



## **Nomination for 2023 IAG Academy IR Awards**

**Award category** : Best CSR Initiative  
**Nominated company** : Galaxy Entertainment Group (“GEG”)  
**Initiative/Project name** : GEG Integrated Resort Youth Development Program

### **Background**

Throughout the years, Galaxy Entertainment Group (“GEG”) has actively supported the Macau SAR Government’s talent development policies by continually investing in, and launching comprehensive training programs and career development initiatives to support the nurturing of future leaders and local talents.

As GEG continued to develop our Cotai projects and expand our integrated resort footprint in Macau, GEG saw the need to nurture industry professionals that have a solid understanding of exceptional hospitality services principles and relevant business operations knowledge to help us deliver our “World Class, Asian Heart” services.

Hence, under the guidance of the Labour Affairs Bureau of the Macau SAR Government, in April 2023, GEG launched a “GEG Integrated Resort Youth Development Program” (“IR Youth Development Program”) to provide 12 months of tailored training and career development opportunities for Macau residents wishing to develop their careers in the integrated resort sector.

### **Program Innovations**

With an aim of fostering employment and upward mobility of local residents whilst facilitating quality development of the tourism sector, the IR Youth Development Program is designed to offer participants with professional knowledge, skills, and valuable work experiences.

Having taken multiple departments over six months to plan and design, the IR Youth Development Program identified local residents interested in advancing their careers in food and beverage, housekeeping and VIP hospitality through two job fairs and external promotional activities. Providing the participants with 300 hours of professional training over a 12-month period, training topics include knowledge of



GEG's Asian Heart service philosophy, hospitality trends and development prospects, and practical knowledge and skills needed for their daily work.

One of the unique aspects of the IR Youth Development Program is that it offers participants with a wide array of professional certification training opportunities. In addition to helping participants gain international accreditation in areas such as wine, tea art, food safety, housekeeping, management and leadership so that they can strengthen their competitive advantage and advance vertically, the IR Youth Development Program also allows them to learn from top industry experts and department heads.

### **Impact**

The IR Youth Development Program started out with an intention of receiving 30 participants. However, due to extensive application and show of interests from Macau residents, GEG increased the intake from 30 participants to 50 participants.

Prior to the IR Youth Development Programs launch in April 2023, GEG and DSAL co-hosted a career day that attracted over 100 local residents to apply for the IR Youth Development Program, with over 40 of them having passed the on-site selection. Since the IR Youth Development Program offered participants with a series of professional training, on-the-job training, opportunities to learn from local and overseas institutions, and support on obtaining international qualifications, many local residents found the IR Youth Development Program attractive.

In fact, during the IR Youth Development Program's inauguration ceremony in May 2023, many of the participants shared their experiences and thanked GEG and DSAL for creating the IR Youth Development Program.

### **Testimonials**

*"I was a participant of the "GEG's ULEAD Program" in 2020. After graduating from the program, I was hired as a full-time GEG employee. I left GEG shortly after and went to another company to broaden my horizons and gain more knowledge. When I learnt that the "GEG IR Youth Development Program" provided a fruitful training content, I immediately applied. I am thankful to GEG and DSAL for this opportunity."*

—  
(Maggie, Program Participant)



*“I too graduated from the “GEG ULEAD Program” and worked at GEG full-time for some time. The “GEG IR Youth Development Program” caught my attention due to its thoughtful training course design and because the company sponsors participants to obtain various professional certifications, which is very helpful for our career development.”*

—

(Crystal, Program Participant)

*“I used to work at a bank in an administrative position. I wanted change and breakthrough in my career and heard that DSAL and GEG were launching the “IR Youth Development Program” so I applied without hesitation. I believe that there’ll be more world-class leisure facilities opening in Macau and as new hotels continue to be developed, there’s plenty of opportunity in Macau’s tourism industry. Plus, the opening of Raffles is really attractive and I really cherish the opportunity to be a member of its opening team.”*

—

(Lareina, Program Participant)

*“I used to work in the junket industry and switched careers to the F&B industry, which I found that I am quite passionate about. Since Macau is a “Creative City of Gastronomy” and because one of GEG’s strengths is its F&B, I decided to join the Program and develop my career in GEG’s F&B department.”*

—

(Fan, Program Participant)



**Photos**



Inauguration Ceremony at the Banyan Tree Ballroom in May 2023



The IR Youth Development Program participants, dressed in their new uniforms, attended the inauguration ceremony to mark the beginning of a new chapter in their career



Participants shared their experiences and thanked DSAL and GEG for the valuable opportunity



Group photo after the inauguration ceremony

- END -