



Corporate Social Responsibility

The worldwide financial meltdown has hit countries around the globe hard. Concerns on worsening job prospects and gloomy economic outlook have cast a long shadow on the entire community. As a caring and responsible corporate citizen, Wharf is committed to stepping up our corporate social responsibility efforts further despite this challenging economic environment.

Serving the Community

Apart from its own initiatives, the Group has through financial and other support actively participated in a wide array of philanthropic and community projects led by cherished non-profit-making organisations to help sustain their growth and uphold the values they promote. Among others, complimentary event venue in shopping malls and piers, free media exposure and publicity support, and sponsorship of communication services are just a few year-round activities rendered by the Group's subsidiaries in support of worthy community causes.

Sichuan Earthquake

Immediately following the devastating Sichuan Earthquake in May 2008, the Group and its subsidiaries initiated and

rendered support to a myriad of fund-raising and related activities with an aim to provide timely relief to survivors of the disaster. Participating Group members included Harbour City, Hong Kong Tramways, i-CABLE, Marco Polo Hotels, Modern Terminals, Plaza Hollywood, Times Square, The "Star" Ferry, Wharf T&T and more. Other than Chairman's personal donation of his 2007 director's bonus in Wheelock and Company Limited, corporate and staff donations, a spate of activities in support of relief efforts was staged by our subsidiaries in their own areas of expertise from charity sale activities in shopping malls, sponsorship of broadband to participating in a territory-wide fund-raising variety show. i-CABLE news team members, meanwhile, reached out to the community, making use of their knowledge, experience and connections to provide concrete help. Frontline team members inspired students and other members of the public upon their return from Sichuan as speakers at numerous speaking engagements to help galvanise their supports for the relief works.

The Community Chest

The Community Chest, one of the most important charities in Hong Kong, has

been our long-term beneficiary and partner for more than a decade. During the year, Wharf was recognised with a Distinguished Award under the Corporate and Employee Contribution Programme 2007/2008 ("CECP") and additionally a President's Award for the significant overall contribution by the Group and its members during the same period. Meanwhile, participation in the Dress Special Day has been popular among our subsidiaries. Wharf became the event's Overall Fourth Top Fund Raiser and clinched the Highest Donation Increment Award in the Companies & Organisations Category of Dress Special Day 2008. The Group's other contributions included the numerous charitable initiatives undertaken by our shopping malls and other subsidiaries around the year for The Chest. For year 2008/2009, the Wharf Group has pledged to make a donation to the CECP again to support the work of The Chest in local social welfare.

Caring Company

A number of business units under Wharf were awarded the "Caring Company" logo 2008/2009 by the Hong Kong Council of Social Service in recognition of their demonstration of good corporate



citizenship, namely Harriman Management Services, Harriman Property Management, Hong Kong Tramways, i-CABLE, LCX, Modern Terminals, Pacific Club, The “Star” Ferry and Wharf T&T. Among these awardees, The “Star” Ferry was recognised with the “5 Years Plus Logo” whilst Harriman Management Services received the “5 Consecutive Years Logo” in appreciation of their sustainable commitment.

Youth Development

The youth are our future. To build a better tomorrow, the Group and its subsidiaries have been supporting a wide spectrum of youth development programmes. Summer placement opportunities are available to local tertiary institution students in various operating units and departments of our Group. Moreover, on top of offering management trainee programmes and participating in internship programmes, our hotels have engaged in a mentorship programme with The Hong Kong Polytechnic University. Under the programme, hotel executives will act as advisors, coaches and counsellors to the mentees by sharing work and life experiences with them. The “Star” Ferry continued its engagement with the Hong

Kong Young Ambassador Scheme jointly organised by the Tourism Commission and The Hong Kong Federation of Youth Groups whereby training will be provided to young ambassadors to facilitate their stationing at the “Star” Ferry’s Central and Tsim Sha Tsui Piers to introduce Hong Kong to visitors.

We Care

The Group and its subsidiaries encourage staff’s participation in voluntary social services. With the hope to build a caring community, voluntary service teams of Group companies participated in a number of social service activities for the youth, the elderly and the less privileged in the year. Among others, The “Star” Ferry has enrolled as a Heart to Heart Company organised by The Hong Kong Federation of Youth Groups to help promote youth volunteering. Furthermore, Modern Terminals volunteers were recognised with a Certificate of Appreciation from Agency for Volunteer Service for their dedication in volunteering work.

Apart from motivating community involvement among our staff, the Group also helps spread the message to the wider public. As the venues for a great number

of fundraising and charitable activities, our shopping malls always encourage their shoppers to support worthy community causes. Harbour City, for instance, has been an ardent supporter of Hong Kong Blood Cancer Foundation and helped raise more than HK\$1.74 million during the year to support blood cancer patients. Other beneficiaries during the year included End Child Sexual Abuse Foundation, Joyful (Mental Health) Foundation, Caring for Children Foundation and more.

Meanwhile, The “Star” Ferry remains the only public transport operator in Hong Kong offering complimentary rides to senior citizens aged 65 or above with a senior citizen card. Fare concessions are also offered to ferry passengers with disabilities. Over to the island side, elderly holding a senior citizen card are also eligible for concessionary fare for tram rides.

Art and Culture

Art and culture enrich life. The Group sees art and cultural experience as an essential part of a quality lifestyle and hence is dedicated to help promote art and culture with an aim to bring that to a wider audience.

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Executive Director Doreen Lee (right) receives the President's Award from The Community Chest's President Mrs Selina Tsang



Modern Terminals actively supports City University of Hong Kong's Co-operative Education Scheme



Harbour City's Gallery by the Harbour showcases works by artists from around the globe

Art Exhibitions

Harbour City has devoted a 1,000-square-foot prime retail space on Level 2 of Ocean Centre for the establishment of a unique art gallery – the Gallery by the Harbour since 2007. Commanding unrivalled views of the Victoria Harbour, this admission-free gallery showcases to shoppers works by artists from around the world. From its inception till end of 2008, 20 art exhibitions have been held, bringing 68 artists' collections to the people of Hong Kong. Other than art exhibitions, art talks were given to Fine Art students from local tertiary institutions on European antique painting, Chilean painting, Japanese gold-plated artwork and Japanese mixed-media painting, enabling them a wider exposure on various art origins, forms and styles.

Similarly, Times Square spares no efforts in bringing world-class art and cultural activities to the people of Hong Kong. Following the hugely successful art exhibitions of world-renowned art masters Huang Yong Yu and Ju Ming in previous years, during the year, six major art exhibitions were presented. Through this series of exhibitions staged in the mall, works of contemporary Chinese artists Carrie Chau, Huang Chihyang, Hung Tunglu, Jimmy Liao, Sui Jianguo and Yue Minjun were presented to the public in a lively environment.

Fostering Art

In support of art and music performance in Hong Kong, the Group has been sponsoring Hong Kong Philharmonic Orchestra's Club Maestro since 2003 as a Platinum member. During the year, other forms of sponsorships were also provided by the Group's members to various art groups from complimentary hotel accommodation for performance groups, harbour tour trip for a visiting youth orchestra to media and publicity support to art events.

Environmental Protection

With parent company Wheelock and Company Limited being a founding member of the Business Environment Council, the Group has long been aware of the critical importance of environmental protection in Hong Kong as well as the pivotal role of the private sector in helping to conserve the environment. With eagerness to preserve the long-term economic, social and environmental interests of the Harbour, the Group has joined the Harbour Business Forum as a Patron member since its launch in 2005. Moreover, Wharf and its various business units have endorsed the Clean Air Charter initiated by the Hong Kong General Chamber of Commerce and the Hong Kong Business Coalition on the Environment to make a contribution to combat air pollution and improve air quality in the Greater Pearl River Delta. Green initiatives by Wharf and its members are multi-faceted and covering a spectrum of programmes.

Green Policy and Practice

The Group has established environmental policy and practice throughout its diversified operations. Green construction principles are in place, covering aspects right from design, development, maintenance to property management. Regular monitor and review of the environmental protection performance is conducted. Harbour City Gateway II, for instance, has added green elements into its air-conditioning system by replacing titanium condenser tubes for chillers with copper tubes. A total of 2.24 million kWh or HK\$1.84 million was saved from this campaign last year. As a Carbon Audit • Green Partner by signing the Carbon Reduction Charter, our property management subsidiaries have pledged to carry out activities to support the reduction of greenhouse gas emission. For Modern Terminals, among others, with the adoption of a cleaner fuel "Ultra-Low Sulphur Diesel" for all container handling equipment, yard vehicles and contractor tractors in early 2008, sulphur dioxide emission has been reduced by 99%. Other operating units, including Marco Polo Hotels and others, have also actively participated in a wide range of energy conservation, anti-pollution, recycling (of used toner/inkjet cartridges, fluorescent lamp, paper, glass, aluminium cans, PET bottle and more) initiatives.

Partnering with Green Groups

The Group teams up with green advocates to more effectively promote environmental conservation. Wharf is a long-time



Times Square offers a folksy rendezvous for art appreciation for the public



The Group adopts a vintage tree in Kowloon Park to show its support for conservation



Recreational activities help staff achieve work-life balance

supporter of World Wide Fund for Nature Hong Kong ("WWFHK"). The Group has been a WWFHK corporate member since 2001 and is currently a Double Diamond member. Additionally, Modern Terminals, a subsidiary of the Group, also supports WWFHK as a Silver member. During the year, the Group also supported programmes organised by other green groups including Friends of the Earth's "Dim It" campaign in June 2008. External lights of the Groups' shopping malls Harbour City, Times Square and Plaza Hollywood were switched off during a designated period of time to demonstrate our commitment to green awareness.

Promoting Green Awareness

The Group does not only think green for itself, it also helps promote environmental awareness to the public. During the year, our shopping malls sponsored venue for various promotional activities held by green organisations or the government to help spread the eco messages. Further, The "Star" Ferry is a co-organiser of One Tonne Challenge Carnival, which is held regularly at its Central Pier with an aim to call upon Hong Kong people to reduce carbon dioxide emissions. Meanwhile, Modern Terminals' volunteers participated in the Hong Kong Reef Check 2008 organised by the Agriculture, Fisheries and Conservation Department to help promote sustainable management of coral reefs.

Green Recognitions

Green efforts by the Group's various operating units are duly recognised. Honours, certificates of appreciation and more were received from Environmental Protection Department, Water Supplies Department, Environmental Campaign Committee, Hong Kong Quality Assurance Association and more by Group members during the year in recognition of their zealous engagement in maintaining high standards of indoor air quality, water quality, hygiene control, source separation of waste and waste reduction.

Staff Development

Human resources are the most valuable asset of the Group. Training and development opportunities are provided to upgrade skill sets of staff members for achieving operational excellence. Recreational and sports activities are organised for our staff to help ensure work-life balance.

Staff Training

During the year, the Group and its members provided some 200 in-house training programmes to more than 6,700 staff members. A comprehensive array of training programmes are available which includes foreign language learning, Putonghua training, stress management, negotiation skills, leadership training, first aid, team building and communications,

problem-solving and decision-making workshops, health talks and more. Orientation programme and on-the-job training are offered to new staff to assist them to adapt to new job and work environment. Continuing education is encouraged. During the year, more than 900 staff received education or training subsidies for taking external courses to upgrade their work skills.

Intra-Group Communications

To keep staff from various business sectors updated of the latest development within the Group, a bilingual staff bulletin The Link is published regularly. Featured story, business updates, community involvements and staff activity snapshots from various operating units plus personality interviews are featured.

Balanced Life

To ensure the health and wellness of the staff, a wide range of interest classes, sports and recreational activities were organised for the staff and their families during the year. These included visits to outlying island, squash and bowling competitions, yoga classes, cooking classes and more.

As at 31 December 2008, the Group has approximately 12,900 employees.