

Corporate Social Responsibility

Safety Awareness

Safety of the passengers and the frontline staff is the primary concern of the Group. As a responsible public transport service provider, the management believes that safety is the cornerstone to business success. The Group is committed to providing safe, comfortable and reliable journeys to our passengers. The safety of its operations is enhanced by ways of continuous training and education, and comprehensive maintenance programmes.

The Group organised courses and seminars on road safety throughout the year, which helped to raise safety and risk awareness and improve work practices of our staff. Some of these courses and seminars were co-organised by the Group and the Traffic Division of the Hong Kong Police Force. To enforce safety guidelines and cultivate a professional and responsible driving attitude among captains, the Group has adopted stringent code of conduct and captains' guidelines, conducted spot checks and arranged inspection personnel disguised as passengers to make timely reports for any misbehaviour of the captains. These programmes were designed to minimise the occurrence of accidents as we are committed to maintaining a low accident rate. Tips to passengers are also posted at prominent locations inside the minibuses to remind the passengers of the safety on board.

The Group has implemented comprehensive maintenance programmes to ensure proper checks and maintenance of the vehicles. In order to ensure the quality and effectiveness of the repairing process, the Group has put great efforts into the computerisation of the repairing management system in recent years. The Group has been rewarded the ISO 9001:2008 quality management system certification for its dedication to enhance its repairing and maintenance centres since January 2011, making the Group the only franchised PLB operator in Hong Kong having such a prestigious accreditation.

The average accident rate was 2.7 per million km for the year ended 31 March 2014 (2013: 2.4 per million km). The accident rate increased because the overall quality of captains was affected by the shortage of supply of quality captains in the market. Apart from enhancing the new captains' safety awareness by strengthening their orientation training, the management also sought to tackle this issue by adjusting the captains' pay during the year with the average pay rise being around 5.4%, in the hope that increasing the attractiveness of the captains' remuneration would reduce the captains' turnover.

Environmental Protection

The Group is dedicated to protecting the environment and promoting sustainable development for the betterment of our next generation. To improve air quality, the whole fleet of vehicles adopts Euro V diesel or LPG and the captains are also required to strictly comply with the legal requirements of idling engine ban.

The Group supports the environmental protection policy of the Government. However, owing to the technical problems found in the latest model of diesel minibuses which has been discussed in the "Management Discussion and Analysis" section, the Group has no choice but to suspend its regular replacement plan. Nevertheless, when the replacement of aged minibuses is necessary, the Group will first consider deploying new LPG minibuses.

The Group also promotes a "Green" concept in the administrative office. Staff members are encouraged to minimise paper and electricity consumption, reuse and recycle used papers and used plastic cartridges in copying machines and printers. Green plants are also grown in different corners of the office to offer greenery environment to the staff.

ENVIRONMENTAL INDICATORS			
	unit	2014	2013
GHG Emissions (CO₂ equivalent)			
Direct sources			
Fleet	tonnes	23,358	24,490
Indirect sources			
Electricity	tonnes	231	250
Water	tonnes	2	2
Paper	tonnes	13	12
Total GHG emissions	tonnes	23,604	24,754
Average fleet size (PLB and PB)			
	vehicle	370.2	374.9
Average GHG emissions per vehicle			
	tonnes	63.8	66.0

Corporate Social Responsibility

ENVIRONMENTAL INDICATORS

unit	2014	2013	
Resources			
Consumption			
Diesel	Litre ('000)	6,178	6,639
LPG	Litre ('000)	4,250	4,208
Petrol	Litre ('000)	29	27
Electricity	MWh	330	357
Water	m ³	4,277	4,690
Paper	kg	2,633	2,554

Serving the Communities

The Group places great value on corporate citizenship and social responsibility. Over the years, the Group has sponsored various activities organised by different district groups and charities. In addition to financial assistance, the Group and its staff members have participated in various community services and environmental protection projects. The activities that the Group sponsored or participated through its employees included Southern District's Road Safety Campaign, Southern District Football Club and elderly services organised by Aberdeen Kai-fong Welfare Association Social Service Centre etc. During the year, the Group continued to be nominated by Aberdeen Kai-fong Welfare Association Social Service Centre and was awarded as a "Caring Company" by The Hong Kong Council of Social Service in recognition of its contributions to community involvement programmes.

The Group also continued its support to the community through expanding the coverage of its GMB-GMB Interchange (GGI) schemes, and offering fare concessions to passengers travelling on long journeys and the elderly aged over 65 on specific routes. Our operation team maintained close communication with district and resident representatives and responded proactively to passenger needs.

During the year, the donation and sponsorship paid to the charities and other communities/district groups are as follows:

	2014	2013
	HK\$'000	HK\$'000
Sponsorship	199	509
Donation	13	49
Total	212	558

Human Resources

The minibus industry is labour-intensive in nature. The Group considers its employees as its greatest assets.

As at 31 March 2014, the Group had a total of 1,245 employees (2013: 1,273). The remuneration packages of the employees include basic salaries, bonuses, traveling allowance and housing allowance. The level of remunerations is reviewed annually by reference to the market condition and individual merits. The Group also operates a share option scheme for eligible employees as incentives for their contributions to the Group.

The Group considers that staff development is important to improve the employees' abilities. Therefore, the Group encourages employees to attend in-house or external training courses or seminars at the Group's expense.

WORKFORCE INDICATORS

	2014	2013
Number of Employees		
as at year end		
Directors	8	8
Administrative staff	99	104
Captains	1,093	1,115
Technicians	45	46
Total	1,245	1,273
By Gender (%)		
Male	94.6	95.1
Female	5.4	4.9
By Age Group (%)		
Under 30	3.8	4.7
30 to 39	14.5	16.7
40 to 49	19.2	19.6
50 to 59	32.2	33.0
Over 60	30.4	26.0
Staff Turnover Rate (%)	35.8	35.8
Number of Staff Training		
Hours	410	899