



Chairman's Statement

Penyata Pengerusi

ON BEHALF OF THE

BOARD OF DIRECTORS OF

STAR PUBLICATIONS (MALAYSIA) BERHAD,

I AM PLEASED TO **PRESENT** THE

ANNUAL REPORT AND

AUDITED ACCOUNTS OF THE

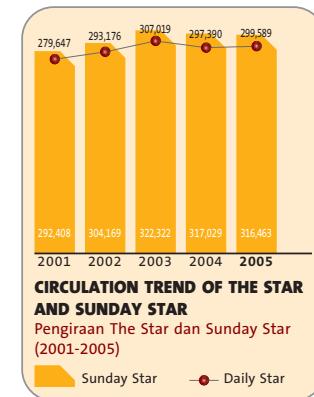
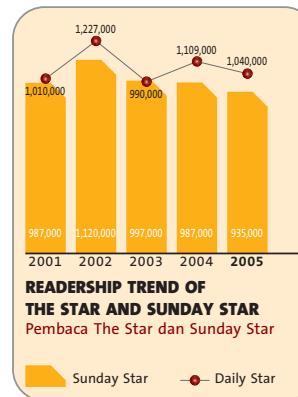
GROUP AND THE COMPANY FOR THE FINANCIAL

YEAR ENDED 31 DECEMBER 2005.

Bagi pihak Lembaga Pengarah Star Publications (Malaysia) Berhad, saya dengan sukacita membentangkan Laporan Tahunan dan Akaun Beraudit Kumpulan dan Syarikat bagi tahun kewangan berakhir 31 Disember 2005.



YONG MING SANG
Chairman/*Pengerusi*



FINANCIAL AND MARKET SHARE PERFORMANCE

Against the backdrop of a very competitive environment and generally softer market conditions, the Group performed creditably, registering overall growth in advertising and circulation revenues.

Total revenues for the year ended 31 December 2005 rose to RM713.61 million (from RM692.96 million the previous year). Group pre-tax profit jumped 15 percent to RM191.71 million (RM166.21 million in 2004) while profit after tax was up 10 percent to RM155.47 million.

The group's flagship newspaper The Star continued to win the trust of its readers and advertisers, keeping up its lead position and registering a readership of 1.04 million, according to the media index survey by independent research firm Nielsen Media Research.

Circulation of The Star averaged 300,000 copies daily, while the Sunday Star averaged 330,000 copies.

The net tangible asset backing per share as at 31 December 2005 rose to 294 sen against 255 sen last year.

For the year 2005, overall advertising expenditure (Adex) in the country grew 3 percent to RM4.6 billion, with the print portion growing 4 percent to RM2.8 billion. This came on the back of the Malaysian economic growth of 5.3 percent during the year.

REDEMPTION OF BONDS/EXPANSION PROGRAMME

Our five-year redeemable unsecured bonds 2000/2005' of RM250 million were fully redeemed on maturity on 15 December 2005.

Proceeds from the issuance were fully utilised by the first quarter of 2003 in part financing the group's earlier capital expansion programme.

PRESTASI KEWANGAN DAN BAHAGIAN PASARAN

Walaupun keadaan persekitaran yang amat tinggi persaingan dan pasaran yang secara umumnya lembap, Kumpulan telah mencatat prestasi yang memuaskan dengan pertumbuhan secara keseluruhan dalam hasil pengiklanan dan pengedaran.

Jumlah hasil bagi tahun berakhir 31 Disember 2005 meningkat kepada RM713.61 juta (daripada RM692.96 juta pada tahun sebelumnya). Keuntungan sebelum cukai kumpulan melonjak sebanyak 15 peratus kepada RM191.71 juta (RM166.21 juta pada tahun 2004), manakala keuntungan bersih turut meningkat pada kadar 10 peratus kepada RM155.47 juta.

Akhbar utama kumpulan, The Star, terus mendapat kepercayaan daripada para pembaca dan pengiklan dengan mengekalkan kedudukannya sebagai peneraju dan mencatat bilangan pembaca sebanyak 1.04 juta, menurut kajian indeks media oleh firma penyelidikan bebas, Nielsen Media Research.

Purata pengedaran The Star adalah sebanyak 300,000 naskhah sehari, sementara purata Sunday Star adalah sebanyak 330,000 naskhah.

Sokongan aset ketara bersih sesaham pada 31 Disember 2005 bertambah kepada 294 sen berbanding 255 sen pada tahun lepas.

Bagi tahun 2005, perbelanjaan pengiklanan keseluruhan (Adex) dalam negara berkembang 3 peratus kepada RM4.6 bilion, dengan bahagian percetakan meningkat 4 peratus kepada RM2.8 bilion. Peningkatan tersebut didorong oleh pertumbuhan ekonomi Malaysia sebanyak 5.3 peratus pada tahun berikut.

PENEBUSAN BON/PROGRAM PENGEMBANGAN

Bon tidak bercagar boleh ditebus lima tahun 2000/2005 kami berjumlah RM250 juta telah ditebus sepenuhnya pada tarikh matang 15 Disember 2005.

Kutipan daripada penerbitan tersebut telah digunakan sepenuhnya menjelang suku pertama tahun 2003 bagi membiasai sebahagian daripada program pengembangan modal kumpulan yang terdahulu.

Chairman's Statement Penyata Pengurus



Under the group's latest upgrading exercise, funds from a CP/MTN issue amounting to RM250 million have been raised during the year to finance the purchase of three single-width single-circumference presses as well as ancillary equipment.

Two of these lines have been installed in the Star Media Hub printing complex in Bukit Jelutong, Shah Alam, Selangor and are already running, replacing the two presses in Section 13, Petaling Jaya which have been silenced. The third line in Star Northern Hub in Bayan Lepas, Penang was commissioned by the end of the first quarter 2006.

ENHANCEMENT OF PRODUCT AND SERVICES

In our continuing effort to better provide value and services to our readers and advertisers, several projects were undertaken during the year.

At the start of the year, *StarGolf* was introduced, a further addition to the increasing number of sections of the newspaper catering to different interest groups in the country and giving advertisers more targeted readership.

In June, *Global Malaysian Network* (GMN) was launched to link Malaysians globally via the Net.

Our business section *StarBiz* launched its executive lecture series in the same month with the Harvard Club of Malaysia.

A special edition, *All the R.age* was introduced in September specially for college and university students alongside the launch of a *R.age* blog, both of which received overwhelming response.

Additionally, our *Newspaper in Education* (NIE) project was enhanced during the year by the 6 to 1 special publication for Year Six and Form One students to help them understand Mathematics and Science in English.

Di bawah pelaksanaan naik taraf terkini kumpulan, dana daripada penerbitan CP/MTN yang berjumlah RM250 juta telah dikumpul pada tahun ini untuk membiayai pembelian tiga mesin cetak kelebaran-tunggal ukurlilit-tunggal serta peralatan sampingan.

Dua daripada mesin ini telah dipasang di kompleks percetakan Star Media Hub di Bukit Jelutong, Shah Alam, Selangor dan telah pun beroperasi untuk menggantikan dua mesin cetak di Seksyen 13, Petaling Jaya yang diberhentikan penggunaannya. Mesin ketiga di Star Northern Hub di Bayan Lepas, Pulau Pinang, telah mula beroperasi pada akhir suku pertama tahun 2006.

PENINGKATAN PRODUK DAN PERKHIDMATAN

Dalam usaha berterusan untuk memberi nilai dan perkhidmatan yang lebih baik kepada para pembaca dan pengiklan, kami telah menjalankan beberapa projek pada tahun ini.

Pada awal tahun, *StarGolf* telah diperkenalkan sebagai tambahan lanjutan kepada bilangan seksyen yang semakin bertambah di dalam akhbar tersebut. Ia berperanan untuk memenuhi keperluan kumpulan pembaca yang mempunyai minat yang berbeza dan menyediakan sasaran bilangan pembaca sasaran yang lebih besar kepada pengiklan.

Pada bulan Jun, *Global Malaysian Network* (GMN) telah dilancarkan untuk menghubungkan warga Malaysia di seluruh dunia melalui Internet.

Seksyen perniagaan kami, *StarBiz*, telah melancarkan siri-siri kuliah eksekutifnya pada bulan yang sama dengan Harvard Club of Malaysia.

Satu edisi khas, *All the R.age*, telah diperkenalkan pada bulan September khusus untuk penuntut kolej dan universiti bersama-sama dengan pelancaran *R.age* blog. Kedua-duanya menerima sambutan yang amat memberangsangkan.

Selain itu, projek *Newspaper in Education* (NIE) kami juga telah dipertingkatkan pada tahun ini dengan penerbitan khas "6 to 1" bagi para pelajar Tahun Enam dan Tingkatan Satu untuk membantu mereka memahami Matematik dan Sains dalam bahasa Inggeris.

As part of the group's anniversary celebrations in September, a nine-week *Power of Nine* contest was launched. In the final week, it attracted a record 325,610 entries testifying to the response The Star obtains in the marketplace.

In October, The Star's Bahasa Malaysia news portal, *mStar Online*, which highlights contemporary issues targeted at modern Malaysians was launched by our Honourable Deputy Prime Minister, Dato' Seri Najib bin Tun Abdul Razak.

Another milestone was achieved in December when *StarJobs* was launched as our online job recruitment portal.

Our past efforts on the Net were focused on building up *The Star Online* (which celebrated its 10th Anniversary last year) to a pageview of over 40 million. *StarJobs* represent the first of our portals to aim at a more significant share in the online classified market.

StarJobs' launch followed quickly on The Star's revamp of its Metro Classified new look.

COMMUNITY PROJECTS

The group continued to emphasise its community role with both regular and new people-oriented projects. These include *The Star Education Fairs* in Kuala Lumpur and Penang, the *KL Fashion Week 2005 The Premier Event*, *The Learning Skills Workshop 2005*, *Star NIE* workshops, *Star Property Fair* in Penang, *The PJ Half Marathon* and *Starwalks* in Penang and Ipoh, in addition to workshops for primary and lower secondary students.

A joint project, '*Cool to be Polite*' campaign was organised with the Ministry of Culture, Arts and Heritage in January, while the annual *Star/Standard and Poors Investment Award* was held in March for the third time. In October, Finance Minister II Tan Sri Nor Mohamed Yakcop joined The Star's *BizWeek* in a *Post Budget CEO Breakfast Talk* in Kuala Lumpur.

Among fund raising activities carried out during the year was *The Star Education Fund* which put together RM9.7 million in conjunction with 44 local and foreign education institutions to provide for 381 scholarships.



Sebagai sebahagian daripada sambutan ulangtahun Kumpulan pada bulan September, satu peraduan *Power of Nine* yang berlangsung selama sembilan minggu telah dilancarkan. Pada minggu terakhir, peraduan tersebut telah menarik penyertaan sebanyak 325,610, membuktikan maklum balas yang diterima oleh The Star dalam pasaran.

Pada bulan Oktober, portal berita Bahasa Malaysia The Star, *mStar Online*, yang mengetengahkan isu-isu semasa untuk disasarkan kepada warga Malaysia moden, telah dilancarkan oleh YAB Timbalan Perdana Menteri, Dato' Seri Najib bin Tun Abdul Razak.

Satu lagi kejayaan dicapai pada bulan Disember apabila *StarJobs* dilancarkan sebagai portal pengambilan kerja online kami.

Usaha kami pada masa lepas berhubung Internet ditumpukan untuk membina *The Star Online* (yang menyambut Ulangtahun Ke 10 pada tahun lepas) dengan mencapai rangkaian muka surat melebihi 40 juta. *StarJobs* mewakili portal pertama kami yang disasarkan kepada bahagian yang lebih besar dalam pasaran pengiklanan online.

Pelancaran *StarJobs* telah disusuli oleh rekabentuk baru Metro Classified yang telah disusun semula.

PROJEK KEMASYARAKATAN

Kumpulan terus menekankan peranan kemasyarakatannya dengan mengadakan projek-projek baru berorientasikan rakyat dengan lebih kerap. Ini termasuk *The Stars Education Fairs* di Kuala Lumpur dan Pulau Pinang, *KL Fashion Week 2005 The Premier Event*, bengkel Kemahiran Pembelajaran *The Star* 2005, bengkel *Star NIE*, *Star Property Fair* di Pulau Pinang, *The PJ Half Marathon* dan *Starwalks* di Pulau Pinang dan Ipoh, sebagai tambahan kepada bengkel-bengkel untuk para pelajar sekolah rendah dan menengah rendah.

'*Cool to be Polite*', sebuah projek bersama yang telah dianjurkan oleh Kementerian Kebudayaan, Seni dan Warisan pada bulan Januari, manakala *Star/Standard and Poors Investment Award* yang diadakan secara tahunan telah diadakan pada bulan Mac bagi kali ketiga. Pada bulan Oktober, Menteri Kewangan II, Tan Sri Nor Mohamed Yakcop telah menyertai *The Star BizWeek* dalam *Post Budget CEO Breakfast Talk* di Kuala Lumpur.

Antara aktiviti mengumpul tabung yang dijalankan pada tahun ini adalah *The Star Education Fund* yang telah berjaya mengutip RM9.7 juta dengan kerjasama 44 buah institusi pendidikan tempatan dan asing bagi menyediakan 381 biasiswa.

Chairman's Statement Penyata Pengerusi



Proceeds from the staging of Wild Zebra, an internationally acclaimed show, were handed over to six children's homes – Bethany Home, Tasputra Perkim Daycare, The Paediatrics Institute, The Salvation Army, Shelter Home and Asrama Darul Falah Perkim (ASDAF).

Funds raised at the end of 2004 from the staging of a *Shaolin Kung Fu* show earlier were handed to Tung Shin Hospital in Kuala Lumpur as were funds gathered for tsunami victims.

AWARDS

The Star newspaper had its satisfying share of awards in its continuing quest to excel in the industry. Star journalists bagged several top awards for exceptional reporting in the telecommunications and multimedia fields, taking all the prizes in the Best Mainstream Newspaper Article category of the DiGi Awards event.

Others were: Consumer Media Awards (Special Jury award on consumer issues), Transport Journalism Award 2005, and several awards in the Photography, Entertainment, Journalism and Best Feature Writers categories at the Malaysian Press Institute-Petronas Malaysian Journalism Awards Night.

PROSPECTS

While we expect the media industry to continue to be competitive and challenging, we are cautiously hopeful that the recently announced Ninth Malaysia Plan will give it the much needed boost in expanding the advertising pie.

The company hopes to stay in the forefront of the print and online media, with beginning of the year 2006 showing encouraging growth in circulation and interest in our products made possible by the full commissioning of our new additional Press facilities.

Kutipan daripada pementasan *Wild Zebra*, sebuah pertunjukan terkemuka antarabangsa, telah disumbangkan kepada enam buah rumah kanak-kanak – Rumah Bethany, Pusat Jagaan Harian Tasputra Perkim, Institut Paediatric, The Salvation Army, Shelter Home dan Asrama Darul Falah.

Sumbangan yang dikumpul pada akhir tahun 2004 daripada pementasan pertunjukan *Shaolin Kung Fu* pula telah diserahkan kepada Hospital Tung Shin di Kuala Lumpur sebagai tabung yang dikumpul untuk mangsa tsunami.

ANUGERAH

Akhbar The Star telah memperolehi bilangan anugerah yang membanggakan dalam usahanya untuk mencapai kecemerlangan dalam industri. Wartawan The Star merangkul beberapa anugerah tertinggi bagi kecemerlangan laporan mereka dalam bidang telekomunikasi dan multimedia dan turut menyapu bersih semua hadiah dalam kategori Artikel Akhbar Aliran Perdana Terbaik semasa majlis Anugerah DiGi.

Anugerah-anugerah lain adalah: Anugerah Media Pengguna (anugerah Khas Juri bagi isu pengguna), Anugerah Kewartawanan Pengangkutan 2005, dan beberapa anugerah dalam kategori Fotografi, Hiburan, Kewartawanan dan Penulis Utama Terbaik pada Malam Anugerah Kewartawanan Malaysia anjuran Malaysian Press Institute-Petronas.

PROSPEK

Sungguhpun kita menjangka industri media akan terus kompetitif dan mencabar, namun kami turut berharap agar Rancangan Malaysia Kesembilan yang diumumkan baru-baru ini akan memberi dorongan yang amat diperlukan oleh industri dalam mengembangkan pasaran pengiklanan.

Syarikat berhasrat untuk kekal sebagai peneraju di dalam industri media cetak dan dalam talian, dengan pertumbuhan menggalakkan telahpun ditunjukkan pada awal tahun 2006 dalam pengedaran dan minat terhadap produk kami, hasil daripada kemudahan percetakan tambahan baru kami yang telah beroperasi sepenuhnya.



The company will continue to work at enhancing its offerings to readers and advertisers, starting with the revamp of the newspaper in January 2006 to make it relevant to all segments of the Malaysian society, including the younger Internet savvy generation.

Against the anticipated background of continued economic growth, the Board of Directors is hopeful of achieving another set of creditable results in 2006.

DIVIDENDS

The Board of Directors had on 23 February 2006 declared a second interim dividend of 15 sen per ordinary share, less tax and a special dividend of 5 sen per ordinary share, tax exempt, which were paid on 18 April 2006.

This, together the first interim dividend of 15 sen per ordinary share, less tax and a special dividend of 5 sen per ordinary share, tax exempt paid out on 20 October 2005 brings the total dividend payout per share for financial year 2005 to 30 sen less tax and 10 sen tax exempt (2004: total 35 sen less tax per share).

Your directors do not recommend the payment of any final dividend in respect of the financial year ended 31 December 2005.

APPRECIATION

On behalf of the Board, I wish to thank our shareholders, readers, advertisers and advertising agencies, vendors and agents as well as all our business associates for their continued trust, support and understanding.

My appreciation to fellow directors and the management team for their co-operation, and to all employees who have worked hard and so creatively to make the year a successful one.

Syarikat akan terus berusaha mempertingkatkan penawarannya kepada para pembaca dan pengiklan yang telah dimulai dengan penyusunan semula akhbar pada bulan Januari 2006 untuk menjadikannya lebih relevan kepada semua lapisan masyarakat Malaysia, termasuk generasi muda yang mahir Internet.

Berdasarkan jangkaan kesinambungan pertumbuhan ekonomi, Lembaga berharap akan dapat mencapai satu lagi keputusan yang membanggakan pada tahun 2006.

DIVIDEN

Pada 23 Februari 2006, Lembaga Pengarah telah mengumumkan dividen interim kedua sebanyak 15 sen sesaham biasa, ditolak cukai dan satu dividen khas sebanyak 5 sen sesaham biasa yang dikecualikan cukai telah dibayar pada 18 April 2006.

Dividen-dividen tersebut, berserta dividen interim sebanyak 15 sen sesaham biasa yang ditolak cukai dan satu dividen khas sebanyak 5 sen sesaham biasa yang dikecualikan cukai yang telah dibayar pada 20 Oktober 2005, menghasilkan jumlah pembayaran dividen sesaham bagi tahun kewangan 2005 sebanyak 30 sen ditolak cukai dan 10 sen dikecualikan cukai (2004: jumlah sebanyak 35 sen ditolak cukai).

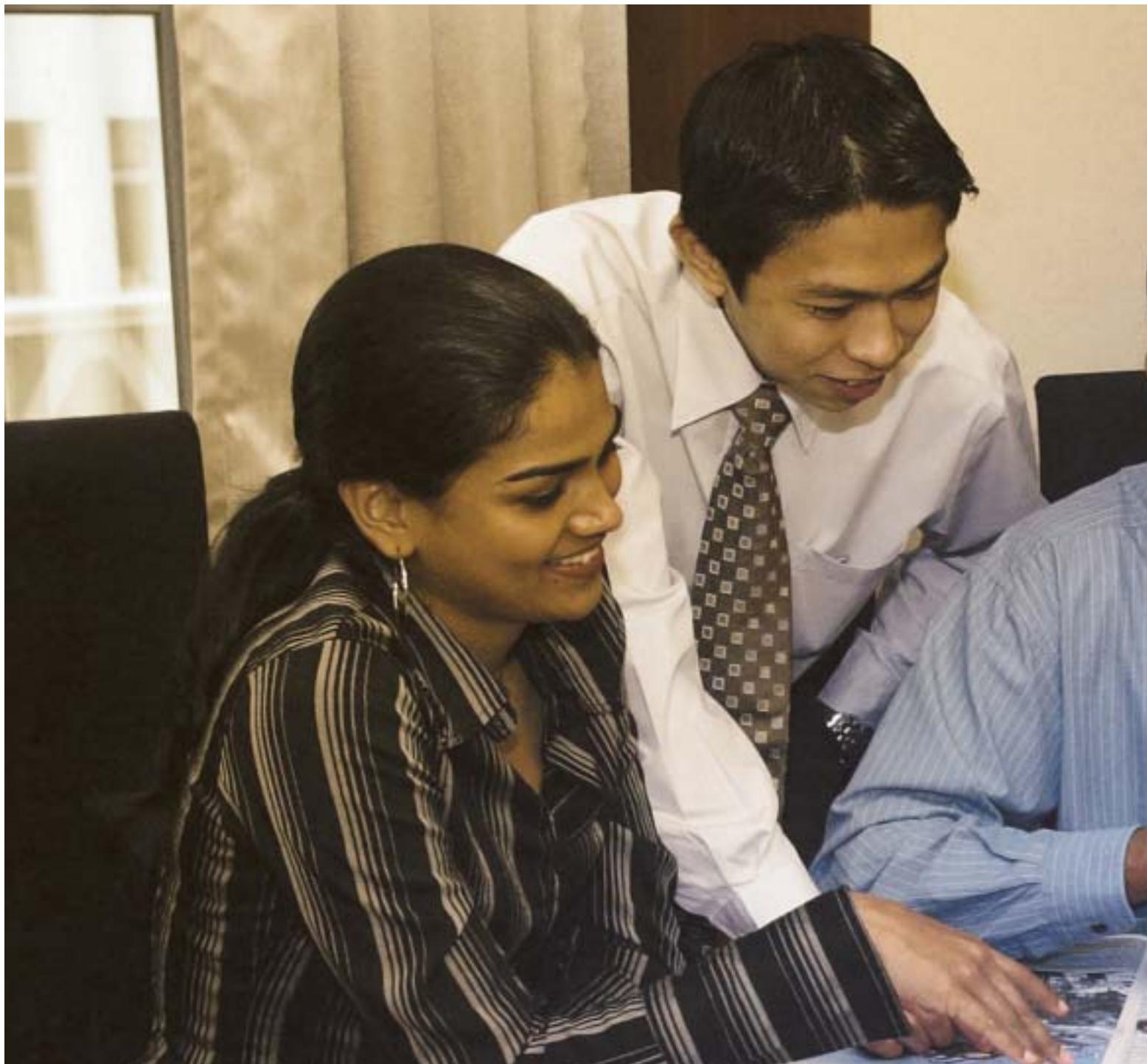
Para pengarah anda tidak mengesyorkan sebarang pembayaran dividen akhir berhubung tahun kewangan berakhir 31 Disember 2005.

PENGHARGAAN

Bagi pihak Lembaga, saya ingin mengucapkan berbanyak terima kasih kepada para pemegang saham, pembaca, pengiklan serta agensi, vendor dan agen pengiklanan, serta semua rakan sekutu perniagaan kami atas kepercayaan, sokongan dan penerimaan mereka yang berterusan.

Ucapan setinggi-tinggi penghargaan saya kepada rakan pengarah serta pasukan pengurusan atas kerjasama mereka, dan kepada semua kakitangan yang telah bekerja keras dengan penuh kebijaksanaan di dalam menjadikan tahun ini sebagai satu lagi tahun kejayaan.

YONG MING SANG
Chairman/Pengerusi
21 April 2006



Fresh VIGOUR

Mindsets have changed. Roles have broadened. Intellectual capital development is vital as we continue to build our business on the strength of our workforce.





The Star HUMANResource

Sumber Manusia



1. INTRODUCTION

In a world of constant change, people are the ultimate source of competitive advantage. The Star has long recognised that the optimisation of its human capital would be critical to the present and future growth of its business.

1. PENGENALAN

Di dalam dunia yang sentiasa berubah, manusia merupakan sumber muktamad bagi kelebihan daya saing. The Star telah lama menyedari bahawa mengoptimumkan modal insan adalah penting bagi perkembangan perniagaannya pada masa sekarang dan akan datang.





The Star has always considered human capital as its prime asset. Our achievements today are gained not only because of our buildings and state-of-the-art machinery, but also primarily thanks to our human capital.

Our employees have provided us with the leverage to transform *The Star* into a top-class organisation. Our workforce is a critical factor in our aim of remaining the No. 1 English daily in the country.

The company believes in looking forward with technological advances as the means to propel the newspaper into a new era. This means taking productivity to new heights and transforming *The Star* into a hub of excellence.

The Star's Human Resources Department will continue its mission and efforts to improve the organisation's culture and working environment. This will in turn ensure an enduring passion among employees for their work; boost efficiency; and encourage them to break away from traditional mindsets.

2. TRAINING AND DEVELOPMENT

The current economic climate is a challenging one, and does not allow mediocre performance or complacency – our competitors are catching up fast. This is why human capital development will remain an important part of the company's operating expenditure.

Effectively, training activities in 2005 were mainly focused on enhancing *The Star's* position as a productive organisation by adopting effective business strategies for an evolving business environment.

The Star sentiasa menganggap modal insan sebagai aset utamanya. Kecemerlangan kami pada hari ini dicapai bukan hanya disebabkan oleh bangunan-bangunan dan peralatan canggih kami, tetapi juga hasil daripada modal insan kami.

Para pekerja kami telah mencerahkan kekuatan mereka untuk menjadikan *The Star* sebuah organisasi yang cemerlang. Tenaga kerja kami adalah faktor penting dalam mencapai matlamat untuk kekal sebagai akhbar harian Bahasa Inggeris No. 1 di negara ini.

Pihak syarikat percaya penekanan mesti diberikan kepada teknologi maju bagi menggerakkan akhbar ke era baru. Ini bermakna meningkatkan produktiviti ke tahap tertinggi dan menjadikan *The Star* sebuah pusat kecemerlangan.

Bahagian Sumber Manusia *The Star* akan meneruskan misi serta usahanya untuk mempertingkatkan budaya dan persekitaran kerja organisasi. Secara tidak langsung, ini dapat memastikan para pekerja sentiasa bekerja dengan bersemangat meningkat kecekapan; serta menggalak mereka melakukan anjakan pemikiran daripada paradigma tradisional.

2. LATIHAN DAN PENINGKATAN

Dengan keadaan ekonomi pada masa ini yang mencabar, prestasi sederhana serta terlalu mudah berpuas hati tidak sesuai diamalkan kerana ini akan hanya memberi manfaat kepada pesaing kami yang pantas bersaing. Inilah sebabnya mengapa pembangunan modal insan akan kekal sebagai bahagian utama belanjawan operasi syarikat.

Aktiviti-aktiviti latihan 2005 memberi tumpuan ke arah meningkatkan kedudukan *The Star* sebagai organisasi produktif dengan mengamalkan strategi-strategi perniagaan yang berkesan bagi persekitaran perniagaan yang berkembang.

Human Resource Sumber Manusia



In response to growing challenges, training programmes held in 2005 were designed to impart skills, knowledge and attitude that employees could apply immediately and productively in their daily work.

These programmes were designed to strengthen and consolidate our position as the leader in the Malaysian media market. Their aim was also to create greater operational efficiency, to improve cost management and impart the ability to manage new business challenges.

On the average, each employee utilised about three man-days on training activities and this is expected to increase to five or six man-days in the future.

The company has also invested heavily in buying state-of-the-art printing presses (Goss Universal 50) and equipment as part of a long-term business strategy.

Managers, engineers and supporting staff from the Technical and Human Resource Department were sent abroad for a brief stint to gain valuable hands-on knowledge and experience.

The exposure enabled participants to shorten the learning process and quickly translate knowledge and skills to operate the Goss Universal press lines more efficiently. This will, in turn, result in payoffs in terms of higher productivity, cost reduction and greater profitability.

Bagi menyahut cabaran yang semakin hebat, program-program latihan yang dianjurkan dalam tahun 2005 telah direka untuk meningkatkan kemahiran, pengetahuan serta sikap yang boleh diaplikasikan oleh para pekerja dengan serta merta dan penghasilan kerja harian yang produktif.

Program ini telah direka untuk menguat serta mengukuhkan kedudukan kami sebagai peneraju di dalam pasaran media di Malaysia. Ia juga bermatlamat mewujudkan kecekapan operasi, memperbaiki pengurusan kos dan menyampaikan kemampuan untuk mengendalikan cabaran perniagaan baru.

Secara purata, setiap pekerja menggunakan kira-kira tiga hari bekerja sebagai aktiviti-aktiviti latihan dan bilangan hari ini dijangka akan bertambah kepada lima atau enam-hari bekerja pada masa hadapan.

Syarikat juga telah banyak melabur di dalam pembelian pencetak surat khabar canggih (Goss Universal 50) serta peralatan sebagai sebahagian strategi perniagaan jangka panjang.

Para pengurus, jurutera serta staf sokongan dari Bahagian Teknikal dan Sumber Manusia telah dihantar ke luar negara untuk kursus pendek bagi mendapatkan pengetahuan dan pengalaman secara langsung yang berharga.

Pendedahan tersebut membolehkan para peserta memendekkan proses pembelajaran dan dengan pantas memindahkan pengetahuan dan kemahiran yang dipelajari untuk mengendalikan mesin pencetak Goss Universal dengan lebih cekap. Secara tidak langsung, ini akan memberikan pulangan dari sudut produktiviti, pengurangan kos serta keuntungan yang lebih memberangsangkan.

3. UNION RELATIONS

The unprecedented working relationship between the management and unions continued to provide stability to the company and this was a fundamental factor its success.

The signing of the 9th Collective Agreement with the National Union of Journalists Malaysia (NUJ) on 12 July 2005 attested to this. Both parties adopted an open culture that employs a consultative approach in handling conflicts and resolving work-related issues.

This unique working philosophy has been instrumental in ensuring the existence of a harmonious workplace and congenial working relationship between the management and unions.

4. THE STAR'S 34TH ANNIVERSARY CELEBRATION

The Star celebrated its 34th anniversary on 9 September at Star Media Hub in Bukit Jelutong, Shah Alam. Among those who attended were 32 employees (25 from Petaling Jaya, five from Penang, one from Kuantan and one from Johor Bahru) who were duly recognised for crossing the 15-year service mark.

They each received a stylish watch from the guest of honour, YB Datuk Seri Chan Kong Choy, the Transport Minister, for their significant contributions towards the success and growth of the company.

3. PERHUBUNGAN DENGAN KESATUAN SEKERJA

Perhubungan baik antara pihak pengurusan dan kesatuan sekerja yang amat kukuh mewujudkan kestabilan di dalam syarikat dan ini merupakan asas ke arah kejayaannya.

Perjanjian Kolektif Ke 9 yang ditandatangani bersama Kesatuan Kewartawanan Malaysia (NUJ) pada 12 Julai 2005 membuktikan kenyataan ini. Kedua-dua pihak mengamalkan sikap terbuka yang menerimaapi pendekatan perbincangan di dalam mengendalikan konflik dan menyelesaikan isu-isu berkaitan kerja.

Falsafah kerja yang unik ini adalah penting dalam memastikan kewujudan persekitaran kerja yang harmoni serta keserasian perhubungan kerja di antara pihak pengurusan dan kesatuan sekerja.

4. SAMBUTAN ULANGTAHUN THE STAR KE 34

The Star telah menyambut Ulangtahunnya Ke 34 pada 9 September di Star Media Hub, Bukit Jelutong, Shah Alam. Antara yang hadir adalah 32 orang pekerja (25 dari Petaling Jaya, lima dari Pulau Pinang, seorang dari Kuantan dan seorang dari Johor Bahru) yang telah diberi penghargaan bagi perkhidmatan melebihi 15 tahun.

Setiap dari mereka telah menerima seutas jam berjenama dari tetamu kehormat, YB Datuk Seri Chan Kong Choy, Menteri Pengangkutan, atas sumbangan mereka ke arah kejayaan dan perkembangan syarikat.



Human Resource Sumber Manusia



5. SPORTS AND RECREATION

Throughout 2005, various inter-departmental games were organised to nurture the spirit of teamwork and togetherness among members of *The Star*. These included activities that promote and encourage greater participation and interaction.

6. HEALTH AND SAFETY

Efforts to increase general awareness in the area of safety and health have been positive. Accidents were minor in nature and the rate has decreased by 33 percent as compared to the year 2004.

Safety and health induction has been introduced to employees at all offices and printing plants of *The Star*. The objective of this induction is to brief employees on the current safety practices in the organisation, its policies and safety practices that are in existence.

Stress management training was carried out for the first time in the Northern Hub as part of OSH training awareness.

The safety and health committees in all locations have been working with all levels of employees to make their workplace safer by carrying out periodic safety inspections and by keeping an open line of communication with all employees.

The company has ensured that all employees are equipped with the right tools and knowledge to make their workplace safe.

7. THE STAR CO-OPERATIVE

The Star Co-operative – a thrift and loan co-operative was formed in 1985 to, among other things, encourage staff to nurture the saving habit. In 2005, a dividend of 10% on shares and 4.5% dividend on subscription payment was paid out, speaking well of the co-operative's prudent financial management.

5. SUKAN DAN REKREASI

Sepanjang tahun 2005, pelbagai permainan antara bahagian telah dianjurkan untuk memupuk semangat berkumpulan dan kekitaan di kalangan kakitangan *The Star*. Ini melibatkan aktiviti-aktiviti mempromosi serta menggalakkan lagi penglibatan dan interaksi.

6. KESELAMATAN DAN KESIHATAN

Usaha-usaha untuk meningkatkan kesedaran dalam bidang keselamatan dan kesihatan adalah amat positif. Kemalangan yang berlaku hanya kemalangan kecil dan kadarnya telah menurun sebanyak 33 peratus berbanding tahun 2004.

Induksi keselamatan dan kesihatan telah diperkenalkan kepada pekerja-pekerja di semua pejabat dan kilang percetakan *The Star*. Objektif induksi keselamatan dan kesihatan ini adalah untuk menerangkan kepada pekerja berhubung amalan keselamatan semasa di dalam organisasi, polisi-polisi serta amalan-amalan keselamatan sedia ada.

Latihan pengurusan tekanan telah dijalankan buat pertama kali di Hub Utara sebagai sebahagian daripada latihan kesedaran keselamatan dan kesihatan pekerjaan.

Jawatankuasa Keselamatan dan Kesihatan bagi semua bahagian telah bekerjasama dengan pekerja dari semua peringkat untuk menjadikan tempat kerja lebih selamat dengan menjalankan pemeriksaan keselamatan berkala dan melalui pengekalan saluran berkomunikasi terbuka dengan semua pekerja.

Pihak syarikat telah memastikan semua pekerja dilengkapi dengan peralatan serta pengetahuan yang betul untuk menjadikan tempat kerja mereka selamat.

7. KOPERASI THE STAR

Koperasi *The Star* yang merupakan koperasi jimat cermat dan pinjaman telah ditubuhkan pada 1985 bertujuan, di antara lain, untuk menggalakkan pekerja memupuk budaya menyimpan. Dalam tahun 2005, dividen sebanyak 10% ke atas saham dan 4.5% ke atas pembayaran langganan telah dibayar. Ini adalah gambaran terhadap pengurusan kewangan yang berhemah oleh koperasi.

The Star Co-operative celebrated its 20th anniversary last year by holding a family dinner in Penang and Petaling Jaya. The celebration marked a significant milestone, for The Star's co-operative has always been an exemplary icon of the Malaysian co-operative movement since its humble beginnings.

8. THE STAR, THE PRIDE OF THE NATION

The Star continues to take great strides in positioning itself as an employer of choice and a sterling corporate citizen, which can then be a benchmark for other local corporations to emulate. A large number of universities and colleges have contributed scholarships under *The Star's* banner. This is further recognition of *The Star's* astute leadership and will secure our unique position as a responsible corporate citizen.

In addition, *The Star* has also spearheaded many charity drives, sports sponsorships and community projects that were hailed and praised by government bodies, the corporate sector and the general public. Within *The Star*, teams of dedicated employees continue to sacrifice their own time and effort to make such projects successful without seeking personal glory or name – spurred on only by their desire to see *The Star's* flag flying high. Syabas to all of them!

9. CONCLUSION

In line with the company's role as a progressive, high-performance organisation, the Human Resource Department will continue to deploy and develop human capital to create a confident and determined team, as well as fine-tune the systems and processes needed to accomplish this task.

The department's primary goal is to ensure that our workforce is well prepared in terms of competencies and skills to meet the challenges ahead of us. This in turn will strengthen the foundation for our future growth and success.

Koperasi The Star menyambut ulangtahunnya Ke 20 pada tahun lepas dengan mengadakan jamuan makan malam keluarga di Pulau Pinang dan Petaling Jaya. Sambutan tersebut adalah satu pencapaian penting yang menampilkan Koperasi The Star sebagai simbol bagi pergerakan koperasi Malaysia sejak dari awal kewujudannya.

8. THE STAR, KEBANGGAAN BANGSA

The Star akan terus berusaha untuk mengukuhkan kedudukannya sebagai majikan pilihan serta warga korporat cemerlang, yang akan menjadi ukur rujuk kepada syarikat-syarikat tempatan lain untuk diteladani. Sebilangan besar universiti dan kolej telah memberikan biasiswa di bawah naungan *The Star*. Ini merupakan pengiktirafan tambahan terhadap kepimpinan *The Star* dan akan mengukuhkan kedudukan unik kami sebagai warga korporat yang bertanggungjawab.

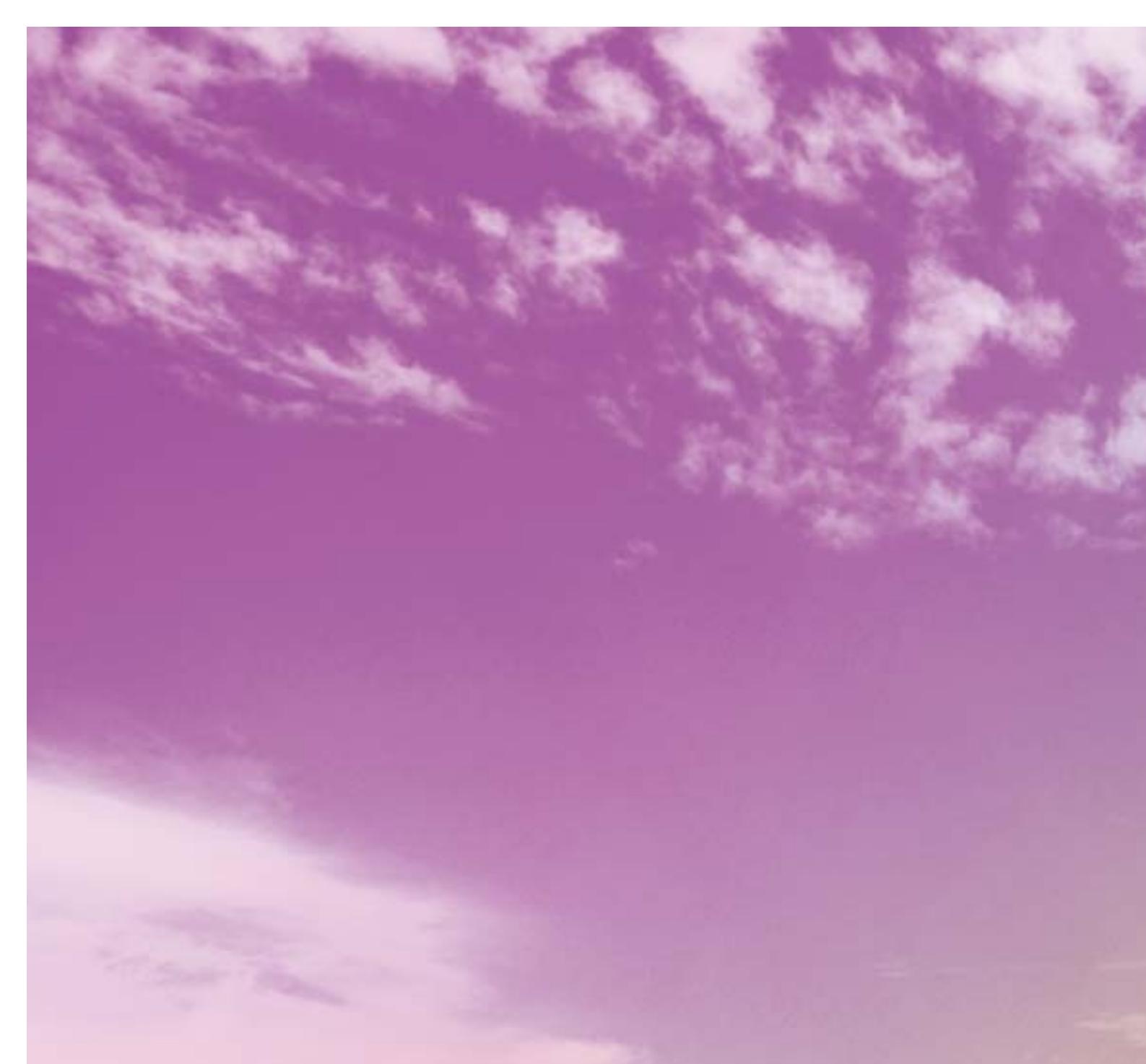
Selain itu, *The Star* juga telah menganjurkan pelbagai usaha amal, penajaan aktiviti sukan dan projek-projek komuniti yang telah mendapat pujian badan-badan kerajaan, sektor korporat serta awam. Di dalam *The Star*, kumpulan pekerja yang berdedikasi terus mengorbankan masa dan usaha untuk menjayakan projek-projek sedemikian tanpa mengharapkan pujian atau nama – dengan hanya bertunjangkan hasrat untuk melihat *The Star* terus cemerlang dan megah. Syabas kepada mereka semua!

9. PENUTUP

Sejajar dengan peranan syarikat sebagai sebuah organisasi yang progresif dan berprestasi tinggi, Jabatan Sumber Manusia akan terus mengembang dan membangunkan modal insan bagi mewujudkan pasukan yang berkeyakinan dan bersemangat, serta menyelaraskan sistem dan proses yang diperlukan untuk memenuhi tanggungjawab ini.

Matlamat utama jabatan ini adalah untuk memastikan supaya tenaga kerja kami bersedia dari segi daya saing dan kemahiran untuk mengharungi cabaran yang mendatang. Ini akan menguatkan lagi asas bagi pertumbuhan dan kejayaan kami di masa depan.





Fresh HOPE

Ensuring the progress of the next generation is one of our many responsibilities as a responsible corporate citizen.





Community Relations

Perhubungan Kemasyarakatan

IN OUR ONGOING QUEST TO BUILD A BETTER TOMORROW FOR THE COMPANY, EMPLOYEES AND COMMUNITY, *THE STAR* ORGANISED A WIDE RANGE OF EVENTS AND ACTIVITIES LAST YEAR COVERING EDUCATION, INFORMATION TECHNOLOGY, ENTERTAINMENT, YOUTH, SPORTS, LIFESTYLE AND CHARITY.

DALAM MENERUSKAN USAHA KAMI UNTUK MEMBINA MASA DEPAN YANG LEBIH BAIK BAGI SYARIKAT, KAKITANGAN DAN MASYARAKAT, *THE STAR* MENGANJURKAN PELBAGAI JENIS ACARA DAN AKTIVITI YANG MELIPUTI PENDIDIKAN, TEKNOLOGI MAKLUMAT, HIBURAN, BELIA, SUKAN, GAYA HIDUP DAN KEBAJIKAN.



EDUCATION

For the 17th consecutive year, **The Star Education Fair** received overwhelming response, attracting more than 60,000 visitors. The Fair showcased various local and foreign education opportunities for diploma, degree and postgraduate courses. Scholarships worth RM9.7 million from educational institutions were pledged to **The Star Education Fund** to help deserving students pursue their studies.



The Star Learning Skills series of workshops continued last year in view of the good response so far and complementing the Malaysian Chinese Association's (MCA) Lifelong Learning Campaign. Workshops were held on social etiquette and protocol, PC skills, security on the Internet, gardening and landscaping skills, digital imaging, classical music appreciation, Flash applications, de-stressing techniques, appreciation of antiques, personal taxation, and how to deal with the media.



PENDIDIKAN

Pameran Pendidikan The Star yang telah diadakan 17 tahun berturut-turut, menerima sambutan di luar jangkaan dengan kunjungan lebih daripada 60,000 pengunjung. Di pameran ini, terdapat pelbagai peluang pendidikan tempatan dan luar negeri bagi kursus diploma, ijazah dan lepasan ijazah. Beberapa institusi pendidikan telah menyumbang bantuan berjumlah RM9.7 juta kepada **Dana Pendidikan The Star** untuk membantu pelajar-pelajar yang memerlukan melanjutkan pengajian mereka.



Berikutan sambutan baik yang diterima setakat ini, siri bengkel **Kemahiran Pembelajaran The Star** diteruskan pada tahun lepas seiring dengan Kempen Pembelajaran Seumur Hidup MCA, (Malaysian Chinese Association's Lifelong Learning Campaign). Bengkel tersebut meliputi etika sosial dan protokol, kemahiran komputer (PC), soal keselamatan dalam penggunaan internet, kemahiran berkebun dan lanskap, pengimejan digital, menghargai muzik klasik, aplikasi Flash, kaedah menghapuskan tekanan, menghargai barang antik, percukaian peribadi dan kaedah berurusan dengan media.



The Star together with the Asian Center for Media Studies (ACMS) organised public talks, lectures, seminars and panel discussions throughout the year. This included topics like *Naval Battle in the Penang Harbour*; *Lecture Styles in the US: How Different Are They from Asia?*; *Targeting the Global Market*; *The Zheng He Anniversary: Reassessing, Commemorating and Utilising The Eunuch Voyages*; *Managing Your Brand: Opportunities for Malaysian Companies*; and *Doing Business Overseas: Challenges, Pitfalls and Success Stories*.

As a major event organiser in the region, *The Star* has continuously been at the forefront of numerous community, charity and social happenings. A presentation on **Event Management** was organised by the Australian Institute for University Studies (AIUS) and *The Star* for students who wished to pursue their education and careers in event management.

The Star together with the English Speaking Union of Malaysia and HSBC organised the **ESU Public Speaking Competition** once again. The two finalists represented Malaysia in the International Public Speaking Competition in London.

Through its Newspaper-in-Education (NiE) programme, *The Star* collaborated with the Education Ministry and Pizza Hut to organise the **Best School Newspaper Awards 2005**. A total of 56,000 students from 260 schools took part in the contest, sending in 7,500 entries in vying for the Grand Prize of a one-week study tour of Melbourne, Australia. Star-NiE also celebrated its eighth anniversary with all the teachers who have participated in the NiE programme through the years.

The Star bersama-sama Pusat Kajian Media Asia (ACMS) menganjurkan pidato umum, kuliah, seminar dan perbincangan panel sepanjang tahun. Ini meliputi topik seperti *Naval Battle in the Penang Harbour*; *Lecture Styles in the US: How Different Are They from Asia?*; *Targeting the Global Market*; *The Zheng He Anniversary: Reassessing, Commemorating and Utilising The Eunuch Voyages*; *Managing Your Brand: Opportunities for Malaysian Companies*; dan *Doing Business Overseas: Challenges, Pitfalls and Success Stories*.

Selaku penganjur acara penting di rantau ini, *The Star* sentiasa meneraju berbagai-bagai acara kemasyarakatan, kebajikan dan sosial. *The Star* dan Institut Pengajian Universiti Australia (AIUS) telah menganjurkan satu persembahan mengenai **Pengurusan Acara** kepada pelajar-pelajar yang berminat melanjutkan pengajian dan kerjaya mereka di bidang tersebut.

Sekali lagi *The Star* bersama-sama Persatuan Pertuturan Bahasa Inggeris Malaysia dan HSBC telah menganjurkan **Pertandingan Pidato Umum ESU**. Dua peserta akhir mewakili Malaysia di Pertandingan Pidato Umum Antarabangsa di London.

Melalui program Akhbar Pendidikan (NiE), *The Star* bekerjasama dengan Kementerian Pelajaran dan Pizza Hut dalam menganjurkan **Anugerah Akhbar Sekolah Terbaik 2005**. Sejumlah 56,000 pelajar dari 260 buah sekolah menyertai pertandingan tersebut, sebanyak 7,500 penyertaan diterima bagi merebut Hadiah Utama yang menawarkan percutian sambil belajar ke Melbourne, Australia selama seminggu. Star-NiE turut menyambut ulangtahunnya yang kelapan bersama semua guru yang menyertai program NiE sepanjang tahun.

Community Relations Perhubungan Kemasyarakatan



Kuntum UPSR workshops were held for children aged six to 12 in Petaling Jaya, Malacca, Penang and Johor Bharu. Workshop topics included batik painting and kite making; pottery making and glass painting; and basket-weaving and tie-dyeing. An educational, environment-themed outing was organised to the Forest Research Institute Malaysia (FRIM).

The Star BRATs kept up their level of activity in 2005 with workshops in Ipoh, Kota Bharu and Kuching to hone the journalistic skills of teenagers from around the country.

The programme's highlight of the year was no doubt the **BRATs Green Pow Wow Youth Conference** which offered participants a chance to experience the wonders of nature, with field trips to the firefly colony in Kuala Lumpur Nature Park, Kuala Gandah Elephant Sanctuary in Lanchang, Pahang and Taman Negara. It concluded with a two-day green conference at the Awana Genting Highlands Resort Longhouse. The Green Pow Wow was the first conference of its kind to be held to encourage young people to explore environmental issues using a variety of media vehicles that included print, television, radio and the Internet.

The Star BRATs also went on the **BRATs Food Journey** which included a gastronomical tour of Perlis, Kedah, Penang and Perak.

Bengkel UPSR Kuntum untuk kanak-kanak berusia antara enam hingga 12 tahun telah diadakan di Petaling Jaya, Melaka, Pulau Pinang dan Johor Bahru. Topik bengkel meliputi lukisan batik dan membuat layang-layang; membuat tembikar dan lukisan gelas; anyaman bakul dan mencelup dengan kaedah ikat. Satu lawatan pendidikan bertemakan alam sekitar ke Institut Penyelidikan Perhutanan Malaysia (FRIM) turut dianjurkan.

Tahap aktiviti The Star BRATs dipertingkatkan pada tahun 2005 dengan menganjurkan bengkel di Ipoh, Kota Baharu dan Kuching untuk mengasah bakat kewartawanan di kalangan remaja di negara ini.

Paparan utama program tahun ini ialah **Persidangan Belia BRATs Green Pow Wow** yang memberi peluang kepada peserta untuk menikmati keindahan alam melalui lawatan ke koloni kelip-kelip di Taman Alam Kuala Lumpur, Pusat Perlindungan Gajah Kuala Gandah di Lanchang, Pahang dan Taman Negara. Ini disusuli persidangan alam sekitar selama dua hari di Awana Genting Highlands Resort Longhouse. Persidangan Green Pow Wow merupakan persidangan julung kali seumpamanya diadakan untuk menggalakkan belia menerokai isu alam sekitar menggunakan pelbagai jentera media yang meliputi media cetak, televisyen, radio dan internet.

The Star BRATs juga mengendalikan program **BRATs Food Journey** yang meliputi lawatan gastronomi ke negeri Perlis, Kedah, Pulau Pinang dan Perak.

The Star Junior BRATs programme was held at Titi Eco Farm in Jelebu, Rantau, Negeri Sembilan; as well as Ipoh and Kuala Terengganu, offering fun and educational activities for teenagers as they learned the ropes of journalism: information gathering, reporting, picture-taking and communication skills.

The Star Property and Home Fair in Penang entered its third year, drawing more than 35,000 visitors. Highlights of the fair included the exhibition, forums, talks, auctions and services by financial institutions, real estate agents, government agencies and statutory bodies.

Flavours Cooking Workshops on "Going Japanese" were held in Kuala Lumpur for food enthusiasts, while the **Flavours Perak Gourmet Tour** took food lovers on a three-day culinary journey through the state.

IT

One of the significant milestones of *The Star* for this year was the launch of **mStar Online**, a Bahasa Malaysia news portal aimed at not only fulfilling the growing information needs of Malaysians, but also at playing a role in nation-building and bringing society together through a common language. This is in tandem with the Government's initiative to further elevate the status of the national language and to promote its acceptance and use by every Malaysian.

The Star Online, *The Star's* successful Internet news portal, celebrated its 10th anniversary in June with a new design and several activities including its 10 Hundred Ticket Redemption series of movie screenings. **StarJobs Online**, the job recruitment portal, was also relaunched in December with a new job matching engine.



Program **The Star Junior BRATs** diadakan di Titi Eco Farm di Jelebu, Rantau, Negeri Sembilan; serta Ipoh dan Kuala Terengganu, menawarkan aktiviti keseronokan dan pendidikan kepada remaja apabila mereka mempelajari kemahiran asas kewartawanan, kutipan maklumat, membuat laporan, mengambil gambar dan berkomunikasi.

Pameran Hartanah dan Kediaman The Star di Pulau Pinang memasuki tahun ketiga, dengan menerima lebih daripada 35,000 pengunjung. Paparan utama pameran ini meliputi pameran, forum, ceramah, lelongan dan perkhidmatan institusi kewangan, agen hartaanah, agensi kerajaan dan badan berkutan.

Flavours Cooking Workshop bertema "Masakan Ala Jepun" diadakan di Kuala Lumpur bagi penggemar makanan, sementara **Flavours Perak Gourmet Tour** membawa penggemar makanan mengikuti kembala masakan sepanjang tiga hari di seluruh negeri tersebut.

IT

Salah satu pencapaian penting *The Star* tahun ini adalah pelancaran **mStar Online**, sebuah portal berita Bahasa Malaysia yang bukan sahaja bertujuan memenuhi keperluan maklumat yang semakin meningkat di kalangan warga Malaysia, malah turut memainkan peranan dalam membina negara dan menyatukan masyarakat melalui satu bahasa. Ini sejajar dengan inisiatif Kerajaan untuk meninggikan lagi status bahasa kebangsaan serta menggalakkan penerimaan dan penggunaannya oleh setiap warga Malaysia.

The Star Online, akhbar berita Internet *The Star* yang berjaya, telah menyambut ulangtahunnya yang ke-10 pada bulan Jun dengan menampilkan rekabentuk baru dan beberapa aktiviti termasuk 10 Hundred Ticket Redemption untuk siri penayangan filem. Portal perjawatan **StarJobs Online** turut dilancarkan semula pada bulan Disember dengan enjin padanan kerja baru.



Community Relations Perhubungan Kemasyarakatan

Advertisers and partners of *The Star* attended the **20:10 Anniversary Celebration** to mark the 20th anniversary of In.Tech, the newspaper's technology rollout, and The Star Online's 10th anniversary. In conjunction with In.Tech's 20th Anniversary, the Circle 20 Contest was organised with prizes comprising electronic gadgets and videogame consoles for the winners.

In moving further ahead, the **Global Malaysians Network**, an initiative by The Asian Center for Media Studies (ACMS) and supported by *The Star*, was launched. This project is aimed at providing opportunities for networking among Malaysians around the world and tapping the resources and contacts that they can offer one another. The network is accessible via its website at www.globalmalaysians.com.

In.Tech and The One Academy once again organised **The New Media Award**, this time based on Disney's *The Chronicles of Narnia: The Lion, The Witch And The Wardrobe*. The winners won holiday packages, scholarships, electronic products and special merchandise and memorabilia.

To help boost the development of successful entrepreneurs in the information and communications technology industry, the MCA and *The Star* launched the **Innovation Initiative (i2) Project**.



Para pengiklan dan rakan *The Star* menghadiri **Sambutan Ulangtahun 20:10** bagi meraikan ulangtahun ke-20 In.Tech, keluaran akhbar teknologi dan ulangtahun ke-10 The Star Online. Sempena Ulangtahun ke-20 In.Tech, Peraduan Circle 20 dianjurkan dengan menawarkan hadiah meliputi peralatan elektronik dan saguhati berbentuk permainan video untuk para pemenang.

Bagi meneruskan lagi usaha, **Rangkaian Warga Malaysia Peringkat Global**, satu inisiatif oleh Pusat Pengajian Media Asia (ACMS) dan disokong oleh *The Star* dilancarkan. Projek ini bertujuan menyediakan peluang rangkaian di kalangan warga Malaysia di seluruh dunia dan pusat sumber serta maklumat hubungan yang boleh ditawarkan antara satu sama lain. Rangkaian ini boleh dilawati di laman webnya di www.globalmalaysians.com.

Sekali lagi In.Tech dan The One Academy menganjurkan **The New Media Award**, kali ini berdasarkan filem Disney, *The Chronicles of Narnia: The Lion, The Witch And The Wardrobe*. Para pemenang memenangi pakej percutian, biasiswa, produk elektronik serta barang dan memorabilia istimewa.

Bagi membantu merangsang pembangunan usahawan berjaya dalam industri teknologi maklumat dan komunikasi, MCA dan *The Star* melancarkan **Projek Inisiatif Inovasi (i2)**.





SPORTS

The Star was also actively involved in sports activities, in events such as the PJ Half Marathon, Penang Starwalk, Ipoh Starwalk and Subang Jaya Run. *The Star* also supported the Seremban Half Marathon, Shah Alam 10km Run and Melaka International Marathon.

Malaysia's premiere inter-school cheerleading competition, **CHEER**, organised by *The Star Youth2* and Clean&Clear, entered its sixth year in 2005 with the support of the Youth and Sports Ministry and the Education Ministry. This year's competition saw 28 teams from 22 schools nationwide vying for the trophy.

COMMUNITY

In the performing arts, *The Star* and Artistry by Amway, supported by the Culture, Arts and Heritage Ministry, presented the **Wild Zebra** dance drama, a performance by the Shanghai Oriental City Dance troupe, at Istana Budaya in Kuala Lumpur. Nett proceeds of RM730,000 from the sale of the tickets were donated to Bethany Home (RM230,000), Tasputra Perkim Daycare (RM100,000), The Paediatric Institute (RM110,000), The Salvation Army (RM110,000), Shelter Home (RM110,000) and Asrama Darul Falah (RM70,000).

The Star also supported the staging of **STOMP**, an award-winning West End musical, at Istana Budaya.

SUKAN

The Star turut melibatkan diri secara aktif dalam aktiviti sukan, dalam acara seperti PJ Half Marathon, Penang Starwalk, Ipoh Starwalk dan Subang Jaya Run. *The Star* juga memberi sokongan kepada Seremban Half Marathon, Shah Alam 10km Run dan Melaka International Marathon.

Peraduan sorak perdana antara sekolah Malaysia, **CHEER**, anjuran *The Star Youth2* dan Clean&Clear serta disokong oleh Kementerian Belia dan Sukan dan Kementerian Pendidikan telah memasuki tahun keenam pada tahun 2005. Peraduan tahun ini menyaksikan 28 pasukan dari 22 buah sekolah di seluruh negara merebut piala tersebut.

KOMUNITI

Dalam bidang seni pentas, *The Star* dan Artistry oleh Amway dengan sokongan Kementerian Kebudayaan, Kesenian dan Warisan mempersembahkan drama tari **Wild Zebra**, sebuah pementasan oleh Shanghai Oriental City Dance troupe, di Istana Budaya di Kuala Lumpur. Kutipan bersih berjumlah RM730,000 daripada jualan tiket disumbangkan kepada Rumah Bethany (RM230,000), Pusat Jagaan Harian Tasputra Perkim (RM100,000), Institut Paediatric (RM110,000), The Salvation Army (RM110,000), Shelter Home (RM110,000) dan Asrama Darul Falah (RM70,000).

The Star turut memberi sokongan kepada pementasan **STOMP**, muzikal West End yang memenangi anugerah, di Istana Budaya.

Community Relations

Perhubungan Kemasyarakatan



KL Fashion Week 2005 was organised by *The Star* for the third time and presented by Tourism Malaysia and L'oreal Malaysia. It once again set Kuala Lumpur abuzz with the latest trends and designs by top local and foreign fashion talents.

Among the events held were *Fashion On The Move* (held in conjunction with the Petronas F1 Grand Prix), *College Fashion Shows*, *The Star Designer Awards*, *Afternoon Designer Showcases*, *Corporate Cocktail Nights*, *Fashion Gala Night*, *Editors Awards* and *Catwalk@theMall*.

A total of RM252,000 from the sale of tickets for the *Fashion Gala Night* was donated to the Penyayang Cancer Support Programme.

REWARDING OUR READERS

Readers were invited once again to participate in **The Star Rewards Word Puzzle** which was held for 20 weeks, offering cash prizes of RM30,000, RM20,000 and RM10,000 weekly.

The Star celebrated its birthday on 9 September, and to reward readers further, the **Power of 9 contest** was held for nine weeks. Readers had the chance to win the weekly cash prize of RM99,999, special prizes in Weeks 1 to 8, and the grand prize of RM199,999 in Super 9 Week. Nine special prizes of RM3,999 cash each and nine prizes for the highest number of entries were also awarded in the final week of the contest.



Minggu Fesyen KL 2005 dianjurkan oleh *The Star* buat kali ketiga dan dipersembahkan oleh Tourism Malaysia dan L'Oreal Malaysia. Sekali lagi Kuala Lumpur dimeriahkan dengan aliran dan rekabentuk fesyen terkini oleh bakat fesyen tempatan dan luar negeri.

Antara acara yang diadakan ialah *Fashion On The Move* (diadakan sempena Petronas F1 Grand Prix), Pertunjukan Fesyen Kolej, Anugerah Perekabentuk The Star, Afternoon Designer Showcases, Corporate Cocktail Nights, *Fashion Gala Night*, Anugerah Editor dan *Catwalk@theMall*.

Sejumlah RM252,000 daripada jualan tiket bagi *Fashion Gala Night* disumbangkan kepada Program Bantuan Kanser Penyayang.

MEMBERI GANJARAN KEPADA PEMBACA KAMI

Para pembaca sekali lagi dipelawa menyertai Peraduan **Silang Kata Ganjaran** *The Star* yang diadakan selama 20 minggu, yang menawarkan hadiah wang tunai bernilai RM30,000, RM20,000 dan RM10,000 setiap minggu.

The Star menyambut ulangtahunnya pada 9 September, dan bagi meneruskan lagi pemberian ganjaran kepada para pembacanya, peraduan **Power of 9** diadakan selama sembilan minggu. Para pembaca berpeluang memenangi hadiah wang tunai bernilai RM99,999, hadiah istimewa dari Minggu 1 hingga 8, dan hadiah utama bernilai RM199,999 dalam 9 Minggu Perdana. Sembilan hadiah istimewa berupa wang tunai bernilai RM3,999 setiap satu dan sembilan hadiah untuk jumlah penyertaan paling tinggi turut diberi anugerah dalam minggu akhir peraduan tersebut.

GIVING BACK TO THE COMMUNITY

As a caring newspaper, *The Star* also adopted tiger cub Nicky in the Malacca Zoo to be its mascot for three years.

Throughout the year, *The Star* was equally active in social and community events and campaigns.

The Star organised the **Cool to be Polite** campaign early in the year, which was launched by the Culture, Arts and Heritage Minister to promote politeness and courtesy among Malaysians.

The Rude Malaysian contest was held in conjunction with the *Budi Bahasa dan Nilai-Nilai Murni (Courtesy and Noble Values)* campaign launched by our Prime Minister, Datuk Seri Abdullah Ahmad Badawi.

The **South Asia Quake Fund** to help earthquake victims in Pakistan, India and Afghanistan and the **RM1 Charity Coin Drive** for donation to charity bodies were also organised.

Our community relations mission is to develop an ongoing partnership between the company and the community, one that matters and makes a difference.

Our efforts not only have an impact on current and future generations but also define the soul and passion of our company, what we believe in and what we envision for the future of all Malaysians.



BERBAKTI KEPADA MASYARAKAT

The Star selaku akhbar penyayang, telah menjadikan anak harimau, Nicky di Zoo Melaka sebagai maskotnya untuk tiga tahun.

Di sepanjang tahun, *The Star* tidak kurang aktifnya dalam acara dan kempen sosial dan kemasyarakatan.

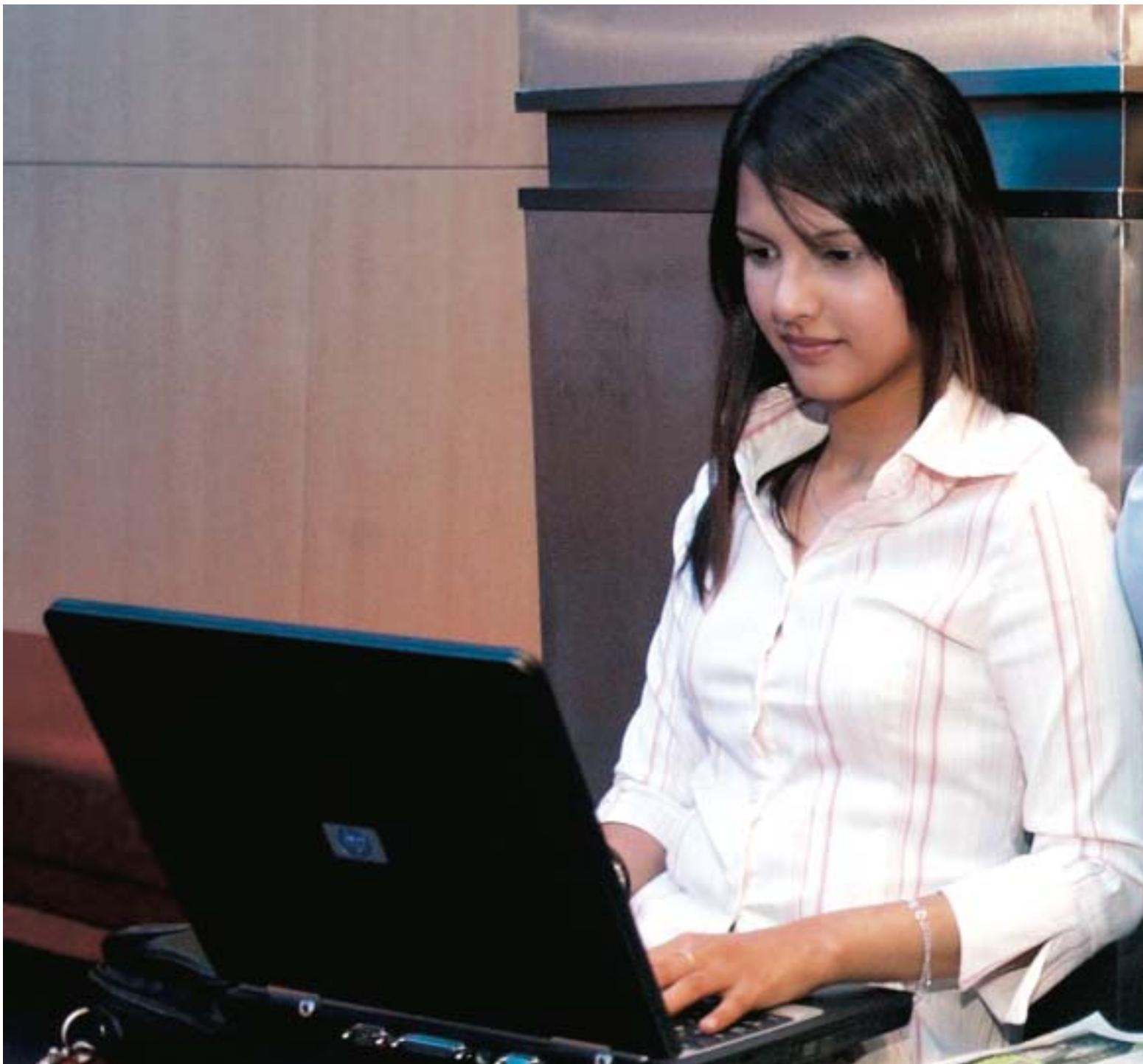
Kempen **Cool to be Polite** anjuran *The Star* pada awal tahun ini, dilancarkan oleh Menteri Kebudayaan, Kesenian dan Warisan bagi menggalakkan kesopanan dan budi bahasa di kalangan warga Malaysia.

Peraduan Warga Malaysia Biadab diadakan sempena kempen Budi Bahasa dan Nilai-Nilai Murni yang dilancarkan oleh Perdana Menteri, Datuk Seri Abdullah Ahmad Badawi.

Dana Gempa Bumi Asia Selatan bagi membantu mangsa gempa bumi di Pakistan, India dan Afghanistan serta **RM1 Charity Coin Drive** untuk sumbangan kepada badan kebajikan turut dianjurkan.

Matlamat perhubungan kemasyarakatan kami ialah untuk membangunkan satu perkongsian berterusan antara syarikat dan masyarakat, satu perkara yang perlu diberi perhatian dan boleh membuat perubahan.

Daya usaha kami ini bukan sahaja memberi kesan kepada generasi kini dan akan datang malah turut menggambarkan semangat dan cita-cita syarikat, pegangan dan wawasan kami demi masa depan seluruh warga Malaysia.



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