

## SECTION I

### INTRODUCTION

#### Background

1.1 The VTC was commissioned by the CEDB to conduct a study to examine the manpower and training situation and requirement of the wine industry in the first half of 2013. The study confirmed a need to conduct a full scale survey, with a view to investigating the manpower situation in greater detail and conducting a forecast of manpower demand and training needs in the future. Report of the Manpower Study for the Wine Industry is shown in **Annex A**.

1.2 Against this background, the VTC was appointed to commission the Manpower Survey of the Wine Industry 2013. The aims and objectives of the Survey include –

- (a) to collect information on the manpower situation of the wine industry in Hong Kong, analysed by sectors, job nature, levels, etc;
- (b) to conduct forecast future manpower demand and training provision;
- (c) to identify the training needs of the industry; and
- (d) to make necessary recommendations based on survey findings.

#### Working Committee on Manpower Survey of the Wine Industry

1.3 To assist in carrying out the survey, a Working Committee on Manpower Survey of the Wine Industry was established. The membership of the Working Committee comprised representatives from employers, employees, professional bodies and educational institutions in the field. The composition and terms of reference of the Working Committee are shown in **Annex B** and **Annex C** respectively.

## Coverage

1.4 For the purpose of this survey, respondents are advised that wine refers to liquor with an alcoholic strength of not more than 30% by volume measured at a temperature of 20°C, which is obtained from the fermentation of fresh grapes or of the most of fresh grapes, whether or not that liquor is fortified with spirits or flavored with aromatic extracts. It covers “sparkling wine” and “still wine”.

1.5 As advised by industry members, the survey covers a list of principal jobs in the wine industry at managerial, supervisory and clerical/operational levels of the following sectors (**Annex D**):

- (i) export and re-export trading;
- (ii) import trading;
- (iii) wholesale;
- (iv) retail;
- (v) western restaurants;
- (vi) Chinese restaurants;
- (vii) hotels;
- (viii) recreation clubs;
- (ix) warehousing & transportation;
- (x) auction, financing & insurance;
- (xi) manufacturing; and
- (xii) education and training.

1.6 The survey was done by way of a questionnaire together with an explanatory note (**Annex E**), along with the list of principal jobs and job descriptions. Respondents were requested to provide information regarding the manpower situation in their establishment<sup>1</sup> at the time of survey. They were requested to classify their employees according to the attached job specifications based on the major duties the employees performed rather than the job titles they held in the establishment. All selected establishments were assured that the information collected would be treated in the strictest confidence.

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<sup>1</sup> An establishment is defined as an economic unit that engages, under a single ownership or control, in one or predominantly one kind of economic activity at a single physical location.

## **Sampling**

1.7 Sample establishments of the following sectors were obtained from the Central Register of Establishments maintained by the Census and Statistics Department (C&SD):

- (i) export and re-export trading;
- (ii) import trading;
- (iii) wholesale;
- (iv) retail;
- (v) western restaurants;
- (vi) Chinese restaurants;
- (vii) hotel; and
- (viii) manufacturing.

1.8 For the warehousing and transportation sector, sample establishments were drawn from the list of wine logistics companies and wine cellars of the Wine Storage Management Systems Certification Scheme of the Hong Kong Quality Assurance Agency.

1.9 From information provided by members of the Working Committee, supplementary samples were included for sectors of recreation clubs, warehousing and transportation, auction, financing & insurance, as well as education and training.

1.10 A sampling plan (**Annex F**) covering 640 selected establishments was worked out originally, but upon checking some of the sampled establishments were found to be conducting businesses unrelated to wine or having closed down. The plan was subsequently expanded to cover a total of 869 establishments.

## **Fieldwork and Post-Processing**

1.11 Policy 21 Limited (hereafter called the Consultant), an independent consultant company, was engaged to conduct fieldwork for the survey. Experienced field workers had been briefed about the structure of the questionnaire and the nature of the various jobs before they carried out the fieldwork. A screening questionnaire was used to ensure only establishments conducting wine-related business would be invited to participate in the survey. Staff of the Consultant visited the sampled establishments by appointment to collect the completed questionnaires and, when requested, assisted the respondents to complete the questionnaires.

1.12 443 establishments completed the questionnaire and 24 refused to provide information. Of the valid cases that can be contacted, the effective response rate is 94.9%. Details of the enumeration result are shown in **Annex G**.

1.13 After the fieldwork, the completed questionnaires were scrutinised and, where necessary, verified with the respondents before being processed. Completed questionnaires had also been sent to the Project Team of the VTC for validation and verification. The data was then consolidated in tabulation for analysis and processing by the Consultant. For sectors mentioned in para. 1.7 above, the data were statistically grossed up for extrapolation and analysis to reflect the overall manpower situation.