

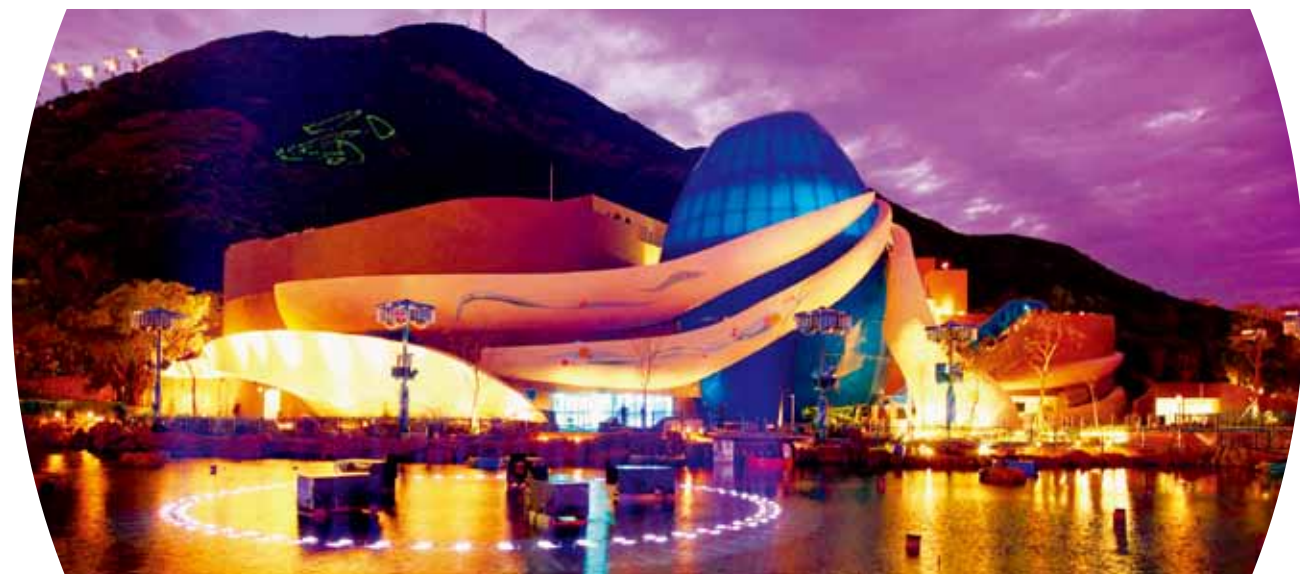
From sea floor to sea shore, Ocean Park soared into the record books while redefining every aspect of the total guest experience.

Nearly 5.9 million guests visited Ocean Park this past year to witness the dawn of a new era in world-class conservation advocacy and theme park experience. Launched at the beginning of 2011, Aqua City gave birth to a New Ocean Park experience and marked our most significant milestone since the Park's original opening 34 years ago. We are proud to have created in and for Hong Kong an international landmark attraction that integrates conservation, education and entertainment in celebration of the variety, beauty and preciousness of nature. Not only did Aqua City present the best new aquarium to the world, it also set off an extensive transformation of the guest experience with the unveiling of our new iconic entrance and the transition to being a nighttime operating park. Coupled with the opening of the Rainforest theme zone shortly before the close of the fiscal year, Ocean Park is now inspiring the world to care for not only the seas, but also rainforest habitats. The New Ocean Park experience attracted a record number of guests—our seventh new attendance record in the past eight years—and set new highs in the number of staff and attractions, the amount donated to support wildlife conservation, the number of students enrolled in our education courses, and many more.

由海底「新」至海面，海洋公園今年屢創紀錄，更全面締造嶄新的遊園體驗。

過去一年，接近五百九十萬人次到訪海洋公園，與我們共同見證這個世界級主題公園在提倡保育及創造遊園體驗上步入新紀元。自「夢幻水都」於二零一一年初落成後，我們引以為傲的「全新海洋公園體驗」亦隨即誕生，象徵了海洋公園自開幕三十四年以來最重要的全新里程，而我們亦很自豪能為香港創造了一個集保育、教育及娛樂於一身的國際旅遊地標，令遊人可以欣賞大自然多變的生態及其瑰麗珍貴之處。「夢幻水都」不但向全世界展現了頂尖的全新水族館，更透過極具特色的公園新入口，以及延長至夜晚的營運時間，為遊園體驗帶來徹底蛻變。此外，海洋公園亦藉「夢幻水都」以及在六月開幕的全新景區「熱帶雨林天地」宣揚保育訊息，啟發遊人愛護海洋和熱帶雨林生態。「全新海洋公園體驗」為我們創下了多項紀錄，包括在過去八年內七度刷新入場人次紀錄；而員工及景點數目、捐助保育生態的善款、參與海洋公園課程的學生人數等，均錄得歷來的新高。





The New Ocean Park experience was born under propitious conditions as the global economy continued its gradual recovery and strong growth persisted in the Asia-Pacific region. Thanks to the attractions that opened under our forward-thinking Master Redevelopment Plan (MRP), we were able to again make a significant contribution to the local economy as a major pillar of Hong Kong's tourism industry. The tourism appeal of Ocean Park has always had deep significance for us and Hong Kong. For Ocean Park, it means gaining access to financial resources that allow us to grow as a community asset. For Hong Kong, it means not only enhancing the city's tourism and travel competitiveness in the region, but also adding permanent and seasonal employment opportunities, as well as construction-related positions during our redevelopment. Furthermore, the accolades that our MRP received benefited our many locally based partners and suppliers by showcasing their ingenuity and professionalism on the world stage.

Ocean Park was able to achieve worldwide acclaim over the years because, as Hong Kong's People's Park, we epitomise the best that Hong Kong and its people have to offer—from the natural beauty of our surroundings to the community's animal-loving heart, as well as our fun and innovative spirit. We kept our focus on all these strengths when we envisioned the New Ocean Park experience and were heartened by the three consecutive days of capacity attendance—the first ever for Ocean Park—when tens of thousands of local guests chose to celebrate the arrival of the Year of the Rabbit by visiting Ocean Park and christening the newly launched Aqua City. It was the best possible house-warming gift we could have expected from the community. Such a resounding endorsement of the New Ocean Park experience has made easy work of our efforts to share the excitement with key tourism source markets.

在全球經濟逐漸復蘇，以及亞太地區經濟持續強勁增長等良好勢頭帶動下，「全新海洋公園體驗」乘時而生。我們以「全新發展計劃」支持香港旅遊業的長遠發展，帶來多個全新主題區，令一直作為本地旅遊業重要支柱的海洋公園得以再次為本港經濟作出貢獻。事實上，增加海洋公園的吸引力對公園本身，以至整個香港社會都有所裨益。對海洋公園而言，我們作為重要的社會資產，可以從發展旅遊事業中取得更多資源以擴展設施；對香港而言，海洋公園不但有助提升香港在亞洲區內的旅遊競爭力，更製造了不少常設及季節性就業機會，而公園各項發展項目亦為建造業創造了大量相關職位。此外，備受各方讚賞的「全新發展計劃」更成為我們本地伙伴及供應商向全世界展現他們的獨特創意和專業才能的最佳舞台。

作為「香港人的公園」，海洋公園以美麗景致、愛護動物的熱誠，以及好玩創新的精神，充分體現了香港和香港人的優秀之處，多年來在國際間均備受讚賞，故我們為遊人構思「全新海洋公園體驗」之時，亦集中發揮上述優點，成績令人非常鼓舞：今年春節有數以萬計的本地遊人到海洋公園慶賀新歲，參觀全新開幕的「夢幻水都」，令海洋公園歷史性地連續三日爆滿，這實在是香港市民送給我們新景點的最佳賀禮。這份認同，亦令我們在主要旅遊市場宣傳「全新海洋公園體驗」時更事半功倍。

Always keen to help with the HKSAR government's outreach activities, we were proud to have been invited to support Hong Kong Week to promote Hong Kong tourism in the final month of the hugely successful Expo 2010 Shanghai. We also continued to expand our marketing efforts in the mainland by preparing for the opening of a fourth representative office—this time in Chengdu—in the new fiscal year. The new office will complement our existing network by strengthening our presence in central China. We also initiated new promotions and outreach programmes in markets across China and other countries in the region to ensure Hong Kong and Ocean Park both remain a favoured family travel destination.

Having grown up with Hong Kong over the years, Ocean Park has become an indelible part of the city's cultural heritage. This past year, we achieved another historic milestone when we welcomed our 100 millionth guest since inception 34 years ago. Many of our guests who came to the Park as kids are now bringing their own family to revisit wonderful memories and create new ones. With our ever-growing family of animal ambassadors, both parent and child enjoy special moments of bonding when they connect with nature together through animal species new to the Park.

海洋公園一直積極支持香港特區政府舉辦的外展項目，我們十分榮幸獲邀參與上海世界博覽會2010所舉辦的「香港周」活動，在這個譽滿全球的盛會中協助推廣香港旅遊業。此外，為繼續加強在中國內地的推廣力度，我們正準備於下一個財政年度在成都開設內地第四間代表處，強化我們在華中地區的影響力，與現有的網絡起相輔相成的作用。我們亦在內地及海外市場展開了嶄新的推廣及外展活動，鞏固香港及海洋公園作為亞洲家庭旅遊熱點的地位。

海洋公園多年來與香港一同成長，現已成為本地文化不可缺少的一部分。去年，我們迎接了開幕三十四年以來的第一億位遊人入場，為海洋公園寫下輝煌的一頁。昔日許多到訪海洋公園的小朋友，今天帶着他們的家人再次遊覽公園，在重溫精彩回憶之際，亦同時製造全新體驗。隨着我們的動物大使大家庭不斷增添成員，無論是父母還是子女，都能透過接觸這批新成員，一同與大自然緊密連繫，共享天倫之樂。





As our roots in the community run deep, we place a high priority on making our facilities and presentations accessible to all Hong Kong people, regardless of their circumstance. Therefore, we continue to take pride in maintaining the largest portfolio of community care programmes among comparable theme parks worldwide. Not only do local seniors and people with disabilities benefit from free entry year round, every resident of Hong Kong can enjoy free admission on their birthday. We will further enhance this latter programme for a twelve-month period to include half-price admission for one friend accompanying the birthday star's visit to Ocean Park in the new fiscal year. With so many new attractions and presentations having opened in the past two years, the value of our community care programmes have been greatly enhanced accordingly.

Many of our young guests also benefit from the work of Ocean Park Academy, Hong Kong (OPAHK), our education arm. As a responsible member of the Hong Kong community, we continued to invest in the city's future by helping educate the new generations and inspiring them to become responsible stewards of our beautiful planet. Not only do all the new theme zones under our MRP feature integrated classroom facilities, we have also expanded our educational budget, staff size and teaching methodology to make our courses more engaging for students.

海洋公園植根香港，我們的首要使命是讓每位香港市民均有機會享用園內設施及觀賞表演。海洋公園所推出的關愛社群項目，至今是全球同類主題公園之中最多的，除長者及傷殘人士可享全年免費入場外，所有香港居民均可於生日當天免費入場。在下個財政年度，我們更會把生日入場優惠升級，讓於生日當天入場的市民可以半價為一位同伴購買門票，為期十二個月。隨著多項全新景點及表演在過去兩年相繼推出，我們各種關愛社群項目更具吸引力。

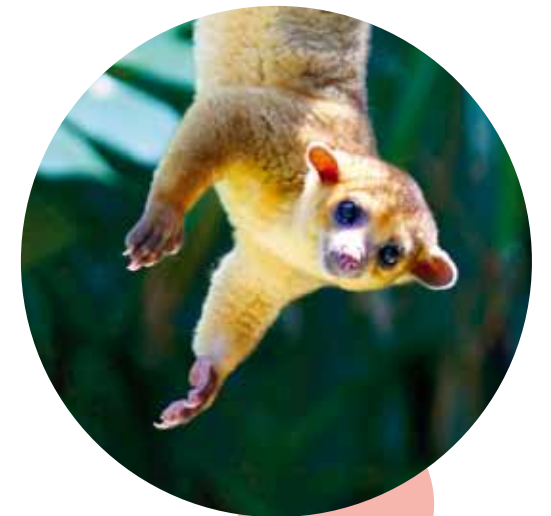
海洋公園旗下的香港海洋公園學院，亦成為了許多年青人的知識寶庫。我們不斷投放資源，為社會孕育未來的人才，並協助教育新一代，啟發他們為美麗的地球克盡己任。因此，我們設計「全新發展計劃」內的新主題區時，特意把課室結合在整體建設中；此外，我們更為教育工作大大增加了預算及員工數目，同時令教學模式更多元化，使學生可更投入參與我們的課程。

In order for us to provide the best educational support to Hong Kong with programmes that meet the needs of the community and the highest international standards, we value the expertise and advice of educators, grassroots advocacy groups and leading scientists. Consequently, our board of directors approved the establishment of an Education Advisory Committee, which includes independent representatives from the government, the educational sector, local green groups, other zoological facilities and an international conservation organisation. We look forward to benefiting from the Committee's counsel so we can further enhance the educational values we offer.

Animal encounters have always been at the heart of Ocean Park's success as an "edutainment" resource and conservation advocate. Park guests can experience a truly amazing diversity in animal presentations, which has been further enhanced through the introduction of more unique and precious species for our new theme zones. The Grand Aquarium, being among the world's top ten by tank capacity, is home to over 5,000 marine animals representing some 400 different species. The Rainforest, on the other hand, brought to Hong Kong dozens of tropical species, many of which have never been displayed in the city before. All of these new animal ambassadors enabled us to further expand and enrich our conservation messages, helping instil awareness and inspire action to help protect wildlife and natural habitats.

為了給予香港社會最優質的教學支援，我們非常重視教育工作者、基層保育團體及科學家的專業知識和意見，希望能藉此規劃出各項切合社會需要，並達至國際水平的教育項目。故此，海洋公園董事局決定成立「教育諮詢委員會」，成員包括來自政府、教育界、本地環保團體、其他動物設施及國際保育組織的獨立代表。我們期望在委員會的指導下，海洋公園的教育項目可以精益求精。

多年來，海洋公園成功寓教於樂，向遊人提倡保育，關鍵在於為遊人提供與動物大使近距離接觸的機會。隨著全新主題區落成，我們引進更多獨特珍貴的物種，以豐富園內的動物展示，讓遊人領略到生態多樣性的奧妙。其中，水容量位列全球十大水族館之一的「海洋奇觀」，便成了四百多種、超過五千條魚類的家。另外，「熱帶雨林天地」為香港帶來了數十種珍稀的熱帶物種，部份更首次在港展出。這些新進動物大使讓我們能向市民灌輸更廣泛、更深入的保育訊息，喚起大眾保護自然生態的意識，並啟發大家身體力行保護野生動物和牠們的生態環境。







Our internationally accredited quality of animal care has also provided us with exceptional opportunities from other organisations and governments. This past year, the Honourable Mike Rann, the premier of South Australia, personally visited us to announce the gifting of six more koalas to Hong Kong—in addition to the two announced in the previous year. We are proud to be entrusted by South Australia and Hong Kong to care for these iconic animals, which will further enrich the diversity of our conservation platform when they start arriving in 2014. Because of our accomplishments in panda care, we continued to share our experience, expertise, and innovative techniques with zoological facilities worldwide, including Macau and Taiwan. We are also proud to continue serving as an advisor to the Development Bureau of Hong Kong to support the rebuilding of the Wolong Nature Reserve in Sichuan.

Our commitment to and achievements in conservation continued to shine through the work of Ocean Park Conservation Foundation, Hong Kong (OPCFHK), our conservation arm. Ocean Park donates to the Foundation HK\$1 from every paid admission, a percentage of the proceeds from our panda merchandise and animal encounter programmes, plus the entire admission proceeds on our annual Conservation Day. Given that the past year's attendance reached a new high, we were able to donate a record amount to OPCFHK, which has and will continue to support worthy conservation projects across Asia.

The task of nature conservation is a global endeavour that involves many organisations across the world. One of our closest conservation partners, Aquamarine Fukushima, suffered significant damage to its facilities and loss of marine life as a result of the earthquake and tsunami that devastated northern Japan. Embodying the charitable spirit of the Hong Kong people, Ocean Park's board of directors approved a donation of HK\$500,000 to Aquamarine Fukushima and an additional HK\$500,000 to other zoological facilities through the Japanese Association of Zoos and Aquariums to help with recovery efforts. We have also offered to help replenish part of Aquamarine Fukushima's collection as their facilities become operational again.



我們的動物護理水平不但備受國際認同，更為我們帶來與其他機構及各地政府合作的珍貴機會。去年，南澳州州長阮邁克先生 (Mike Rann) 親訪海洋公園，宣佈繼前年送贈一對樹熊後，再向香港餽贈六隻樹熊。能獲得南澳州及香港政府的信任，照顧這些澳洲極具標誌性的可愛動物，我們感到既榮幸，亦驕傲。八隻樹熊將於二零一四年陸續抵達海洋公園，進一步豐富公園的保育平台。此外，海洋公園在熊貓護理方面成績斐然，我們亦樂於繼續與台灣、澳門及世界各地的動物園，分享這方面的經驗、專業知識和新技術。我們亦很榮幸繼續為香港特別行政區政府發展局擔任顧問一職，協助重建四川卧龍國家級自然保育區。

我們透過旗下的香港海洋公園保育基金積極支持野外保育，成績令人鼓舞。海洋公園除了從每張門券的收益中撥捐港幣一元予保育基金外，亦會把銷售大熊貓商品和動物全接觸活動所得之部份收入，以及一年一度海洋公園保育日入場門票之全數收入撥捐保育基金。受惠於去年破紀錄的入場人次，我們向保育基金捐出的金額創下了歷史新高，將一如既往用作支持亞洲區內各項保育項目。

自然保育有賴全球各地機構的攜手參與和共同努力。我們的友好保育伙伴福島水族館 (Aquamarine Fukushima) 早前不幸遭受日本東北地震海嘯破壞，設施嚴重損毀，並失去館內部份海洋生物。秉承香港人互助精神的海洋公園，經董事局決定後向福島水族館捐出港幣五十萬元，同時向日本動物園水族館協會 (Japanese Association of Zoos and Aquariums) 額外捐出港幣五十萬元，以協助當地其他動物設施進行重建。我們亦會待福島水族館恢復運作後，向其送贈海洋生物以作補充。

Excitement will be a running theme for Ocean Park during the coming year. In a few months' time, more attractions will join The Flash when we launch our Thrill Mountain theme zone of exhilarating rides. Equally exciting is the completion of our entire MRP when the Polar Adventure launches in 2012. The world will then be able to enjoy the New Ocean Park experience in its full glory. While we have started looking beyond the current major redevelopment for directions of future growth in conservation advocacy and entertainment, we are keeping a firm focus on managing our environmental footprint by developing a bona fide carbon care strategy with specific carbon targets. We truly hope our green initiative will inspire others in the community and theme parks worldwide to join us in helping protect our beautiful planet.

In closing, our heartfelt gratitude goes to the people of Hong Kong for their unwavering support, as well as our guests from the mainland and elsewhere around the world. I would also like to thank the tour operators, our business and conservation partners, our friends in the media, the HKSAR government, the Hong Kong Tourism Board, the Southern District Council, the Board of Ocean Park Corporation, our retired board members as well as our talented and dedicated staff. Last but not least, I encourage everyone to visit us and enjoy the New Ocean Park experience.

於未來一年，海洋公園帶來的驚喜將一浪接一浪。繼「翻天覆地」於去年面世後，多個為遊人帶來官感刺激的機動遊戲，亦將於未來數月內隨「動感天地」主題區開幕而啟用。令人同樣興奮的是，「冰極天地」主題區將於二零一二年隆重開幕，標誌著「全新發展計劃」亦將圓滿結束，屆時世界各地遊人將可全面享受嶄新的海洋公園體驗。在發展全新項目的同時，我們已著手規劃未來推廣保育及娛樂的發展路向，致力管理公園的碳排放量，並為此制定實質的減碳策略，立下具體的減排目標。我們衷心希望這些綠色措施能啟發社會各界及全球的主題公園，與我們一起愛護、珍惜美麗的地球。

最後，我們由衷感謝香港市民、內地及海外遊客一直以來支持。我亦謹代表海洋公園，感謝旅行社、業務及保育伙伴、傳媒朋友、香港特別行政區政府、香港旅遊發展局、南區區議會、現任及已退任的海洋公園公司董事局成員和我們一班充滿熱誠的員工。我期望各位遊人到訪海洋公園，享受「全新海洋公園體驗」。

*Allan Zeman*  
**Dr. Allan Zeman** GBM, GBS, JP  
 盛智文博士 GBM, GBS, JP  
 Chairman 主席







Duboulay's  
Angelfish  
澳洲仙



1 of our 5,000 exotic fish  
residing inside the  
Grand Aquarium  
海洋奇觀裏五千條珍貴魚兒之一

## Chief Executive's Statement 行政總裁報告



Tom Mehrmann  
苗樂文  
Chief Executive 行政總裁

"As a resident of Hong Kong, I am so proud that the city is now home to such a wonderful and beautifully designed edutainment attraction. I've always loved visiting the Atoll Reef since I was young; now, I am excited by the opportunity to take my own children to the Grand Aquarium to admire the beauty of marine life and learn about marine conservation." – Ms. Bu, first guest to enter the newly opened Aqua City on January 26, 2011

「身為香港市民，我很高興我們擁有一個令人嘆為觀止、設計得如此漂亮而又教育、娛樂並重的景點。我自小已經很喜歡到海洋館遊玩，如今我能夠帶我的子女到海洋奇觀欣賞美麗的海洋生物及學習有關海洋保育的知識，我感到十分興奮。」 - 全新開幕夢幻水都的首位遊人布女士

The fiscal year 2010/11 will be remembered as one of the most pivotal years in the history of Ocean Park. The unveiling of Aqua City, together with the opening of our new iconic entrance and the closing of Tai Shue Wan, literally transformed overnight how guests experience the Park. The many new attractions that opened in the past two years, including Amazing Asian Animals, Ocean Express, Chinese Sturgeon Aquarium – Yangtze Exploration, Sea Life Carousel and The Flash, immediately took on extra significance as part of an integrated world-class theme park experience. The year of momentous transformation was brought to a fitting close with the launch of Rainforest in June 2011.

二零一零至二零一一財政年度在海洋公園的歷史上舉足輕重。隨著「夢幻水都」隆重開幕、全新公園正門啟用和大樹灣暫時關閉，海洋公園一夜之間為遊人帶來了全新的遊園體驗。連同過去兩年相繼開幕的矚目景點——「亞洲動物天地」、「海洋列車」、「中華鱔館—長江足跡」、「環迴水世界」和「翻天覆地」，我們向遊人呈獻嶄新的世界級主題公園體驗。而在二零一一年六月正式開幕的全新主題區「熱帶雨林天地」則為今年畫上完美句號。



## Unprecedented Performance

The New Ocean Park experience played a prominent role in every facet of our work this past year, from the launch of new attractions, the presentation of seasonal events, our marketing efforts in Hong Kong and overseas markets, the care of our animal ambassadors, staff achievements and satisfaction, to our contributions in conservation and the community. Supported by a secure foundation in management and governance practices, these key dimensions of our performance collectively produced a year of remarkable records and solidified our standing as a world-leading theme park dedicated to education, conservation and entertainment.

The year started with a bang as we enjoyed the second best summer in our history, followed by the best October, thanks to the most successful Halloween Bash in its ten year history. With the opening of Aqua City in late January 2011, we concluded the year with five straight months of record attendance from February to June. While our new attractions and seasonal presentations were key factors behind the strong performance, we also benefited from the slow but steady growth in the global economy and the sustained strong momentum in China. The upward trend in tourism numbers in Hong Kong is expected to continue, which bodes well for the coming fiscal year when we will open the remaining two themed zones in our Master Redevelopment Plan (MRP).



## 表現更上一層樓

過去一年，海洋公園以打造「全新海洋公園體驗」為目標，逐步推出新景點、呈獻節慶活動、到本地及海外市場進行推廣、優化動物護理技術、培養員工的成就感及滿足感，並為保育及社區作出貢獻。在穩健管理根基及良好企業管治的優勢下，我們成功把握過往一年的重要機遇，寫下無數驕人紀錄，鞏固我們作為全球首屈一指主題公園的地位，集教育、保育和娛樂於一身。

本年度喜訊連連，首先我們的夏季入場人次創下史上第二位的紀錄，而踏入十週年的「海洋公園十月全城哈囉喂」亦取得空前成功，令公園十月份入場人次創下開園以來的新高。隨「夢幻水都」於二零一一年一月底落成，公園二月至六月連續五個月的入場紀錄均創新高，為本個財政年度圓滿作結。除了新景點和節慶活動成功吸引遊客外，全球經濟的穩步增長和內地持續的強勢表現亦帶動了入場人數上升，為海洋公園締造卓越的表現。「全新發展計劃」餘下兩個主題區將於下個財政年度揭幕，正好配合訪港旅客人數持續上升的勢頭，故來年公園的表現可望繼續向好。



In this year of record attendance, revenue and EBITDA, nearly 5.9 million guests passed through our gates, up 16% from the previous year. Our revenue broke the billion dollar mark for the first time ever, ending at HK\$1.2 billion—including HK\$367.1 million of in-park revenue and HK\$881.6 million of admission revenue, an increase of 40% and 22%, respectively, compared to the previous year. We experienced a strong growth of 44% in our EBITDA to HK\$339.2 million, while achieving a surplus of HK\$105.1 million and cash flow from operating activities of HK\$393.5 million, both at a healthy level.

Standing behind these big numbers are several gratifying developments. Our guests extended the length of their stay by an average of 90 minutes and subscription to our SmartFun Annual Pass reached a record high of 96,894 members—a clear indication that people were making longer and more frequent visits to our Park. Moreover, average per capita in-park spending increased by HK\$10. We are delighted that our guests continue to find great value for money in our admission ticket that offers access to 60 attractions, supported by our 1,600-strong staff.

While we have out-performed our prior year's performance, as well as past record performance in most areas, thanks to well-laid plans, meticulous execution and favourable conditions, we are maintaining a prudent and disciplined approach to managing our finances to prepare for the start of loan repayment in December of 2011 and continue building a comfortable reserve for contingencies and future development.

公園在過去一年刷新一個又一個振奮人心的紀錄：入場人數、收入和稅息折舊及撇銷前盈利 (EBITDA) 均打破去年紀錄。其中，公園入場人次錄得近五百九十萬，比去年上升百分之十六。我們的收入首度突破港幣十億元，達到港幣十二億元；而園內收入及門票收入分別錄得港幣三億六千七百一十萬元及八億八千一百六十萬元，按年上升百分之四十及二十二。稅息折舊及撇銷前盈利 (EBITDA) 則錄得強勁增長，達港幣三億三千九百二十萬元，按年上升百分之四十四。上述成績為海洋公園帶來港幣一億零五百一十萬元的盈餘，而由營運活動帶來的流動現金為港幣三億九千三百五十萬元，令公園的財政狀況更加穩健。

這些數字的背後，包含了連串令人鼓舞的進展：遊人遊園時間平均延長了九十分鐘，而智紛全年入場證的會員數目亦創下九萬六千八百九十四名的新高，反映遊人在公園的逗留時間更長，而到訪次數亦更頻密。此外，人均消費額亦上升了港幣十元。對於遊人繼續認為海洋公園門票物超所值，憑一張門票便可暢玩由一千六百名員工精心呈獻的六十個景點，我們感到欣喜。

我們不但業績超越去年，入場紀錄亦屢創新高，當中有賴公園於利好的環境下，嚴謹執行精心制訂的計劃；我們會繼續秉持審慎理財的原則，以籌備於二零一一年十二月開始償還貸款的需要，並建立充裕的儲備，以應付不時之需，為未來發展作好準備。





### New Attractions Drive New Ocean Park Experience

The new attractions that opened this year underscored our status as a world-leading theme park that offers the unique combination of animal encounter and thrill ride entertainment. At the start of the fiscal year, Sea Life Carousel opened as a conservation-themed merry-go-round that features 13 endangered marine animal designs. The Flash, a new bottomless pendulum-style ride with a G-force of 3.9G and top speed of 60km/hour, opened in December as the first attraction in our Thrill Mountain themed zone.

Then came the unveiling of Aqua City in the last week of January 2011—as the crown jewel of our Master Redevelopment Plan, it is the perfect embodiment of our commitment to integrating conservation, education and entertainment into a single experience. Home to over 400 marine species and over 5,000 individual animals, the Grand Aquarium offers our guests an immersive exploration of the ocean—from the sea floor to the sea shore, inspiring them to help protect marine life and habitats. Standing underneath the world's largest aquarium viewing dome, at 5.5 metres in diameter, guests can observe the fish from the unusual perspective of looking upward at their bellies like a deep-sea diver, while staying completely dry. Our Panoramic Ocean Gallery has also become the talk of the town by featuring a 13-metre acrylic viewing panel, one of the largest in the world. Not only does it offer a seamless view into the home of our animals, it also provides a serene setting for Neptune's Restaurant, Hong Kong's first and only fine dining destination inside an aquarium. Also located within Aqua City are our first-ever bakery shop and over 15,000 square feet of new themed retailed space. Our nighttime *Symbio!* show, a story about the symbiotic relationship between humans and nature, paved the way for us to extend our operating hours and become a tourism destination with nighttime offerings throughout the year. Shown on the world's first 360° water screen in the middle of the Lagoon outside of the Grand Aquarium, *Symbio!* provides our guests with a climactic conclusion to an extended day of fun at Ocean Park.



### 全新景點 全新海洋公園體驗

今年多個全新景點相繼落成，為遊人同時提供機動遊戲及與動物近距離接觸的機會，這種寓保育於娛樂的綜合體驗，突顯我們在全球主題公園的領導地位。以保育海洋為設計主題的「環迴水世界」於今個財政年度初開幕，以十三種不同的瀕危海洋生物作為旋轉木馬的造型，而「動感天地」主題區中首個項目「翻天覆地」機動遊戲則於十二月率先啟用，讓遊人以最高每小時六十公里的速度和 3.9G 的重力在半空中急速轉動，無比刺激。

於二零一一年一月底開幕的「夢幻水都」是「全新發展計劃」的矚目亮點，徹底地體現海洋公園結合保育、教育及娛樂的使命。其中「海洋奇觀」水族館擁有超過四百種共五千多個海洋生物，讓遊人仿如置身海洋世界，從海底至海岸探索，並鼓勵遊人保護海洋生物及其棲息地。遊人身處全世界最大、直徑達 5.5 米的水族館觀賞圓頂下，猶如化身深海潛水員，毋需任何潛水設備，便能看到各種海洋生物從遊人上方游過的自然美態。

另一城中熱話是位於「全景海洋廊」內全球其中一幅面積最大、闊十三米的巨型無縫觀賞屏，讓遊人一睹海洋生態的奧妙，更為全港唯一一間位於水族館內的高級食府「海龍王餐廳」提供迷人的海底景致。此外，「夢幻水都」更設有園內首間餅店「水都餅店」和面積超過一萬五千平方呎的全新主題購物區，而訴說人類與大自然共融關係的晚間匯演「雙龍奇緣」，為公園延長營運時間而特別提供的晚間娛樂景點。於「海洋奇觀」外人工湖上演的「雙龍奇緣」是全球首個三百六十度環迴水幕大匯演，為遊人在海洋公園的美滿一天，劃上振奮人心的句號。

The historic year closed on a high note when we opened in early June the Rainforest, the first and only attraction in Southeast Asia that integrates a water ride with a walk-through rainforest exhibit. Guests not only enjoy up-close encounters with different exotic tropical animals in our open aviary, they can also observe them from afar while onboard a raft rushing along the river encircling the themed zone. To give our guests a more realistic presentation of natural habitats, many of the over 70 Amazon species in the Rainforest share the same living environment, just like they do in the wild.

The two new themed zones have also enhanced Ocean Park as an educational resource for the community as they both feature dedicated classroom facilities as an integral part of their design. The Cove Classroom inside the Grand Aquarium provides students enrolled in courses offered by Ocean Park Academy, Hong Kong (OPAHK), our education arm, an exclusive opportunity for up-close encounters with coastal marine animals while the Rainforest Classroom offers the only ground-level vantage point on our capybaras.

Other new facilities and services worth mentioning included the new covered parking area underneath Aqua City, our new rental service for wheelchairs and baby trolleys as well as a new multi-million dollar command and control centre that monitors traffic and activity throughout the Park to minimise queuing time and maximise guest enjoyment.

Through all the construction work that began in 2006, Ocean Park kept operating at full capacity and exceeding our guests' expectations without any interruption. On the eve of the launch of Aqua City, we managed to switch to a new entrance with a new admission system and move to a new merchandise warehouse without experiencing any complications. Credit must go to the entire Park staff for their commitment to delivering the best possible theme park experience imaginable 365 days a year.



六月初，全東南亞首個結合水上機動遊戲及熱帶雨林歷奇體驗的主題區「熱帶雨林天地」正式開幕，為這歷史性一年寫下圓滿的終結。在主題區內，遊人不但可在開放式的樹屋與多種珍奇的熱帶動物作近距離接觸，更可親身體驗全新機動遊戲「熱帶激流」，坐上橡皮艇沿激流而下，遠距離欣賞各種亞馬遜動物品種。「熱帶雨林天地」讓超過七十種熱帶動物於同一個環境共處，模擬牠們在野外的棲息環境，為遊人呈獻更真實的體驗。

為配合社區提供更完善的教育資源，海洋公園特別於「夢幻水都」及「熱帶雨林天地」兩個全新主題區設置課室及教學設施。位於「海洋奇觀」內的「海岸課室」讓香港海洋公園學院的學生近距離接觸海岸動物；而「熱帶雨林天地」內的課室更是公園內唯一可以水平角度觀賞水豚的地方。

其他新設的措施和服務包括位於「夢幻水都」下方的有蓋停車場、輪椅及幼兒手推車租賃服務。公園亦投資了數百萬元，增設指揮控制中心，以監察園內人流和活動，協助縮短景點輪候時間，確保遊人旅程愉快順暢。

自二零零六年動工以來，海洋公園在工程期間一直維持全面運作，讓遊人如常感受優質的遊樂體驗。在「夢幻水都」開幕前夕，我們順利啟用了全新的公園正門入口，使用新入閘系統，並成功搬遷禮品倉庫，這一切有賴公園全體員工同心協力，全年無間斷為遊人帶來最佳的主題公園體驗。



## Seasonal Events Breathed Life into Community

As Hong Kong's People's Park, we have always aspired to be a welcoming host for the community to celebrate special occasions. In addition to offering free admission when local residents visit us on their birthday, we offer a variety of wedding packages for couples who wish to include their favourite Ocean Park attractions in their wedding photographs, exchange wedding vows in front of Whiskers, or host their wedding banquet inside the Park. This year, our new Sea Life Carousel provided a most colourful and romantic setting to the largest group wedding ceremony in our history as 25 couples exchanged a special wedding vow—which included a pledge to help conserve seahorses. The conservation-themed wedding was so unique and meaningful that it made news around the world.

Ocean Park also continued to share seasonal joy with the community and overseas visitors through our annual “Big Five” presentations. The many new attractions that opened this year were featured prominently in our seasonal events: Sea Life Carousel in the summer, The Flash in Christmas, and Aqua City in the Chinese New Year and Easter. For Summer Splash, we set up the world's tallest and longest inflatable slide to give the city a fun way to quench the summer heat and brought in a troupe of championship-calibre divers to present an exciting high-dive show. To reward our loyal facebook fans and entice more people to join our online platform, we held a “Facebook Fans Night” during Summer Splash to give our fans a chance to bring their friends to Ocean Park for a fun night out at half the price.



## 節慶活動 燃亮社區

作為香港人的公園，我們一向樂於成為香港市民慶祝特別日子的場地，除本地居民可於生日當天免費入場外，海洋公園更精心設計了多項婚禮服務，讓準新人到心儀的園內景點拍攝婚紗照，或在威威獅令見證下作結婚宣誓，更可以在公園內舉行結婚宴會。今年，我們全新的「環迴水世界」旋轉木馬造就了公園有史以來最大型的集體婚禮，二十五對新人猶如置身於繽紛浪漫的舞台為婚姻宣誓，並承諾支持海馬保育。這個以保育為主題的集體婚禮，吸引了全球各地傳媒廣泛報道。

海洋公園亦一如以往舉辦一年一度的五大節慶活動，為本地和海外遊人提供無限歡樂。多個新開幕的景點成了五大節慶活動的亮點，包括夏天的「環迴水世界」、聖誕節的「翻天覆地」和農曆新年及復活節的主角「夢幻水都」。「海洋公園夏水禮」引入全球最高、最長的充氣滑梯，為遊人沖走悶熱暑氣；同時亦邀請由世界級跳水好手組成的精英隊伍表演精湛的高台跳水絕技。為答謝 Facebook 平台的忠實支持者及招募更多成員，我們在「海洋公園夏水禮」期間舉辦「海洋公園 Facebook 粉絲夜」，讓支持者以半價與朋友到海洋公園渡過一個快樂的晚上。



Ocean Park has been a hot ticket every autumn since we introduced our Halloween Bash in 2001. Our creative and entertaining innovations have turned Halloween into a wildly popular festival in Hong Kong and established our reputation as Asia's party central for Halloween. The anticipation for this past year's 10th anniversary of Halloween Bash was truly tremendous as our line-up of online promotional videos, including our first-ever Halloween music video, garnered over 1.3 million views in total—a ten-fold increase over the previous year. Guests had the opportunity to experience 25 haunted attractions, including our first-ever augmented reality attraction and a laser-tag zombie battle zone. Lady Gwai Gwai, our newly-created character, achieved instant stardom and will be a mainstay in future Halloween Bash events. The annual event has also provided countless local talents a great opportunity to showcase their performance skills by playing ghosts to entertain our guests.

During this past Christmas Sensation, we hosted an exhibition of 26 amazing animal paintings by Kenny Lau Kin-Gi, a 5-year old local painting prodigy who had won numerous awards at international competitions and exhibitions. We were particularly proud of Kenny's achievements as he revealed that many of his works were inspired by our animal ambassadors, such as the giant panda and the dolphin. The paintings were exhibited at the Atoll Reef before it was closed for renovation after 34 years of service and for our aquarists to prepare the beloved animal ambassadors ahead of their move to the Grand Aquarium in Aqua City. We also offered once-in-a-lifetime opportunities for guests to dive into the Atoll Reef and enjoy a sleepover inside their favourite aquarium. These offers proved so popular that spaces were filled up very quickly. To accentuate the festive spirit of Christmas, we also created Hong Kong's first “Living Christmas Tree”, which was decorated with a choir singing classic carols.

自我們在二零零一年舉辦「海洋公園十月全城哈囉喂」以來，海洋公園於每年秋季均成為炙手可熱的去處。這個創意和娛樂兼備的節慶活動不但令萬聖節的潮流風靡全港，更成功把海洋公園打造成亞洲的萬聖節派對基地。去年，「海洋公園十月全城哈囉喂」昂然踏入十週年，慶祝活動令萬眾熱切期待；多段網上宣傳片，包括首段哈囉喂音樂影片，總點擊率共超越一百三十萬次，較去年上升十倍。園內設有二十五項猛鬼景點，包括引入首個應用擴充實境設置 (augmented reality) 的景點，和以鎗射槍戰為主題的「喪屍反擊戰」，為遊人製造十倍驚嚇。全新角色「Lady 鬼鬼」迅速成為冥界超級巨星，並將會成為日後「哈囉喂」的重要台柱。「海洋公園十月全城哈囉喂」為本地無數演藝人才提供舞台，透過猛鬼角色發揮表演細胞，娛樂遊人。

「海洋公園聖誕全城 Ho Ho Ho」今年舉辦畫展，邀請年僅五歲，但已獲多項國際藝術比賽及展覽殊榮的天才兒童畫家劉見之展出二十六幅動物畫作，當中很多作品的創作靈感均來自園內的動物保育大使，例如大熊貓和海豚等，令我們感到十分欣慰。畫展於擁有三十四年歷史的海洋館舉行，成為這座水族館閉館前的告別活動之一。海洋館閉館後，我們的水族員為動物大使喬遷至「夢幻水都」的「海洋奇觀」進行準備，而海洋館日後亦將進行裝修工程。臨別在即，遊人更獲得千載難逢的機會，參與「海洋館潛水之旅」和於海洋館內留宿一宵的「與魚同眠」；這兩項活動反應非常熱烈，參加名額迅速爆滿。為令聖誕佳節氣氛更濃厚，我們帶來由合唱團團員組成的全港首棵「真人聖誕樹」，為台下觀眾高唱一首首耳熟能詳的聖誕歌。



Having opened in late January, Aqua City took the spotlight during the Chinese New Year holidays. We brought in the internationally acclaimed An Zhishun Percussion Troupe, which gave rousing performances with nearly a thousand drums to intensify the festive atmosphere. The auspicious dragons in our Symbio! show also provided the perfect nighttime entertainment for this traditional Chinese festival.

For our Animal Month presentation in the Easter period, we offered the public the opportunity to observe the nocturnal behaviour of our animal ambassadors inside the Grand Aquarium through an overnight camping programme inside the aquarium. The offer, which included dinner at Neptune's Restaurant and breakfast at the Panda Café, proved so popular that it has now become a regularly run program throughout the year. Another education programme launched during Animal Month was a behind-the-scenes tour that gave our guests a glimpse of the Grand Aquarium's extensive life-support and filtration systems. This too has now become a permanent programme for Park guests.



「夢幻水都」於一月底正式對公眾開放，成為農曆年假期間的熱門話題。我們特意邀請國際知名的陝西安志順打擊樂藝術團，為公園帶來極具氣勢的千鼓團圓陣，呈獻澎湃的賀年激樂大匯演，增添新年氣氛。「雙龍奇緣」大匯演亦以吉祥物彩龍為主角，成為新春節慶的最佳晚間娛樂。

在復活節假期的「海洋公園高清晰動物月」期間，我們提供「神秘深海之夜」，讓遊人在水族館內留宿，觀察不同動物的夜間活動。參加者可到海龍王餐廳享用晚餐，並於翌日在大熊貓餐廳享用早餐。由於活動反應十分熱烈，這個獨特的夜遊體驗現已成為海洋公園的全年常設活動。另一個「高清晰動物月」期間的活動「海洋奇觀幕後之旅」亦成了公園的常設教育活動，讓遊人一睹「海洋奇觀」內完善的維生及濾水系統等設施。



### Building a Diverse Business Model

As a non-profit organisation, it is imperative that we remain sustainable on a business level so that we would not be a burden to the community that we proudly serve. To that end, we continued to add diversity to our business model by growing our promotional partnership network, creating value-added programmes for the business community and strengthening our dining and retail offerings. Building on the success of our first promotional partnership arrangement with Volkswagen Hong Kong for Ocean Express, we were pleased to consummate a sponsorship relationship with China Mobile for our Aqua City area. For our planned Koala exhibit, we will be collaborating with ANZ National Bank to bring their national icon to Hong Kong and promote forest conservation messages.

We also continued to strengthen our relationship with the local corporate community. Many of our new facilities, including Neptune's Restaurant inside the Grand Aquarium, proved to be extremely appealing as venues for business functions. Seasonal events like Halloween Bash again attracted bookings for exclusive corporate outings while over 1,700 executives took part in corporate team building programmes delivered by our educational team. A key to our success in serving the corporate market lies in our strength as an edutainment facility for all ages.

The opening of new attractions also enriched our F&B and retail offerings. Having brought fine dining to Ocean Park, Neptune's Restaurant was so popular that lunch was fully booked four months in advance, leading us to introduce the Aqua City Gourmet Pass to cater to guests visiting us around dinnertime. Other eateries we opened included our first-ever bakery and food kiosks at Aqua City and the Rainforest. To take full advantage of the extensive retail space in Aqua City, we developed more than 20,000 new items of merchandise by commissioning our own designs and working with local designers such as Chocolate Rain and pop star Leo Ku. Our diverse efforts have resulted in a 16% increase in per capita in-park spending.



### 建立多元化經營模式

作為服務大眾的非牟利機構，我們必須確保公園的業務能持續發展，以免為社會帶來負擔。為此，我們繼續積極建立多元化經營模式，除了拓展市場推廣伙伴的網絡外，亦為商界提供增值課程，並豐富園內餐飲及零售項目。繼我們與市場推廣伙伴 Volkswagen Hong Kong 在「海洋列車」項目中首次合作取得成功後，我們很高興能就「夢幻水都」主題區的發展，與中國移動通訊達成贊助協議。我們更將與澳盛銀行合作籌備「樹熊館」，把澳洲國寶帶到香港，宣揚保育樹熊及其棲息地的訊息。

同時，我們繼續強化與本地企業的關係。位於「海洋奇觀」的「海龍王餐廳」等多個新設施成功地成為各機構舉辦商務活動的熱門場地。「海洋公園十月全城哈囉喂」等節慶活動亦吸引不少企業到海洋公園舉辦私人活動，而由我們教育團隊開辦的企業團隊訓練課程亦有超過一千七百名行政人員參加。公園舉辦企業活動的成功關鍵，在於讓不同年紀的遊人享受集教育及娛樂於一身的體驗。

全新景點的開幕亦豐富了我們的餐飲及零售項目。「海龍王餐廳」為海洋公園引入高級餐飲體驗，開幕以來大受遊人歡迎，午餐時段更需於四個月前預訂。有見及此，我們特意推出「水都盛會套票」，切合晚上到訪公園的遊人。其他新開業的美食熱點包括設於「夢幻水都」內的海洋公園首家餅店「水都餅店」和「熱帶雨林天地」內的小食亭「雨林小食」。為了充份利用「夢幻水都」龐大的零售空間，我們開發了超過二萬件全新商品，當中不但包括公園自行設計的禮品，更有不少是與本地設計師 Chocolate Rain 和歌手古巨基等本地設計師合作的創作，數量超過二萬款。海洋公園多方面的工作令我們成功刺激園內人均消費額上升百分之十六。





### Taking the New Ocean Park Experience outside the Park

For an international theme park to be successful, it must be innovative and persistent in its marketing and outreach efforts. To engage the younger generation for the tenth anniversary of our Halloween Bash, we staged a flash mob dance event outside a Halloween-themed cake shop, which was set up in a prime shopping district for a period of 77 hours. We also tapped into the creativity of local youths to build anticipation ahead of the launch of Aqua City. In collaboration with the Hong Kong Design Centre, we held a competition entitled "Home Fish Home" Design To Empower Student Design Competition, which required students to apply "Design Thinking" to create an ingenious "home" for fish or other forms of marine life to express their ideas of marine conservation. To maximise anticipation for Aqua City, we secretly released an online video that showed a mysterious phenomenon on the surface of the ocean. Just when the video went completely viral and attracted widespread attention, we launched our television commercial for Aqua City, which started with a parting of the sea, following by a joyful exploration of the ocean at the Grand Aquarium. The marketing campaign captured the imagination of the city and created tremendous excitement.

### 跳出公園 推廣全新體驗

作為一個成功的國際主題公園，我們在本地和海外的市場推廣及外展活動必須敢於創新，並持之以恆。我們在銅鑼灣購物旺區首設「哈囉喂嚇鬼蛋糕專門店」，限時營業七十七小時，並有多隻嚇鬼在鬧市大跳哈囉喂舞蹈，邀請年輕一代與我們攜手慶祝「海洋公園十月全城哈囉喂」十週年。此外，我們亦透過全城期待的「夢幻水都」開幕，啟發本地年青人發揮創意。海洋公園和香港設計中心攜手合辦「從設計思維出發」學生設計比賽，以「給『魚』一個家」為主題，要求參賽學生運用「設計思維」為海洋生物創作多個別出心裁的「家」，帶出保護海洋的訊息。為加強「夢幻水都」的宣傳攻勢，我們匿名上載了一段香港水域出現異常現象的短片。隨著短片被不斷轉載和引起大眾廣泛討論，我們便乘勢推出「夢幻水都」電視廣告，片段開場不久便看到海洋左右分開，然後帶領觀眾深入「海洋奇觀」，展開海洋探索之旅。一連串市場宣傳活動成功為「夢幻水都」的開幕營造期待的氣氛，更牽起全城熱話。

As visitors from mainland China account for over 50% of overall attendance, we continued to grow our footprint in the China market and strengthen our marketing outreach efforts. In addition to our existing representative offices in Guangzhou, Shanghai and Beijing, we will be opening in the coming fiscal year a fourth office in Chengdu, which will give us a strong presence in the fast-growing Central China region. We also undertook a research study to evaluate the effectiveness of our advertising campaigns in six emerging source cities in China. The findings will enable us to tailor our messages and enhance the effectiveness of our future campaigns.

We also continued to showcase our global leadership through our pioneering World Attractions Fun Deal, which offers reciprocal admission discount across a growing network of international theme parks. In this past year, four more theme park partners, from Chengdu, Singapore, Thailand and Macau, joined our programme, bringing the total number of participating theme parks to nineteen.

現時，內地遊人佔海洋公園總入場人數逾百分之五十，故我們會繼續拓展內地市場，進行更多推廣活動。海洋公園目前在廣州、上海、北京設有代表處，更會在下個財政年度於成都開設內地第四間代表處，務求進佔發展迅速的華中地區。我們亦在內地六大新興城市就廣告宣傳的效用進行意見調查，以便日後的宣傳訊息和推廣活動能收更大成效。

由海洋公園推出的「海洋公園四海樂悠遊」互訪優惠計劃足跡遍及全球，為遊人提供主題景點入場折扣。四個分別位於長沙、新加坡、泰國和澳門的主題公園伙伴便於過去一年加入計劃，令參與的主題公園數目增加至十九間。





## Growing the Diversity of our Animals

With the opening of new theme zones and expansion of available spaces, we were able to introduce even more animals into our family of ambassadors over the past year. For the first time ever, we have taken our animal presentation outside our gates to further the cause of advocacy. Guests on their way to enter the Park are now greeted by our adorable Asian otters, which conveyed important conservation messages and put everyone in a great mood for more edutaining experiences. At the Grand Aquarium, the manta ray, hammerhead sharks and dozens of pacific blue fin tunas can share with our guests the joy of living in a comfortable environment. In the Rainforest, we created an open aviary and other exhibits where multiple species inhabit the same space much like they would in the wild. These immersive encounters have proven extremely effective in inspiring concern for the protection of natural habitats for wildlife.

The growth of Ocean Park's collection has been truly remarkable over the years. Not only did our animals thrive under our care, we were able to develop proficient and prodigious breeding programmes, which afforded us surplus animals, which were then exchanged for new species with other zoological facilities. For instance, the new capybaras and some of the pygmy marmosets in the Rainforests were all acquired through exchanges. Many Park-born animals are now spread throughout the world, serving as ambassadors for both conservation and Hong Kong. The enduring factor that made this achievement possible is the passion and professionalism of our animal-keeping and veterinary staff, as well as the working relationship and exchange opportunities we maintain with world-class zoos and aquariums around the world.



## 喜迎動物新成員 擴闊生態多樣性

隨著各個新主題區在過去一年接連開幕，帶來更多空間，讓我們可迎接更多不同品種，加入動物保育大使的行列。我們破天荒在公園大門外展示動物，讓亞洲小爪水獺在門外率先歡迎遊人，帶領大家進入寓教於樂的快樂旅程，並宣揚保育訊息。「海洋奇觀」提供寬敞舒適的環境，讓角鰐、鰩頭鯊和多條太平洋藍鰭吞拿魚與遊人見面，「熱帶雨林天地」的開放式居所和其他展示區則模擬不同動物在野外共處的棲息環境，這些近距離體驗往往能有效地啟發遊人，了解保護自然生態環境的重要性。

海洋公園的動物保育大使成員在我們悉心照料下茁壯成長，數量亦不斷增加；而我們更成功發展優良的繁殖計劃，讓我們有充裕條件與其他動物園交換動物，引入新品種，現居「熱帶雨林天地」的水豚和部分狢狢便是經交換計劃引進的。同時，很多於海洋公園出生的動物已遍佈全球各地，為推廣保育出一分力。這些成績有賴我們一眾動物護理人員和獸醫的熱誠和專業能力，以及公園與世界各地一流動物園和水族館保持良好合作關係，造就交換動物的機會。



## Our People are Our Pride

This year, the entire Park was thrilled by the news that a member of our entertainment team became the first-ever Asian winner of the prestigious Brass Ring Spirit award, presented by the International Association of Amusement Parks and Attractions (IAAPA). The award recognises individual staff members who work in entertainment or show teams within theme parks, in backstage positions. It was gratifying to know that, on top of our strong international reputation for animal care and husbandry, the creative spirit and talent of Hong Kong people were also recognised on the world stage.

Our redevelopment continued to boost local employment through full-time and seasonal staff expansion, as well as construction-related positions. Our full-time headcount alone grew by 16% over the past fiscal year. The redevelopment also gave us an opportunity to upgrade many back-of-house facilities to offer our staff an enhanced work environment. As well, we continued to provide different training programmes to ensure our guests can enjoy the highest level of safety and service. Over this past year, our staff benefited from a total of close to 30,000 hours of training on topics ranging from language, management development, to supervisory training and more. Always focused on being an employer of choice in Hong Kong, we introduced a new social club and other staff facilities to ensure that not only our guests but also our staff can benefit from a New Ocean Park Experience.

## 頂級人才 傲視同行

今年，海洋公園一名娛樂節目部同事獲頒國際遊樂園及景點協會 (International Association of Amusement Parks and Attractions, 簡稱 IAAPA) 大銅鈴精神大獎 (Brass Ring Spirit Award)，成為首位來自亞洲的得獎者，令公園非常振奮。這個行業大獎旨在表揚於主題公園負責娛樂或表演項目而表現傑出的後勤工作人員。海洋公園除了在動物護理工作上獲得國際認同外，我們亦很高興香港人的創意和才華能在世界舞台上獲得肯定。

「全新發展計劃」繼續帶來全職及節日就業機會，以至建造業職位，刺激本地就業；單是我們的全職職位數目便於過去一個財政年度增加百分之十六。我們亦藉此機會改善多個後勤設施，為員工提供更優質的工作環境。同時，我們繼續開辦不同員工培訓課程，確保遊人能在最安全的情況下享用公園的頂級服務。過去一年，我們的員工接受了近三萬小時的培訓，課程包括語文、管理發展、督導培訓等。我們致力成為本地優質僱主，因此為員工設立全新聯誼會和其他設施，讓員工同樣享受「全新海洋公園體驗」。





### Striving for Excellence in Management and Governance

Ocean Park has always adopted a responsible approach to long-term business management and corporate governance. To prepare for challenging conditions and events, we have put in place a Risk Management System, which includes our Risk Management Policy and Risk Management Committee. This past year, we further strengthened our approach by developing a comprehensive Business Continuity Plan to ensure Ocean Park would remain operational in the wake of catastrophic events. From a global sustainability perspective, we will build on our first-ever carbon audit conducted during the previous fiscal year to devise a carbon care strategy, which will form the basis of the long-term management of our environmental footprint.

It is important to us, as a conservation advocate, that guests of our animal exhibits appreciate the fact that conservation awareness can and must be translated into concrete decisions and actions. This is why we continued to actively engage local green and animal advocacy groups to exchange ideas and share with them our approach to putting environmental and conservation principles into practice. A representative of these advocacy groups will also join other independent representatives from the government, the education sector and international conservation organisations as members of the newly formed Education Advisory Committee, which will help with our continuing efforts to deliver educational messages and programmes to guests and students.

### 經營管治 精益求精

海洋公園向來對長遠的業務經營和企業管治，採取務實負責的態度。為迎接可能出現的種種挑戰，我們實施風險管理系統，當中包括風險管理政策和風險管理委員會，為公園未雨綢繆。過去一年，我們進一步強化風險管理，發展出一套全面的持續經營方案，確保公園在艱巨的逆境下仍可如常運作。為配合全球可持續發展，我們將以上個財政年度首次推出的碳審計活動為基礎，籌劃低碳政策，作為長遠環保管理的第一步。

海洋公園積極推動保育，因此非常重視遊人在探訪動物大使時，可以瞭解其中的保育意識，並採取實質的行動保護動物及生態環境。因此，我們一直積極與本地環保和關注動物組織交流意見，分享公園如何把環保和保育理念付諸實行。我們今年便邀請這些組織派出代表，聯同政府、教育界和國際環保團體的獨立代表，加入新成立的「教育諮詢委員會」，從而集思廣益，協助海洋公園更有效地向遊人和學生宣揚教育訊息及活動。



### Looking Ahead

Looking ahead, we eagerly anticipate the completion of the MRP with the unveiling of Thrill Mountain and Polar Adventure in the coming fiscal year, as well as the year-long celebration of the Park's 35th anniversary throughout 2012. Equally important, we are already working on our second "five-year plan", which will ensure the continuing evolution and renewal of the Ocean Park experience. For instance, heritage facilities like the Atoll Reef will be renovated and transformed into new attractions and the now-closed Tai Shue Wan area holds tremendous potential for redevelopment. All of this was made possible by the exciting developments we witness in 2010/11.

We could not have achieved this past year of firsts and records without the support of all our stakeholders. My heartfelt gratitude goes to our guests from Hong Kong and around the world, our business and conservation partners, the many government departments, charitable collaborators, and friends from the tourism industry. Last but not least, it was an honour to work with such a wonderful team of dedicated and caring professionals to bring the New Ocean Park experience into reality.

### 展望將來

步入新的財政年度，我們熱切期待「動感天地」和「冰極天地」開幕，標誌着「全新發展計劃」圓滿成功；踏入第三十五個年頭，我們將在二零一二年全年安排連串慶祝活動。另一方面，我們正全力策劃第二個「五年計劃」，確保海洋公園體驗不斷演化、不斷創新；其中，我們將翻新海洋館，改建成全新景點，而目前關閉的大樹灣區更會是未來發展的焦點。二零一零至二零一一財政年度各項令人振奮的發展，正好為來年奠下良好基礎。

海洋公園去年打破並創造無數紀錄，如此佳績實有賴所有持份者的合作和支持。我衷心感謝香港以至世界各地的遊人，以及與公園合作無間的企業機構、保育伙伴、政府部門、慈善團體和旅遊業界；能與公園上下充滿熱誠和處處表現專業的員工並肩服務，實現「全新海洋公園體驗」，是我最大的榮幸。

**Tom Mehrmann**  
苗樂文  
Chief Executive 行政總裁





## Awards 獎項



Ranked 17th in the world, 7th in Asia and 2nd in China for annual attendance by the TEA/AECOM Attraction Attendance Report 2010  
於 Themed Entertainment Association (TEA) 及 Economics Research Associates (ERA) 發表之 2010 年景點入場人次報告中，按入場人次紀錄被列為全世界第 17 位、亞洲第 7 位及全中國第 2 位



"Most Loved Tourist Attraction by the People of Guangdong Province in 2011" by Nandou Daily  
南方都市報「2011 廣東人最喜愛的旅遊目的地」



Hong Kong Awards for Environmental Excellence – Wastewi\$e "Class of Excellence" Label  
獲「香港環保卓越計畫」頒發最高級別 - 「卓越級別」之減廢標誌



"Manpower Developer Award" by Employees' Retraining Board  
僱員再培訓局「人才企業嘉許計畫」之「人才企業 1st」



Awarded the "Caring Organisation" logo since 2005/2006 by The Hong Kong Council of Social Service  
由 2005/06 年度起獲香港社會服務聯會頒發「同心展關懷」標誌



"Gold Award for Design Excellence" at Hong Kong Flower Show 2011  
2011 年香港花卉展覽「園林景點最佳設計 - 金獎」



"Brass Ring Spirit Award" by The International Association of Amusement Parks and Attractions' "Brass Ring Awards"  
國際遊樂園與景點協會「卓越大銅鈴頒獎典禮」之「大銅鈴精神大獎」



"Most Popular TV Ad – Leisure, Entertainment & Hobbies Category" and "Most Popular Female Talent" by TVB's "Most Popular TV Commercial Awards 2011"  
TVB「最受歡迎電視廣告大獎 2011」之「最受歡迎消閒、時尚及品味廣告」及「最受歡迎女主角」



"10 Most Creative Print Ad Award" and "Readers' Favourite Print Ad Award" by Apple Daily's "Advertising Award 2010"  
「蘋果創意廣告獎 2010 十大創意平面廣告」之「十大創意平面廣告」及「讀者最喜愛的平面廣告」



"Best Crazy Ad" and "Best Rich Media Ad" by Yahoo!'s "Big Idea Chair Award"  
Yahoo!「Big Idea Chair Award」之「最佳 Crazy Ad 網路廣告」及「最佳豐富多媒體網路廣告」



"Best TV Campaign Award" by Marketing-interactive.com's "MARKies Award"  
Marketing-interactive.com「MARKies Award」之「最佳電視廣告」



"Best Creative Buy" by Metro Daily's "Metro Creative Awards 2010"  
都市日報「2010 年最佳廣告」之「最佳創意廣告策略」



"Best Ubiquitous Networking Award for a Digital Media Marketing Campaign - Certificate of Merit" by Hong Kong Wireless Technology Industry Association's "ICT Awards 2011"  
香港無線科技商會「香港資訊及通訊科技獎」之「最佳無間斷網路獎 - 數碼媒體營銷計劃 - 優異證書」



"Best Theme Park" by Lisa Magazine's "Lisa Quality Life Awards 2010"  
味道雜誌「味道優質生活品牌 2010」之「優秀主題公園大獎」



"Most Creative Theme Park" by Jessica Code and Jessica's "Hottest Brands Award 2010"  
完全女人手冊「Hottest Brands Award 2010」之「最具創意主題公園」



Gold Prize for "Most Popular Attraction in Hong Kong and Macau" as voted by Media China and 10 other major mainland media  
中華傳媒「最受內地遊客歡迎 - 港澳卓越品牌」金爵獎



"Top 3 Yahoo! Emotive Brand Award", "Entertainment Category Winner" and "Corporate Social Responsibility Award" by Yahoo!'s "Emotive Brand Award"  
Yahoo!「感情品牌大獎」之「Yahoo! 三大感情品牌大獎」、「休閒娛樂組別大獎」及「企業社會責任大獎」



"Top 10 Most Popular Attractions in Hong Kong by Unionpay Users" by China Unionpay  
中國銀聯「香港地區十大最受內地旅客歡迎銀聯特約商戶」



"Consumer's Choice - Grand Prize - Travel & Tourism Services" by Ming Pao and The Chinese University Of Hong Kong's co-organised "Hong Kong Corporate Branding Award 2010"  
明報及香港中文大學合辦的「香港驕傲企業品牌選舉 2010」中獲選為「香港驕傲企業品牌消費者大獎 - 旅遊服務類別」



"Best Leisure and Entertainment Enterprise" by CAPITAL's "11th Capital Outstanding Enterprise Awards"  
資本雜誌「第十一屆資本傑出企業成就獎」之「最佳消閒娛樂企業」





Styrofoam  
發泡膠



1 out of close to 300 kg of waste picked up at  
the Hong Kong International Coastal Cleanup event  
香港國際海岸清潔運動中共收集近三百公斤垃圾之一

## Sustainability Report 持續發展報告

“Our collaboration with Ocean Park has enabled more used plastic bottles to enjoy a second life as non-food plastic products, and used oil to be made into bio-fuel. We applaud them for taking part in the initiative of reducing waste for a greener Hong Kong, and we look forward to continue working with them for many years to come.” – Mr. Lu Tak Ming, Chief Executive Officer, Yan Oi Tong

「我們與海洋公園合作的回收計劃，讓二手膠樽和食油能夠循環再造，成為各種塑膠產品和生物燃料；海洋公園對建設綠色香港一直盡心盡力，我們希望未來能繼續與公園合作，為減廢出一分力。」 - 仁愛堂行政總裁盧德明先生

### Sustainability

While the people of Hong Kong continued to enjoy assured access to their favourite theme park and benefit from a wide range of community care programmes, the New Ocean Park experience has taken our commitment to sustainability to a new level through new eco-friendly attractions and facilities, achieving a 30% increase in greenhouse gas reduction from recycling, expanding our recycling programme to include food waste, and winning our first-ever recognition for in-park artifacts and souvenirs. We are in the process of developing a long-term carbon care strategy and have started creating a Business Continuity Plan to further strengthen risk management for business sustainability. We are grateful for the public's recognition of our efforts as over 90% of respondents in a recent study believe that Ocean Park cares about environmental protection.

### 可持續發展

我們創造「全新海洋公園體驗」的同時，不忘確保每一位香港市民能一如既往暢遊他們喜愛的海洋公園和受惠於我們的各種關愛社群項目。「全新海洋公園體驗」更進一步實踐我們對可持續發展的承諾——開放全新環保景點及設施，以循環再用方式使溫室氣體減排量增加三成；擴大公園的回收計劃，加入廚餘回收；更首次獲頒產品環保實踐標誌。我們著手制定長遠的碳排放管理策略，並且為了進一步加強海洋公園的企業風險管理系統而開始籌備持續經營方案。令我們深感鼓舞的是，公眾對海洋公園的工作表現肯定；我們最近進行的一項調查便發現，超過百分之九十的受訪者認為海洋公園著重保護環境。



## Building a Greener World

### Green Designs and Operations

Supporting the fun and inspiration of the New Ocean Park experience are a wide range of efforts that make visiting us a sustainable proposition. Ocean Park's comprehensive approach to environmental sustainability is reflected in the structure of our Environmental Steering Committee, which includes three sub-committees: a design sub-committee focusing on the design of exhibits, an internal sub-committee guiding company and employee efforts, and an external sub-committee leading visitor and community education.

To take advantage of the opportunities provided by our redevelopment, we developed a Sustainable Checklist and an associated implementation framework to ensure that all new developments would comply with the requirements in the Checklist by incorporating sustainable design elements. For instance, both the Grand Aquarium and the planned Polar Adventure use a water-chilled cooling system, instead of conventional air-cooled units. This change and other green design features save millions of kilowatts of energy annually. At the Rainforest, living plants proliferate around, as well as inside the exhibit building to provide natural sun-shading to guests. Electricity consumption is brought to a minimum as most exhibit areas are naturally cross-ventilated.



## 建設更綠色的世界

### 環保設計及營運

過去一年，我們採取了一系列措施以構建「全新海洋公園體驗」，既為遊人帶來歡樂和啟發，亦令參觀海洋公園成為綠色的消閒選擇。海洋公園在保護環境的前提下，採取全面的持續發展策略，設立由三個小組委員會組成的「海洋公園環保督導委員會」：專責景點設計的設計小組委員會、負責公園及員工環境事務的內部小組委員會，以及負責遊客及社區教育的外部小組委員會。

為把握「全新發展計劃」帶來的良機，我們訂立「可持續發展評估清單」及相關的實施框架，確保所有發展都採用可作持續發展的設計元素，以符合清單的要求。舉例而言，「海洋奇觀」及興建當中的「冰極天地」均採用節能水冷式製冷機，取代傳統氣冷型系統。這個系統連同其他環保設計每年可節省數百萬千瓦的電力。此外，在「熱帶雨林天地」中，植物遍佈四周和展覽館內，為遊人提供天然樹蔭，遮擋陽光。而大部份展覽範圍能夠自然通風，把電力消耗量減至最低。



The work of minimising our environmental footprint, however, does not end at the design stage. We continuously find ways to improve the eco-friendliness of our facilities as new technologies and options become available. This past year, we achieved a 15% reduction in electricity consumption for air-conditioning at the Giant Panda Adventure compared to last fiscal year by implementing a number of modifications to minimise cold air loss, reduce solar heat radiation and enhance air circulation. Although these improvements involve different amounts in initial investment, we will benefit from cost savings for years to come and are now able to offer our guests an even greener theme park experience.

Over the past few years, we have proactively reduced the use of resources through water and electricity saving initiatives; and this year, we created a Building Management System to set out green standards for controlling air-conditioning, water flow controls and other key areas of resource utilisation. We have also continuously updated our Green Guideline to include responsible practices like procuring electric vehicles.

Ocean Park applies environmental principles not only to the design and operation of our facilities, but also to our dining and merchandise offerings. This past year, we took our commitment to sustainable seafood to a new level. Not only did we continue to refrain from serving any seafood under the "Avoid" category on the WWF-Sustainable Seafood Guide, we began offering a sustainable seafood menu at Neptune's Restaurant, our flagship dining facility. We also strive to give our guests greener souvenir options. Among our many gift and souvenir offerings are eco-friendly plush toys whose outer coat is made from 100% soy and cotton, while the product tags are made from recycled paper. This past year, we were awarded for the first time the "Productwise Label – Class of Excellence", presented by the "Hong Kong Awards for Environmental Excellence", a scheme established by the Environmental Campaign, the Environmental Protection Department of the HKSAR, the Business Environment Council and the Hong Kong Productive Council.

我們不但在設計階段減低公園對環境的影響，而且不斷尋找新技術及其他可行方法，使園內現有的設施更環保。過去一年，我們在「大熊貓之旅」實行多項空調系統改進措施，減少冷氣流失和陽光中的熱輻射，及改善空氣流通，使空調系統的電力消耗較上一個財政年度減少百分之十五。雖然我們實施這些改善措施初期牽涉投資成本，但是長遠可節省開支，並能為遊人提供更綠色的遊園體驗。

我們在以往數年皆透過節約用電用水，主動減少資源浪費；至於今年，我們建立了「建築管理系統」，訂立環保標準，以調節空調系統、控制水流及管理其他重要的資源運用。我們亦定期更新「綠色指引」，引入對環境負責的常規，例如採購電動車輛。

海洋公園除了在設計及營運設施上應用綠色原則外，在商品及餐飲服務方面也同樣環保。去年，我們對支持食用環保海鮮的承諾更跨進一步，不但根據世界自然基金會「環保海鮮分類指引」，繼續摒棄屬「避免」類別的海鮮作食材，更在「海洋奇觀」的旗艦餐飲設施「海龍王餐廳」內，選用環保海鮮入饌。此外，我們亦致力為遊人提供更環保的手信，以供選擇。這些禮品及紀念品當中，環保毛絨玩具的外層由大豆及棉質製成，而其產品標籤則以回收再造紙製成。於過去一年，我們首次獲得環境保護運動委員會、環境保護署、商界環保協會及香港生產力促進局合辦的「香港環保卓越計劃」頒發產品環保實踐標誌「卓越級別」。





### Waste Management

We also received the “Wastewi\$e Label – Class of Environmental Excellence” for a third consecutive year because of our efforts in waste reduction and recycling, which captures plastic bottles, aluminum cans, paper, batteries and computer parts. Thanks to our eco-aware guests and staff, we collected 41,610 kg of paper, 114 kg of aluminum cans and 18,143 kg of plastic bottles during the 2010/11 fiscal year. Together, they enabled us to reduce about 254 tonnes of carbon dioxide equivalent (CO<sub>2</sub>eq) emission – a 30% improvement compared to the previous year. We also developed a new way to benefit the community while we help protect the environment. Starting in the end of 2010, we donate all the plastic bottles we collect to Yan Oi Tong. The proceeds from the sale of the plastic bottles go towards the Yan Oi Tong Charity Fund to benefit underprivileged people. Moreover, we extended our recycling programme this past year to include food waste by engaging a company which collects our food waste for conversion into fish feed through a fermentation process. By the end of the 2010/11 fiscal year, 77,490 kg of food waste had been collected for conversion.

While diverting waste from landfills is important, curtailing the creation of waste in the first place is even more so. This is why we have been making drinking straws available only upon request. Our “a-box-a-day” staff incentive programme, which encourages Park staff to use personal lunch boxes for takeout orders from staff canteens, continues to receive strong support. From December 2007 to June 2011, over 19,600 meals were served in personal containers.



### 廢物管理

此外，我們致力減少廢物，並將廢物回收作循環再造，包括膠樽、鋁罐、紙張、電池和電腦零件，使我們連續第三年成功奪得「香港環保卓越計劃」的減廢標誌「卓越級別」殊榮。全賴充滿環保意識的遊人和員工，我們於二零一零至一一財政年度期間共收集了四萬一千六百一十公斤紙張、一百一十四公斤鋁罐和一萬八千一百四十三公斤膠樽。這些廢物的總回收量足以減少約二百五十四公噸二氧化碳排放 (CO<sub>2</sub>eq)，比去年大增百分之三十。我們亦發展出嶄新方式，既惠澤社群，亦保護環境。由二零一零年底開始，我們將所有收集所得的膠樽捐贈仁愛堂，並將膠樽銷售所得的收入捐予仁愛堂慈善基金，以幫助弱勢社群。除此之外，我們更於過去一年擴大循環回收計劃，與一間收集廚餘的公司合作，將園內收集到的廚餘發酵，轉化成魚類飼料。在二零一零至一一財政年度完結前，我們共收集了七萬七千四百九十公斤廚餘。

透過回收而避免廢物被送往堆填區固然重要，從源頭開始減少製造廢物亦不容忽視，因此公園只在遊人要求下才派發飲管。我們的「日減一盒」員工獎勵計劃鼓勵員工於員工餐廳購買外賣時自備食物盒，繼續得到熱烈支持。由二零零七年十二月至二零一一年六月，超過一萬九千六百份膳食都以自備食物盒盛載。

### Raising Awareness

Ocean Park has also been a leader in spreading the spirit of environmental awareness in Hong Kong. In September 2010, we partnered with the local coordinator, EcoVision, to host the Hong Kong International Coastal Cleanup campaign. It was the seventh consecutive year that the Park has supported this event. Many of our SmartFun Annual Pass holders joined us to help collect a total of 69 bags of waste, weighing close to 300 kg. In January 2011, we supported and participated in the Green Carnival, organised by the Green council, a local green group, to promote low carbon lifestyle among the public. Another international campaign we supported this past year was Earth Hour 2011. We promoted the event in Park shows and education programmes in March, while Earth Hour posters and video clips were featured at various Park attractions and facilities. Not only were reminder emails distributed to staff members, we also leveraged our popular website and social media platform to advocate for the worthy cause. In celebration of the World Environment Day and World Oceans Day, we conducting 2 nights of environmental film showing for Park staff, and engaged all participants in making a pledge to protect the environment. Park-wide promotions were also set up to spread the message to all Park guests.



### 提升環保意識

海洋公園一直帶領推廣本地環保意識。在二零一零年九月，我們連續第七年參與「國際海岸清潔運動」。我們與「智紛全年入場證」會員攜手收集了六十九袋、接近三百公斤的垃圾。到了二零一一年一月，我們支持並參與由本地綠色團體香港環保促進會舉辦的「環保嘉年華」，向大眾推廣低碳生活。另外，我們亦響應國際活動「地球一小時 2011」，於三月透過劇場表演和教育項目宣傳這次活動，並於多個園內景點及設施展示「地球一小時」的海報及錄像片段。我們除了向員工發送電子郵件作提醒，亦利用廣受歡迎的海洋公園網站及社交媒體平台，宣傳此項別具意義的活動。為慶祝「世界環境日」及「世界海洋日」，我們為員工舉辦了兩晚以環保為題的電影播放活動，並一同承諾保護環境。同時，我們亦在公園進行大型推廣，向遊人宣揚環保訊息。





## Carbon Management

As we march towards the completion of our MRP with the opening of Polar Adventure in 2012, we have also recently completed our second carbon audit by an independent consultant and are developing our own carbon reduction and offset strategy. The audit report indicated the Park's carbon footprint per guest is 12% lower than other international theme parks and contributes less than 0.09% to HK's average carbon footprint per resident. In the coming year, the Park will define its carbon footprint management strategy and set a carbon footprint emission reduction target prior to the opening of Polar Adventure in 2012.

## Caring for the Community

As Hong Kong's People's Park, it is important for us to be sustainable not just environmentally, but also socially. We accomplished this by maintaining the largest portfolio of social care programmes among comparable theme parks worldwide. Every resident continued to enjoy free entry on their respective birthday, while people with disabilities and all residents aged 65 or above benefited from year-round free admission. In this past year, over 145,000 birthday stars, 185,000 senior citizens, as well as 26,000 persons with disabilities visited us for free.



## 碳排放管理

隨著「冰極天地」即將於二零一二年開幕，「全新發展計劃」將圓滿結束，我們最近委託一所獨立顧問公司完成第二次園內碳審計活動，並已著手制定公園的減碳及碳抵銷策略。這份碳審計報告指出，公園遊人的人均碳排放比其他世界級主題公園低百分之十二，佔香港人均碳排放少於百分之零點零九。在未來一年，公園將會訂定碳排放管理策略，並在二零一二年「冰極天地」開幕前立下減碳目標。

## 關愛社區

作為香港人的公園，我們不單著重保護環境，亦重視社區的可持續發展。我們的關愛社群項目與世界其他的主題公園相比，規模是數一數二的。海洋公園讓每位香港市民於生日當天免費入場，而六十五歲或以上的香港居民及傷殘人士均可全年免費入場。去年便有超過十四萬五千名壽星仔及壽星女、十八萬五千名長者以及二萬六千名傷殘人士免費暢遊海洋公園。



We also offered a wide variety of concession programmes, including HK\$20 daytime admission for the over 480,000 Comprehensive Social Security Assistance (CSSA) recipients in Hong Kong, of which 15,773 made use of the benefit. During the past year, our 13 social care programmes resulted in over 450,000 beneficiaries and a total value to the community equivalent to HK\$110 million—the highest ever in our history. Holders of the Registration Card for People with Disabilities not only benefit from free admission throughout the year, they also enjoy extensive accessibility features at the Park, including wheelchair access to attractions and facilities, inductive loop pad systems at ticketing and guest relation windows for the hearing impaired, as well as tactile warning strips, Braille and raised-letter guide books, and contour models of our thrill rides for the visually impaired. Moreover, we supported the International Day of Persons with Disabilities (IDPD) for the 18th consecutive year by inviting 4,000 Registration Card holders and their families and friends to enjoy a day at the Park.

Many disadvantaged young people again benefited from employment and vocational training that we offered. In continuation of our long-standing collaboration with the Tung Wah Group of Hospitals (TWGH) and St. James Settlement, we provided employment opportunities to people with disabilities. We also offered disadvantaged young people employment opportunities in our retail operations through the Labour Department's Youth Pre-employment Training Programme.



我們亦提供一系列票價優惠，包括讓全港超過四十八萬名領取綜合社會保障援助計劃（綜援）的受助人士，以象徵式港幣二十元購買公園之日間入場門票，當中的受惠人數達一萬五千七百七十三名。過去一年，我們舉辦了十三個關愛社群活動，受惠人數超過四十五萬人，回饋社區的金額達港幣一億一千萬元，創下海洋公園的紀錄。海洋公園除了為持有殘疾人士登記證的遊人提供全年免費入場優惠外，亦為他們提供多項無障礙設施如輪椅通道，方便他們來往不同景點。此外，聽障人士可利用設於售票處及旅客服務中心的感應助聽系統以暢遊公園；而失明人士則可使用園內的失明人士警告帶、點字及凸字版指南，以及機動遊戲輪廓模型。另外，去年海洋公園連續第十八年支持「國際復康日」，邀請四千名持登記證人士及其親友於當天入園遊玩，享受愉快的一日。

我們繼續提供職業培訓，幫助弱勢青少年。透過延續與東華三院及聖雅各福群會的長期合作，公園向殘疾人士提供就業機會。同時，我們亦與勞工處合作舉辦展翅計劃，讓離校青少年在公園的零售店內工作。





In addition, we continued to provide vocational training to benefit young people and the local hospitality industry. Fifteen young trainees graduated this past year as part of the third class of our Ocean Park Theme Park Food & Beverage Services Trainee Programme, which was offered in collaboration with the Labour Department's Youth Pre-employment Training Programme and the Youth Work Experience and Training Scheme (YPTP-YWETS), Hong Kong Federation of Youth Groups (HKFYG) and the Hospitality Industry Training & Development Centre (HITDC). Trainees underwent F&B service training at HITDC and acquired practical workplace experience at the Park. We invested HK\$1.4 million on student wages, training courses and other staff benefits and plans to commit over HK\$3.0 million in the coming fiscal year to further enhance the training programme and introduce fine-dining services into the training module.

We also continued to make our resources available to support other non-profit organisations in their charitable endeavours. This past year, we hosted a special Halloween Bash preview night event in September to raise over HK\$850,000 for Po Leung Kuk, a venerable local charity that supports children, women and the underprivileged in society. Our senior management team again volunteered their time to share their expertise and experience with students, business professionals and various organisations, including the International Association of Amusement Parks and Aquariums (IAAPA); National Aquatic Wildlife Conservation Association; Association of Zoos and Aquariums (AZA); Asia Pacific Customer Service Consortium and hotel and tourism management advisory committees at various local universities. Our senior management staff have volunteered over 500 hours of personal time in this past year to university lectures, student development, case study support and various community activities to present the story behind the success of the New Ocean Park experience to the community and beyond.

另外，我們持續為青少年及本地旅遊服務業提供職業培訓。去年，海洋公園聯同勞工處之「展翅青見計劃」、香港青年協會及旅遊服務業培訓發展中心，合辦第三屆海洋公園「主題公園餐飲服務學員計劃」，當中共有十五名學員畢業。他們在旅遊服務業培訓發展中心接受餐飲業服務培訓後，再到海洋公園實習，獲得寶貴的工作經驗。在去年的計劃中，我們共投資港幣一百四十萬元，以支付學員薪酬、舉辦培訓課程及提供其他員工福利。我們更計劃在下個財政年度投資超過港幣三百萬元，進一步改善培訓課程，以及引入高級餐飲服務培訓項目。

海洋公園亦繼續向其他非牟利團體提供資源，支持他們的慈善活動。去年九月，我們特意为備受推崇的本地慈善團體保良局舉辦「海洋公園十月全城哈囉喂慈善夜」，籌得超過港幣八十五萬元，幫助兒童、婦女及社會上的弱勢社群。我們的管理團隊亦繼續在工餘時間義務與學生、商界專才及不同機構分享經驗及專業意見。當中受惠的機構包括：國際遊樂園及景點協會、全國水生野生動物保護分會、動物園及水族館協會、亞太顧客服務協會及多間本地大學的酒店及旅遊管理學系的諮詢委員會。去年，我們的高級管理人員便一共撥出超過五百小時的私人時間到大學講課、參與學生發展活動、提供個案支援及進行多項社區活動，向社區、以至外界分享「全新海洋公園體驗」的成功故事。

## Health & Safety

For a world-class theme park serving millions of visitors every year, there is no issue more important than the health and safety of our guests. We are thus proud to offer a New Ocean Park experience in this area starting in April 2011 when we became the first theme park in Asia to be awarded ISO22000 certification for our food safety management system. The scope of the certification include catering services by Café Ocean, Panda Café, Bakery Café, Neptune's Restaurant and kiosks; central processing unit, warehouse and logistics operation. To ensure effective implementation, training on food safety and hygiene were given to our front-line staff from food services, central processing unit and logistics. Our success in ISO22000 development and implementation is critical to our ongoing development as more new restaurants and kiosks open under our MRP.

With the large number of attractions that opened this year, we devoted a great deal of time and effort on reviewing and inspecting every minute element before opening an attraction. To ensure we meet the highest international standards, we also engaged overseas safety experts to verify our work. In addition, our staff underwent extensive training on the proper procedures in handling contingent situations at the new facilities. To help us keep up with the latest international standards and industry best practices, amusement ride specialists from the United States again conducted safety audits on our mechanical rides, seasonal attractions and park operations.

To ignite the imagination of our staff, we conducted an internal safety slogan competition whereby winning slogans were posted in workplace settings on specially designed banners. We continued to share our enthusiasm for safety with the public by being a collaborating organisation of the Electrical and Mechanical Safety Campaign, organised by the Electrical and Mechanical Department. During the 2-day E&M Safety Carnival, we set up an interactive game booth, an exhibition corner and a liquefied petroleum gas powered vehicle to present information on amusement rides safety and environmental practices to the public.

## 安全至上

海洋公園作為世界級主題公園，每年向數以百萬計遊人提供服務，遊人的健康及安全是我們的首要考慮。因此，我們很自豪能於二零一一年四月成為全亞洲首個取得 ISO22000 食品安全管理標準認證的主題公園，使公園得以在這範疇提供「全新海洋公園體驗」。認證範圍包括海洋冰室、大熊貓餐廳、水都餅店、海龍王餐廳及小食亭所提供的餐飲服務、中央處理系統、倉庫及物流運作。為確保能有效實踐安全守則，我們向負責食品服務、中央處理系統及物流的前線員工提供食品安全及衛生培訓。由於「全新發展計劃」將帶來更多餐廳及小食亭，所以成功實施及發展 ISO22000 系統對我們的持續發展相當重要。

本年度海洋公園有許多新景點相繼啟用，我們在每個景點開幕前，都投放大量資源和時間進行評估，以及檢查設施的每一部份。公園更聘請海外安全專家核對我們的工序，以確保符合最高國際標準。此外，我們的員工已接受全面培訓，認識在處理新設施的緊急情況時，採取正確的程序。為確保公園緊貼最新的國際標準和業界守則，我們繼續邀請美國的機動遊戲專家評估機動遊戲、節日景點以及公園營運設施的安全水平。

為提升員工對工作安全的意識，我們舉行了內部安全標語設計比賽，勝出標語更被張貼於工作區內特別設計的橫額上。公園一如以往參與機電工程署主辦的「機電安全香港通」，繼續與大眾分享我們對安全的熱誠。於為期兩日的「機電安全嘉年華」活動中，我們設置互動遊戲攤位、小型展覽及放置石油氣車輛，向大眾示範如何安全地乘坐機動遊戲以及介紹公園採用的環保措施。







## Risk Management

Vigilant risk management is a critical component of our approach to safeguarding the sustainability of Ocean Park on a business level. Our Enterprise Risk Management System provides us with a systematic framework to manage various risk registers. We also engage overseas risk specialists to conduct regular “Risk and Change” workshops for members of our Risk Management Committee. These sessions enable our senior management to better manage the Park’s risk profile by taking account of dynamic changes in the business environment.

In addition to maintaining various internal procedures that monitor and review risk control measures, we also engage specialists to conduct risk control audits on a regular basis. This third-party audit offers an independent review process for evaluating the status, progress and effectiveness of our risk control measures.

To further enhance the robustness of our Enterprise Risk Management System, we started developing a Business Continuity Plan (BCP) this past year. Expected to be completed by the first quarter of the 2011/12 fiscal year, the BCP will guide and support the Park in its response to disruptive incidents (e.g., landslides or other natural catastrophes) in order to limit the impacts on critical business activities and resume operations within the shortest time practicable. In light of the various natural disasters that impacted many parts of the world this past year, our initiative in this area is both prescient and pressing.



## 風險管理

謹慎風險管理是我們確保海洋公園業務能持續發展的要素。透過企業風險管理系統下訂立的框架，海洋公園可以有系統地管理不同級別的風險。我們同時邀請海外風險管理專家，定期為風險管理委員會成員舉行「風險及應變」工作坊，讓管理團隊能考慮到經營環境的動態及變化，從而更妥善地為公園管理風險。

海洋公園除了進行內部程序監察及審視公園的風險控制措施外，亦定期邀請專家審計風險管理。由第三者進行審計，評估風險控制措施的實施狀況、進度及效率，能提供獨立的檢討過程。

為進一步完善海洋公園的企業風險管理系統，我們已於過去一年開始籌備持續經營方案，並預計將於二零一一至一二財政年度首季完成。這項方案將帶領並協助海洋公園在影響運作的嚴重事故（例如山泥傾瀉及其他天災）發生後，更有效地應付事故對重要業務的負面影響，並務求在最短時間內恢復運作。鑒於過去一年世界各地遭受天災破壞，我們的風險應對方案顯得更具逼切性。

As one of the first theme parks in the world to take a rigorous and disciplined approach to risk management, we continued to be invited to share our experience in this area with industry peers. For instance, we made a presentation on the topic at the Asian Attraction Expo 2011 organised by the International Association of Amusement Parks and Attractions (IAAPA).

While the continuing development of the New Ocean Park experience offers wonderful opportunities for spreading conservation messages, it also brings tremendous responsibility—in the use of natural resources and in limiting our environmental footprint. We remain committed to “walk the talk” by adopting innovative ways to make a day at Ocean Park as sustainable as it is edutaining.

海洋公園作為全球首批嚴謹對待風險管理的主題公園，去年繼續獲邀與同業分享相關經驗，例如在國際遊樂園及景點協會主辦的「亞洲景點博覽會 2011」中講解有關題目，交換意見。

「全新海洋公園經驗」的持續發展除了為公園帶來宣揚保育訊息的寶貴機會，亦促使我們肩負起更重大的責任。我們必定繼續言行一致，不斷創新，在社會責任、環保及業務層面上提升公園發展的可持續性。







## Education 教育工作

“The children really enjoyed these [educational] activities because they were able to visit and talk about the animals that they had learned about...The courses also helped our children to develop an awareness of environmental protection and an understanding of conservation.” – Ms. Angela Smith, Head of English, St. Catherine’s International Kindergarten

「孩子非常享受這些（教育）活動，因為他們可以親眼看看從書本上認識的動物，並討論一番……這些課程有助他們建立環保意識，並對保育有基本的了解。」 - 國際英文幼稚園英文系主任 Angela Smith 女士

Education is a key dimension of the New Ocean Park experience. With the introduction of new animal ambassadors and the launch of new facilities, visitors from all over the world enjoy informative displays and narrations, as well as an expanded range of guest programmes, while local students benefit from enriched course offerings. As an educational platform, Ocean Park is now conveying important conservation messages to more visitors and students and inspiring the public to take action in their everyday life to help conserve more animal species across more ecological environments. According to a recent independent survey, over 97% of respondents reported that they would recommend Ocean Park to their friends and relatives as an ideal place for learning about environmental protection and wildlife conservation.

教育是「全新海洋公園體驗」中不可或缺的一環。我們引入的全新動物保育大使和新設施，令來自世界各地的遊人不但可獲得資訊性的展示和講解，還可參與更多元化的教育活動；而本地學生更因此獲得更豐富的課程選擇。肩負教育重任的海洋公園亦得以向更多遊人和莘莘學子傳遞重要的保育訊息，鼓勵大家身體力行，保護更多處於不同生態環境的動物物種。最近一項獨立研究便顯示，超過百分之九十七的受訪者表示會推薦親友前往海洋公園學習環保和野生動物保育的知識。

Nixon Man  
文博聰



1 out of 54,000 students enrolled in Ocean Park  
Academy classes this year  
今年五萬四千名修讀海洋公園學院課程學生之一



## Rich Heritage in Education

Education has been a core mandate of Ocean Park since our inception 34 years ago. Not only have we enabled over 100 million guests to connect with nature through encountering our animal ambassadors, we have also delivered engaging courses that complement the regular school curriculum for close to 600,000 local students. Moreover, tens of thousands of guests have participated in different public programmes, including our inspiring dolphin encounter and a wide variety of behind-the-scene tours, to enhance their understanding of the lives of animal ambassadors inside the Park and the importance of conservation. Our team of educators have grown to become one of the largest among zoos and aquariums worldwide as more local schools make trips to Ocean Park as an annual rite of educational enrichment. In the past ten years, our full-time educational staff has expanded from 18 to 44 people, with academic backgrounds ranging from the sciences to communications. Moreover, our educators are able to stay at the cutting edge through professional training with the Association of Zoos and Aquariums (AZA) and engage in exchanges with other zoos and aquariums around the world.

Due to our extensive experience in and passion for education, we have taken on a mentorship role for many theme parks and zoological facilities across the region. For instance, Ocean Park Conservation Foundation, Hong Kong (OPCFHK) this past year sponsored a visit by officials from the Wolong Nature Reserve to Hong Kong for information and experience exchanges. Our education team provided assistance in sharing with the guests our approach to public education, including methods and key points for communicating conservation messages, guided tours for visitors and corresponding arrangements, as well as the use of language and graphics.



## 豐富教學經驗

海洋公園成立至今三十四年，一直以教育為核心使命，至今已有超過一億名遊人透過與園內動物保育大使見面，與大自然連繫起來；而海洋公園亦向近六十萬本地學生提供有趣生動的課程，與本港學校的常規課程相輔相承。另外，數以萬計的遊人曾經參與不同教育項目，包括極富啟發性的「豚聚一刻」及多個「幕後之旅」，了解園內動物保育大使的日常生活，認識保育的重要。隨著更多本地學校到訪公園，作為一年一度的課外活動，海洋公園的教育團隊規模亦不斷壯大，在全球的動物園及水族館之中首屈一指。過去十年，我們的全職教育大使數目由十八人增至四十四人，他們擁有不同的學術背景，包括科學及傳理等。此外，他們均有機會接受動物園及水族館協會提供的專業訓練，並與世界各地的動物園及水族館交流學習，不斷自我增值。

海洋公園憑藉對教育工作的熱誠和豐富經驗，一直為區內主題公園及動物園擔當顧問角色。舉例而言，香港海洋公園保育基金於去年曾贊助臥龍國家級自然保護區官員來港交流，並由我們的教育團隊與他們分享公園對公共教育工作的資訊和心得，包括傳遞保育訊息的方法及要點、遊人導賞及設施安排、文字及圖片的運用等。



## Redevelopment Enhances Educational Experience

With the introduction of new animal ambassadors during the past year, Park guests are learning about the natural history of new animal residents and threats to different habitats, from the sea floor to the canopy of the rainforests.

A number of new guest programmes have been launched this year. Our Grand Aquarium Ed-venture, for instance, offers guests a chance to see the custom-made transportation tanks used to move our giant grouper and Napoleon fish to their new home, learn how our aquarists prepare meals for the marine residents and visit the back-of-house area where the aquarium's life support systems are located. Nighttime in the Ocean's Depth, an overnight camping programme, provides an exclusive opportunity for guests to observe the nocturnal behaviour of the marine animals living inside the Grand Aquarium. Participants of Rainforest Ed-venture, on the other hand, can explore the habitat of the red-handed tamarins, enjoy a close encounter with tiny tropical insects and learn about the secrets of the frogs' home.



## 全新發展提升學習體驗

去年，海洋公園引入多位全新的動物保育大使，遊人除可認識牠們的自然生態外，亦了解到牠們下至海床、上至熱帶雨林等各種棲息地現正面臨的威脅。

今年，我們開辦多個全新教育項目，例如「海洋奇觀幕後之旅」，讓遊人一睹用作運載巨型龍躉及蘇眉遷入新居的特製水箱、學習水族員如何為海洋生物炮製大餐和參觀水族館幕後設施的維生系統；夜間探險營「神秘深海之夜」讓遊人在「海洋奇觀」內通宵留宿，觀賞海洋動物的晚間活動，機會難逢；「熱帶雨林天地幕後之旅」的參加者除可以參觀赤掌獼猴的棲息地和近距離觀賞多種體型細小的熱帶昆蟲外，亦可了解蛙類居住環境的特色。





### New Courses and Teaching Methods Strengthen Educational Platform

Ocean Park Academy, Hong Kong (OPAHK), our education arm, offers courses that give students an up-close encounter with our animal ambassadors, supplemented with interactive presentations tailored to their age and academic level by our team of enthusiastic and well-trained professional educators. During the 2010/2011 fiscal year, a record high of over 54,000 students ranging from kindergarten (age 3-5) to secondary 4-6 (age 15-17) took part in some 1,800 courses, delivered under 35 different programmes. Two of the programmes, which inspire participants to help conserve natural resources, have been taken by many students for Liberal Studies credits in the new secondary school curriculum in Hong Kong.

A key to the popularity of OPAHK programmes is our innovative approach to teaching. We make the course materials come alive and the issues relevant through puzzles, group games, interactive multimedia programmes, role plays, hands-on experiences and more. Starting in 2009/10, we incorporated drama as an interactive teaching and learning approach into our course on Sustainable Seafood. Students benefited from this approach by developing a deeper and more personal appreciation of the issues. Indeed, over 80% of the students who have taken the course indicated that they would take sustainability into consideration when ordering seafood in the future. Given this positive result, we will be integrating drama into one of the new rainforest education programmes offered in the coming year. To ensure the best delivery of these programmes, our educational staff will also be receiving training from professional drama education practitioners.

### 全新課程和教學方法 強化教育平台

香港海洋公園學院肩負起海洋公園的教學使命，開辦多個課程讓學生近距離接觸我們的動物保育大使；而充滿熱誠的海洋公園專業教育團隊則為不同年齡及程度的學生度身訂造合適的互動活動。於二零一零至二零一一財政年度，香港海洋公園學院共開辦三十五個教育項目，提供一千八百班次予不同程度的學生，包括三至五歲的幼稚園學生以至十五至十七歲的高中生選讀，破紀錄令超過五萬四千名學生受惠。其中兩個旨在鼓勵學生保護天然資源的課程更已獲香港新高中學制認可，作為通識教育的學分。

香港海洋公園學院的課程深受歡迎，關鍵在於我們的教學模式勇於創新。我們透過拼圖、小組遊戲、多媒體互動系統、角色扮演及親身體驗等，令教學內容更生動切身。由二零零九至二零一零年度起，我們於「環保海鮮」課程中加入戲劇元素，以互動的教學模式，令學生對議題有更深刻的個人體會。當中，超過八成學生於完成課程後，表示日後在食用海鮮時會考慮環保因素，顯示此課程對他們起了正面的作用。有見及此，我們將於來年把戲劇元素融入其中一個全新的熱帶雨林教育項目，屆時我們的教育大使亦將接受專業戲劇導師訓練，以確保我們提供最佳質素的課程。

OPAHK also provides an environment for students to practice their language skills as courses are offered in English, Cantonese and Putonghua. This year, we took part in an Education Bureau funded programme entitled "Creating English Language Environment for Students in Hong Kong Project 2010/11." During the past academic year, about 2,500 senior primary school students attended the special programme conducted in English, complemented by an orienteering session to help the students learn about animals and their habitat in an English-speaking setting. Students are also encouraged to take part in a writing competition by submitting writings based on their learning experience at Ocean Park. Each student winner was awarded by the Bureau with a certificate of recognition and a prize.

With the launch of Aqua City, we introduced three new programmes this past year for students to interact with seashore animals and learn interesting facts about some of the 400 species living inside the Grand Aquarium. Students in Ocean Carnival (kindergarten) and Ocean Ambassador (primary 1-3) enjoyed up-close encounters with seashore animals at the touch pool inside our Cove Classroom, while students in Ocean Treasures (secondary 1-3) had a chance to visit back-of-house areas of the Grand Aquarium to learn about marine husbandry. To capitalise on the opening of the Rainforest, the Academy has created three new courses for the 2011/12 school year, including one that explores the environmental impact of palm oil cultivation in tropical rainforests.



除此之外，香港海洋公園學院的課程更以英語、廣東話及普通話授課，為學生提供良好的環境，鍛練語言技巧。今年，我們參加了由教育局資助的“Creating English Language Environment for Students in Hong Kong Project 2010/11”計劃。過去一個學年，約有二千五百名小四至小六學生參與了這個以英語授課的課程，在迎新環節中透過英語認識不同動物及其棲息地。我們亦鼓勵學生參加寫作比賽，分享在海洋公園的學習體驗，每位得獎者均獲得教育局頒發的獎狀及獎品，以茲鼓勵。

適逢去年「夢幻水都」開幕，我們推出了三個全新課程，讓學生與海岸生物進行互動接觸，學習有關「海洋奇觀」內四百種海洋生物的有趣知識。「海洋嘉年華」及「海洋小精英」分別為幼稚園及小一至小三的學生而設，讓他們在海岸課室的觸碰池近距離接觸海岸生物。而參加「海洋奇趣大典」的中一至中三學生則有機會參觀「海洋奇觀」的後勤設施，了解海洋生物護理工作。為響應「熱帶雨林天地」開幕，香港海洋公園學院特別為二零一一至二零一二學年設計三個全新課程，其中一個課程主要探討在熱帶雨林內大量種植棕櫚樹對環境的影響。



Another programme OPAHK created for the secondary school curriculum was a series of workplace visits to provide students with a chance to enter various back-of-house areas to observe diverse professional teams engage in their day-to-day work at Ocean Park. Students could choose from six different teams, such as Bird Training and Husbandry, Performance and Show Production, and Water Quality Control. They can discover the importance of having a positive attitude and learn about the different skills that go into delivering a world-class zoological theme park experience.

To ensure students from families with limited financial resources can benefit from our courses, we established a Student Sponsorship Scheme in 2007 to provide full or half fee scholarships. This year alone, a total of 3,694 students have received support for participating in OPAHK programmes. For this past academic year, we also introduced two special offers for students under the Sponsorship Scheme. Students who enrol in two courses on the same day can enjoy free stay-behind in the Park while those who enrol in four courses can get one complimentary Park ticket for an additional memorable visit to the Park with friends.

The Academy also continued to offer the Teacher Day Camp, which lets teachers become students once again to enhance their approach to environmental education through workshops and sharing.

香港海洋公園學院亦另外為中學課程開設「海洋公園工作實錄」，讓學生有機會進入不同後勤設施，了解各個專業團隊在公園的日常工作。學生可以從六個不同的工作範疇中挑選，如雀鳥訓練及護理、表演及幕後製作、水質控制等，向員工學習積極的工作態度及了解不同工種所需的技能，合力為遊人提供世界級主題公園體驗。

為確保經濟有困難的學生也能參與我們的課程，香港海洋公園學院自二零零七年起成立「學生助學計劃」，為有需要的學生提供全數或半數助學金資助；單於上個年度，已有共三千六百九十四名學生獲得資助，參與香港海洋公園學院的課程。於過去一個學年，我們更透過這個計劃推出兩項特別優惠：一天內參加兩個教育課程的學生，可免費留在海洋公園內享用其他遊樂設施；而同時報讀四個或以上課程的學生，則可免費獲贈海洋公園入場門票乙張，於假期與親友到海洋公園盡情遊樂。

香港海洋公園學院亦繼續舉辦「教師研習室」，讓老師扮演學生的角色，通過參與工作坊和教學經驗分享，啟發環保教育新靈感。



### Extending Education beyond the Park

Ocean Park's educational work is not confined to the Park; our educators also go out to the community to deliver educational messages to schools throughout Hong Kong. Our Clean Air Programme promotes awareness about environmental protection through interactive stories and games, as well as exhibits onboard our specially designed Clean Air LPG vehicle, sponsored by The Hong Kong Jockey Club Charities Trust. This past year, we expanded our outreach programme by introducing two conservation seminars that we present at local schools. Asian Animals Exploration (for primary schools) focuses primarily on the natural history of giant pandas, red pandas and other Asian animals represented in Ocean Park; while Asian Wildlife Conservation (for secondary schools) introduces students to the conservation work on these animals through different case studies. In all, over 3,000 students benefited from the Academy's outreach programmes during this past year.

We also brought the joy of conservation work to local schools through Hong Kong's first Juvenile Horseshoe Crab Programme, funded by OPCFHK with technical instruction provided by City University of Hong Kong (CityU) to participating secondary school students. Launched in 2009/10, the programme reached a heart-warming conclusion in April 2011 when over a hundred students released the horseshoe crabs they devotedly nurtured for 14 months in the mudflats of Ha Pak Nai, a natural breeding ground for these "living fossils".

As the New Ocean Park experience continues to grow through new animals, attractions, facilities, and teaching approaches, we will remain committed to instilling public awareness and inspiring personal action for the protection of wildlife and their habitats.

### 公園以外的教育活動

海洋公園的教育工作並不局限於公園範圍內進行，我們的教育大使常常走進社區，將保育訊息推廣至全港學校。我們的「新空氣外展課程」除了透過互動故事和遊戲提倡保護環境的意識，更在香港賽馬會慈善信託基金贊助的環保燃氣車內，舉辦展覽。去年，我們更增設兩個保育講座，擴大到訪本地學校的外展課程。「亞洲動物全接觸」主要向小學生介紹大熊貓、小熊猫和其他在海洋公園居住的亞洲野生動物，和牠們的生態歷史；「亞洲野生動物拯救實錄」則向中學生分享不同的真實個案，了解動物保育工作。過去一年，香港海洋公園學院的外展課程合共令超過三千名學生受惠。

此外，我們亦透過香港首個「馬蹄蟹校園保姆計劃」，讓本地學生感受保育工作帶來的喜悅。這項計劃於二零零九年至二零一零年度開始推行，由香港海洋公園保育基金資助，並獲得香港城市大學向參與的中學生提供技術支援。逾一百名學生花了十四個月時間，悉心照顧有「活化石」之稱的馬蹄蟹，終於在二零一一年四月把牠們放歸其自然繁殖地下白泥，象徵此計劃圓滿結束。

未來，「全新海洋公園體驗」將繼續呈獻更多全新動物、景點設施和教學模式，繼續致力加強大眾對保育的關注，鼓勵市民身體力行保護野生動物及其棲息地。







Blue Blotched  
Stingray  
藍點魷



1 out of 30 rays born at Ocean Park  
於海洋公園內繁殖的三十條魷魚之一

## Conservation 生態保育工作

"In addition to state-of-the-art equipment, having a staff of experienced professional aquarists who are passionate about their work is also a key ingredient to Ocean Park's ongoing success in propagating marine life." – Mr. David Lai, Curator of Aquariums, Ocean Park

「海洋公園除了有最先進的水族館設施外，一班資深而對水族館工作充滿熱情的專業護理員同樣是繁殖海洋生物新一代的重要元素。」 - 海洋公園水族部館長黎耀南先生

Over this past year, wildlife and natural habitats continued to come under tremendous pressure from human development and global climate change. The rate at which species become extinct remains as alarming as ever. This makes our work as a conservation advocate even more urgent and indispensable for the health of the planet. At the heart of the New Ocean Park experience is our steadfast commitment to raising awareness and inspiring action by sharing our love for the animals under our care, directing much-needed resources to worthy conservation projects and involving our animal-loving staff in local, regional and global conservation initiatives. Through a new in-park donation system, we have also given our guests an unprecedented level of participation in determining how their support would benefit wildlife conservation through the Ocean Park Conservation Foundation, Hong Kong.

過去一年，社會發展和全球氣候轉變繼續為野生動物及其自然棲息地帶來沉重壓力，很多物種一如以往仍然面臨絕種的威脅，故我們宣揚保育的工作刻不容緩，務必為保護地球出一分力。「全新海洋公園體驗」的重要一環就是與大眾分享我們照顧園內動物的喜悅、向保育項目提供寶貴資源，及讓公園員工參與本地、區內，以至國際間的保育活動，達至提升社會保育意識、鼓勵遊人身體力行實踐保育的目標。我們更在園內設置全新的捐款系統，讓捐款予香港海洋公園保育基金的遊人前所未有地可以彈性選擇受惠的野外保育項目。





### World-class Animal Care—the Heart of our Conservation Advocacy

In preparation of the birth of the New Ocean Park experience, we embarked on our largest-ever in-park conservation initiative when we moved thousands of marine animal ambassadors from the Atoll Reef exhibit high up on Brick Hill to their new home in the Grand Aquarium at the heart of Aqua City. Through the use of an upgraded fish transport system—which includes a new hoisting mechanism in the Grand Aquarium and two new transport tanks equipped with self-standing life support systems—and the adoption of improved transportation techniques developed by Japanese experts, we were able to ensure a smooth transition for our animals and achieve an impressive success rate of 99.5%.

As of the end of fiscal year 2010/11, Ocean Park is home to 527 species. [See appendix for vital statistics of the Park's collection.] Our family of animal ambassadors is the cornerstone of our conservation advocacy platform, as evidenced by the fact that close to 95% of respondents in a recent study we commissioned believe their commitment to protecting animals and the environment could be enhanced by visiting animal exhibits. Our animal family grew dramatically this past year as Aqua City and the Rainforest opened. The latter alone involved the introduction of over 70 new tropical species, ranging from insects, fishes, birds, reptiles, amphibians to mammals. As for the Grand Aquarium, some of the more notable new species are: manta ray, scalloped hammerhead shark and Pacific bluefin tuna. We were able to introduce these species to Hong Kong because the Grand Aquarium, being the ninth largest in the world by tank capacity and featuring world-class facilities, offers them ample room and conditions conducive to their growth and reproduction.

### 世界級動物護理——我們推動保育的中心

為迎接「全新海洋公園體驗」的誕生，我們發起公園有史以來最大規模的園內保育工程，把數以千計的海洋動物從南朗山山頂的海洋館遷移至位於「夢幻水都」的新居「海洋奇觀」。我們運用了更完善的系統運送魚類，包括「海洋奇觀」的全新起重裝置及兩個內置維生系統的特製水箱，配合經日本專家研發改良的運輸技術，讓各類動物大使能順利遷至新居，令是次搬運的成功率高達百分之九十九點五。

截至二零一零至二零一一財政年度，海洋公園的動物大家庭共有五百二十七個物種（園內動物的數據詳見於附錄部分）。我們的動物保育大使對公園宣傳保育的工作舉足輕重；我們最近進行的一項調查指出，接近百分之九十五的受訪者認為參觀動物展示令他們更有決心保護野生動物及其棲息地。「夢幻水都」和「熱帶雨林天地」的開幕為海洋公園的動物大家庭增添多名新成員，單於「熱帶雨林天地」便引入了超過七十個熱帶物種，包括昆蟲、魚類、雀鳥、爬蟲類、兩棲類及哺乳類動物。至於水容量全球排行第九的水族館「海洋奇觀」則擁有世界級設施，得以為香港帶來多個較獨特的新物種包括角鰐、鰩頭鯊及太平洋藍鱈吞拿魚外，更讓這些新上任的動物保育大使得以在寬敞的環境內成長和繁衍下一代。

We also welcomed into the Park a variety of animals that will be showcased in future exhibits. A total of 59 penguins are currently settling in at the Park ahead of the planned opening of Polar Adventure. The three species of penguins—gentoo, king and rockhopper—are all sub-Antarctic varieties that can thrive in a moderately-cooled environment in subtropical Hong Kong. Another Polar Adventure species that has already moved into the Park is the largha seal.

Caring for our animals goes beyond offering them an excellent home; it also involves providing them with proper nourishment from sustainable sources. In anticipation of the dietary needs of the eight koalas that will be arriving in Ocean Park starting in 2014, we engaged a professional and reliable institution to establish a 1.3-hectare eucalyptus plantation in Guangzhou, China. To ensure a stable, high-quality food supply, we also worked with Australian experts to identify various eucalyptus species that satisfy the koalas' palate and can be grown in our climate. With 1,000 eucalyptus trees planted for each koala to secure a sustainable browse supply, the entire plantation will eventually include 8,000 eucalyptus trees and be equipped with an advanced irrigation system to supply water to the trees and prevent fires. A farm with 250 trees will also be set up within the Park for contingency needs.

此外，海洋公園亦迎接了不同的動物，計劃在未來開幕的展館中展出。其中，共五十九隻巴布亞企鵝、國王企鵝和跳岩企鵝現已在公園適應環境，準備進駐將開幕的「冰極天地」。由於這批企鵝全屬亞南極品種，因此我們在位於亞熱帶區域的香港為牠們興建居所時，毋需耗用大量能源，便可創造舒適的家園，讓牠們健康成長。另外，同樣將入住「冰極天地」的斑海豹亦已抵達海洋公園。

我們對動物的愛護從起居開始，為牠們建設安穩舒適的家園，繼而伸延至飲食，從可持續的來源引入食糧，讓牠們攝取合適的營養。由二零一四年起，海洋公園將陸續迎接八隻樹熊，而我們已委任一所專業可靠的機構在廣州設立面積達 1.3 公頃的尤加利樹種植園，配合牠們的飲食需要。我們亦與澳洲專家共同甄選既符合樹熊口味、又適合在中國南部種植的尤加利樹品種，確保能穩定地向樹熊提供優質的食糧。由於每隻樹熊需要一千棵尤加利樹以維持穩定的食糧供應，我們最終會在種植園種植八千棵尤加利樹，並設置先進的灌溉系統，為樹木提供水份及防止火災。此外，我們亦會在公園內設立種植園，栽種二百五十棵尤加利樹，以應付不時之需。





The koalas, when they eventually move into Ocean Park, will enjoy the world-class animal care for which we are known. To prepare for their arrival, we will arrange over six months of training for our staff on general husbandry, animal handling, medical care, animal breeding and nursing of young koalas. This will help us keep our koalas happy and healthy as they act as honoured ambassadors of Australia to spread forest conservation messages. Ocean Park also has a long history of developing innovative animal techniques to improve the welfare of our animal ambassadors. During this past year, we showcased the surgical equipment our senior veterinarian developed to conduct microsurgery on fish patients.

The proper training of our animal ambassadors is one of the keys to our success in husbandry and care. For instance, our birds, otters and other marine and terrestrial mammals undergo training to allow for medical procedures (such as blood tests and ultrasound scans) to be conducted on a voluntary basis to minimise stress on these animals. Advances in the voluntary artificial insemination of our giant pandas are also among the innovative training exercises we conducted during this past year.

未來，八隻樹熊將陸續遷居海洋公園享受世界級的動物護理。為迎接牠們，我們將安排護理員參與超過六個月的培訓，教導他們有關一般飼養、動物護理、醫療保健、動物繁殖及護理小樹熊的知識，協助這些代表澳洲的榮譽大使能健康快樂地成長，宣揚樹熊及其棲息地保育訊息。此外，海洋公園多年來致力創新動物護理技術，改善園內動物保育大使的健康和生活。去年，我們展示了由園內資深獸醫研發、專門為患病魚兒進行顯微手術的設備。

海洋公園的動物護理工作水準卓越，成功之道在於我們為動物保育大使提供適當的訓練。我們為雀鳥、水獺及其他海生和陸生動物進行訓練，讓牠們學習自願接受驗血及超聲波掃描等身體檢查項目，減少檢查對這些動物大使造成的壓力。我們過去一年亦研發創新的動物訓練活動，包括鼓勵大熊貓自願進行人工受孕。



As the only theme park outside of North America to meet or exceed the stringent accreditation requirements of the Association of Zoos and Aquariums (AZA), we are always glad to share our experience with other facilities. Our panda keepers make frequent trips to Sichuan to engage in exchanges with experts so they can adopt the best practices in nurturing and caring for pandas of different ages, while our aquarists maintain close contact with leading facilities in Japan and North America to share husbandry skills and experiences. Given the significance of the opening of Aqua City, we hosted an International Aquarium Symposium in January 2011 to share our experience in creating a world-class aquarium and our commitment to conservation with experts representing aquariums all over the world. During the symposium, a collective resolution was also pledged by all parties to adopt best practices of animal care, education and conservation, as well as reduce our carbon footprints through sustainable use of natural resources. Being an industry leader in Asia, Ocean Park over the past four years played host to regional conference for marine animal trainers, with over 250 participants from across the region in attendance. We are also honoured to have been selected as the host of the International Marine Animal Trainers' Association Conference in 2012.

作為在北美洲以外唯一已達到甚至超越動物園及水族館協會 (Association of Zoos and Aquariums, AZA) 嚴格標準的主題公園，海洋公園一向樂於與同業分享我們的經驗。我們的大熊貓護理員定期到訪四川，與當地專家交流，掌握不同年齡大熊貓的最佳培育及護理技術。另外，我們的水族館護理員則與日本及北美的頂尖設施保持緊密聯繫，互相分享護理海洋生物的技巧和經驗。適逢海洋公園的旗艦主題區「夢幻水都」於二零一一年一月開幕，我們在同月舉辦國際水族館研討會 (International Aquarium Symposium)，與世界各地水族館的專家分享我們建造世界級水族館的經驗，以及公園對保育的承諾。在論壇期間，各水族館代表取得一致共識，承諾在動物護理、教育及保育方面達到最佳標準外，亦會以可持續原則運用天然資源，減少碳排放。海洋公園身為亞洲區的行業領袖之一，在過去四年主持地區性會議，獲得超過 250 名區內海洋動物訓練員參加。對於海洋公園被選為 2012 年國際海洋動物訓練員協會會議的主辦機構，我們感到非常榮幸。





### Heritage of Breeding Success

2010/11 was a remarkable year when it came to producing new generations in Ocean Park as we celebrated the birth of many animal ambassadors. Particularly exciting for us are births by some of our newest species, including the red-handed tamarin in the Rainforest and the gentoo penguin to be featured in the planned Polar Adventure theme zone. These births testified to the quality of care and environment we were able to provide the newcomers. The sustainability of our dolphin breeding programme also received a welcomed boost this year when Domino, one of two bottlenose dolphins from South Africa's Bayworld, sired a male calf with Angel, one of our female dolphins. Fertilisation was realised through artificial insemination, which we were the first to successfully achieve with dolphins back in 2001.

Fish breeding is another area we have accomplished notable results over the years. Since the opening of the Atoll Reef in 1977, we have provided a comfortable environment for 25 different marine fish species to procreate through natural mating. Among the species that reproduced in our facilities are 11 varieties of sharks, one species of ray, a species of skate, and one type of seahorse. Of particular significance is the successful development of a second generation of black-spotted sting ray and whitetip reef shark. Another strength we developed in recent years is in breeding sea jellies and cuttlefish, which enabled us to obtain a number of different species through the exchange of surplus animals from other facilities, including 20 yellow seahorses from Singapore.

### 繁殖經驗豐富 成果有目共睹

二零一零至二零一一年度是海洋公園豐盛的一年，我們見證了許多動物保育大使的誕生，為公園的動物大家庭帶來年輕的新成員；令我們振奮的是，部份新加入海洋公園大家庭的動物保育大使亦已誕下小生命，包括「熱帶雨林天地」的赤掌獼猴和將會在「冰極天地」主題區和遊人見面的巴布亞企鵝，足證我們為全新動物保育大使提供的優質護理及居住環境。繼二零零一年首次成功以人工授孕方式繁殖樽鼻海豚後，我們的海豚繁殖計劃亦在今年帶來喜訊：我們同樣透過人工授孕，協助來自南非著名景點 Bayworld 兩條樽鼻海豚之一的 Domino 和園內雌性海豚 Angel 成功產下一條雄性小海豚。

多年來，我們亦於魚類繁殖上取得顯著成績。自海洋館於一九七七年開幕以來，海洋公園創造了良好的棲息環境，讓二十五種不同的海洋生物透過自然交配而繁殖，當中包括十一個鯊魚品種、一個魷魚品種、一個鰩魚品種及一個海馬品種，當中黑點土魷及白鰭鯊更成功在海洋公園內培育出第二代。而公園近年發展的水母和墨魚繁殖技術亦越趨成熟，讓公園得以與世界各地設施交換動物，從而引入不同物種，包括二十隻來自新加坡的管海馬。

### Ocean Park Conservation Foundation, Hong Kong

Our international reputation as a conservation advocate rests in part on the support we provide to our conservation arm—Ocean Park Conservation Foundation, Hong Kong (OPCFHK). We donate to the Foundation a portion of the Park's admission revenue, panda merchandise sales proceeds and revenue from animal encounter programmes. In addition, the entirety of admission revenue from our annual Conservation Day in January is also donated to the Foundation. Since 2005, Park guests have indirectly contributed a total of HK\$46.8 million to the Foundation, whilst direct contributions through donation boxes and our Octopus donation mechanisms provided an additional HK\$1.6 million towards conservation – a testament to the effectiveness of our call to conservation action. In the 2010/11 fiscal year, the Foundation received a record amount of HK\$9.3 million from Ocean Park to support 28 projects on 21 species and other conservation efforts.

The launch of Aqua City and the new entrance has created a new Ocean Park experience for supporting conservation through empowering our visitors to make a choice on how their donation is to be spent. A brand new Conservation Kiosk outside our main entrance enables visitors to voluntarily make donations to OPCFHK through the Octopus card system. Moreover, guests can now scan their ticket at a "voting system" installed inside the Grand Aquarium to direct the dollar donated from their admission price to benefit "giant panda", "marine animals", or "others". While we have always made an effort to involve our guests in conservation, this innovative donation system has taken donor participation to a new level.

### 香港海洋公園保育基金

我們對香港海洋公園保育基金的支持使公園在國際間以推動保育見稱。公園每年均把入場門票收益、熊貓禮品和動物全接觸活動所得之部份收入，以及每年一月舉辦的海洋公園保育日入場門票之全數收入捐贈保育基金。自二零零五年起，海洋公園的遊人間接為保育基金帶來港幣四千六百八十萬元的善款，並透過八達通系統及捐款箱，向保育基金直接捐助港幣一百六十萬元支持保育工作，反映我們宣揚保育的成果。在二零一零年至二零一一年財政年度，海洋公園捐助保育基金的金額更為有史以來最高，達港幣九百三十萬元，共資助了二十八個保育項目，涵蓋二十一個物種，以及其他保育工作。

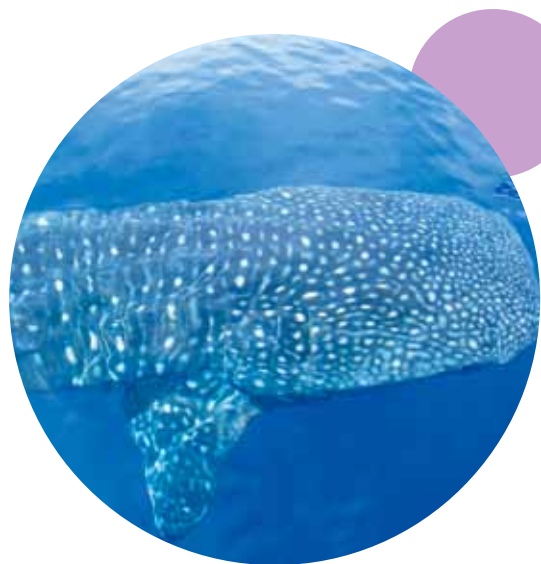
「夢幻水都」和全新公園正門的開幕為有意捐款支持保育的遊人創造了全新的海洋公園體驗，我們在正門外設置「保育知多少」資訊站，讓遊人選擇透過八達通系統向保育基金捐款。此外，海洋公園一向從每張門券的收益中撥捐港幣一元正予香港海洋公園保育基金，現在遊人可利用「海洋奇觀」內的入場券捐款系統，選擇把一元直接捐予「大熊貓」、「海洋生物」或「其他物種」等保育項目。我們向來積極邀請遊人支持保育，而這個創新的捐款系統更增加善長的參與度。





Over the years, the Foundation has developed to become an organisation respected for its commitment to helping conserve wildlife and habitats by funding the work of hundreds of conservationists, research scientists and students. Operating independently as a charitable trust, OPCFHK empanels local and international experts on a Scientific Advisory Committee to review applications for funding. Among the species that benefited from the conservation projects funded by the Foundation this past year were: Indo-pacific humpback dolphins in the Pearl River Delta, Irrawaddy dolphins and whale sharks in the Philippines, giant pandas in Sichuan, red pandas in the Eastern Himalaya in Nepal, and others. Many of the projects funded by the Foundation have resulted in meaningful and lasting changes in how wild habitats are managed and conserved. For instance, an OPCFHK-funded research project in Kalimantan, Indonesia led to the creation of protected zones on the Mahakam River and community awareness programmes for the conservation of the Irrawaddy dolphin.

經過多年努力，香港海洋公園保育基金在保育野生動物及其棲息地的成就已獲得認同，致力資助保育專家、研究員及學生進行不同保育工作。保育基金作為獨立慈善信託基金，每年均會把收到的撥款申請，交由本地及國際專家組成的科研顧問委員會審核。過去一年，保育基金資助各種保育項目，受惠物種包括珠江三角洲一帶的中華白海豚、菲律賓海域的伊河豚及鯨鯊、四川大熊貓和尼泊爾喜馬拉雅山東部的小熊貓等。保育基金資助的多個項目都在當地取得富意義和持久的成果，為野外生態的管理及保育方法帶來了正面的改變，其中一個例子為資助了一項位於印尼東加里曼丹的研究項目，促成當地建立哈坎河淡水保護區，並推動社區宣傳活動，保育伊河豚。



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OPCFHK is also a strong voice in Asia for the conservation of giant pandas. Since the Foundation established its Giant Panda Base Rebuilding Fund immediately after the Sichuan earthquake in 2008, a total of HK\$7.0 million has been raised to support rebuilding efforts through equipment sponsorship, funding and capacity building. Some 160,000 bamboo seedlings were planted in Wolong this past year on support from the Fund. In 2010/11 alone, a total of HK\$1.9 million from the Fund was allocated to support a number of projects, including equipment sponsorships, facilities rebuilding and funding of study trips.

As a Hong Kong-based conservation organisation, OPCFHK also focuses efforts on local habitats. For instance, the Foundation this year funded the first-ever seahorse survey in Hong Kong. Seahorses are significant from a conservation perspective not only because they represent a distinctive form of animal life, but also because the health of seahorse populations strongly correlates with the quality of a given marine habitat. During the summer of 2010, the research team found two distinct species – yellow seahorse and three-spot seahorse – in a survey of 12 sites within local waters. Encouraged by this initial result, the Foundation will undertake a more extensive survey, involving over 30 sites, during the coming year.

在亞洲區內，香港海洋公園保育基金亦積極推動大熊貓保育工作。二零零八年四川地震發生後，保育基金隨即成立「大熊貓基地震後重建基金」，至今共籌得善款逾港幣七百萬元支持重建工作，當中包括物資捐贈、資助及人力培訓。在重建基金的支持下，卧龍保護區過去一年種植了十六萬棵竹樹幼苗，而單在二零一零至二零一一年度，重建基金共撥出港幣一百九十萬元，資助多個項目，其中包括物資捐贈、設施重建及舉辦考察團。

身為香港土生土長的保育機構，香港海洋公園保育基金亦為保護本港的野生生態出一分力，包括於過去一年撥款資助全港首次海馬普查活動。保護海馬對環境保育非常重要，除因為牠擁有與別不同的形態外，此族群的健康亦可直接反映其棲息地的質素。在二零一零年的夏天，保育基金資助的研究團隊在香港十二個地點的水域進行調查，發現兩個海馬品種——管海馬及三斑海馬，令人鼓舞。有見及此，保育基金將於來年展開更大規模的研究，於超過三十個地點進行調查，希望搜集更多有用的資料。





As part of this year's 16th annual Ocean Park Conservation Weekend, OPCFHK presented awards to winners in the Guangdong-Hong Kong-Macao Chinese White Dolphin Drawing Competition, the first-ever competition of its kind that is open to all three regions. Response to the competition was overwhelmingly positive, with over 6,000 entries received. The weekend event was also the occasion for the signing of a framework agreement with Guangdong Sea and Rivers Conservation Association (GDSRCA) for a series of important conservation initiatives to strengthen cooperation and sharing of information and experience. By being one of the first local non-governmental organisations to form a cross-border conservation partnership, OPCFHK ushered in a new era of cross-border cooperation in the conservation of cetaceans, corals and freshwater resources.

To promote public awareness of conservation, the Foundation actively engages in community education. This past year, OPCFHK joined hands with Ocean Park on a sustainable seafood pledge campaign during the Animal Month event in April and May 2011. In just 18 days, over 7,700 guests pledged to not consume shark's fin, humphead wrasse and bluefin tuna for a period of three months.

The Foundation also continued to nurture the development of a new generation of conservationists through its University Student Sponsorship Programme (USSP), which provides local university students with valuable conservation fieldwork experiences. The programme took on a more creative dimension as eligibility was expanded this past year to include students of the Hong Kong Academy for Performing Arts.



在第十六屆「海洋公園保育日」中，香港海洋公園保育基金為首次在粵港澳三地舉辦的「二零一零粵港澳中華白海豚繪畫比賽」舉辦頒獎典禮。比賽反應非常熱烈，共收到超過六千份參賽作品。保育基金更於保育日當天宣佈與廣東海洋江河生態保護促進會簽訂了合作框架協議，透過一系列的保育行動，加強粵港兩地海洋資源的保育經驗及技術交流。保育基金作為首批與內地建立跨境保育合作關係的本地民間團體，為鯨豚、珊瑚及淡水資源的保育工作開創了新領域。

為提高大眾的保育意識，香港海洋公園保育基金積極參與社區教育工作。在二零一一年四至五月的「高清動物月」期間，保育基金和海洋公園攜手推動支持環保海鮮大行動，在僅僅十八天內召集超過七千七百名遊人宣誓承諾在三個月內不食用魚翅、蘇眉及藍鰭吞拿。

香港海洋公園保育基金亦繼續透過「野外生態保育大學生贊助計劃」，給予本地大學生親身參與前線保育工作的機會，栽培新一代的保育使者。計劃今年更首度邀請香港演藝學院的學生參與，讓他們發揮創意，表達保育訊息。

## Taking Conservation beyond the Park

In addition to benefiting conservation by connecting guests with nature and supporting the work of OPCFHK, Ocean Park is keen to find ways to incorporate conservation messages in every aspect of guest experience. For instance, our guests learn about conservation through the dining choices we offer. Not only were we the first in Hong Kong to remove shark's fin dishes from our menus back in 1995, we started offering sustainable seafood dishes this year at the new Neptune's Restaurant to give our guests conservation-friendly options and remind the public that they can make a difference through everyday choices. To enable guests to take conservation messages home with them, we continued to develop unique gifts and souvenirs with conservation themes, such as T-shirts with conservation messages printed on them, stationeries teaching children about iconic marine species, and toys that feature the use of recycled materials.

Besides spreading conservation messages beyond the physical boundaries of the Park, Ocean Park contributes to conservation of different species and habitats represented in our ecologically themed zones. For the past four years, we have been working with an independent team of international scientists on a population and health assessment on beluga whales in the Okhotsk Sea. This ground breaking study includes tagging and satellite tracking, behavioural observations and genetic analysis to better understand the population numbers and dynamics. These findings will provide us with baseline information for future conservation efforts and to evaluate the effects of environmental changes. We submitted the data collected during the first four years of the five-year study to the International Union for Conservation of Nature (IUCN) for an independent review, which confirmed and clarified the findings to date regarding the population's sustainability. The review also provided guidance to the next field season for this research funding cycle. We look forward to sharing some of the valuable information we learned with our guests when Polar Adventure opens in 2012.

## 支持公園以外的保育工作

除讓遊人與大自然緊密連繫，並支持香港海洋公園保育基金的工作外，海洋公園亦一直致力從多角度將保育訊息融入遊園體驗。遊人可在選擇菜式時認識保育，我們不但早於一九九五年起已成為本地首批從餐牌剔除魚翅菜式的餐飲服務機構，今年更開始在新開幕的「海龍王餐廳」選用環保海鮮入饌，讓遊人在品嚐美食時響應環保，鼓勵大家在日常生活中亦能輕鬆實踐保育。同時，我們繼續推出多款以保育為題的獨特禮品及紀念品，例如印有保育訊息的上衣、以海洋生物為造型的文具和使用循環物料製成的玩具等，讓遊人把保育訊息帶回家中。

海洋公園除積極向外推廣保育意識外，亦不遺餘力地保護園內各主題區所代表的動植物品種和自然棲息地。在過去四年，我們委托一班國際科學家進行獨立研究，評估俄羅斯鄂霍次克海白鯨族群的數量和健康狀況。這個突破性的研究包括多項不同工作，包括標籤及衛星追蹤、行為觀察和基因研究，從而更深入了解白鯨的族群數目及活動。研究結果為未來的保育工作提供基本資料，亦有助評估氣候變遷所帶來的影響。是次研究計劃為期五年，我們將首四年收集得來的數據呈交世界自然保護聯盟 (International Union for Conservation of Nature, 簡稱 IUCN) 作獨立評估，核實有關白鯨族群可持續性之研究結果，並為這項計劃的下一輪實地研究提供指引。我們期待「冰極天地」在二零一二年開幕時，能夠與遊人分享寶貴的研究成果。



Over the years, Ocean Park has grown to become a leading international advocate for giant pandas. We were honoured to be invited to serve as a technical advisor to the Development Bureau of the HKSAR government on Wolong rebuilding efforts, including the design and construction of the China Conservation and Research Centre for Giant Pandas and the world’s first Giant Panda Conservation and Disease Control Centre in Dujiangyan. The design of the two centres was unveiled when we played host in June 2011 to officials from Wolong on their study tour to assist them in formulating development and management strategies. The visit culminated in the signing of a framework agreement on future collaboration among Ocean Park, OPCFHK and the Wolong Nature Reserve Administration on community education.

On a local level, we again contributed to different conservation initiatives by sharing the skills and passion of our zoological staff. We continued to volunteer the services of our veterinarian staff to help with OPCFHK’s work in rescuing stranded cetaceans and assisting in its monkey population management programme by performing contraceptive operations. Senior members of our zoological staff also continued to offer their expertise by holding key advisory positions and chaired committees under AFCD and the IUCN. We also assisted Chinese experts in drafting industry standards for the 70-80 aquariums in the mainland, helping them reach international standards and supporting their sustainable development.

As the New Ocean Park experience evolves, we will continue to find ways to contribute to nature conservation and empower our guests to support this most worthy cause.



經驗豐富的海洋公園已成為國際先驅，致力推動大熊貓保育工作。我們很榮幸獲得香港特別行政區發展局邀請，為卧龍的重建工作擔任技術顧問，包括協助設計和興建中國保護大熊貓研究中心，以及位於都江堰的全球首個大熊貓救護與疾病防控中心。我們於二零一一年六月公佈這兩所中心的設計，並接待由卧龍國家級自然保護區官員組成的考察團，協助他們制定當地的發展及管理策略。是次考察促成海洋公園、香港海洋公園保育基金及卧龍國家級自然保護區管理局簽訂框架協議，加強交流及合作，以協助卧龍香港兩地推動大熊貓科普教育工作。

在本地層面，我們亦發揮公園動物護理團隊的才能和熱誠，為多個保育項目作出貢獻。我們的獸醫團隊繼續支持保育基金義務參與香港水域的拯救擱淺鯨豚的工作；並協助控制野生猴子的數目，替牠們進行絕育手術。此外，我們的資深動物管理人員亦為漁護署及世界自然保護聯盟擔任顧問，出任其轄下多個小組委員會的主席，為保育工作提供專業意見。此外，我們更協助內地專家為國內七十多個水族館草擬營運指引，支持它們達到國際水平和維持長遠發展。

隨著「全新海洋公園體驗」不斷演變，我們會繼續尋求更多途徑支持自然保育，鼓勵遊人一同加入保育行列。

Appendix – Vital Statistics  
附錄 – 動物統計數字



| Changes in Ocean Park's Animal Collection from 1 July 2010 to 30 June 2011<br>海洋公園動物統計（二零一零年七月一日至二零一一年六月三十日） |                        |                             |            |                |                  |            |
|--|------------------------|-----------------------------|------------|----------------|------------------|------------|
|  | Marine Mammal<br>海洋哺乳類 | Terrestrial Mammal<br>陸上哺乳類 | Bird<br>鳥類 | Reptile<br>爬蟲類 | Amphibian<br>兩棲類 | Fish<br>魚類 |
| No. of animals as at 1 July 2010<br>動物總數（截至二零一零年七月一日）  | 41                     | 22                          | 795        | 68             | 1                | 1,819      |
| Births <sup>(1)</sup><br>出生 <sup>(1)</sup>   | 2                      | 2                           | 3          | -              | -                | 6          |
| Other Acquisitions <sup>(2)</sup><br>其他引入 <sup>(2)</sup>   | -                      | 15                          | 279        | 18             | 29               | 5,554      |
| Mortalities <sup>(3)</sup><br>死亡 <sup>(3)</sup>  | 1                      | 2                           | 30         | 4              | -                | 572        |
| Other Dispositions <sup>(4)</sup><br>其他損耗 <sup>(4)</sup>   | -                      | -                           | 89         | 2              | -                | 140        |
| No. of animals as at 30 June 2011<br>動物總數（截至二零一一年六月三十日）  | 42                     | 37                          | 958        | 80             | 30               | 6,667      |

Notes:

(1) In-park births included: one bottlenose dolphin, one California sea lion, a pair of red-handed tamarins, one gentoo penguin, two green-winged macaws and six black-spotted stingrays.

(2) The Park acquires animals primarily through exchanges with other zoological parks and facilities, donations and purchases, etc. A large number of fish and significant number of birds were acquired this past year for exhibits inside the newly opened Grand Aquarium and Rainforest themed areas.

(3) Mortalities were basically due to natural attrition, such as the pigeons and doves in the Main Aviary and different fishes. The exception was the loss of over 150 fishes, including milkfish and garden eels, provided by a pre-qualified supplier. Due to concerns about the quality of the stock, the supplier in question will not be used in the future.

(4) Other dispositions include exchanges with other zoological facilities and releases to the wild.

備註：

(1) 園內出生的動物包括一條寬吻海豚、一隻加州海獅、一對紅掌絨猴、一隻巴布亞企鵝、兩隻綠翅金剛鸚鵡及六條黑點土魷。

(2) 海洋公園主要透過與其他動物設施進行交換、接受捐贈及購買等方式引入動物。去年公園利用這些途徑引入大量魚類及鳥類，在全新開幕的「海洋奇觀」及「熱帶雨林天地」主題區內展出。

(3) 去年基本所有損失的動物均死於自然，例如雀鳥天堂內的鴿和鳩，還有魚。另外，部份經預審的供應商提供之魚類質素參差，造成超過一百五十條魚死亡，包括牛奶魚和花園鰻等。因此，公園將不再選用有問題的供應商。

(4) 其他動物損耗包括將動物放歸野外及與其他動物設施進行交換。





Lady  
Gwai Gwai  
Lady 鬼鬼

1 out of 444 ghastly ghouls at  
the 2010 Halloween Bash  
2010 年十月全城哈囉喂四百四十四隻嘩鬼之一

## Calendar of Events 年中事項

### New Attractions And Major Milestones 新景點及里程碑



City Bids Temporary Farewell to Atoll Reef for Further Renovation  
海洋館暫別香港市民並將化身為全新展館



Hong Kong Celebrates the Birth of New Ocean Park with the Launch of Aqua City  
香港見證海洋公園全新旗艦主題區夢幻水都開幕



Ocean Park Celebrates the Opening of The Rainforest  
海洋公園全新景區熱帶雨林天地正式開幕



5

Big Five Events  
五項年度大型  
節慶活動



Ocean Park Summer Splash 2010  
海洋公園夏水禮 2010



Ocean Park Lunar Lucky Fiesta  
海洋公園開運大團拜



Ocean Park Halloween Bash 2010  
海洋公園十月全城哈囉喂 2010



Ocean Park Animal Month – In High Definition  
海洋公園高清動物月



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





## Industry Recognition And New Records 業界認可及新紀錄



Ocean Park Breaks Attendance Record for 7th Time in 8 Years  
海洋公園入場人次再闢高峰 八年內第七次開創新紀錄

## Caring Initiatives 關愛社群活動



Whiskers and Clowns Celebrate Easter with Children at Queen Mary Hospital  
威威獅令與魔術小丑於復活節探訪瑪麗醫院兒科病房



Ocean Park Welcomes 100,000,000th Guest Since Inception  
海洋公園喜迎第一億位遊人



Ocean Park Offers Free Admission to 4,000 Guests on IDDP 2010 - Ocean Park Fun Day  
海洋公園招待四千名人士參與 2010 國際復康日暨「海洋公園同樂日」



Ocean Park Ranked as World's No.17, Asia's No.7 and China's No.2 Theme Park by the TEA/AECOM Attraction Attendance Report 2010  
香港海洋公園獲 TEA/AECOM 排名為全球第 17 位、全亞洲第 7 位及全中國第 2 位之主題公園



Halloween Bash Charity Night Raised HK\$850,000 for Po Leung Kuk  
十月全城哈囉喂慈善夜為保良局籌得逾 \$85 萬



## Animal Celebrations 動物慶祝活動



Giant Pandas Ying Ying and Le Le Celebrate Fifth Birthday  
大熊貓盈盈、樂樂慶祝五歲生辰



8 Penguin Stars from Hollywood Join Ocean Park Family  
八隻荷裏活企鵝明星加入海洋公園大家庭



Ocean Park Unveils Design of Hong Kong's First and Only Koala Exhibit  
海洋公園首度披露香港唯一及首個樹熊館設計

## Environmental Initiatives 環境保護項目



Ocean Park Supports Earth Hour with Candle-light Dinner at Neptune's Restaurant  
海洋公園響應「地球一小時 2011」於海龍王餐廳享受燭光晚餐



Ocean Park Celebrates 25th Anniversary of International Coastal Cleanup  
海洋公園全力支持第 25 屆國際海岸清潔運動



## Education And Animal Conservation 教育工作及動物保育



Over 300 Students Pledge Support for Marine Conservation at Ocean Park Academy Annual Award Presentation Ceremony  
香港海洋公園學院周年頒獎典禮 逾 300 名學生宣誓支持保育海洋



Kenny Lau's Painting Auction Raises Close to \$400,000 for Animal Conservation  
畫壇神童劉見之畫作拍賣會籌得近 \$40 萬支持野生動物保育工作



15 Trainees Graduate from "Ocean Park Theme Park F&B Trainee Programme"  
海洋公園「主題公園餐飲服務學員計劃」15 名學員畢業

## Joint Promotions 合作優惠



4 New Partners Join World Attractions Fun Deals Partnership Program  
「海洋公園四海樂悠遊」互訪優惠計劃加入四名新成員



Ocean Park and Other Local Attractions Present "Hong Kong Attractions Fun Deals" Discount Excursions  
海洋公園及本地景點攜手呈獻「香港樂悠遊」優惠寫意遊





Grand  
Aquarium  
海洋奇觀

Grand Aquarium – 1 out of 30+ newly opened attractions under the Ocean Park Master Redevelopment Plan

海洋奇觀 – 海洋公園全新發展計劃中三十多個新增景點之一

## Auditors' Report & Financial Statements

核數師報告書及財務報表



We have audited the financial statements of Ocean Park Corporation (the “Corporation”) set out on pages 78 to 113, which comprise the balance sheet as at 30th June 2011, and the income and expenditure account, statement of comprehensive income, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory information.

**Board members’ responsibility for the financial statements**

The Board is responsible for the preparation of financial statements that give a true and fair view 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, and for such internal control as the Board determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

**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 about 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 Corporation’s preparation of financial statements that give a true and fair view 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 Corporation’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 2011 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, 22nd September 2011

本核數師（以下簡稱「我們」）已審核列載於第 78 至 113 頁海洋公園公司（以下簡稱「貴公司」）的財務報表，此財務報表包括於二零一一年六月三十日的資產負債表與截至該日止年度的損益表、綜合收益表、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資料。

**董事局委員就財務報表須承擔的責任**

董事局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》編製財務報表，以令財務報表作出真實而公平的反映，及落實其認為編製財務報表所必要的內部控制，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。

**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》的規定僅向董事局報告，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。該等準則要求我們遵守道德規範，並規劃及執行審核，以合理確定財務報表是否不存有任何重大錯誤陳述。

審核涉及執行情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財務報表以作出真實而公平的反映相關的內部控制，以設計適當的審計程序，但目的並非對公司內部控制的有效性發表意見。審計亦包括評價董事局所採用會計政策的合適性及作出會計估計的合理性，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二零一一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，二零一一年九月二十二日



OCEAN PARK CORPORATION  
BALANCE SHEET  
AS AT 30TH JUNE 2011

海洋公園公司  
資產負債表  
二零一一年六月三十日

|   |                | Note | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|---|----------------|------|-------------------------------|-------------------------------|
|   |                | 附註   |                               |                               |
| <b>Non current assets</b>                         | 非流動資產          |      |                               |                               |
| Property, plant and equipment                     | 物業、機器及設備       | 5    | <b>5,213.7</b>                | 4,394.7                       |
| Club debenture                                    | 會所債券           | 6    | <b>2.3</b>                    | 1.9                           |
|   |                |      |                               |                               |
|   |                |      | <b>5,216.0</b>                | 4,396.6                       |
|   |                |      |                               |                               |
| <b>Current assets</b>                             | 流動資產           |      |                               |                               |
| Inventories                                       | 存貨             | 7    | <b>51.7</b>                   | 36.3                          |
| Trade and other receivables                       | 貿易及其他應收款       | 8    | <b>23.7</b>                   | 19.0                          |
| Current account with the Ocean Park Trust Fund    | 與海洋公園信託基金的往來賬項 |      | <b>1.9</b>                    | 1.2                           |
| Financial instruments                             | 金融工具           | 9    | <b>208.4</b>                  | 125.8                         |
| Bank balances and cash                            | 銀行結餘及現金        | 10   | <b>1,948.7</b>                | 1,747.8                       |
|   |                |      |                               |                               |
|   |                |      | <b>2,234.4</b>                | 1,930.1                       |
|   |                |      |                               |                               |
| <b>Current liabilities</b>                        | 流動負債           |      |                               |                               |
| Trade and other payables                          | 貿易及其他應付款       | 11   | <b>467.4</b>                  | 343.5                         |
| Deferred income                                   | 遞延收入           |      | <b>88.5</b>                   | 50.9                          |
|   |                |      |                               |                               |
|   |                |      | <b>555.9</b>                  | 394.4                         |
|   |                |      |                               |                               |
| <b>Net current assets</b>                         | 流 動資產淨值        |      | <b>1,678.5</b>                | 1,535.7                       |
|   |                |      |                               |                               |
| <b>Non-current liabilities</b>                    | 非流動負債          |      |                               |                               |
| Government subordinated loan and Commercial loans | 政府附屬貸款及商業貸款    | 12   | <b>4,845.0</b>                | 4,075.0                       |
| Interest payable on Government subordinated loan  | 政府附屬貸款應付利息     | 12   | <b>289.9</b>                  | 209.0                         |
| Financial instruments                             | 金融工具           | 9    | <b>165.6</b>                  | 100.1                         |
|   |                |      |                               |                               |
|   |                |      | <b>5,300.5</b>                | 4,384.1                       |
|   |                |      |                               |                               |
| Net assets  | 資產淨值           |      | <b>1,594.0</b>                | 1,548.2                       |
|   |                |      |                               |                               |
|   |                |      |                               |                               |
| Financed by:                                      | 資金來源:          |      |                               |                               |
| Capital fund                                      | 資本基金           | 13   | <b>475.0</b>                  | 475.0                         |
| Accumulated surplus                               | 累積盈餘           |      | <b>1,282.2</b>                | 1,177.1                       |
| Hedging reserve                                   | 對沖儲備           | 14   | <b>(164.9)</b>                | (105.2)                       |
| Revaluation reserve                               | 重估儲備           | 6    | <b>1.7</b>                    | 1.3                           |
|   |                |      |                               |                               |
|   |                |      | <b>1,594.0</b>                | 1,548.2                       |

Allan Zeman, GBM, GBS, JP  
Chairman

盛智文, GBM, GBS, JP  
主席

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。

OCEAN PARK CORPORATION  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園公司  
損益表  
截至二零一一年六月三十日止年度

|   |            | Note | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|---|------------|------|-------------------------------|-------------------------------|
|   |            | 附註   |                               |                               |
| Revenue                                     | 收入         | 15   | <b>1,248.7</b>                | 986.6                         |
| Operating Costs                             | 經營成本       | 16   | <b>(909.5)</b>                | (750.8)                       |
|   |            |      |                               |                               |
| <b>Surplus from operations</b>              | 經營盈餘       |      | <b>339.2</b>                  | 235.8                         |
|   |            |      |                               |                               |
| Depreciation and loss on disposal           | 折舊及撇銷      | 5    | <b>(188.6)</b>                | (137.6)                       |
| Finance costs                               | 財務費用       | 18   | <b>(61.3)</b>                 | (33.8)                        |
| Strategic review and redevelopment expenses | 策略性檢討及重建費用 | 19   | <b>(3.3)</b>                  | (6.0)                         |
| Transfer from the Ocean Park Trust Fund     | 轉自海洋公園信託基金 | 19   | <b>3.3</b>                    | 6.0                           |
|   |            |      |                               |                               |
| <b>Net operating surplus</b>                | 經營盈餘淨額     |      | <b>89.3</b>                   | 64.4                          |
|   |            |      |                               |                               |
| Investment income                           | 投資收入       | 20   | <b>15.8</b>                   | 17.6                          |
|   |            |      |                               |                               |
| <b>Surplus for the year</b>                 | 本年度盈餘      |      | <b>105.1</b>                  | 82.0                          |

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。



OCEAN PARK CORPORATION  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園公司  
綜合收益表  
截至二零一一年六月三十日止年度

|   | Note | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|---|------|-------------------------------|-------------------------------|
| Surplus for the year                    |      | 105.1                         | 82.0                          |
| Other comprehensive income              |      |                               |                               |
| Change in fair value of club debenture  | 6    | 0.4                           | 0.4                           |
| Cash flow hedges                        | 14   | (59.7)                        | (103.3)                       |
| Other comprehensive income for the year |      | (59.3)                        | (102.9)                       |
| Total comprehensive income for the year |      | 45.8                          | (20.9)                        |

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。

OCEAN PARK CORPORATION  
STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園公司  
權益變動表  
截至二零一一年六月三十日止年度

|   | Capital fund<br>HK\$ million<br>資本基金<br>港幣百萬元 | Accumulated surplus<br>HK\$ million<br>累積盈餘<br>港幣百萬元 | Hedging reserve<br>HK\$ million<br>對沖儲備<br>港幣百萬元 | Revaluation reserve<br>HK\$ million<br>重估儲備<br>港幣百萬元 | Total<br>HK\$ million<br>總計<br>港幣百萬元 |
|---|---|--|--|--|--------------------------------------|
| Balance at 1st July 2009<br>二零零九年七月一日結餘               | 475.0   | 1,095.1  | (1.9)  | 0.9  | 1,569.1                              |
| Surplus for the year<br>年度盈餘                          | -   | 82.0   | -  | -  | 82.0                                 |
| Other comprehensive income                            |   |  |  |  |                                      |
| 其他綜合收益  |   |  |  |  |                                      |
| Change in fair value of club debentures<br>會所債券的公平值變動 | -   | -  | -  | 0.4  | 0.4                                  |
| Cash-flow hedges<br>現金流對沖                             |   |  | (103.3)  | -  | (103.3)                              |
|   | -   | -  | (103.3)  | 0.4  | (102.9)                              |
| Total comprehensive income for the year<br>年度總綜合收益    | -   | 82.0   | (103.3)  | 0.4  | (20.9)                               |
| Balance at 30th June 2010<br>二零一零年六月三十日結餘             | 475.0   | 1,177.1  | (105.2)  | 1.3  | 1,548.2                              |
| Balance at 1st July 2010<br>二零一零年七月一日結餘               | 475.0   | 1,177.1  | (105.2)  | 1.3  | 1,548.2                              |
| Surplus for the year<br>年度盈餘                          | -   | 105.1  | -  | -  | 105.1                                |
| Other comprehensive income                            |   |  |  |  |                                      |
| 其他綜合收益  |   |  |  |  |                                      |
| Change in fair value of club debentures<br>會所債券的公平值變動 | -   | -  | -  | 0.4  | 0.4                                  |
| Cash-flow hedges<br>現金流對沖                             | -   | -  | (59.7)   | -  | (59.7)                               |
|   | -   | -  | (59.7)   | 0.4  | (59.3)                               |
| Total comprehensive income for the year<br>本年度總綜合收益   | -   | 105.1  | (59.7)   | 0.4  | 45.8                                 |
| Balance at 30th June 2011<br>二零一一年六月三十日結餘             | 475.0   | 1,282.2  | (164.9)  | 1.7  | 1,594.0                              |

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。



OCEAN PARK CORPORATION  
CASH FLOW STATEMENT  
FOR THE YEAR ENDED 30TH JUNE 2011

|  | Note<br>附註 | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|--|------------|-------------------------------|-------------------------------|
| <b>Cash flows from operating activities</b>  |            |                               |                               |
| Net cash from operating activities   | 21         | <b>393.5</b>                  | 254.3                         |
| <b>Cash flows from investing activities</b>  |            |                               |                               |
| Interest received  |            | <b>14.5</b>                   | 28.3                          |
| Purchase/construction of property, plant and equipment                               |            | <b>(877.4)</b>                | [1,343.2]                     |
| Proceeds from sales of property, plant and equipment                                 |            | <b>0.3</b>                    | 0.1                           |
| Purchase of financial instruments  |            | <b>(84.3)</b>                 | [126.4]                       |
| Proceeds from sales of financial instruments   |            | <b>-</b>                      | 120.0                         |
| Net placements of fixed deposits with banks with original maturity over three months |            | <b>(138.1)</b>                | [217.4]                       |
| <b>Net cash used in investing activities</b>   |            | <b>(1,085.0)</b>              | [1,538.6]                     |
| <b>Cash flows from financing activities</b>  |            |                               |                               |
| Receipt of funds from Ocean Park Trust Fund  |            | <b>4.5</b>                    | 5.0                           |
| Interest and other financing costs paid on Commercial loans                          |            | <b>(25.9)</b>                 | [17.8]                        |
| Drawdown of Commercial loans/Government Subordinated loan                            | 12         | <b>770.0</b>                  | 1,300.0                       |
| <b>Net cash from financing activities</b>  |            | <b>748.6</b>                  | 1,287.2                       |
| <b>Net increase in cash and cash equivalents</b>                                     |            | <b>57.1</b>                   | 2.9                           |
| <b>Cash and cash equivalents at beginning of the year</b>                            |            | <b>319.1</b>                  | 318.1                         |
| <b>Exchange gain/(loss) on cash and cash equivalent</b>                              |            | <b>5.7</b>                    | [1.9]                         |
| <b>Cash and cash equivalents at end of the year</b>                                  | 10         | <b>381.9</b>                  | 319.1                         |

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。

海洋公園公司  
現金流量表  
截至二零一一年六月三十日止年度

|                      | Note<br>附註 | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|----------------------|------------|-------------------------------|-------------------------------|
| <b>營運活動的現金流量</b>     |            |                               |                               |
| 營運活動的淨現金             | 21         | <b>393.5</b>                  | 254.3                         |
| <b>投資活動的現金流量</b>     |            |                               |                               |
| 已收利息                 |            | <b>14.5</b>                   | 28.3                          |
| 購入/興建物業、機器及設備        |            | <b>(877.4)</b>                | [1,343.2]                     |
| 銷售物業、機器及設備所得款        |            | <b>0.3</b>                    | 0.1                           |
| 購入金融工具所得款            |            | <b>(84.3)</b>                 | [126.4]                       |
| 銷售金融工具所得款            |            | <b>-</b>                      | 120.0                         |
| 存入原到期日超過三個月的銀行定期存款淨額 |            | <b>(138.1)</b>                | [217.4]                       |
| <b>投資活動所用淨現金</b>     |            | <b>(1,085.0)</b>              | [1,538.6]                     |
| <b>融資活動的現金流量</b>     |            |                               |                               |
| 收取來自海洋公園信託基金的資金      |            | <b>4.5</b>                    | 5.0                           |
| 商業貸款已付利息及其他財務費用      |            | <b>(25.9)</b>                 | [17.8]                        |
| 提取商業貸款 / 政府附屬貸款      | 12         | <b>770.0</b>                  | 1,300.0                       |
| <b>融資活動產生的淨現金</b>    |            | <b>748.6</b>                  | 1,287.2                       |
| <b>現金及現金等價物淨增加</b>   |            | <b>57.1</b>                   | 2.9                           |
| <b>年初現金及現金等價物</b>    |            | <b>319.1</b>                  | 318.1                         |
| <b>現金及現金等價物匯兌虧損</b>  |            | <b>5.7</b>                    | [1.9]                         |
| <b>年終現金及現金等價物</b>    | 10         | <b>381.9</b>                  | 319.1                         |

The notes on pages 84 to 113 are an integral part of these financial statements.  
第84至第113頁的附註屬本財務報表的一部分。



1 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 Hong Kong dollars (HK\$ million), unless otherwise stated. These financial statements were approved for issue by the Board of Ocean Park Corporation on 22nd September 2011.

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 Hong Kong Ocean Park Corporation Ordinance 1987. 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 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.

The Corporation has adopted the following relevant revised interpretation as of 1st July 2010:

HK Interpretation 5 Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause

This interpretation provides guidance on the classification by the borrower of a term loan that contains a repayment on demand clause, with reference to the criteria for classification of liabilities as current or non-current as set out in HKAS 1.

The Corporation has reassessed the classification of borrowings and the effect of the changes in the accounting policy following the adoption of HK Interpretation 5. The adoption of HK Interpretation 5 has no impact on the financial position of the Corporation as at 30 June 2011.

The Corporation has not elected to early adopt the following relevant new standards and amendments that have been issued but are not yet effective as at 30th June 2011.

|   |                                      | Effective for accounting periods<br>beginning on or after |
|---|--------------------------------------|---|
| HKAS 24 (Revised)                                 | Related Party Disclosures            | 1st July 2011   |
| HKFRS 9   | Financial Instruments                | 1st January 2013  |
| HKFRS 13  | Fair value measurements              | 1st January 2013  |
| Annual improvement to HKFRS published in May 2010 |                                      |   |
| HKAS 1  | Presentation of Financial Statements | 1st July 2011   |
| HKFRS 7   | Financial Instruments: Disclosures   | 1st July 2011   |

The Corporation believes the adoption of the above new standards and amendment will not result in substantial changes to the Corporation’s accounting policies except for certain presentational changes on the financial statements.

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二零一一年九月二十二日批准刊發。

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。

本公司已於二零一零年七月一日採納下列之相關經修訂會計準則：

香港詮釋第 5 號 財務報表的列報 – 借款方對包含可按要求償還條款的定期貸款的分類

此詮釋參照香港會計準則第 1 號，對將負債分類為即期或非即期而定出的標準，就定期貸款的借款方對包含可按要求償還條款的定期貸款的分類提供指引。本集團已重新評估借貸的分類及因採納香港詮釋第 5 號的會計政策的變動影響。採用香港詮釋第 5 號對本集團於二零一一年六月三十日之財務狀況並無影響。

本公司並無選擇提早採納下列於二零一一年六月三十日止已頒佈但尚未生效之相關新準則或修訂：

|                    |           | 下列日期或之後開始的會計期間生效 |
|--------------------|-----------|------------------|
| 香港財務報告準則24 (經修訂)   | 相關人士披露    | 二零一一年七月一日        |
| 香港財務報告準則 9         | 金融工具      | 二零一三年一月一日        |
| 香港財務報告準則 13        | 公平值計量     | 二零一三年一月一日        |
| 二零一零年五月頒佈的財務準則年度改進 |           |                  |
| 香港會計準則1            | 財務報表的列表   | 二零一一年七月一日        |
| 香港財務報告準則 7         | 金融工具 – 披露 | 二零一一年七月一日        |

除了部份於財務報表上有關呈報上的變動外，本公司受託人相信於未來期間採納此等新準則及修訂將不會令本公司的會計政策出現重大變動。



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 Corporation 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:

|                     | Depreciation period |
|---------------------|---------------------|
| Buildings           | 10 - 40 years       |
| Plant and equipment | 2 - 20 years        |
| Exhibition animals  | 2 - 15 years        |

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 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。

|        | 折舊年期     |
|--------|----------|
| 建築物    | 10 - 40年 |
| 機器及設備  | 2 - 20年  |
| 供觀賞的動物 | 2 - 15年  |

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額與賬面金額之間的差額（如有）釐定，並在損益表內確認。



2      **Summary of significant accounting policies (Continued)**

2.4    **Financial instruments at fair value through the income and expenditure account (Continued)**

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 and reference to other information that are substantially the same.

2.5    **Club debentures**

Club debentures are classified as available-for-sale financial 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 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      **重要會計政策摘要 (續)**

2.4    **以公平值記入損益表的金融工具 (續)**

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。

2.5    **會所債券**

會所債券被分類為可供出售財務資產並以公平值記賬，而公平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 Summary of significant accounting policies (Continued)

2.9 Employee benefits

- (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 operates two defined contribution schemes, both of which satisfy the provisions of the Hong Kong Mandatory Provident Fund Schemes Ordinance. Contributions to the schemes are recognised in the income and expenditure account as incurred.

2.10 Trade and other payables

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less (or in the normal operating cycle of the business if longer). If not, they are presented as non-current liabilities.

Trade payables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

2.11 Borrowings

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

2.12 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.

2.13 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 is 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 重要會計政策摘要 (續)

2.9 僱員福利

- (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) 本公司設有兩項界定供款退休福利計劃，兩項計劃均符合香港《強制性公積金計劃條例》的規定。本公司向該等計劃作出的供數於產生時在損益表確認。

2.10 應付賬款

應付賬款為在日常經營活動中購買商品或服務而應支付的義務。如應付款的支付日期在一年或以內（如仍在正常經營週期中，則可較長時間），其被分類為流動負債；否則分類為非流動負債。

應付賬款以公平價值為初始確認，其後利用實際利率法按攤銷成本計量。

2.11 貸款

貸款初步按公平值，其後按攤銷成本列賬。

2.12 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。

2.13 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      **Summary of significant accounting policies (Continued)**

**2.14 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.

**2.15 Taxation**

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

**2.16 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 are made under operating leases are charged to the income and expenditure accounts on a straight-line basis over the period of the lease.

**2.17 Grants, donations and fund transfers**

The Corporation applies the principles of Hong Kong Accounting Standard 20 “Government Grants and Disclosure of Government Assistance” (“HKAS 20”) 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.

**2.18 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.

**2.19 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 hedging derivatives that are designated and qualify as hedges are recognised in equity.

Amounts accumulated in equity are recycled to the income and expenditure account in order to reflect the effectiveness of the hedge position in the same period that the hedged item is taken to profit or loss. When the Corporation’s hedges relate to the future purchase of fixed assets, 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）**

**2.14 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並很有可能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。

**2.15 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。

**2.16 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。

**2.17 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。

**2.18 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。

**2.19 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。



3 Financial risk management

3.1 Financial risk factors

The Corporation’s activities expose it to market risk (including currency risk, cash flow and 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 denominated in Japanese Yen and Euros. As the Corporation has hedged its foreign exchange exposure on its purchases denominated in Euros and Japanese Yen, there is no significant 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 fixed income securities. As at 30th June 2011, if the price of the securities has increased/decreased by 10% with all other variables held constant, surplus for the year would have been HK\$20.8 million (2010: HK\$12.6 million) higher/lower, as a result of increases/decreases of these investments.

(iii) Cash flow and fair value interest rate risk

The Corporation’s interest-rate risk arises from long-term borrowings. The current borrowings are comprised of a HKSAR Government loan, which is issued at fixed rate, and the Commercial loan which is issued at floating rates. These loans expose the Corporation to cash flow and fair value interest-rate risk. Alternatives to the HKSAR Government loan are not available to the Corporation. The Commercial loan is currently charged at floating rates. Based on the current low interest rate environment, the impact to the surplus or deficit of a shift in the interest rate is considered not significant. The Corporation strives to arrive at an appropriate fixed rate environment and the Corporation has entered into a number of interest rate swaps contracts to mitigate of risk of fluctuation of floating rate in coming years.

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、現金流量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集團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海洋公園公司董事局（「董事局」）批准的政策執行。董事局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。董事局已訂立政策，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圓為貨幣單位。由於本公司已對沖來自歐元及日圓購置物品的外匯風險，故本公司的盈餘不受港幣兌換該等貨幣的波動所有重大影響。

(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，故此本集團承受價格風險。為了管理投資的價格風險，本公司根據董事局設定的限額分散其投資組合。

本公司的投資包括定息債券。在二零一一年六月三十日，假若定息債券的價格上升 / 下跌 10%，而所有其他因素維持不變，則該年度的盈餘應增加 / 減少港幣 20.8 百萬元（二零一零年：港幣 12.6 百萬元），來自投資的上升 / 下跌。

(iii) 現金流量及公平值利率風險

本公司的利率風險來自長期貸款。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，以及以浮動利率計算的商業貸款。這次貸款令本公司承受公平值現金流動利率風險。除了政府貸款外本公司並無其他可用貸款。商業貸款現時以浮動利率計息。基於現時的低息環境，利率變動對盈餘或虧損的影響被視為不大。本公司會在開始償還貸款的本金時致力達至適合的固定利率環境，並使用數張利率交換契約以抵銷浮動利率帶來的風險。



3 Financial risk management (Continued)

3.1 Financial risk factors (Continued)

(b) Credit risk

The carrying amounts of cash deposits at banks, financial instruments, trade and other receivables and current account with Ocean Park Trust Fund represent the Corporation's maximum exposure to credit risks in relation to the financial assets. Cash and bank balances were placed with banks with sound credit ratings to mitigate the risk. All financial instruments purchased have sound credit ratings to mitigate the risk. For trade and other receivables and current account with Ocean Park Trust Fund, the Corporation reviews the recoverable amount of each debtor to ensure that adequate provision is made for irrecoverable amounts. The Corporation does not hold any collateral as security.

(c) 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<br>than 1 year<br>HK\$ million | Between<br>1 and 5 years<br>HK\$ million | Over<br>5 years<br>HK\$ million |
|--|-------------------------------------|--|---------------------------------|
| <b>At 30 June 2011</b>                       |                                     |  |                                 |
| Government subordinated and Commercial loans | 238.0                               | 1,116.6                                  | 6,172.7                         |
| Trade and other payables                     | 467.4                               | -  | -                               |
| Interest rate swap contracts                 | 36.5                                | 132.4                                    | -                               |
| <b>At 30 June 2010</b>                       |                                     |  |                                 |
| Government subordinated and Commercial loans | 23.3                                | 867.9                                    | 6,117.5                         |
| Trade and other payables                     | 343.5                               | -  | -                               |
| Interest rate swap contracts                 | -                                   | 85.5                                     | 27.8                            |

3 財務風險管理（續）

3.1 財務風險因素（續）

(b) 信用風險

本公司有關財務資產的最高信用風險相當於銀行現金存款、金融工具、貿易及其他應付款，以及與海洋公園信託基金的往來賬項的賬面值。現金和銀行結餘均存放在具有良好信貸評級的銀行中以減低風險。所有購入的金融工具均獲良好的信貸評級以減低風險。至於貿易及其他應收款以及與海洋公園信託基金的往來賬項，本公司會評估個別債項的可收回金額，確保已作出足夠撥備。本公司並無持有任何抵押品作為質押。

(c) 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，監控集團的流動資金儲備（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<br>港幣百萬元 | 1至5年內<br>港幣百萬元 | 5年以上<br>港幣百萬元 |
|--------------------|---------------|----------------|---------------|
| <b>於二零一一年六月三十日</b> |               |                |               |
| 政府附屬貸款及商業貸款        | 238.0         | 1,116.6        | 6,172.7       |
| 貿易及其他應付款           | 467.4         | -              | -             |
| 利率交換契約             | 36.5          | 132.4          | -             |
| <b>於二零一零年六月三十日</b> |               |                |               |
| 政府附屬貸款及商業貸款        | 23.3          | 867.9          | 6,117.5       |
| 貿易及其他應付款           | 343.5         | -              | -             |
| 利率交換契約             | -             | 85.5           | 27.8          |



3 Financial risk management (Continued)

3.2 Fair value estimation

HKFRS 7 requires disclosure of fair value measurements for financial instruments that are measured in the balance sheet at fair value by level of the following fair value measurement hierarchy:

- Quoted prices (unadjusted) in active markets for identical assets or liabilities (level 1).
- Inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) (level 2).
- Inputs for the asset or liability that are not based on observable market data (that is, unobservable inputs) (level 3).

The following table presents the Corporation’s assets and liabilities that are measured at fair value at 30th June 2011

|                                | Level 1<br>HK\$ million | Level 2<br>HK\$ million | Total<br>HK\$ million |
|--------------------------------|-------------------------|-------------------------|-----------------------|
| <strong>Assets</strong>        |                         |                         |                       |
| Financial instruments          |                         |                         |                       |
| - Unlisted bonds               | 208.4                   | -                       | 208.4                 |
| Club debenture                 | 2.3                     | -                       | 2.3                   |
|                                | <u>210.7</u>            | <u>-</u>                | <u>210.7</u>          |
| <strong>Liabilities</strong>   |                         |                         |                       |
| Financial instruments          |                         |                         |                       |
| - Interest rate swap contracts | -                       | (165.6)                 | (165.6)               |
|                                | <u>-</u>                | <u>(165.6)</u>          | <u>(165.6)</u>        |

The following table presents the Corporation’s assets and liabilities that are measured at fair value at 30th June 2010

|                                     | Level 1<br>HK\$ million | Level 2<br>HK\$ million | Total<br>HK\$ million |
|-------------------------------------|-------------------------|-------------------------|-----------------------|
| <strong>Assets</strong>             |                         |                         |                       |
| Financial instruments               |                         |                         |                       |
| - Unlisted bonds                    | 125.7                   | -                       | 125.7                 |
| - Foreign currency forward contract | -                       | 0.1                     | 0.1                   |
| Club debenture                      | 1.9                     | -                       | 1.9                   |
|                                     | <u>127.6</u>            | <u>0.1</u>              | <u>127.7</u>          |
| <strong>Liabilities</strong>        |                         |                         |                       |
| Financial instruments               |                         |                         |                       |
| - Interest rate swap contracts      | -                       | (100.1)                 | (100.1)               |
|                                     | <u>-</u>                | <u>(100.1)</u>          | <u>(100.1)</u>        |

3 財務風險管理（續）

3.2 公平值估計

本公司採納香港財務報告準則 7 有關金融工具在資產負債表按公平值計量的修改，其規定按下列公平值計量架構披露公平值計量：

- 相同資產或負債在活躍市場的報價（未經調整）（第 1 層）。
- 除了第 1 層所包括的報價外，該資產和負債的可觀察的其他輸入，可為直接（即例如價格）或間接（即源自價格）（第 2 層）。
- 資產和負債並非依據可觀察市場數據的輸入（即非可觀察輸入）（第 3 層）。

下表顯示本集團資產和負債按二零一一年六月三十日計量的公平值。

|                     | 第 1 層<br>港幣百萬元 | 第 2 層<br>港幣百萬元 | 總計<br>港幣百萬元    |
|---------------------|----------------|----------------|----------------|
| <strong>資產</strong> |                |                |                |
| 金融工具                |                |                |                |
| - 非上市債務證券           | 208.4          | -              | 208.4          |
| 會所債券                | 2.3            | -              | 2.3            |
|                     | <u>210.7</u>   | <u>-</u>       | <u>210.7</u>   |
| <strong>負債</strong> |                |                |                |
| 金融工具                |                |                |                |
| - 利率交換契約            | -              | (165.6)        | (165.6)        |
|                     | <u>-</u>       | <u>(165.6)</u> | <u>(165.6)</u> |

下表顯示本集團資產和負債按二零一零年六月三十日計量的公平值。

|                     | 第 1 層<br>港幣百萬元 | 第 2 層<br>港幣百萬元 | 總計<br>港幣百萬元    |
|---------------------|----------------|----------------|----------------|
| <strong>資產</strong> |                |                |                |
| 金融工具                |                |                |                |
| - 非上市債務證券           | 125.7          | -              | 125.7          |
| - 外幣遠期利率契約          | -              | 0.1            | 0.1            |
| 會所債券                | 1.9            | -              | 1.9            |
|                     | <u>127.6</u>   | <u>0.1</u>     | <u>127.7</u>   |
| <strong>負債</strong> |                |                |                |
| 金融工具                |                |                |                |
| - 利率交換契約            | -              | (100.1)        | (100.1)        |
|                     | <u>-</u>       | <u>(100.1)</u> | <u>(100.1)</u> |



3 Financial risk management (Continued)

3.2 Fair value estimation (Continued)

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date. A market is regarded as active if quoted prices are readily and regularly available from an exchange, dealer, broker, industry group, pricing service, or regulatory agency, and those prices represent actual and regularly occurring market transactions on an arm's length basis. The quoted market price used for financial assets held by the Corporation is the current bid price. These instruments are included in level 1. Instruments included in level 1 comprise unlisted bonds and club debentures.

The fair value of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined by using valuation techniques. These valuation techniques maximise the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2. Instruments included in level 2 comprise foreign currency forward contract and interest rate swap contracts.

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.

Useful lives of property, plant and equipment

In accordance with HKAS 16, the Corporation estimates the useful lives of property, plant and equipment in order to determine the amount of depreciation expenses to be recorded. The useful lives are estimated at the time the asset is acquired based on historical experiences, the expected usage, wear and tear of the assets, as well as technical obsolescence arising from changes in the market demands or service output of the assets. The Corporation also performs annual reviews on whether the assumptions made on useful lives continue to be valid.

3 財務風險管理（續）

3.2 公平值估計（續）

在活躍市場買賣的金融工具的公平值根據資產負債表日的市場報價列賬。當報價可即時和定期從證券交易所、交易商、經紀、業內人士、定價服務者或監管代理獲得，而該等報價代表按公平交易基準進行的實際和常規市場交易時，該市場被視為活躍。本集團持有的金融資產的市場報價為當時買方報價。此等工具包括在第 1 層。在第 1 層的工具主要包括非上市債務證券及會所債券。

沒有在活躍市場買賣的金融工具（例如場外衍生工具）的公平值利用估值技術釐定。估值技術儘量利用可觀察市場數據，儘量少依賴主體的特定估計。如計算一金融工具的公平值所需的所有重大輸入為可觀察數據，則該金融工具列入第 2 層。在第 2 層的工具主要包括外幣遠期利率契約及利率交換契約。

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。

物業、機器及設備的可使用年期

根據會計準則 16，本公司估計物業、機器及設備的可使用年期，以釐定所記錄的折舊開支數額。在購入資產時，本公司會根據過往經驗、資產的預期使用率、損耗和市場需求改變或資產服務產出而引致的技術過時，估計資產的可使用年期。本公司亦就可使用年期的假設是否仍然有效，進行年度檢討。



5 Property, plant and equipment

|                                  | Buildings<br>HK\$ million | Plant and<br>equipment<br>HK\$ million | Exhibition<br>animals<br>HK\$ million | Projects in<br>progress<br>HK\$ million | Total<br>HK\$ million |
|----------------------------------|---------------------------|--|---------------------------------------|---|-----------------------|
| <b>Year ended 30th June 2011</b> |                           |  |                                       |   |                       |
| Opening net book amount          | 769.6                     | 920.7                                  | 0.8                                   | 2,703.6                                 | 4,394.7               |
| Additions                        | 1.7                       | 39.6                                   | -                                     | 966.6                                   | 1,007.9               |
| Transfer                         | 1,387.6                   | 1,253.2                                | 3.7                                   | (2,644.5)                               | -                     |
| Disposals & write-off            | (0.1)                     | (0.8)                                  | (0.1)                                 | -                                       | (1.0)                 |
| Depreciation                     | (54.3)                    | (133.4)                                | (0.2)                                 | -                                       | (187.9)               |
| <b>Closing net book amount</b>   | <b>2,104.5</b>            | <b>2,079.3</b>                         | <b>4.2</b>                            | <b>1,025.7</b>                          | <b>5,213.7</b>        |
| <b>At 30th June 2011</b>         |                           |  |                                       |   |                       |
| Cost                             | 2,674.6                   | 3,029.4                                | 8.5                                   | 1,025.7                                 | 6,738.2               |
| Accumulated depreciation         | (570.1)                   | (950.1)                                | (4.3)                                 | -                                       | (1,524.5)             |
| <b>Net book amount</b>           | <b>2,104.5</b>            | <b>2,079.3</b>                         | <b>4.2</b>                            | <b>1,025.7</b>                          | <b>5,213.7</b>        |
| <b>Year ended 30th June 2010</b> |                           |  |                                       |   |                       |
| Opening net book amount          | 461.0                     | 447.2                                  | -                                     | 2,371.9                                 | 3,280.1               |
| Additions                        | 2.2                       | 27.6                                   | -                                     | 1,222.5                                 | 1,252.3               |
| Transfer                         | 342.6                     | 547.4                                  | 0.8                                   | (890.8)                                 | -                     |
| Disposals & write-off            | (0.4)                     | (2.3)                                  | -                                     | -                                       | (2.7)                 |
| Depreciation                     | (35.8)                    | (99.2)                                 | -                                     | -                                       | (135.0)               |
| <b>Closing net book amount</b>   | <b>769.6</b>              | <b>920.7</b>                           | <b>0.8</b>                            | <b>2,703.6</b>                          | <b>4,394.7</b>        |
| <b>At 30th June 2010</b>         |                           |  |                                       |   |                       |
| Cost                             | 1,285.6                   | 1,779.4                                | 4.9                                   | 2,703.6                                 | 5,773.5               |
| Accumulated depreciation         | (516.0)                   | (858.7)                                | (4.1)                                 | -                                       | (1,378.8)             |
| <b>Net book amount</b>           | <b>769.6</b>              | <b>920.7</b>                           | <b>0.8</b>                            | <b>2,703.6</b>                          | <b>4,394.7</b>        |

5 物業、機器及設備

|                        | 建築物<br>港幣百萬元   | 機器及設備<br>港幣百萬元 | 供觀賞的<br>動物<br>港幣百萬元 | 在建工程<br>港幣百萬元  | 總額<br>港幣百萬元    |
|------------------------|----------------|----------------|---------------------|----------------|----------------|
| <b>截至二零一一年六月三十日止年度</b> |                |                |                     |                |                |
| 期初賬面淨值                 | 769.6          | 920.7          | 0.8                 | 2,703.6        | 4,394.7        |
| 增置                     | 1.7            | 39.6           | -                   | 966.6          | 1,007.9        |
| 轉撥                     | 1,387.6        | 1,253.2        | 3.7                 | (2,644.5)      | -              |
| 出售及撇銷                  | (0.1)          | (0.8)          | (0.1)               | -              | (1.0)          |
| 折舊                     | (54.3)         | (133.4)        | (0.2)               | -              | (187.9)        |
| <b>期終賬面淨值</b>          | <b>2,104.5</b> | <b>2,079.3</b> | <b>4.2</b>          | <b>1,025.7</b> | <b>5,213.7</b> |
| <b>於二零一一年六月三十日</b>     |                |                |                     |                |                |
| 成本                     | 2,674.6        | 3,029.4        | 8.5                 | 1,025.7        | 6,738.2        |
| 累計折舊                   | (570.1)        | (950.1)        | (4.3)               | -              | (1,524.5)      |
| <b>賬面淨值</b>            | <b>2,104.5</b> | <b>2,079.3</b> | <b>4.2</b>          | <b>1,025.7</b> | <b>5,213.7</b> |
| <b>截至二零一零年六月三十日止年度</b> |                |                |                     |                |                |
| 期初賬面淨值                 | 461.0          | 447.2          | -                   | 2,371.9        | 3,280.1        |
| 增置                     | 2.2            | 27.6           | -                   | 1,222.5        | 1,252.3        |
| 轉撥                     | 342.6          | 547.4          | 0.8                 | (890.8)        | -              |
| 出售及撇銷                  | (0.4)          | (2.3)          | -                   | -              | (2.7)          |
| 折舊                     | (35.8)         | (99.2)         | -                   | -              | (135.0)        |
| <b>期終賬面淨值</b>          | <b>769.6</b>   | <b>920.7</b>   | <b>0.8</b>          | <b>2,703.6</b> | <b>4,394.7</b> |
| <b>於二零一零年六月三十日</b>     |                |                |                     |                |                |
| 成本                     | 1,285.6        | 1,779.4        | 4.9                 | 2,703.6        | 5,773.5        |
| 累計折舊                   | (516.0)        | (858.7)        | (4.1)               | -              | (1,378.8)      |
| <b>賬面淨值</b>            | <b>769.6</b>   | <b>920.7</b>   | <b>0.8</b>          | <b>2,703.6</b> | <b>4,394.7</b> |



|          |                                    |                 |                     |                     |
|----------|------------------------------------|-----------------|---------------------|---------------------|
| <b>6</b> | <b>Club debenture</b>              | <b>會所債券</b>     |                     |                     |
|          |                                    |                 | <b>2011</b>         | <b>2010</b>         |
|          |                                    |                 | <b>HK\$ million</b> | <b>HK\$ million</b> |
|          |                                    |                 | <b>港幣百萬元</b>        | <b>港幣百萬元</b>        |
|          | Club debenture - at cost           | 會所債券 - 成本       | <b>0.6</b>          | <b>0.6</b>          |
|          | Revaluation surplus                | 重估盈餘            | <b>1.7</b>          | <b>1.3</b>          |
|          |                                    |                 | <b>2.3</b>          | <b>1.9</b>          |
|          |                                    |                 |                     |                     |
| <b>7</b> | <b>Inventories</b>                 | <b>存貨</b>       |                     |                     |
|          |                                    |                 | <b>2011</b>         | <b>2010</b>         |
|          |                                    |                 | <b>HK\$ million</b> | <b>HK\$ million</b> |
|          |                                    |                 | <b>港幣百萬元</b>        | <b>港幣百萬元</b>        |
|          | Spare parts and other inventories  | 零件及其他存貨         | <b>31.1</b>         | <b>24.3</b>         |
|          | Exhibition animals and fish        | 供觀賞的動物及魚類       | <b>1.2</b>          | <b>2.5</b>          |
|          | Merchandise                        | 商品              | <b>16.4</b>         | <b>7.6</b>          |
|          | Catering                           | 餐飲              | <b>3.0</b>          | <b>1.9</b>          |
|          |                                    |                 | <b>51.7</b>         | <b>36.3</b>         |
|          |                                    |                 |                     |                     |
| <b>8</b> | <b>Trade and other receivables</b> | <b>貿易及其他應收款</b> |                     |                     |
|          |                                    |                 | <b>2011</b>         | <b>2010</b>         |
|          |                                    |                 | <b>HK\$ million</b> | <b>HK\$ million</b> |
|          |                                    |                 | <b>港幣百萬元</b>        | <b>港幣百萬元</b>        |
|          | Trade receivables                  | 貿易應收款           | <b>12.1</b>         | <b>9.6</b>          |
|          | Interest receivable                | 應收利息            | <b>9.7</b>          | <b>6.6</b>          |
|          | Other receivable                   | 其他應收款           | <b>1.9</b>          | <b>2.8</b>          |
|          |                                    |                 | <b>23.7</b>         | <b>19.0</b>         |

Trade receivables that are less than 90 days past due are not considered impaired. As of 30th June 2011, all trade receivables were less than 90 days past due, and hence were not impaired (2010: Nil).

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

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

逾期少於九十日的貿易應收款不被視為經已減值。於二零一一年六月三十日，所有貿易應收款均屬逾期少於九十日，故並無減值（二零一零年：無）。

本公司的貿易及其他應收款的賬面值均以港幣為結算單位。

貿易及其他應收款的公平值跟賬面值相若。

|  |                    | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|--|--------------------|-------------------------------|-------------------------------|
| <b>Assets</b>  | <b>資產</b>          |                               |                               |
| Unlisted bonds   | 非上市債務證券            | 208.4                         | 125.7                         |
| Foreign currency forward contract  | 外幣遠期利率契約           | -                             | 0.1                           |
|  |                    | <u>208.4</u>                  | <u>125.8</u>                  |
| <b>Liabilities</b>   | <b>負債</b>          |                               |                               |
| Interest rate swap contracts [Note 12(b)]  | 利率交換契約（附註 12（b））   | (165.6)                       | (100.1)                       |
|  |                    | <u>(165.6)</u>                | <u>(100.1)</u>                |
| The carrying amounts of the financial instruments are mainly denominated in Hong Kong dollars.<br>本公司之金融工具主要以港幣結算。 |                    |                               |                               |
| <b>Bank balances and cash</b>  | <b>銀行結餘及現金</b>     |                               |                               |
|  |                    | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
| Fixed deposits with banks with original maturity of three months or less   | 原到期日為三個月或以下的銀行定期存款 | 298.8                         | 254.6                         |
| Cash at bank and in hand   | 銀行存款及現金            | 83.1                          | 64.5                          |
|  |                    | <u>381.9</u>                  | <u>319.1</u>                  |
| Cash and cash equivalents  | 現金及現金等價物           | 381.9                         | 319.1                         |
| Fixed deposits with banks with original maturity over three months   | 原到期日超過三個月的銀行定期存款   | 1,566.8                       | 1,428.7                       |
| Bank balances and cash   | 銀行結餘及現金            | 1,948.7                       | 1,747.8                       |

The effective interest rate on fixed deposits with banks with original maturity over three months was 1.1% (2010: 0.8%); these deposits have a weighted average maturity of approximately 240 days.

原到期日超過三個月的銀行定期存款的實際利率為 1.1 厘（二零一零年：0.8 厘）；此等存款的平均原到期日為 240 天。



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

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

本公司的銀行結餘及現金的賬面值以下列貨幣為結算單位：

|                      |      | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|----------------------|------|-------------------------------|-------------------------------|
| Hong Kong dollar     | 港幣   | 1,623.9                       | 1,411.8                       |
| United States dollar | 美元   | 298.9                         | 296.3                         |
| Japanese Yen         | 日圓   | 0.3                           | 4.1                           |
| Renminbi             | 人民幣  | 3.4                           | 2.7                           |
| Euro                 | 歐元   | 21.9                          | 32.8                          |
| Australian dollar    | 澳元   | -                             | 0.1                           |
| Swiss Franc          | 瑞士法郎 | 0.3                           | -                             |
|                      |      | 1,948.7                       | 1747.80                       |

HK\$22.5 million (2010: HK\$36.9 million) of the Corporation's cash and cash equivalents are designated as hedges of future purchases of the Corporation. The unrealised foreign exchange gain of HK\$5.8 million (2010: unrealised foreign exchange loss of HK\$3.2 million) was recognised in hedging reserve (Note 14).

As at 30th June 2011, the bank deposits of HK\$1,946.8 million (2010: HK\$1,746.1 million) were pledged as security for the Commercial loans (Note 12(b)).

本公司港幣 22.5 百萬元之現金及現金等價物（二零一零年：36.9 百萬）被指定用作未來購置的對沖。港幣 5.8 百萬元的未變現兌換收益（二零一零年：3.2 百萬元的未變現兌換虧損）已確認於對沖儲備（附註 14）。

於二零一一年六月三十日，本公司以港幣1,946.8百萬元（二零一零年：1,746.1百萬元）的銀行定期存款作為商業貸款的抵押（附註12（b））。

11 Trade and other payables 貿易及其他應付款

|                  |       | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|------------------|-------|-------------------------------|-------------------------------|
| Trade payables   | 貿易應付款 | 173.7                         | 138.9                         |
| Accrued charges  | 預提費用  | 285.7                         | 199.9                         |
| Interest payable | 應付利息  | 4.1                           | 2.7                           |
| Advance deposits | 預收款項  | 3.9                           | 2.0                           |
|                  |       | 467.4                         | 343.5                         |

The carrying amounts of trade and other payables are mainly denominated Hong Kong dollars and Euros. The carrying values of trade and other payables approximate their fair values.

本公司的貿易及其他應付款的賬面值均以港幣為結算單位。  
貿易及其他應付款的公平值跟賬面值相若。

12 Government subordinated loan and Commercial loans 政府附屬貸款及商業貸款

|                                       |             | 2011<br>HK\$ million<br>港幣百萬元 | 2011<br>HK\$ million<br>港幣百萬元 |
|---------------------------------------|-------------|-------------------------------|-------------------------------|
| Government subordinated loan (Note a) | 政府附屬貸款（附註a） | 1,387.5                       | 1,387.5                       |
| Commercial loans (Note b)             | 商業貸款（附註b）   | 3,457.5                       | 2,687.5                       |
|                                       |             | 4,845.0                       | 4,075.0                       |

Under the Master Redevelopment Plan, the Corporation is expanding the Park with an estimated total cost of HK\$5.55 billion introduced by phases over 5 years. The Corporation is funding these commitments through the following:

(a) HKSAR Government loan

With the approval of the Finance Committee of the Legislative Council on 16th December 2005, the HKSAR Government is committed to providing to the Corporation a subordinated loan of HK\$1,387.5 million for a period of 25 years (matures in 2031) at a fixed interest rate of 5% per annum on the cumulative outstanding balance.

Interest is payable once the loans from commercial lenders are fully repaid.

根據海洋公園重建計劃，本公司現正在 5 年內分期擴展海洋公園，預計總成本為港幣 55.5 億元。本公司透過以下貸款進行融資：

(a) 香港特別行政區政府貸款

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（2031 年到期），固定年利率 5 厘，港幣 1,387.5 百萬元的附屬貸款。

當商業貸款人的貸款全數償還後，即需要開始支付利息。



12 Government subordinated loan and Commercial loans (Continued)
政府附屬貸款及商業貸款（續）

(b) Commercial loan
The floating rate loan facilities from commercial banks consist of two tranches:
(i) HK\$1,387.5 million 15-year loan guaranteed by the HKSAR Government under the approval by the Finance Committee of the Legislative Council on 16th December 2005. The Corporation fully drew down this tranche as at 30th June 2009; and
(ii) HK\$2,775.0 million 15-year project loan. During the year, the Corporation drew down additionally HK\$770.0 million of this tranche. At 30th June 2011, the Corporation has drawn down HK\$2,070.0 million of this tranche in total.
The Commercial loan facilities mature in 2021 and bear interest at Hong Kong Interbank Offered Rate ("HIBOR") plus 0.25% to 0.80% per annum (2010: HIBOR plus 0.25% to 0.80% per annum). The Corporation entered into a number of interest rate swap contracts to pay interest at fixed rates ranging from 3.494% to 4.093% per annum (2010: 3.624% to 4.093%). Total notional principal amount of the outstanding interest rate swap contracts at 30th June 2011 was HK\$2,129.2 million (2010 HK\$1,774.0 million) (subject to amortisation in accordance with interest rate swap contracts).

(b) 商業貸款
來自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。本公司已於二零零九年六月三十日止年度內全數提取了該筆貸款；及
(ii) 港幣 2,775.0 百萬元為一筆 15 年期的項目貸款，本公司於年內提取了 \$770.0 百萬元。截至二零一一年六月三十日，本公司已提取貸款港幣 2,070.0 百萬元。
此貸款於二零二一年到期，並按香港銀行同業拆息加 0.25 厘至 0.80 厘（二零一零：0.25 厘至 0.80 厘）計息。本公司於年內已簽定總額為港幣 2,129.2 百萬元的利率交換契約，將繳付 3.494 厘至 4.093 厘（二零一零：3.624 厘至 4.093 厘）計息。

Table with 3 columns: Donations from The Hong Kong Jockey Club Charities Trust, Contribution from the Ocean Park Trust Fund, and Total. Rows include HK\$ million and HK\$ million (港幣百萬元) for 2010 and 2011.

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.

根據香港一九八七年《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 Hedging reserve 對沖儲備

Table with 4 columns: Foreign currency hedge, Interest rate swap contracts, and Total. Rows include Balance at 1st July 2009, Cash-flow hedges recognised during the year, Balance at 30th June 2010, Balance at 1st July 2010, Cash-flow hedges recognised during the year, and Balance at 30th June 2011.

15 Revenue 收入

Table with 3 columns: 2011 HK\$ million, 2010 HK\$ million, and HK\$ million (港幣百萬元). Rows include Admission income, Merchandise income, Catering income, and Other.

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 8th January 2011, named as the 15th Conservation Day amounting to HK\$2.0 million (2010: HK\$1.8 million);
- (ii) HK\$1 per paid admission income (excluding (i) above) to OPCFHK amounting to HK\$5.3 million (2010: HK\$4.5 million); and
- (iii) contribution from the sale of panda merchandise items and animal interactive programmes amounting to HK\$1.0 million (2010: HK\$0.8 million).



15 Revenue (Continued) 收入（續）

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) 二零一一年一月八日舉行的第十五屆海洋公園保育日的入場券收入共計港幣 2.0 百萬元（二零一零年：港幣 1.8 百萬元）；
- (ii) 從每人入場費收入（不包括以上（i）中捐出港幣一元撥往香港海洋公園保育基金，共計港幣 5.3 百萬元（二零一零年港幣 4.5 百萬元）；及
- (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 1.0 百萬元（二零一零年：港幣 0.8 百萬元）。

16 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：

|                                     |                | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|-------------------------------------|----------------|-------------------------------|-------------------------------|
| Cost of inventories sold            | 售出存貨成本         | 94.3                          | 65.9                          |
| Employee benefits (Note 17)         | 僱員福利開支(附註17)   | 446.5                         | 390.0                         |
| Repairs and maintenance             | 維修及保養費用        | 75.3                          | 53.2                          |
| Utilities                           | 公用事業費用         | 64.1                          | 51.3                          |
| Advertising and promotion           | 廣告費用           | 85.7                          | 58.3                          |
| Animal                              | 動物成本           | 11.1                          | 10.3                          |
| Show and exhibition                 | 表演及展覽成本        | 61.8                          | 64.6                          |
| Auditor's remuneration              | 核數師酬金          | 0.4                           | 0.3                           |
| Donations                           | 捐款             | 10.3                          | 8.2                           |
| Insurance                           | 保險             | 10.6                          | 5.9                           |
| Professional fees, office and other | 顧問費、辦公室用具及其他費用 | 49.4                          | 42.8                          |
|                                     |                | 909.5                         | 750.8                         |

17 Employee benefits 僱員福利開支

|  |                | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|--|----------------|-------------------------------|-------------------------------|
| Salaries, wages and other benefits               | 薪酬、工資及其他福利     | 441.4                         | 384.4                         |
| Pension cost - defined contribution plans        | 退休金成本 - 界定供款計劃 | 22.9                          | 21.6                          |
|  |                | 464.3                         | 406.0                         |
| Less: amount capitalised in projects in progress | 減去：計入在建工程之金額   | (17.8)                        | (16.0)                        |
|  |                | 446.5                         | 390.0                         |

18 Finance costs 財務費用

|  |                | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|--|----------------|-------------------------------|-------------------------------|
| Interest expenses on government subordinated loan and Commercial loans | 政府附屬貸款及商業貸款的利息 | 104.3                         | 89.1                          |
| Other financing costs  | 其他財務費用         | 3.9                           | 6.6                           |
|  |                | 108.2                         | 95.7                          |
| Less: borrowing cost capitalised in projects in progress               | 減去：計入在建工程之金額   | (46.9)                        | (61.9)                        |
|  |                | 61.3                          | 33.8                          |

19 Strategic Review and redevelopment expenses/transfer from the Trust Fund  
策略性檢討及重建費用/轉自海洋公園信託基金

The Corporation engaged third party consultants to assist management in exploring strategic development opportunities and developing proposals for the Board's consideration. The costs incurred by the Corporation in this regard, together with costs of conducting feasibility studies and other related expenditures are funded from the accumulated earnings derived from the assets of Ocean Park Trust Fund.

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，包括可行性研究費用，及與此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。

20 Investment income 投資收入

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

|  |                     | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|--|---------------------|-------------------------------|-------------------------------|
| Interest income from financial instruments and bank deposits | 金融工具和銀行存款的利息收入      | 17.6                          | 17.8                          |
| Net realised loss on sale of financial instruments           | 出售金融工具已變現虧損淨額       | -                             | (1.7)                         |
| Net unrealised (loss)/gain on financial instruments          | 金融工具未變現（虧損）/ 收益淨額   | (1.7)                         | 0.2                           |
| Net unrealised exchange (loss)/gain on bank deposits         | 銀行存款未變現匯兌（虧損）/ 收益淨額 | (0.1)                         | 1.3                           |
|  |                     | 15.8                          | 17.6                          |



| 21 | Net cash from operations   | 營運產生的現金                  |                               |                               |
|----|--|--------------------------|-------------------------------|-------------------------------|
|    |  |                          | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|    | Surplus for the year   | 年度盈餘                     | 105.1                         | 82.0                          |
|    | Adjustments for:   | 調整項目:                    |                               |                               |
|    | - Depreciation and loss on disposal (Note 5)                             | - 折舊及撇銷(附註5)             | 188.6                         | 137.6                         |
|    | - Finance costs (Note 18)  | - 財務費用(附註18)             | 61.3                          | 33.8                          |
|    | - Interest income from financial instruments and bank deposits (Note 20) | - 金融工具及銀行存款的利息收入(附註20)   | (17.6)                        | (17.8)                        |
|    | - Net realised and unrealised loss on financial instruments (Note 20)    | - 金融工具已變現及未變現虧損(附註20)    | 1.7                           | 1.5                           |
|    | - Net unrealised exchange loss/(gain) on bank deposits (Note 20)         | - 銀行存款未變現匯兌收益/(虧損)(附註20) | 0.1                           | (1.3)                         |
|    | Operating surplus before changes in working capital                      | 營運資金變動前的經營盈餘             | 339.2                         | 235.8                         |
|    | Changes in working capital   | 營運資金變動                   |                               |                               |
|    | Increase in inventories  | 存貨增加                     | (15.4)                        | (8.5)                         |
|    | (Increase)/decrease in trade and other receivables                       | 貿易及其他應收款(增加)/減少          | (1.6)                         | 1.6                           |
|    | 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         | (5.2)                         | (6.1)                         |
|    | Increase in trade and other payables                                     | 貿易及其他應付款增加               | 38.9                          | 25.1                          |
|    | Increase in deferred income  | 遞延收入增加                   | 37.6                          | 6.4                           |
|    | Net cash from operations   | 營運活動產生的現金                | 393.5                         | 254.3                         |

| 22 | Contingencies  | 或然項目 |
|----|--|------|
|    | The Corporation has provided bank guarantees totalling HK\$18.5 million (2010: HK\$14.1 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 18.5 百萬元（二零一零年：港幣 14.1 百萬元）的銀行擔保。  |      |

| 23 | Commitments  | 承擔       |                               |                               |
|----|--|----------|-------------------------------|-------------------------------|
|    | (a) Capital commitments  | (a) 資本承擔 |                               |                               |
|    | Capital expenditure approved at the balance sheet date but not yet incurred is as follows: |          |                               |                               |
|    | 於結算日已批准但仍未產生的資本開支如下：   |          |                               |                               |
|    |  |          | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|    | Contracted but not provided for  | 已訂約但未撥備  | 541.4                         | 1,090.5                       |
|    | Authorised but not contracted for  | 已授權但未訂約  | 328.1                         | 601.5                         |
|    |  |          | 869.5                         | 1,692.0                       |

| 23 | Commitments (Continued)   | 承擔（續）      |                               |                               |
|----|---|------------|-------------------------------|-------------------------------|
|    | (b) Operating lease commitments   | (b) 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：  |            |                               |                               |
|    |   |            | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|    | Within 1 year   | 一年內        | 0.8                           | 0.7                           |
|    | Later than 1 year and not later than 5 years  | 一年以上但不超過五年 | 0.2                           | 0.3                           |
|    |   |            | 1.0                           | 1.0                           |
|    | (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 2011 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。於二零一一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：  |            |                               |                               |
|    |   |            | 2011<br>HK\$ million<br>港幣百萬元 | 2010<br>HK\$ million<br>港幣百萬元 |
|    | Contracted but not provided for   | 已訂約但未撥備    | 5.5                           | 4.8                           |
|    | Authorised but not contracted for   | 已授權但未訂約    | 2.6                           | 2.6                           |
|    |   |            | 8.1                           | 7.4                           |

| 24 | Related party transactions  | 關聯方交易 |
|----|---|-------|
|    | Parties are considered to be related to the Corporation if the party or the Corporation has the ability, directly or indirectly, to control the other party or exercise significant influence over the other party in making financial or operational decisions. Other than those disclosed elsewhere in the financial statements, the Corporation had no other related party transactions during the year. |       |
|    | 如果有某一方人士或本公司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。除了在本財務報表所披露的關聯方交易外，本公司在本年度並沒有其他關聯方交易。  |       |

| 25 | Attendance  | 遊客人次 |
|----|---|------|
|    | Attendance at Ocean Park for the year ended 30th June 2011 was 5.9 million (2010: 5.1 million). |      |
|    | 截至二零一一年六月三十日止年度內，海洋公園的遊客達 5.9 百萬人次（二零一零年：5.1 百萬人次）。   |      |



We have audited the financial statements of Ocean Park Trust Fund (the “Fund”) set out on pages 3 to 15, which comprise the balance sheet as at 30th June 2011, 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 information.

**Trustee’s responsibility for the financial statements**

The Trustee is responsible for the preparation of financial statements that give a true and fair view 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, and for such internal control as the Trustee determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

**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 about 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 of financial statements that give a true and fair view 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 2011 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, 22nd September 2011

本核數師（以下簡稱「我們」）已審核列載於第 2 至 13 頁海洋公園信託基金（以下簡稱「該基金」）的財務報表，此財務報表包括於二零一一年六月三十日的資產負債表與截至該日止年度的損益表、累積資金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資料。

**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》編製財務報表，以令財務報表作出真實而公平的反映，及落實其認為編製財務報表所必要的內部控制，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。

**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。該等準則要求我們遵守道德規範，並規劃及執行審核，以合理確定財務報表是否不存有任何重大錯誤陳述。

審核涉及執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，核數師考慮與該基金編製財務報表以作出真實而公平的反映相關的內部控制，以設計適當的審計程序，但目的並非對基金內部控制的有效性發表意見。審計亦包括評價受托人所採用會計政策的合適性及作出會計估計的合理性，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二零一一年六月三十日的事務狀況及截至該日止年度的利潤及現金流量，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，二零一一年九月二十二日



OCEAN PARK TRUST FUND  
BALANCE SHEET  
AS AT 30TH JUNE 2011

海洋公園信託基金  
資產負債表  
二零一一年六月三十日

|                                |              | Note | 2011<br>HK\$'000<br>港幣千元 | 2010<br>HK\$'000<br>港幣千元 |
|--------------------------------|--------------|------|--------------------------|--------------------------|
|                                |              | 附註   |                          |                          |
| <b>Current assets</b>          | <b>流動資產</b>  |      |                          |                          |
| Accounts and other receivables | 應收帳款         | 5    | 5,466                    | 1,081                    |
| Financial instruments          | 金融工具         | 6    | 365,576                  | 322,753                  |
| Bank balances and cash         | 銀行結餘及現金      |      | 28,229                   | 31,938                   |
|                                |              |      | <b>399,271</b>           | 355,772                  |
| <b>Current liabilities</b>     | <b>流動負債</b>  |      |                          |                          |
| Accounts and other payables    | 應付賬款         | 7    | 7,773                    | 3,489                    |
| Financial instruments          | 金融工具         | 6    | 822                      | -                        |
|                                |              |      | <b>8,595</b>             | 3,489                    |
|                                |              |      | <b>390,676</b>           | 352,283                  |
| <b>Net assets</b>              | <b>資產淨值</b>  |      |                          |                          |
|                                |              |      |                          |                          |
| <b>Financed by:</b>            | <b>資金來源:</b> |      |                          |                          |
| Accumulated funds              | 累積資金         | 9    | 390,676                  | 352,283                  |

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

盛智文, GBM, GBS, JP  
主席  
作為受託人海洋公園公司的代表

The notes on pages 120 to 131 are an integral part of these financial statements.  
第120至第131頁的附註屬本財務報表的一部分。

OCEAN PARK TRUST FUND  
INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園信託基金  
損益表  
截至二零一一年六月三十日止年度

|   |                  | Note | 2011<br>HK\$'000<br>港幣千元 | 2010<br>HK\$'000<br>港幣千元 |
|---|------------------|------|--------------------------|--------------------------|
|   |                  | 附註   |                          |                          |
| Interest income                                   | 利息收入             |      | 4,346                    | 2,645                    |
| Dividend income                                   | 股息收入             |      | 783                      | 120                      |
| Net realised (loss)/gain on financial instruments | 金融工具已變現(虧損)/收益淨額 |      | (2,668)                  | 10,467                   |
| Net unrealised gain on financial instruments      | 金融工具未變現收益變動淨額    |      | 41,104                   | 9,655                    |
| Management fees                                   | 管理費              |      | (374)                    | (467)                    |
| Transaction cost                                  | 交易費用             |      | (66)                     | (3)                      |
| Auditor's remuneration                            | 核數師酬金            |      | (22)                     | (21)                     |
| Net foreign exchange gain                         | 匯兌收益淨額           |      | 336                      | 1,199                    |
|   |                  |      | <b>43,439</b>            | 23,595                   |
| Transfer to Ocean Park Corporation                | 轉往海洋公園公司         | 10   | (5,046)                  | (5,987)                  |
| <b>Net surplus for the year</b>                   | <b>本年度盈餘淨額</b>   | 9    | <b>38,393</b>            | 17,608                   |

Total comprehensive income is the same as net surplus for the year. Accordingly, statement of comprehensive income is not presented.

本年度盈餘淨額等於本年度總綜合收益，因此沒有呈報綜合收益表。

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第120至第131頁的附註屬本財務報表的一部分。



OCEAN PARK TRUST FUND  
STATEMENT OF CHANGES IN ACCUMULATED FUNDS  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園信託基金  
資產負債表  
二零一一年六月三十日

|   |                     | 2011<br>HK\$'000<br>港幣千元 | 2010<br>HK\$'000<br>港幣千元 |
|---|---------------------|--------------------------|--------------------------|
| Total accumulated funds at 1st July                 | 於七月一日的總累積資金         | 352,283                  | 334,675                  |
| Surplus and total comprehensive income for the year | 年度盈餘淨額及總綜合收益        | 38,393                   | 17,608                   |
| <b>Total accumulated funds at 30th June</b>         | <b>於六月三十日的總累積資金</b> | <b>390,676</b>           | <b>352,283</b>           |

OCEAN PARK TRUST FUND  
CASH FLOW STATEMENT  
FOR THE YEAR ENDED 30TH JUNE 2011

海洋公園信託基金  
現金流量表  
截至二零一一年六月三十日止年度

|   |                         | 2011<br>HK\$'000<br>港幣千元 | 2010<br>HK\$'000<br>港幣千元 |
|---|-------------------------|--------------------------|--------------------------|
| <b>Cash flows from operating activities</b>                 | <b>營運活動的現金流量</b>        |                          |                          |
| Surplus for the year  | 本年度盈利                   | 38,393                   | 17,608                   |
| Adjustments for:  | 調整項目：                   |                          |                          |
| - Interest income   | - 利息收入                  | (4,346)                  | (2,645)                  |
| - Net unrealised gain on financial instruments              | - 金融工具未變現收益             | (41,104)                 | (9,655)                  |
| - Net realised loss/(gain) on financial instruments         | - 金融工具已變現虧損 / (收益) 淨額   | 2,668                    | (10,467)                 |
| Operating loss before changes in working capital            | 營運資金變動前的經營虧損            | (4,389)                  | (5,159)                  |
| Changes in working capital                                  | 營運資金變動                  |                          |                          |
| - Increase in accounts and other receivables                | - 應收賬款增加                | (4,300)                  | -                        |
| - Increase in accounts and other payables                   | - 應付賬款增加                | 3,620                    | 2,185                    |
| - Increase in current account with Ocean Park Corporation   | - 與海洋公園公司的往來賬項增加        | 5,164                    | 6,101                    |
| Interest received   | 已收利息                    | 4,261                    | 2,124                    |
| <b>Net cash from operating activities</b>                   | <b>營運活動產生的淨現金</b>       | <b>4,356</b>             | <b>5,251</b>             |
| <b>Cash flows from investing activities</b>                 | <b>投資活動的現金流量</b>        |                          |                          |
| Proceeds from sale of financial instruments                 | 出售金融工具所得款項              | 62,411                   | 250,025                  |
| Purchases of financial instruments                          | 購入金融工具                  | (57,847)                 | (246,601)                |
| Payment of funds to Ocean Park Corporation                  | 撥款予海洋公園公司               | (4,500)                  | (5,000)                  |
| Settlement of foreign currency forward contracts            | 外幣遠期合約結算                | (8,129)                  | -                        |
| <b>Net cash used in investing activities</b>                | <b>投資活動使用的淨現金</b>       | <b>(8,065)</b>           | <b>(1,576)</b>           |
| <b>Net (decrease)/increase in cash and cash equivalents</b> | <b>現金及現金等價物淨(減少)/增加</b> | <b>(3,709)</b>           | <b>3,675</b>             |
| Cash and cash equivalents at beginning of the year          | 年初現金及現金等價物              | 31,938                   | 28,263                   |
| <b>Cash and cash equivalents at end of the year</b>         | <b>年終現金及現金等價物</b>       | <b>28,229</b>            | <b>31,938</b>            |
| <b>Analysis of cash and cash equivalents</b>                | <b>現金及現金等價物分析</b>       |                          |                          |
| Bank balances and cash                                      | 銀行結餘及現金                 | 28,229                   | 31,938                   |

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第120至第131頁的附註屬本財務報表的一部分。

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第120至第131頁的附註屬本財務報表的一部分。



1 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 Hong Kong dollars (HK\$’000), unless otherwise stated. These financial statements were approved for issue by the Trustee on 22nd September 2011.

2 Summary of significant accounting policies

The principal significant 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 historical 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.

Standards, amendments 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 and amendments that have been issued but are not yet effective as at 30th June 2011.

|                   |                           | Effective for accounting periods<br>beginning on or after |
|-------------------|---------------------------|---|
| HKAS 24 (Revised) | Related Party Disclosures | 1st July 2011   |
| HKFRS 9           | Financial Instruments     | 1st January 2013  |
| HKFRS 13          | Fair value measurements   | 1st January 2013  |

Annual improvement to HKFRS published in May 2010

|         |                                      |               |
|---------|--------------------------------------|---------------|
| HKAS 1  | Presentation of Financial Statements | 1st July 2011 |
| HKFRS 7 | Financial Instruments: Disclosures   | 1st July 2011 |

The Fund believes the adoption of the above new standards and amendment will not result in substantial changes to the Fund’s accounting policies except for certain presentational changes on the financial statements.

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二零一一年九月二十二日批准刊發。

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。

仍未生效而本基金並無提前採納之新訂及經修訂準則

本基金並無選擇提早採納下列於二零一一年六月三十日止已頒佈但尚未生效之相關新準則或修訂：

|                    |           | 下列日期起生效   |
|--------------------|-----------|-----------|
| 香港財務報告準則24 (經修訂)   | 相關人士披露    | 二零一一年七月一日 |
| 香港財務報告準則 9         | 金融工具      | 二零一三年一月一日 |
| 香港財務報告準則 13        | 公平值計量     | 二零一三年一月一日 |
| 二零一零年五月頒佈的財務準則年度改進 |           |           |
| 香港會計準則1            | 財務報表的列表   | 二零一一年七月一日 |
| 香港財務報告準則 7         | 金融工具 – 披露 | 二零一一年七月一日 |

除了部份於財務報表上有關呈報上的變動外，本基金受託人相信於未來期間採納此等新準則及修訂將不會令本基金的會計政策出現重大變動。



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 Fund 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 income or expenditure accounts. 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.

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 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 and 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.

2.5 Revenue recognition

Interest and dividend incomes are recognised on an accrual 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.

2 重要會計政策摘要（續）

2.2 功能和列賬貨幣

本基金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，港幣為本基金的功能及列賬貨幣。

2.3 以公平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。

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。

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。

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 Financial risk management

3.1 Financial risk factors

The Fund’s activities expose it to market risk (including foreign currency risk, price risk and cash flow and fair value interest rate 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

The Fund is exposed to foreign exchange risk as the Fund holds financial assets, including financial instruments, accounts receivable and bank balances, which are denominated in various foreign currencies including mainly Renminbi, Euros, Singaporean dollars, Australian dollars, Canadian dollars and United States dollars.

At 30th June 2011, if foreign currencies have strengthened or weakened by 10% against Hong Kong dollar with all other variables held constant, surplus for the year would have been HK\$3.5 million (2010: HK\$1.1 million) higher/lower.

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

(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 and equities. At 30th June 2011, if the unit or share price has increased/decreased by 10% with all other variables held constant, surplus for the year would have been HK\$36.6 million (2010: HK\$32.2 million) higher/lower, as a result of increases/decreases of these investments.

(iii) Cash flow and fair value interest rate risk

The Fund’s interest-rate risk arises from debt securities. The Fund’s debt securities were issued at floating rates and fixed rates and expose the Fund to cash flow and fair value interest rate risk. Based on the current low interest rate environment, the Fund considers that the impact to the surplus of a shift in the interest rate is considered minimal.

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（包括外匯風險、價格風險、現金流量及公平值利率風險）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局（「董事局」）批准的政策執行。董事局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

由於本基金持有以外匯為計值單位的財務資產，包括金融工具、應收帳款及銀行結餘，故此承受外匯風險。外匯主要包括人民幣、歐元、新加坡元、澳幣、加元及美元。

在二零一一年六月三十日，假若外匯兌港元升值 / 貶值 10%，而所有其他因素維持不變，則該年度的盈餘應增加 / 減少港幣 3.5 百萬元（二零一零年：港幣 1.1 百萬元）。

由於港幣與美元掛鉤，故相關的外匯風險並不明顯。

(ii) 價格風險

由於本基金持有的投資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，本基金根據董事局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。在二零一一年六月三十日，假若單位價格 / 股票價格上升 / 下跌 10%，而所有其他因素維持不變，則該年度的盈餘應增加 / 減少港幣 36.6 百萬元（二零一零年： 32.2 百萬元），來自投資的上升 / 下跌。

(iii) 現金流量及公平值利率風險

本基金的利率風險來自債務證券。本基金持有的債務證券以浮動利率及固定利率計息，以致本基金需承受現金流量及公平值利率風險。基於現時的低息環境，本基金認為利率變動對盈餘的影響不大。



### 3 Financial risk management (Continued)

### 3.1 Financial risk factors (Continued)

(b) Credit risk

The carrying amounts of cash deposits at banks, financial instruments and accounts and other receivables represent the Fund's maximum exposure to credit risks in relation to the financial assets. Cash and bank balances were placed with banks with sound credit ratings to mitigate the risk. All financial instruments purchased have sound credit ratings to mitigate the risk. Accounts and other receivables are derived from the financial instruments and the credit risk is considered minimal.

(c) 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.

Accounts and other payables is due within 12 months.

### 3.2 Fair value measurement

HKFRS 7 requires disclosure of fair value measurements for financial instruments that are measured in the balance sheet at fair value by level of the following fair value measurement hierarchy:

- Quoted prices (unadjusted) in active markets for identical assets or liabilities (level 1).
- Inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) (level 2).
- Inputs for the asset or liability that are not based on observable market data (that is, unobservable inputs) (level 3).

The following table presents the Fund's assets/(liabilities) that are measured at fair value at 30th June 2011.

[illegible]

The following table presents the Fund's assets that are measured at fair value at 30th June 2010.

|                                    | Level 1<br>HK\$'000 | Level 2<br>HK\$'000 | Total<br>HK\$'000 |
|------------------------------------|---------------------|---------------------|-------------------|
| <b>Equities</b>                    | 13,570              | -                   | 13,570            |
| Debt securities                    | 113,188             | -                   | 113,188           |
| Unit trusts                        | -                   | 195,057             | 195,057           |
| Foreign currency forward contracts | -                   | 938                 | 938               |
|                                    | <u>126,758</u>      | <u>195,995</u>      | <u>322,753</u>    |

### 3 財務風險管理（續）

### 3.1 財務風險因素（續）

(b) 信用風險

信用風險來自銀行存款、金融工具以及應收賬款。本基金之最高信貸風險為此等金融資產之賬面值。銀行存款均存放於具良好聲譽之銀行，以減低風險。金融工具均獲良好獨立評級，以減低信用風險。應收帳款由金融工具衍生，故承受的信用風險只屬輕微。

## (c) 流動資金風險

董事局的流動資金風險管理政策是只會符合海洋公園公司條例及本基金有足夠流動資金額度的情況下才轉移資金。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。

所有應付款均在 12 個月內到期。

### 3.2 公平值之估計

香港財務報告準則 7 規定有關金融工具在資產負債表，按下列計量架構披露公平值計量：

- 相同資產或負債在活躍市場的報價（未經調整）（第 1 層）。
- 除了第 1 層所包括的報價外，該資產和負債的可觀察的其他輸入，可為直接（即例如價格）或間接（即源自價格）（第 2 層）。
- 資產和負債並非依據可觀察市場數據的輸入（即非可觀察輸入）（第 3 層）。

下表顯示本基金資產按二零一一年六月三十日計量的公平值。

|           | 第 1 層<br>港幣千元  | 第 2 層<br>港幣千元  | 總計<br>港幣千元     |
|-----------|----------------|----------------|----------------|
| <b>資產</b> |                |                |                |
| 股票基金      | 20,628         | -              | 20,628         |
| 非上市債務證券   | 121,097        | -              | 121,097        |
| 單位信託基金    | -              | 223,851        | 223,851        |
|           | <u>141,725</u> | <u>223,851</u> | <u>365,576</u> |
|           |                |                |                |
|           | 第 1 層<br>港幣千元  | 第 2 層<br>港幣千元  | 總計<br>港幣千元     |
| <b>負債</b> |                |                |                |
| 外幣遠期合約    | -              | [822]          | [822]          |

下表顯示本基金資產按二零一零年六月三十日計量的公平值。

|         | 第 1 層<br>港幣千元  | 第 2 層<br>港幣千元  | 總計<br>港幣千元     |
|---------|----------------|----------------|----------------|
| 股票基金    | 13,570         | -              | 13,570         |
| 非上市債務證券 | 113,188        | -              | 113,188        |
| 單位信託基金  | -              | 195,057        | 195,057        |
| 外幣遠期合約  | -              | 938            | 938            |
|         | <u>126,758</u> | <u>195,995</u> | <u>322,753</u> |

3 Financial risk management (Continued) 財務風險管理（續）

3.2 Fair value measurement (Continued) 公平值之估計（續）

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date. A market is regarded as active if quoted prices are readily and regularly available from an exchange, dealer, broker, industry group, pricing service, or regulatory agency, and those prices represent actual and regularly occurring market transactions on an arm’s length basis. The quoted market price used for financial assets held by the Fund is the current bid price. These instruments are included in level 1. Instruments included in level 1 comprise equities and debt securities.

The fair value of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined by using valuation techniques. These valuation techniques maximise the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2. Instruments included in level 2 comprise unit trusts and foreign currency forward contract.

在活躍市場買賣的金融工具的公平值根據資產負債表日的市場報價列賬。當報價可即時和定期從證券交易所、交易商、經紀、業內人士、定價服務者或監管代理獲得，而該等報價代表按公平交易基準進行的實際和常規市場交易時，該市場被視為活躍。本集團持有的金融資產的市場報價為當時買方報價。此等工具包括在第 1 層。在第 1 層的工具主要包括股票基金及非上市債務證券。

沒有在活躍市場買賣的金融工具（例如場外衍生工具）的公平值利用估值技術釐定。估值技術儘量利用可觀察市場數據（如有），儘量少依賴主體的特定估計。如計算一金融工具的公平值所需的所有重大輸入為可觀察數據，則該金融工具列入第 2 層。在第 2 層的工具主要包括單位信託基金及外幣遠期合約。

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 Fund’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 Accounts and other receivables 應收帳款

|                     |      | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|---------------------|------|---------------------------|---------------------------|
| Accounts receivable | 應收帳款 | 4,243                     | -                         |
| Interest receivable | 利息應收 | 1,166                     | 1,081                     |
| Other receivable    | 其他應收 | 57                        | -                         |
|                     |      | 5,466                     | 1,081                     |

The amounts at 30th June 2011 are aged less than 30 days and hence are not determined to be impaired [2010: Nil]. The carrying values of accounts and other receivable approximate their fair values.

於二零一一年六月三十日，所有應收帳款賬齡少於三十日，故無減值需要（二零一零年：無）。應收帳款的公平值與賬面值相若。

6 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：

| Assets                             | 資產        | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|------------------------------------|-----------|---------------------------|---------------------------|
| Equities                           | 股票基金      | 7,112                     | 3,043                     |
| - Listed in Hong Kong              | - 於香港上市   | 13,516                    | 10,527                    |
| - Listed outside Hong Kong         | - 於香港以外上市 |                           |                           |
| Debt securities                    | 債務證券      |                           |                           |
| - Listed in Hong Kong              | - 於香港上市   | 10,024                    | 13,039                    |
| - Listed outside Hong Kong         | - 於香港以外上市 | 89,090                    | 82,119                    |
| - Unlisted                         | - 非上市     | 21,983                    | 18,030                    |
| Unit trust                         | 單位信託基金    | 223,851                   | 195,057                   |
| Foreign currency forward contracts | 外幣遠期合約    | -                         | 938                       |
|                                    |           | 365,576                   | 322,753                   |

| Liabilities                        | 負債     |       |   |
|------------------------------------|--------|-------|---|
| Foreign currency forward contracts | 外幣遠期合約 | (822) | - |

The carrying amounts of the financial instruments are denominated in the following currencies:
本基金之金融工具賬面值以下列貨幣結算：

| Assets               | 資產    | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|----------------------|-------|---------------------------|---------------------------|
| Australian dollar    | 澳元    | 13,736                    | 13,076                    |
| Canadian dollar      | 加元    | 8,134                     | 7,368                     |
| Euro                 | 歐元    | 32,478                    | 29,908                    |
| Hong Kong dollar     | 港幣    | 8,837                     | 5,701                     |
| Malaysia Ringgit     | 馬來西亞幣 | 4,883                     | 4,048                     |
| Renminbi             | 人民幣   | 4,816                     | -                         |
| United States dollar | 美元    | 286,311                   | 252,447                   |
| Singaporean dollar   | 新加坡元  | 4,237                     | 5,794                     |
| Japanese Yen         | 日圓    | 853                       | 3,249                     |
| Thai Baht            | 泰銖    | 1,291                     | -                         |
| British Pound        | 英鎊    | -                         | 1,162                     |
|                      |       | 365,576                   | 322,753                   |
| Liabilities          | 負債    |                           |                           |
| United States dollar | 美元    | (822)                     | -                         |



| 7 | Accounts and other payables   | 應付賬款              |                           |                           |
|---|---|-------------------|---------------------------|---------------------------|
|   |   |                   | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|   | Current account with Ocean Park Corporation (Note 8)  | 與海洋公園公司的往來賬項(附註8) | 1,855                     | 1,191                     |
|   | Accounts payable  | 應付賬款              | 5,896                     | 2,278                     |
|   | Accruals  | 預提費用              | 22                        | 20                        |
|   |   |                   |                           |                           |
|   |   |                   | 7,773                     | 3,489                     |
|   |   |                   |                           |                           |
|   | The carrying values of accounts and other payables approximate their fair values. 應付賬款的公平值與賬面值相若。 |                   |                           |                           |

| 8 | Current account with Ocean Park Corporation                      | 與海洋公園公司的往來賬項      |                           |                           |
|---|--|-------------------|---------------------------|---------------------------|
|   |  |                   | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|   | Balance payable at the beginning of the year                     | 年初結餘              | 1,191                     | 90                        |
|   | 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 | 21                        | 20                        |
|   | 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 | 97                        | 94                        |
|   | Transfer to Ocean Park Corporation (Note 10)                     | 轉往海洋公園公司（附註 10）   | 5,046                     | 5,987                     |
|   | Payments made during the year                                    | 年內付款              | (4,500)                   | (5,000)                   |
|   | Balance payable at the end of the year                           | 年末應付結餘            | 1,855                     | 1,191                     |

| 9 | Accumulated fund   | 累積基金             |                           |                           |
|---|--|------------------|---------------------------|---------------------------|
|   |  |                  | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>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 | 200,000                   | 200,000                   |
|   | Accumulated retained income  | 累積保留收入           |                           |                           |
|   | - At the beginning of the year                                     | - 年初結餘           | 152,283                   | 134,675                   |
|   | - Surplus for the year   | - 本年度盈餘          | 38,393                    | 17,608                    |
|   | - At end of the year   | - 年末結餘           | 190,676                   | 152,283                   |
|   |  |                  | 390,676                   | 352,283                   |

| 10 | Transfer to Ocean Park Corporation   | 轉往海洋公園公司 |                           |                           |
|----|--|----------|---------------------------|---------------------------|
|    |  |          | 2011<br>HK\$ '000<br>港幣千元 | 2010<br>HK\$ '000<br>港幣千元 |
|    | Transfer to Ocean Park Corporation   | 轉往海洋公園公司 | 5,046                     | 5,987                     |
|    | Ocean Park Corporation engaged third party consultants to perform strategic reviews and feasibility studies of the Park, of which the costs are funded by the Ocean Park Trust Fund. In addition, the Ocean Park Trust Fund also funds capital expenditure of Ocean Park Corporation amounting to HK\$1.7 million (2010: Nil) during the year. |          |                           |                           |
|    | 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。海洋公園信託基金同時負責支付海洋公園港幣 1.7 百萬（二零一零年：無）的資本開支。   |          |                           |                           |
|    | 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。  |          |                           |                           |







## Ocean Park Hong Kong 香港海洋公園

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