



EVENTS | PROGRAMMES | CEO BLOG

Dear TWF friends

If you read this weekend's FT, you would have seen that their big front page feature "[A Woman's Role](#)" deplored the lack of challenging screen roles for women as well as the disproportionately low numbers of women in film-making jobs and their lower pay. This was followed by a piece in yesterday's SCMP "[Actresses Speak Out On Sexist Industry](#)" which noted the increasing number of women working in Hollywood speaking out publicly against sexism, aided by a cultural zeitgeist in favour of greater diversity overall.

At The Women's Foundation, we are doing our bit to highlight gender stereotyping in the media - our Gala Dinner on October 29 will feature a keynote by Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media - one of the world's leading authorities on the topic. And our new documentary She Objects will underpin a media literacy campaign in local secondary schools which will launch next year.

As Geena Davis says: "[Film] has a huge impact on our perceptions and on our social and cultural beliefs and behaviours ... reinforcing negative gender stereotypes with movie audiences of all ages". Her Institute recently conducted a gendered analysis of 122 'family' films and found that only 30% of speaking characters were female and 24% of females (compared to 4% of males) were shown in sexy, tight or alluring attire. Digging deeper, the research showed that of 1,565 content creators, only 7% of directors, 14% of writers, and 20% of producers are female.

We are hugely looking forward to hearing from Madeline at our Gala on October 29 - and yes, a few tables and tickets are still available! Please contact Jessica Boyle at jessica.boyle@twfhk.org to secure a seat.

Besides the Gala, you can also meet Madeline at a drinks reception which TWF and J.P. Morgan are hosting on Tuesday, October 27 which will feature a talk by Madeline. We will also unveil the trailer for She Objects so it will be quite a Hollywood moment! For more details on the event which is free thanks to J.P. Morgan's generous support and how to RSVP, please click [here](#).

TWF is also organising a free parents' workshop on Wednesday, October 28 from 6.30 to 8.00pm, kindly hosted by Goldman Sachs. Madeline will provide advice on how parents can become more aware of gender bias on screen, such as staying informed through research and thinking critically. She will offer tips for how parents can engage with their children and help guide their media habits and assumptions. And she will suggest activities parents can engage in with their children to spark more critical gendered thinking. For more details, please see below.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

TWF PROGRAMME UPDATES



Celebrating the International Day of the Girl with the US Consul General

As part of our celebrations of the International Day of the Girl on October 11, we were delighted to have the US Consul General Clifford A Hart Jr visit our Life Skills partner school, HKMA K S Lo College in Tin Shui Wai. The C-G cooked with the students and shared his thoughts on the critical role of men and boys in achieving gender equality.



Financial Literacy Training for 300 Holy Trinity College Students

Last weekend, we held a Financial Literacy Workshop at Holy Trinity College as an extracurricular component of the Life Skills Programme. 300 Form 3 and 4 students were introduced to Praxis, a life/risk/reward simulation and financial education board game which was developed by Eduwealth in Singapore and is being used in Singapore's secondary schools. TWF has acquired the

rights to Praxis and we have created a localised version for Hong Kong!

UPCOMING EVENTS



TWF and J.P. Morgan Reception for She Objects Donors & Partners

DATE: Tuesday, October 27, 2015

TIME: 6:00 – 7:30 p.m.

VENUE: J.P. Morgan, 27/F Chater House, 8 Connaught Road, Central

ABOUT THE EVENT: TWF and J.P. Morgan are delighted to invite you to a drinks reception with Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media. As well as remarks by Madeline, TWF will unveil the trailer for She Objects and provide an update on the documentary and related media literacy campaign in schools. For more details on the event which is free thanks to J.P. Morgan's generous support and how to RSVP, please click [here](#).



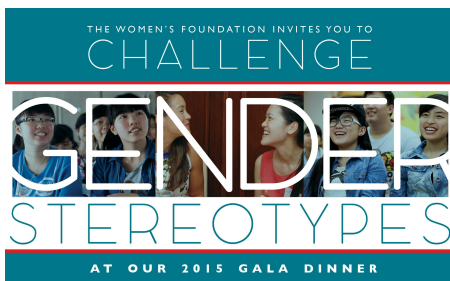
Gender In Children's Programming - Parents' Talk

DATE: Wednesday, October 28, 2015

TIME: 6:30 – 8:00 p.m.

VENUE: Goldman Sachs, 68/F Cheung Kong Center, 2 Queen's Road, Central

ABOUT THE EVENT: Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media will provide advice on how parents can become more aware of gender bias on screen, such as staying informed through research and thinking critically. She will offer tips for how parents can engage with their children and help guide their media habits and assumptions. And she will suggest activities parents can engage in with their children to spark more critical gendered thinking. Click [here](#) to register now.



Gala Dinner 2015

DATE: Thursday, October 29, 2015

TIME: 7:00 – 11:00 p.m.

VENUE: The Conrad Hotel, Pacific Place, 88 Queensway, Admiralty

KEYNOTE SPEAKER: Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media

For inquiries regarding sponsorship and table/ticket sales, click [here](#) or contact Stephanie.Poon@twfhk.org



GirlSpark Camp 2016

DATE: January 4 – 9, 2016

VENUE: Microsoft Hong Kong Office and Ivey Business School

GirlSpark is a groundbreaking 4-day programme run by Microsoft, Ivey Business School and TWF. Now in its third year, the programme exposes female undergraduates from HK's leading universities to a business case competition, mentoring from business, Government and NGO leaders and networking opportunities, to inspire them to become leaders in technology-related fields. Learn more about the camp on our [website](#).

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

OCTOBER 14-16 Women's Forum Global Meeting, Deauville. TWF CEO, Su-Mei Thompson, will moderate two sessions this Thursday on Energising Learning and Energising Women's Capacities in Crisis Situations

OCTOBER 15: Goldman Sachs Breast Cancer Awareness Month Talk@GS: A conversation with Eliza Fok, Chair of the Hong Kong Breast Cancer Foundation. To learn more and to RSVP, click

[here](#) or call +86 10 6627 3204

OCTOBER 15: Goldman Sachs Breast Cancer Awareness Month Panel Discussion: The Role of Business in Harnessing Support for Breast Cancer Awareness and Survivorship. To learn more and to RSVP, click [here](#) or call +86 10 6627 3204

OCTOBER 19: JOYCE Creative Salon [Objects of Desire: Fashion, Creation and Innovation Reconsidered](#) Panel Discussion

NOVEMBER 6: AMCHAM 12th Annual [Women of Influence Conference and Awards](#)

NOVEMBER 9-12: Hong Kong University of Science and Technology and Smith College [Leadership Program for Women](#)

NOVEMBER 11: Euromoney Legal Media Group [Asia Women in Business Law Awards](#) To reserve your place, please email [Simon King](#) or call +852 2842 6936

WHAT WE'RE READING

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

- [LSE Study Calls For Gender Quotas To Place Women In Positions Of Power](#) (The Guardian)
- [Empowerment 101: The Asian University For Women Is Educating An Alumnae Of Game Changers](#) (SCMP)
- [Making Caregiving Compatible With Work](#) (Harvard Business Review)
- [This Is What It Looks Like When Men Are Photoshopped Out Of Politics](#) (The Telegraph)
- [Nudes Are Old News At Playboy](#) (NY Times)

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