



Employees Retraining Board
Manpower - Development - Integration

立法會 CB(2)326/09-10(01)號文件

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By Fax

18 November, 2009

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Legislative Council Secretariat
Hong Kong Special Administrative Region
Of the People's Republic of China
Legislative Council Building
8 Jackson Road, Central, Hong Kong

Dear Mr Kau,

**Employees Retraining Ordinance
(Amendment of Schedule 2) (No.2) Notice 2009**

Thank you for your letter of 13 November 2009 to Dr Ma Chi, Deputy Executive Director (Training Service) of the Employees Retraining Board regarding the captioned. Enclosed please find the additional information in Chinese on Monita Hair & Beauty Academy as per your request. The English version of the additional information will follow.

Should you require further information, please feel free to contact me at 3129 1105.

Yours sincerely,

(Patricia Tam)

Deputy Executive Director
Quality Assurance Division

cc Edward Mak, PAS for Labour and Welfare, Labour and Welfare Bureau

Supplementary Information on the Monita Hair and Beauty Academy

(This is the translated version. Should there be any discrepancy between the English and Chinese version, the Chinese version should prevail.)

A Brief History of the Monita Hair and Beauty Academy

The Monita Hair & Beauty Academy (hereafter the Academy) was established in 1966, developing into the Monita Group Limited (hereafter the Group) eventually. The Academy, being a subsidiary of the Group now, aims at promoting beauty and hairdressing education, as well as training up of professionals for the two industries. Please refer to Annexes 1 and 2 for the list of Directors and organization chart of the Academy respectively.

2. The Academy obtained the Initial Evaluation status from the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (hereafter the HKCAAVQ) in January 2008. The Initial Evaluation of the HKCAAVQ is to evaluate the competence of an organization in ensuring its efficient operation and the availability of sufficient resources for activities like course development, teaching and learning, and quality assurance. It covers corporate governance, staffing, finance and resources, and the quality assurance mechanism for course development and management of the organization. For each Initial Evaluation exercise, the HKCAAVQ will form an Assessment Panel comprising Subject Specialists of the related industry so as to ensure the professionalism and objectivity of the evaluation.

3. The Academy is also the approved assessment centre of various international diplomas on beauty and hairdressing, including Comité International d'Esthétique et de Cosmétologie (CIDESCO) of Switzerland; International Therapy Examination Council (ITEC), Confederation of International Beauty Therapy and Cosmetology (CIBTAC), and CITY & GUILDS of the United Kingdom; and Central TAFE of Australia, etc. In addition, the Academy has been approved by the Bureau of Human Resources and Social Security of Guangzhou Municipality (廣州市人力資源和社會保障局) [Bureau of Labour and Social Security of Guangzhou Municipality (廣州

市勞動及社會保障局) previously] to be an appointed occupational skills assessment centre for beauty and hairdressing.

Scale and Operation of the Monita Hair and Beauty Academy

4. The training centre of the Academy, with an area of around 3,000 square feet, is located at 8/F, Miramar Tower, Tsim Sha Tsui, During a visit to the Academy by the staff and Technical Advisor of the Employees Retraining Board (hereafter the ERB) on 8 November 2009, it was found that the training centre is well-equipped and the training facilities and equipment are up to the required safety standards. Please refer to Annex 3 for the list of training equipment of the Academy.

5. The Academy has a total of 20 full-time and 50 part-time instructors. They generally possess more than 5 years of teaching experience and have obtained various professional qualifications, including CIDESCO, ITEC, CIBTAC, CITY & GUILDS, as well as the Occupational Qualification Certificate on Beautician and Hairdresser (Senior Technician level) issued by the Bureaux of Human Resources and Social Security of Guangdong, Hubei and Shanghai.

6. The Academy has a lot of experience in adult education and vocational training. Since 1986, it has established 17 schools in different Mainland cities like Beijing and Shanghai. Apart from providing courses by itself, the Academy has also participated into joint projects on the development of beauty training programmes with universities and vocational training institutions both in Hong Kong and the Mainland. Its partners include the Hong Kong Community College of the Hong Kong Polytechnic University, the Institute of Professional Education and Knowledge of the Vocational Training Council (hereafter the VTC), and the Shanghai Second Polytechnic University. During 2003-2007, the Academy, being a participating training provider of the Skills Upgrading Scheme under the Labour and Welfare Bureau, offered more than 80 beauty courses. Amongst its 1,065 graduates of beauty courses, over 90% of them indicated that they were satisfied with the service provided by the

Academy.

7. Currently, the Academy is offering more than 60 full-time and part-time courses, with duration ranging from 3 hours for certificate courses to 250 hours for diploma courses, and course fees from \$600 to \$23,399. Over the last 40 years, more than 50,000 persons have attended the courses offered by the Academy.

8. Regarding the quality assurance mechanism, the Academy has established a "Course Monitoring Group" to assess the quality of classes on a regular basis. To ensure and monitor the quality of courses, the Academy has also set up an "Internal Quality Monitoring Group" and a "Course Advisory Committee". While the Course Advisory Committee is responsible for providing advice on course content, course development and quality control, the Internal Quality Monitoring Group is required to submit regular assessment reports on student and instructor evaluations, attendance records, examination results reports, job referral records, tuition fee records, etc. to the Course Advisory Committee.

9. As to placement service, the Academy has well-established employers' networks (including members of beauty associations) through which job opportunities can be sourced for its graduates. Over the past 40 years, the Academy has successfully placed 30,000 graduates.

Considerations of Employee Retraining Board for Vetting Applications on Appointed Training Bodies

10. To ensure that its new appointed Training Bodies are competent enough to meet the quality assurance requirements of the Qualifications Framework and contribute to its "Manpower Development Scheme", and that public funds are used effectively, the ERB requires all training providers interested in becoming its appointed Training Bodies to have obtained the Initial Evaluation status from the HKCAAVQ prior to their submission of application. The ERB will then base upon the following criteria to evaluate

the application:-

- i. Background and governance of the organization;
- ii. Experience in youth/adult education and vocational training;
- iii. Capability in providing placement service and availability of employers' networks;
- iv. Availability and quality of instructors and training facilities;
- v. Location; and
- vi. Contribution to the ERB's Manpower Development Scheme.

11. After compiling and analyzing the application, the Executive Office of the ERB will submit a paper on the application to the Board's "Quality Assurance and Review Committee" for approval. After approval, the Committee's decision needs to be confirmed by the full Board. With the full Board's confirmation, gazette of the appointment of the concerned organization to be the ERB Training Body will be arranged in accordance with the "Employees Retraining Ordinance". Upon completion of the Gazette, the concerned organization formally becomes an appointed ERB Training Body and can participate in the tendering exercises for ERB courses.

12. From the resource management point of view, the ERB adopts tendering for the allocation of its training places. Of the various vetting criteria, unit cost and quality are critical for evaluating tender proposals. Successful bidders must be capable of offering high quality training service at a competitive cost, regardless of whether they are profit making or non-profit making organizations. Under such arrangements, the participation of new Training Bodies will help the ERB provide more diversified training services.

13. Based on the above, the ERB has found that the Monita Hair and Beauty Academy possesses extensive experience in beauty and hairdressing vocational training. Together with its well established employers' networks and rich experience in job referral, the Academy will not only be able to provide beauty and hairdressing courses under the ERB's SUS Plus Scheme, but also help to expand the ERB's scope of service in the beauty and hairdressing

industries through providing full-time placement-tied courses for the unemployed. As the Academy has already obtained the Initial Evaluation status from the HKCAAVQ, a basic requirement for becoming its appointed Training Body, the ERB decided to approve the Academy to be its appointed Training Body and to participate in its course tendering exercises at its "Quality Assurance and Review Committee" meeting on 4 September 2009. The decision was confirmed by the full Board of the ERB at its meeting on 25 September 2009.

14. All appointed Training Bodies of the ERB are required to follow a series of administrative guidelines for the proper delivery of ERB's training courses and services. To ensure the quality of courses and services provided by the appointed Training Bodies, "key performance indicators" have been set to measure their performance and quality assurance measures are in place. Examples of the quality assurance measures include annual on-site audit, surprise inspection, class visit and assessment observation by Teaching Advisors and Technical Advisors respectively, instructor training, course accreditation and conduct of standardized practical assessments. Should the performance of the appointed Training Bodies be not up to the required standards, the ERB will take actions as deemed appropriate.

Executive Office
Employees Retraining Board
November 2009

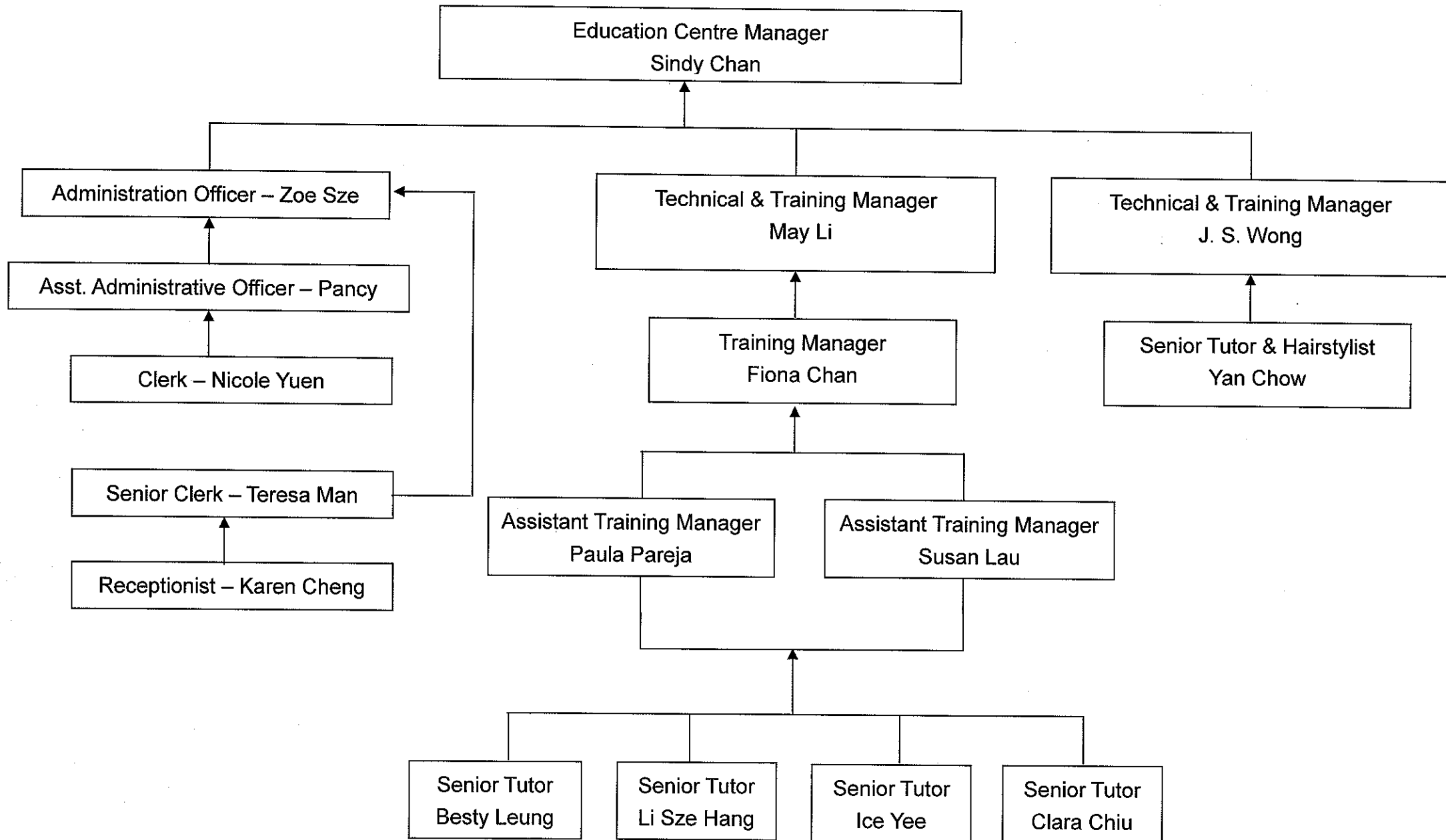
**Monita Hair & Beauty Academy
Board of Director List**

Company Owner & Director:
Ms Cheng Ming Ming

Chief Executive Officer:
Ms Huang Chen Wei Lay Bernadette

Organization Chart of Monita Hair & Beauty Academy

Annex 2



Facilities and Equipment of the Training Centre

No of classroom (excluding the computer room) and the capacity	4 Classrooms in total, and the max. capacity for each room ranged from 20 to 30 persons
No of computer room, the capacity of each room and the no of computers in each room	<p>No computer room.</p> <p>Computer equipment:-</p> <ul style="list-style-type: none"> • Desktop x 2 • Notebook x 1
Other rooms (e.g. for interview, practical, etc) and the capacity.	<p>Practical Room x 1 (Max. capacity: 30)</p> <p>Consultant Room x 1 (Max. capacity: 4)</p> <p>Interview Room: 1 (Max. capacity: 4)</p>
Equipment list	<p>Couches x 22</p> <p>Stools x 22</p> <p>Trolleys x 22</p> <p>Facial Steamers/Vaporizers x 17</p> <p>Magnifying lamps x 9</p> <p>Hot/Strip Wax Heaters x 10</p> <p>Paraffin Wax Heaters x 1</p> <p>Gyratory Vibrators x 3</p> <p>Galvanic x 9</p> <p>High Frequency x 5</p> <p>Vacuum Suction x 6</p>