

Challenges and Opportunities for our Ageing Population



Dear TWF Friends,

The world's rapidly ageing population has enormous implications for society and is a major global challenge. Asia leads this demographic shift, and it is estimated that within the next two decades one in four people will be over 60 years old in the Asia Pacific region. Hong Kong is among the top 3 economies in Asia facing this issue and by 2050, around 40% of the city's population is expected to be over 65 years old.

The ageing population means that the size of the workforce is decreasing, which, with an already declining birth rate, compounds the well-documented labour shortage in the city. At the same time, the number of people requiring care is increasing. With the population of eldercare recipients in Hong Kong set to more than double from 5% to 11% by 2060, our research shows that the cost of eldercare to society, workplaces and individuals will increase dramatically.

Here are three actions we can take to shift our ageing society from a burden to an opportunity:

1. **At work**, review existing policies and culture to ensure they sufficiently accommodate the needs of caregivers. Ensure age diversity on committees, working groups and selection panels. Encourage men in particular to take advantage of these policies will help normalise the uptake and encourage shared caring responsibilities for all genders.
2. **At home**, look at who is doing the eldercare work within your family; if it is falling primarily to one person, look at how responsibilities can be more equitably distributed.
3. More broadly, **celebrate older age role models, particularly women**, who are breaking stereotypes and push for greater older age representation in ads and media.

[Read More](#)

PROGRAMME UPDATES



Young Allies: Walking The Talk

On March 14, our Young Allies alongside their mentors who are our Male Allies, joined the third Young Allies Programme workshop facilitated by Dramatic Difference. The workshop theme was “Walking The Talk” in which they discussed allyship mindset and allyship in action -- both in the workplace and in their daily lives. The workshop ran in an interactive format by bringing in professional actors to perform forum theatre with participants. They also explored how to intervene when they encounter gender inequality through structured dialogues. Participants found the workshop very inspiring. A huge thank you to BNP Paribas for hosting this session.

Male Allies: Active Bystanding

Last week, we hosted our Male Allies deep dive session on active bystanding. As allies, learning how to recognise and call out inappropriate behaviour is a crucial skill in turning our privilege into action. Through lively group discussions and interactive roleplays, participants gained practical tools to assert themselves in uncomfortable situations and disrupt inappropriate behaviour in real time. Thank you to Dramatic Difference for the amazing session and thank you to Linklaters for hosting us!



THE WOMEN'S FOUNDATION
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50%+
PARITY

Women to Watch
Applications now open!
Deadline: March 21

Women to Watch Platform: Last call for applications!

We are on the cusp of substantial change in gender diversity on boards. To leverage this opportunity, The Women's Foundation and the 30% Club Hong Kong are opening the second application round for our revamped Women to Watch (WTW) Platform, connecting senior women leaders with the ecosystem for board positions.

We invite all eligible senior women leaders to apply by **March 21, 2024**. Please carefully review the [website](#) for application criteria.

Please note, being accepted onto this Platform does not guarantee any board position or other similar role, or any enquiry,

*introduction, referral, approach or interview
for a board position or other similar role.*

Apply Now

IN THE SPOTLIGHT

TWF Senior Director IWD Op-Ed On SCMP

TWF Senior Director of Research and Advocacy, Lisa Moore, contributed an Op-Ed in SCMP where she emphasised the crucial need for a reimagined understanding of the roles that men and boys play in advancing gender equality. Traditionally, men have been viewed as allies in this journey. However, it's time to recognise their roles as co-owners and co-creators of gender equality. The issues men face with societal expectations, mental health stigma, and perpetuating harmful gender norms underline the urgency for their active participation in the gender equality movement.

[Read the op-ed here](#)



Lisa Moore
Opinion

Gender inequality hurts men and boys too. Inclusion is everyone's fight

- From men's reluctance to seek mental help to women's low workforce participation, harmful gender-based social norms and unequal power dynamics hurt everyone.
- Men and boys must go beyond being supportive allies to taking shared ownership of the cause

[Listen to this article](#)

Lisa Moore Published 150am, 3 Mar 2024

What you can trust SCMP



TWF CEO Speaks on CMHA HK Panel

On March 7, City Mental Health Alliance Hong Kong organised an event on menopause and its implications around women's well-being. Cynthia Cheng | CMHA HK moderated a discussion with TWF CEO Fiona Nott, Bryan Field | EY and Lisa Tarquini | The Menopause Space, exploring why menopause is important for employers to address, practical strategies employers can adopt to support individuals experiencing menopause, and the role of workplace culture in tackling menopause stigma and creating an inclusive environment.

Listen to the event recording [here](#).

TWF Participates in Generali's #BeBoldForInclusion Event

On March 11, TWF partnered with Generali to celebrate their global campaign #BeBoldForInclusion which happens annually around IWD. This initiative mobilises 80,000 people across the whole Generali organisation to further dialogue around DEI themes. TWF CEO Fiona Nott set the scene on the challenges facing women and girls in Hong Kong, and the importance of male allyship in advancing gender equality. TWF Pipeline Initiatives Director Amy Viklund then moderated a discussion with



Generali Male Allies participant alumni Jason Leung, Catherine Lui and Ronald Tse as well as TWF Male Allies Influencer Circle Lead Byron Phillips on barriers and misconceptions around men advocating for gender equality, best practices they have employed to influence individuals or organisations to prioritise gender equality and small actions everyone can take to promote gender equality.



TWF Celebrates IWD with ONE

On March 8, TWF partnered with Ocean Network Express (ONE) for their internal "Unleashing the Power of Equality" event to celebrate IWD. The workshop began by examining gender stereotypes that we encounter in our everyday lives, led by TWF Head of Communications and Marketing Inti Tam. Following that, TWF Pipeline Director Amy Viklund, moderated a fireside chat featuring a female pilot and our Mentoring Programme alumna, Christina Ho where she shared her perspective on breaking gender barriers and challenging stereotypes.

TWF CEO and Board Chair Featured in Tatler

TWF CEO Fiona Nott and TWF Chair Angelina Kwan celebrated International Women's Day by sharing insights in Tatler Asia's "Wealth With Sophia" Column. They emphasised challenging discrimination, violence, and taboos related to economic participation and reproductive health for women, girls, and gender diverse individuals. They urged people to learn, highlight diverse voices, and confront gender biases.

[Read the article here](#)



The screenshot shows the header of the Tatler website with the title 'POWER & PURPOSE | FRONT & FEMALE'. Below the title is the main headline: 'Wealth with Sophia: How gender and finance experts are Inspiring Inclusion this International Women's Day—and how you can too'. It includes a byline 'By Nicole Denholder | Mar 08, 2024' and a large image of a group of women standing together next to a 50-dollar bill.

TWF CEO Quoted in Tatler on Inspirational Mantras

TWF CEO Fiona Nott shared an inspiring mantra that motivated her with Tatler, as stated by the late US Supreme Court Justice Ruth Bader Ginsburg: "Fight for the things you care about but do it in a way that will lead others to join you." Fiona believes that this quote serves as a reminder that change is unstoppable when we collaborate and bring others along for the journey. By making incremental changes, we can drive lasting, transformative progress towards gender equality and inclusion.

[Read more](#)

TWF CEO Speaks at IWD Inspire Networking Event

On March 5, TWF CEO Fiona Nott participated in a panel discussion for the AustCham Hong Kong, Chartered Accountants Australia and New Zealand (CAANZ) and the New Zealand Chamber of Commerce Hong Kong's joint International Women's Day Inspire Networking event. Moderated by Dr Victoria Elegant | Co-chair of the AustCham Women in Business Network, Fiona spoke alongside Donna Buckland | CA ANZ Hong Kong Council, Fiona Mak | Ambition Hong Kong and Shannon Powell | Australian Senior Trade & Investment Commissioner. They discussed the importance of the IWD theme Inspiring Inclusion, the gender pay gap, the role of networks in empowering women and key actions that individuals can take to close the gender gap.

Celebrating Change and Championing Gender Equality:
Highlights from the International Women's Day Lunch
by The Women's Foundation



JEREMY CHAPNICK

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On Friday, March 1, 2024, the Ritz-Carlton Hong Kong was abuzz with anticipation as The Women's Foundation hosted its International Women's Day Lunch. This gathering of over 400 attendees was a luncheon and a vibrant forum for fostering discussions on gender equality, celebrating achievements, and planning the course for future advocacy.

The "Curating Culture, Inspiring Change" event commenced with heartfelt speeches from Benji Li and Karandeep Singh of The Women's Foundation Young Allies Program. They emphasized the critical role of allies in championing gender equality, highlighting the program's success in engaging young men to combat gender based stereotypes and become proactive advocates for change. Their message was clear: the future of gender equality rests on empowering today's youth to become tomorrow's leaders.



TWF IWD Lunch Featured in JESSICA

Our IWD Lunch 2024 was covered in an online article by JESSICA Magazine, our Media Partner. The article highlighted the event's focus on gender parity, empowerment, and the importance of engaging allies in advancing gender equality. The article also emphasised that the event had not only celebrated the progress made towards gender equality but had also reignited people's commitment to continue this crucial work.

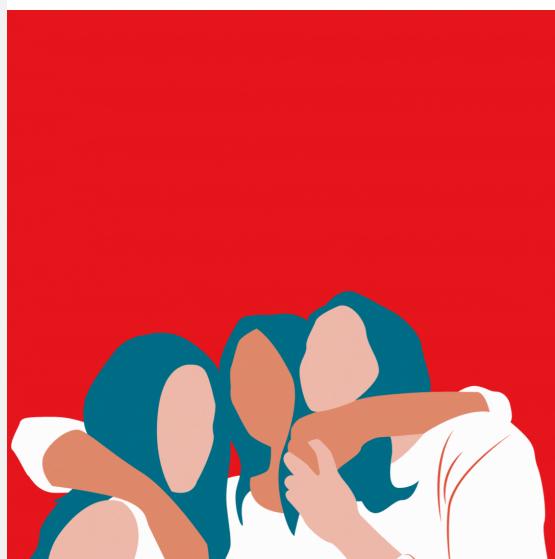
[Read more](#)

SUPPORT TWF!

FREY.

FREY. is celebrating International Women's Day with a promotion for TWF. They are launching their ready-to-wear Spring Collection in-store and, from March 4–28, they are offering a HKD 250 voucher that can be redeemed for purchases of HKD 980 or more.

Visit FREY. at G04, 9 Queen's Road Central, Hong Kong



LexisNexis®

From March 8–24 (both inclusive), purchase any book (excluding student titles and CPD courses) at LexisNexis® Online Bookstore and Lexis Flip™(eBook), and 5% of the proceeds will be donated to TWF.

LexisNexis is also offering an exclusive 15% off store-wide during this period with apply code: **WOMENSDAY2024** for Lexis Flip™. Terms and conditions apply.

[Order Now](#)

IN THE COMMUNITY



Women's Workplace Index Launch Event

TWF is pleased to be a supporting organisation for the launch event of the Women Workplace Index, a publicly available database of employers' women-focused workplace policies and practices in Hong Kong, which is designed to facilitate employers in tracking and disclosing their workplace practices that impact women, share best practices and recognise progress on these measures. The event features networking

opportunities and panel discussions with industry leaders committed to fostering workplace equality.

Event details

Date: Tuesday, March 26

Time: 4–7 pm

Venue: The American Chamber of Commerce, Central, Hong Kong

[Register here](#)

Conspicuous Feminism on Television: Gender, Power and #MeToo Book Talk

Join Dr. Anna Marie Bautista, lecturer in Gender Studies, American Studies, and Comparative Literature at the University of Hong Kong, for an insightful book talk as she explores how popular culture influences our understanding of gender equality - don't miss out on this engaging discussion! No registration is required.



Event details

Date: Monday, March 25

Time: 4-5 pm

Venue: Hong Kong Baptist University, WLB 203

ON OUR RADAR

The Good

- 兩代港鐵女工程師撐起半邊天 凌晨落地盤不言倦 力證兩性無差別 (Sing Tao)

The Challenging

- ‘I am not alone’: Victims of ‘hidden’ sexual violence on Hong Kong’s streets find solace in sharing, mutual support (Hong Kong Free Press)

The Unexpected

- Women feel guilty about getting enough sleep—and it’s a public health emergency (Fortune)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan, Hong Kong



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