



**OCEAN PARK STRENGTHENS SOCIAL CARE PROGRAMMES TO EMBRACE  
UP TO 400,000 PEOPLE AND 330,000 STUDENTS ON SOCIAL ASSISTANCE**

**VALUE OF HK\$52 MILLION CONTRIBUTION LAST YEAR  
TO CSR INITIATIVES**

**NEW PRICING STRUCTURE TO TAKE EFFECT ON 1 AUGUST 2009 WITH  
14 MONTHS OF "SMARTFUN" LIMITED TIME OFFER  
FOR FIRST-TIME AND RENEWAL APPLICATIONS**

(Hong Kong - 1 July 2009) Being a socially-caring organisation, Ocean Park will launch another social initiative that will enable people with financial hardship to go to Ocean Park. **Starting today**, individuals eligible for support from the **Comprehensive Social Security Assistance (CSSA) Scheme and presenting the valid Certificate of Comprehensive Social Security Assistance Recipients (for Medical Waivers)** <綜合社會保障援助受助人 (醫療費用豁免證明書)> **issued by the Social Welfare Department can visit Ocean Park during the day at a special admission rate of \$20** (Please refer to Fact Sheet for details.) This brings the total number of social initiatives implemented by Ocean Park to 13. In addition, the \$2,000,000 student subsidy fund set up in October of 2007 to enable school children from disadvantaged families to take part in programmes run by the **Ocean Park Academy (OPA)** each year, at no cost, will have the eligibility extended to include more students in need. Ocean Park also announced a new pricing structure for daytime admission and Smartfun annual pass, which will take effect on **1 August**. A summary of the new admission is as follows:

| <b>Ocean Park Day Admission</b>   |                          |
|---|--------------------------|
| <b>Ticket Type</b>  | <b>General Admission</b> |
| <b>Adult</b>  | HK\$250                  |
| <b>Child (aged 3 - 11)</b>  | HK\$125                  |
| <b>Child (aged below 3)</b>   | Free                     |
| <b>Senior citizens (holders of Hong Kong Identity Card or Senior Citizen Card aged 65 or above)</b> | Free                     |

| <b>Ocean Park SmartFun Annual Pass</b>      |   |  |
|---|---|--|
| <b>Pass Type</b>                            | <b>Gold</b><br><br><b>Unlimited admission to Ocean Park throughout the year</b> | <b>Silver</b><br><br><b>Unlimited daytime admission to Ocean Park from Mondays to Fridays and before noon on Saturdays, throughout the year (excluding public holidays and special night events)</b> |
| <b>Adult</b>                                | HK\$695   | HK\$545  |
| <b>Child (aged 3 - 11)</b>                  | HK\$350   | HK\$270  |
| <b>Full-time Student (aged 12 or above)</b> | HK\$485   | -  |

**Guests making new and/or renewal applications for the SmartFun annual pass between 1 August 2009 and 30 September 2009 will enjoy a two-month bonus, with SmartFun passes that are valid for 14 months.**

Dr Allan Zeman, Ocean Park chairman, said, "We understand that times can be tough for some people in the community. As Hong Kong's People's Park, we want everyone in Hong Kong to be able to enjoy and be inspired by all that Ocean Park offers. At the same time, Ocean Park is a not-for-profit statutory body and we do not receive funding support from the Government. I've always said that price increases are inevitable, but we have always tried to hold it off for as long as possible. And if we do implement adjustments, we will keep it as low as possible, and it will be done responsibly, to cover operating expenses, capital improvements and debt service. Value-for-money for our guests will always be our top priority, and thus far, no other theme park or tourist attraction in the region – or even the world - can boast a better value than Ocean Park Hong Kong, with a multitude of attractions and activities combining animal presentations, thrill rides, and entertainment, all in one place, for everyone in the family."

He continued, "Ocean Park is for all to enjoy – and to give everyone in Hong Kong the chance to visit Ocean Park at least once a year, all 7,000,000 Hong Kong residents can visit Ocean Park for free on their birthdays."

Ocean Park now runs 13 social care programmes. In the fiscal year just completed\* (\*1 July 2008 to 30 June 2009,) the total value of Ocean Park's contribution to the community through these initiatives is equivalent to the value of HK\$52,000,000. (Please see the Fact Sheet for the details of these initiatives.)

Dr Zeman added, "Our quest for greater engagement with the community will be ongoing, as we continue to come up with new guest promotions."

Each year, Ocean Park delivers over 1,000 interactive and compelling educational programmes through its education arm, OPA, to about 45,000 school children. Since the enhancement made in 2007 to the student subsidy scheme, Ocean Park has absorbed the course fees for over 3,300 students who receive support from the Comprehensive Social Security Assistance Scheme (CSSA) or from the Student Financial Assistance Agency (SFAA). With the latest feature, students receiving the **Kindergarten and Child Care Fee Remission Scheme, and/or the School Textbook Assistance Scheme** will also be eligible for full or partial course fee exemption. (Please refer to the Fact Sheet for details.)

Dr. Zeman said, "We uphold the highest quality in our offering, including new products coming out from the HK\$5.55 billion Master Redevelopment Project, which just delivered its first major themed area, **Amazing Asian Animals**, to fabulous public response. We are eager to showcase the next project to come on stream within the next 60 days – the opening of the **Ocean Express** funicular system. All this positive growth taking place at Ocean Park is **generating employment for thousands of people, including 100 permanent positions recently created** with the opening of **Amazing Asian Animals**, and facilitating local economic activity and tourism growth."

Dr Zeman continued, "Ocean Park will keep the compelling stories about the natural world coming through our efforts in education and conservation. With 13 social care initiatives, we hope to enable more individuals and families to get inspired while spending quality time together - with Ocean Park."

According to statistics from the Social Welfare Department, there are currently over 480,000 individuals receiving social assistance.

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### **About Ocean Park**

Ocean Park is Hong Kong's unique homegrown theme park with a heritage of delivering family fun and fond memories. Since its opening in January 1977 as a non-profit organisation, Ocean Park has developed itself to be a world-class attraction connecting people with nature, and recognised for its animal husbandry, research and relationship with the community. Over 90 million people have visited Hong Kong's premier park since its inception, and Ocean Park has remained committed to offering adults and children experiences that blend entertainment with education and conservation. Part of the proceeds from Ocean Park admission tickets and some retail items will go to Ocean Park Conservation Foundation, Hong Kong to support its wildlife conservation projects.



**New and Enhanced Caring Initiatives**

| <b>Scheme</b>   | <b>Effective Date</b>         | <b>Mechanism</b>  |
|---|-------------------------------|---|
| <p>1. A special admission rate of \$20 will be available for individuals and members of families receiving assistance from the Comprehensive Social Security Assistance (CSSA) Scheme and presenting their valid Certificate of Comprehensive Social Security Assistance Recipients (for Medical Waivers) issued by the Social Welfare Department</p> | <p>July 1, 2009</p>           | <p>Upon presentation of a valid Certificate of Comprehensive Social Security Assistance Recipients (for Medical Waivers) and a valid photo identification for verification, the guest can purchase a ticket for \$20.<br/><i>(According to statistics from the Social Welfare Department, there are currently over 480,000 CSSA recipients)</i></p>   |
| <p>2. Enhancement to the Ocean Park Academy Student Sponsorship Scheme (SSS)</p>  | <p>New 2009 academic year</p> | <p>Schools taking part in OPA-run courses can apply for course fee waiver under “SSS” for eligible students.<br/>*Eligibility: student to provide proof he/she is receiving assistance from any of the schemes below</p> <ul style="list-style-type: none"> <li>• Student Financial Assistance Agency (SFAA);</li> <li>• Comprehensive Social Security Assistance (CSSA);</li> <li>• Kindergarten and Child Care Centre Fee Remission Scheme; or</li> <li>• School Textbook Assistance Scheme</li> </ul> <p>(Up to 330,000 students in Hong Kong are receiving assistance from the schemes above)</p> |

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|--|--|---|
|  |  | <p>Remarks: The Ocean Park Academy Student Sponsorship Scheme (SSS) was first launched in November 2004. The scheme was enhanced on 1 October 2007. A sum of \$2,000,000 has been set aside for students, through their schools, to take part in OPA-run courses and apply for course fee waiver under “SSS”. This is applicable to all eligible students.</p> <p>*Eligibility : student to provide proof he/she is receiving assistance from either</p> <ul style="list-style-type: none"> <li>• Student Financial Assistance Agency (SFAA); or</li> <li>• Comprehensive Social Security Assistance</li> </ul> |
|--|--|---|

### **Existing Caring Initiatives and Promotional Schemes**

| <b>Schemes</b>  | <b>Effective Since</b> | <b>Mechanism</b>   |
|---|------------------------|--|
| 3. Free admission for local seniors   | 1 July 2000            | <p>Upon presentation of the Hong Kong Identity Cards or Senior Citizen Cards, people over 65 years of age can enter free</p> <p><i>(*According to statistics from Census and Statistics Department, there are almost 880,000 people in Hong Kong aged 65 or above)</i></p>   |
| 4. Free entry for holders of the Registration Card for People with Disabilities | 1 October 2007         | <p>Upon presentation of the Registration Card for People with Disabilities at the Ticketing Counter, the holder can visit the Park for free. One caregiver can enjoy half-price admission.</p> <p><i>(*There are over 40,000 people in Hong Kong holding the Registration Card for People with Disabilities)</i></p>       |
| 5. \$20 Social Care tickets   | On going practice      | <p>People from organisations registered with the Social Welfare Department can buy group tickets for \$20 per head. Free tickets for accompanying staff will also be granted according to the nature of the organisation.</p> <p><i>(*The Social Welfare Department has over 170 members, covering 950,000 people)</i></p> |

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|--|---------------------------------|---|
| 6. "Lovin' Hong Kong" Surprise – Birthday promotions                         | 10 January 2006                 | Free admission to the Park to Hong Kong Identity Card holders on their birthdays<br><i>(* According to statistics from the Census and Statistics Department, there are almost 7,000,000 Hong Kong residents)</i>      |
| 7. Free admission for children aged below 3                                  | On going practice               | Children aged below 3 can enter free  |
| 8. Concessionary group tickets for schools                                   | 1 July 2002                     | Special rates for students visiting on school-organised field trips:<br>Primary Student @\$70<br>Secondary Student @\$80<br>One free ticket for the teacher will be included for every 20 students.                   |
| 9. Free admission on the Annual International Day of Disabled Persons (IDDP) | December 1993                   | Every year, on the first week of December, over 4,000 free tickets are distributed to members and family members of Hong Kong Joint Council for People with Disabilities, and the Hong Kong Council of Social Service |
| 10. Donation of complimentary tickets to charitable organizations            | On-going practice               | Donation of complimentary tickets to charitable organizations all year round. In the past 5 years, Ocean Park donated 110,000 admission tickets.  |
| 11. Series of Hong Kong Identity Card Promotions                             | First Launched in November 2005 | Every now and then, the Park launches different promotional schemes offering discounts from 10% to 40% based on the specific numbers or letters in the HKID card  |
| 12. Integrative Employment Policy  | On-going                        | Work with the following organizations to provide employment opportunities to people with disabilities<br>- St. James Settlement<br>- Tung Wah Group of Hospitals  |
| 13. Sharing sessions with Ocean Park senior management                       | On-going                        | Senior executives volunteering time for lectures and presentations about Ocean Park for school groups and business organizations  |