

## WHARF'S BUSINESS-IN-COMMUNITY

2011 marks the 125<sup>th</sup> anniversary for The Wharf (Holdings) Limited in Hong Kong. A distinguished track record culminated not just in financial performance but also corporate citizenship. With its long-established mission of "Building for Tomorrow", the Group strives to fulfill its corporate social responsibility surrounding the four key areas namely Social, Environment, Workplace Practices and Corporate Governance. Under the "Business-in-Community" (BIC) banner, the Group works closely with different constituencies and stakeholders with clear objectives of balancing the corporate, social and economic responsibilities, instigating fundamental dignity and value of all citizens, and building a better Hong Kong.

In the first half of 2011, the Group has been actively supporting a number of charitable organisations ranging from The Community Chest, Children Cancer Foundation, Hong Kong Christian Services, Hong Kong Red Cross, MTR Hong Kong Race Walking, The Hong Kong Philharmonic Orchestra, The Society for the Promotion of Hospice Care, UNICEF, to Business Environment Council, Friends of the Earth, The Conservancy Association and WWF. The Group injected new funds and spearheaded a host of BIC initiatives with strong support from senior management, associates from across various businesses of property development, logistics, hotels, communications, media and entertainment to public transportation.

The Group launched Project *WeCan*, a pioneer 360° school improvement programme in May where 10 secondary schools have been selected to receive support, benefiting more than 10,000 students in Hong Kong who may be with fewer opportunities yet great potential.

Besides financial support, staff volunteering is an important part of the programme. Wharf's 10 participating business units and fellow businesses will each connect with one school for the entire six-year period whereby respective business units will provide support for the schools as needed, assist in a wide spectrum of activities ranging from teaching, academic learning, extra-curricular development, conduct and behaviour, life-goal planning, to learning environment and support, care and counseling as well as parent-teacher collaboration. With the framework established and the Project up and running, Wharf welcomes other members of the society who are passionate about young people and education to join force by sponsoring more schools and enable more students to benefit.

Apart from Project *WeCan*, the Group has supported a wide range of education related projects in the past six months making available more opportunities for people of different backgrounds and ages. Through the Marco Polo Hotel arm, internship spaces were offered to students of CCC Kung Lee College for real life experience working in hospitality field; Harbour City and Pacific Club supported the Child Welfare Scheme for their Project Share by providing internship opportunities for students from less privileged families.

In 2011, an Architectural Design Internship Programme has been established through The Wharf ArchDesign Resource Trust. The programme aims at fostering excellence in architecture and grooming future star architects by providing students with placement opportunities in international design practices that are at the innovative edge of architectural design. Selected graduates will take on an overseas internship for a period of 12 months in an internationally-renowned architecture firm. Such a placement opportunity will certainly broaden participating students' horizon and exposure to working alongside distinguished designers in an atelier setting, and allow them a hands-on understanding of architectural practice and urban design in foreign countries. In June, two architecture students from The Chinese University of Hong Kong have been awarded for the 2011 programme and they will soon take on an internship with their dream architecture firms.

***“Through our “Business-in-Community” initiative, Wharf is committed to making a difference by promoting staff volunteerism, building a better Hong Kong and fostering sustainability of the community.”***

Hong Kong Management Association (HKMA) has been in the forefront providing well-organised life-long learning opportunities for people. In 2011, the Group has pledged support for HKMA’s 2011 scholarship scheme for their professional diplomas/bachelor degrees, encouraging working adults to pursue further studies.

In May, the Group sponsored the Future Stars Beijing Study Tour organised by Wen Wei Po and Communications University of China whereby 100 university students from the discipline of Communications in Hong Kong attended an eight-day tour. It provided students with an overview of China’s culture and history, social and political scenes and challenges ahead. Students demonstrated their great interest and were most proactive in exchanging views with various agencies and government officials visited.

The Group sponsored Wu Zhi Qiao (Bridge to China) Charitable Foundation for building a centenary bridge in San Chuen Zheng in Lijiang, Yunnan. Students from The University of Hong Kong and Tsinghua University in Beijing spearheaded the design and planning. Not only did the project enable interaction and cultural exchange among students but it fostered greater understanding of our motherland among students in Hong Kong. In addition to provision of Wharf’s financial sponsorship, a number of colleagues from Wharf China participated as volunteers to help build the bridge. It is of particular significance as 2011 also marks Wharf’s 125<sup>th</sup> anniversary and the 100<sup>th</sup> anniversary of The University of Hong Kong and Tsinghua University.

The Group spares no effort in supporting the vulnerable. To enable an all-round development for our next generation, Plaza Hollywood sponsored the Changing Young Lives Foundation for the set-up of computer training facilities as well as acquiring musical instruments such that related classes can be provided for children of less privilege.

The Star Ferry and the Pacific Club hosted service users of Fu Hong Society, Hong Chi Society and Hong Kong Society for the Deaf at their facilities in the past few months.

To foster a harmonious society and promote a helping spirit, Times Square is sponsoring the production of a community care and education series namely Making-a-Difference to be broadcasted on CABLE TV’s news channel. The segment is aimed at featuring meaningful causes and stories undertaken by the average people in the society yet making a big difference to the people in need.

Apart from financial support, staff volunteering is an important part in realising BIC. Employees from all levels as well as their family members and friends are encouraged to support organisations and initiatives that cultivate meaningful opportunities for civic engagement. Majority of the business units under Wharf have formed a volunteer team and are all set to give a helping hand.

Among all, Modern Terminals has taken a step further and partnered with the Chinese YMCA of Hong Kong to provide training to their volunteers to enhance their service skills. Wharf T&T launched its first Volunteer Recognition Programme to honour staff who has made continuous contributions to volunteer service, four colleagues were recognised as the Outstanding Volunteer of the Year as a result.

*We Care We Can*



# Let's Do It

