

When I was the President

我做會長的日子.....



Sr Wong Chung Hang

Past President (2005-2006)

Interviewed by Sr Mandy Ko and Sr Paddy Ng



30週年
Anniversary

測量師第三十年 專業社會邁向前
30 Years of Surveying Service with Pride
For the Community's Betterment We Strive

Q = Sr Mandy Ko, Sr Paddy Ng

W = Sr Wong Chung Hang

Q: Sr Wong, can you share with us your main involvement as HKIS President during your tenure from 2005-2006?

W: During my tenure as President of the HKIS, I relied greatly on the support of members of the General Council and various committees, including the divisional councils and many other ad hoc working groups. They should be honoured for all the achievements we made. My main role as HKIS President was to enable all members of the General Council to agree on the implementation of every proposal or action. We were able to work harmoniously to fulfill the Institute's main objectives, which were already outlined in the HKIS Constitution and Bye-laws. They were:

- (1) to secure the advancement and facilitate the acquisition of the knowledge and expertise that constituted the surveying profession;
- (2) to promote, support, and protect the character, status, and interests of surveyors in Hong Kong; and
- (3) to maintain and promote the usefulness of the surveying profession to the general public.

Q: What were the priority items that you put on the agenda during your tenure and fulfilled?

W: We kept on enhancing the surveyor's identity in Hong Kong, on the Mainland, and even internationally to ensure our competitiveness. We hoped that by increasing the public's confidence in the HKIS, we would secure more business opportunities for our members. We also needed a policy to manage the HKIS brand. A brand is not merely an image. In fact, it is a promise to members and the general public. The HKIS's brand management was a strategy to increase members' loyalty to the Institute and raise the public's awareness of its commitment to Hong Kong's development. I tried to concentrate my efforts on raising the Institute to the highest position possible. As requested by the Institute of Surveyors Malaysia, I delivered a speech on brand management for professionals during their 8th Surveyors Congress in Kuala Lumpur.

Q: It sounds like a good marketing strategy for our Institute. How did you come up with this idea and how important was it for our Institute's development?

W: I was inspired by the growing trend at the time. Many organisations had developed their own visions and mission statements. The Institute had to determine its own corporate values as well. We needed to derive more action plans for its long and short term developments. We had to make it clear to our members that the HKIS should be recognised as a leading professional body in the built environment locally, nationally, and internationally. We had to ensure a high standard of professionalism, maintain an effective self-regulatory framework, promote a strong sense of ethics in the surveying profession, and serve the best interests of the community. After a series of discussions with the General Council, we finally boiled down our management philosophy to six corporate values. They were social responsibility, thought leadership, a sense of ownership, membership care, integrity, and professionalism. Then I tried to elaborate on these six values in *Surveyors Times* together with the new strategic directions and implementation plans we agreed upon to enhance the Institute's position. I remember that the ICAC's Hong Kong Ethics Development Centre considered two of my articles were useful for and relevant to its mission, and it posted them up on its website to promote ethics in Hong Kong.

Q: What was the most challenging task that you experienced during your tenure?

W: We should always be able to strike a right balance between public expectations and the needs of our own members. As a professional body, we must instill integrity and professionalism in our work and, at the same time, not overlook the concerns raised among our members on different topics. There are bound to be pros and cons in every action plan. We needed to collect members' views in an open and impartial manner. However, weighing the importance of each member's opinions and their significance to the Institute was a complicated job and always a challenge for the General Council. For the sake of effectiveness, we needed to be decisive sometimes.

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Q: The social atmosphere and work environment of our surveying industry has changed rapidly since your tenure as HKIS President ended in 2006. What is your advice to younger surveyors?

W: The involvement of surveyors from different disciplines at different stages of land and infrastructure development has long been recognised to be of prime importance in every country. This is particularly true in a highly commercialised city like Hong Kong when it comes to building new, large scale infrastructure and maintaining older developments. We strive to serve the community with a clear professional understanding. A surveyor's commitment to a city's development and management is forever indispensable. Our younger members have been doing very well to strengthen the Institute's standing in society. To sharpen our competitive edge, my advice to them is to continue to foster synergy among their fellow HKIS members and collaborate proactively with those from other professions. Be inclusive and work together. From different opinions, we will build a better future.



2006 06 Happy Hour



2006 09 Career Exhibition



2006 09 LSD Annual Dinner



2006 06 CAEC Signing



2006 05 CE CA



2006 07 Q&A



2006 03 HKIS 10 Basketball



2006 11 Visit by MOC



2006 11 PMA



2006 11 HKIS Annual Dinner



2006 11 HKIS Annual Dinner