



Dear Stephanie

At TWF, we know that everyday sexism continues to blight the lives of many women in Hong Kong. And this is even encouraged by the Cantonese language. At TWF, we decided to zero in on the way the Cantonese term 事業線 meaning career line is used interchangeably in everyday conversations and by the local tabloids and social media to refer to a woman's cleavage and to ask if this is a harmless joke or indicative of more serious issues about how women are perceived and perceive themselves.

In the same week that Emma Watson was blasted by feminists for being photographed for Vanity Fair in a cape that reveals her breasts, TWF released some new research we conducted in partnership with J Walter Thompson and Edelman to find out how men and women in Hong Kong feel about the term 事業線, women using sex appeal to their advantage and the prevalence of objectification, sexism and discrimination in the workplace.

A recent Edelman Intelligence poll conducted last week involving over 1,000 local residents between the ages of 22 to 45 revealed that over 40% of women consider 事業線 offensive but underscoring our concern that sexism is accepted and condoned in parts of Hong Kong culture and society, 68% of men said it was harmless and one in five men under 30 even felt the term was positive. Going further, over 60% of women felt that women are discriminated against based on their looks while 60% of men felt that sex appeal helps women advance in their careers. Interestingly, women felt more strongly than men that women using sex appeal to their advantage at work is inappropriate, offensive to women, unfair and uncomfortable for colleagues. Finally, 50% of respondents said they feel women in Hong Kong struggle to have their capabilities and efforts recognised at work thanks to their gender which underscores the negative effects of bias and stereotyping, no matter how casual and jokey we think it might be.



Last week, to coincide with International Women's Day, TWF launched a new campaign - [#MyRealCareerLine](#) - to celebrate the success of Hong Kong women from all walks of life. Featuring female icons from media, entertainment, business and sports talking about the factors behind their real career line - from their creativity, hard work and self-belief, we are humbled and delighted to count as campaign ambassadors, women like Olympic swimmer Stephanie Au, Freshfields Partner and China Chairman Teresa Ko, model Janet Ma, World Snooker Champion On-ye Ng, Founder of JupYeah Ren Wan and beauty blogger Hana Tam, writer and blogger Bud Ming, entrepreneur Kayla Wong and illustrator Stella So, who all feature in our "hero" film for the campaign. Other ambassadors for the campaign include Former Chief Secretary Anson Chan, Commission of Youth Chairman Ming Wai Lau, SCMP CEO Gary Liu, and leading gender academic experts Professor Susanne Choi of the Chinese University of Hong Kong and Professor Annie Chan of Lingnan University.

We would love your support! Here's what you can do to help:

First, please watch and share the [hero film](#). If you feel moved to get involved and show your support for the campaign, we've created an online tool where you can create your own photo in the style of the campaign film. You can then post it on the website and on social media and invite friends to do the same. Visit [www.realcareerline.hk](http://www.realcareerline.hk) where you can see examples of individuals who have uploaded their photos to the site. You can also organise a group shot with friends or colleagues like the examples on the website.

Secondly, as an employer, you can play your part by ensuring that your company is using objective criteria when assessing female candidates for job openings or promotions.

Thirdly, we hope media titles will think twice before using terms like 事業線 going forward and they will take more pains to represent women in a more authentic, three-dimensional and

aspirational light.

Ultimately, our hope is that women and girls will take pride in and celebrate whatever it is that makes them exceptional, knowing that their true value and worth is based on far more than just their appearance.

Warm regards

Su-Mei Thompson  
CEO, The Women's Foundation

## TWF PROGRAMME UPDATES



### Dame Barbara Stocking DBE in HK!

Dame Barbara Stocking DBE - President of Murray Edwards College at the University of Cambridge - was the guest speaker at three TWF events last week to celebrate IWD. The first event was a breakfast talk hosted by Baker McKenzie on Collaborating with Men, drawing on a recent study conducted by the College. Dame Barbara also spoke at a lunch for LRC members about how Murray Edwards College is preparing its female students for working life and the enduring need for women's only colleges. Finally, in a fireside chat with Ashurst partner Anna-Marie Slot attended by 50 TWF Women to Watch, Dame Barbara shared her experience and insights of chairing and serving on commissions, committees and boards.



### TWF Presents on Unconscious Bias at State Street's Women's Network Launch

Last Thursday, Zoe Henham, Chair of TWF's HR Advisory Council, gave an introduction to TWF's upcoming Best Practice guide on Unconscious Bias Strategies at the launch of State Street's Professional Women's Network. The event also celebrated the appearance of State Street's Fearless Girl statue on Wall Street.



### Girls Go Tech Programme Update

Last week, a total of 80 girls from Holy Trinity College and Hong Kong True Light College enjoyed a company visit to Cisco and a career workshop at MTRC. Last Saturday, we also launched a Coding Workshop for 40 girls from Tack Ching Girls' Secondary School. Thank you to Cisco, MTR and Accenture!

## #MYREALCAREERLINE & SHE OBJECTS



### #MyRealCareerLine Campaign Explained!

Read TWF CEO Su-Mei Thompson's [LinkedIn article](#) on cleavage, career lines and sexism in the workplace. Tune into Su-Mei speaking about the campaign on RTHK Radio 3's [123 show](#). Watch TWF's [Facebook Live](#) session where Su-Mei and founder of fashion label Basics for Basics, Kayla Wong, discuss #MyRealCareerLine.



### #MyRealCareerLine in the News

We are absolutely thrilled by the news coverage that the campaign has attracted. Since last Wednesday's launch, over 100 articles about the campaign have appeared in local print and online media. To read the coverage, please click [here](#). A big thank you to J Walter Thompson and Edelman for their help in driving media engagement.



## #MyRealCareerLine Call to Action

1. Please visit the campaign website and share our [hero video](#). 2. Use the [online tool](#) to upload your photo to our photo gallery, post your photo to Facebook or Instagram with the hashtag #MyRealCareerLine #我真正的事業線 and invite your friends to do the same! 3. Make a team video to support the campaign. See these examples for inspiration: [Edelman](#) and [J. Walter Thompson](#).



## She Objects Screenings

Last week, TWF facilitated four screenings of She Objects for the Commonwealth Bank of Australia, the Shun Tak Fraternal Association of Cheng Yu Tung Secondary School, Skadden, Arps, Slate, Meagher & Flom and HKUST.

HKUST's screening was followed by a panel discussion involving academic experts Sujata Balasubramanian/ Research Assistant, Professor Julian Groves/Social Science Education, Kellee Tsai/Head & Chair Professor and TWF's Lisa Moore. To arrange a screening for your company, women's network, school or university, please email [Sarah.AbbottLadner@twfhk.org](mailto:Sarah.AbbottLadner@twfhk.org).

## TWF IN THE SPOTLIGHT



## TWF CEO on Women on Boards

TWF CEO, Su-Mei Thompson, was quoted in the SCMP's recent article on women on boards. Click [here](#) to read the article. Su-Mei was also quoted in [Community Business's Women On Boards 2017 Report](#).

由高盛領銜的基金會獎助、辦公基座委託  
香港教育學院進行研究顯示，社會、家庭及學校形成  
了女學生對 STEM 的恐懼形象，從而避免她選擇  
該科目。有趣的是，在男女生較之於男女生的女  
生，對 STEM 科目更具自信，也更具能力。由此  
可見，環境對學生有相當大的影響，也司見男女校  
中，性別刻板印象造成的角色定型更見明顯。

鼓勵打破角色定型

從中小學 STEM 學習  
促進女性  
進入 ICT 專業

## TWF Girls & STEM Study Launch and GGT Programme Coverage

Thank you [e-zone](#) and [Sing Tao Daily](#) for featuring our STEM Research Launch and Girls Go Tech Programme. Our GGT participants from Carmel Alison Lam Foundation Secondary School also shared their experience of the Programme on their school website.

## INTERNATIONAL WOMEN'S DAY - INTERVIEW WITH ZOE HENHAM, GLOBAL HUMAN RESOURCES EXECUTIVE

Frazer Jones is proud to be supporting International Women's Day 2017. We have interviewed a series of our female clients asking them how they have been bold for change #BeBoldForChange

## INTERNATIONAL WOMEN'S DAY - INTERVIEW WITH JO HAYES, THE WOMEN'S FOUNDATION, HONG KONG

## IN THE COMMUNITY



## French Chamber & HKEX HeForShe IWD Event

Felicitations to the French Chamber and the Women's Exchange at HKEX on hosting a very successful IWD gathering celebrating HeForShe. TWF was the charity beneficiary for the event which showcased male leaders championing women's advancement in the



workplace. Click [here](#) for the press release.



## TWF Celebrates IWD with Oracle, Accenture and the EOC

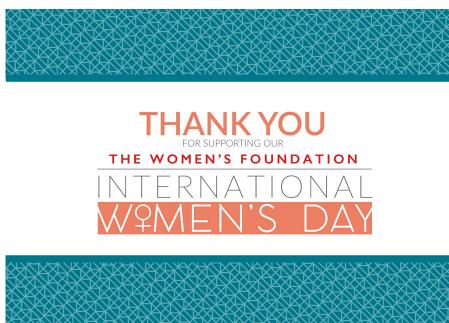
TWF Deputy CEO Rita Ching spoke about developing future female STEM leaders at a panel organised by Oracle to celebrate IWD. Rita also spoke at Accenture's IWD event alongside TWF Development Director Claire Lim and Senior Programme Manager Connie Cheung. Finally, Rita was also a guest speaker at the EOC's International Day for the Elimination of Racial Discrimination 2017.



## TWF Supports Time Auction: Inspiring Mentors

Earlier today, TWF CEO Su-Mei Thompson was the guest speaker at a Time Auction lunch where she spoke about her multi-faceted career. The event was organised by [Time Auction](#), a platform where individuals commit to a certain number of volunteer hours to claim a reward of lunch with an inspiring mentor.

## FUNDRAISERS FOR TWF!



## Thank You for Supporting TWF on International Women's Day

A BIG thank you to [Awethentic Gallery](#), [barre 2 barre](#), [Beef & Liberty](#), [niin](#) and [Pherform](#) who celebrated International Women's Day 2017 by supporting The Women's Foundation! We are so grateful to everyone who donated, participated in IWD events and lent their support to help TWF continue our work to improve the lives of women and girls in Hong Kong.



## Women's Empowerment Charity Photo Exhibition at The Landmark Mandarin Oriental – BIDDING OPEN NOW!

TWF is delighted to be the beneficiary of a one-of-a-kind photo exhibition & auction celebrating women's empowerment. Arranged by The Landmark Mandarin Oriental and Basics for Basics and captured by Sean Lee-Davies, the unique exhibition features 10 Hong Kong-based female icons – from entertainment stars to Olympic athletes. Each photo is paired with a special experience involving the subject of the photo. Bidders can win experiences like attending the premiere of upcoming movie 29+1 with singer Joyce Cheng. The photos are on display in the hotel lobby and MO Bar. Place your bids [here](#)!



## GEISHA INK by Reka Nyari at Awethentic Gallery

Stop by [Awethentic Gallery](#) before March 21 for GEISHA INK by renowned photographer Reka Nyari. Thank you to Awethentic for donating a portion of the proceeds from the exhibition launch to TWF.

## WHAT WE'RE READING

**Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:**

- [Women At Work In 2017](#) (The Atlantic)
- [How Best To Increase Women's Participation In The Workforce?](#) (SCMP)
- [Lots of Companies Still Have No Senior Executives Who Are Women](#) (Harvard Business Review)
- [Anne Hathaway: Women Are 'Economically Punished' For Wanting To Be Parents](#) (Huffington Post)
- [Study: Female Workers' Pessimism Could Actually Be Encouraging the Gender Pay Gap](#) (Glamour)
- [Beer Giants Have Lost Big By Ignoring Women — Now They're Trying To Win Them Back](#) (Business Insider)

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