



## EVENTS | PROGRAMMES | CEO BLOG

Dear Inti

*"Men and women have a joint responsibility to achieve gender equality. We should aim to deliver fundamental change within a generation, so my two daughters and two sons take it for granted that they will be judged on their merits, not their gender." - Paul Boyle, President & Vice Chancellor, University of Leicester*

We cannot talk about advancing women's and girls' empowerment without including men in the conversation. As 71% of management positions are held by men in the city, and six in seven Hang Seng Index company directors are men, we will not make significant progress if we do not engage men as supporters and drivers of change.

It has been our goal to translate this mission into action and to this end, TWF is thrilled to officially launch our ground-breaking **Male Allies initiative**. Male Allies leverages the collective influence and personal engagement of male business leaders to advance greater gender equality together – within their organisations and more broadly across the Hong Kong business community.

Last week, we inaugurated the initiative with a kick-off event attended by more than 30 senior Corporate Representatives from our Male Allies 2018-2019 cycle. Representing a range of industries - from financial services and law firms to engineering firms, from manufacturing to retail and from PR agencies to research institutions - the group agreed on the need for Male Allies in creating gender inclusive work places. They shared some of the poignant reasons behind their motivations in becoming Male Allies, as well as insights into some of the challenges they are looking to address:

*"I used to be the one mansplaining [and] interrupting my wife in conversations [...] I now catch myself making assumptions and have become more aware of my micro-behaviours."*

*"My female team member gave birth a few weeks ago and now she is back in the office. Because parental leave is only offered to women [as maternity leave], if women take it, it is assumed that they are not serious about work. This is all part of unconscious bias."*

*"At the beginning, 60% of hires are female, but then when you look at the top it shrinks down to 20%. This fall-rate is quite distressing and honestly, bad for business. I want to change this and create a better environment for my four daughters who one day will work for one of your companies."*

By sharing best practice and research, peer to peer discussions and concrete pledges to action, the goal is to form a community of male allies who are fluent in the language of gender equality and are able to drive real change in their spheres of influence, in and out of the workplace. Through this unique initiative, we look to normalise the conversation around gender equality by creating a safe space for dialogue, including how gender norms affect everyone – men and women, girls and boys. We hope to inspire more men and women to join forces and work together towards a more equal and inclusive society, where we are encouraged to be valued and seen for who we really are.

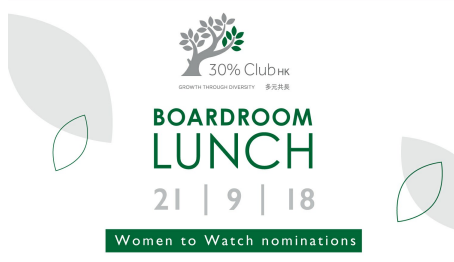
We would like to thank all of our Male Allies for joining and would also like to extend a special thank you to the founding members of the Male Allies Leadership Council for their drive, commitment, hard work and leadership in launching the initiative.

Stay in touch with us online through the Male Allies [website](#) and LinkedIn [page](#).

Have a great week.

Fiona Nott  
CEO, The Women's Foundation

## UPCOMING EVENTS



### 30% Club Boardroom Lunch - Extended Deadline for Women to Watch nominations

Last call for Woman to Watch nominations! If you are a senior executive woman with board experience, or if you would like to nominate a potential Woman to Watch, please contact us at [30percentclub@twfhk.org](mailto:30percentclub@twfhk.org) to find out more!

TWF and the 30% Club HK are delighted to announce the sixth annual 30% Club Boardroom Lunch which brings TWF's list of aspiring and accomplished women directors face-to-face with Board chairs, CEOs and advisors to Hong Kong's leading companies for simulated boardroom discussions on key

issues facing boards today.

### Extended Deadline Thursday, September 13

**Date:** Friday, September 21, 2018

**Time:** 12.00-2.00pm

**Venue:** The Asia Society Hong Kong Center, 9 Justice Drive, Admiralty



### TWF Gala Dinner 2018 – Now Selling!

Tables and tickets are now on sale. Please contact [riva@twfhk.org](mailto:riva@twfhk.org) for sponsorship enquiries. A big thank you to our Title Sponsor Bloomberg and Associate Sponsors Cathay Pacific and Manulife!

**Date:** Wednesday, October 24, 2018

**Time:** From 7.00pm

**Venue:** JW Marriott Hong Kong, Pacific Place



### Facebook Marketing Workshop for Female Entrepreneurs

Grow your business with Facebook & Instagram!

Presented by the Facebook team, this training is for intermediate Facebook marketers.

Most helpful for online businesses, the workshop will:

- Introduce setting up Facebook campaigns from forming objectives and targets to implementing creative formats and measuring results.
- Share strategies on how to drive traffic to your website, and drive conversion and leads using Facebook advertising.

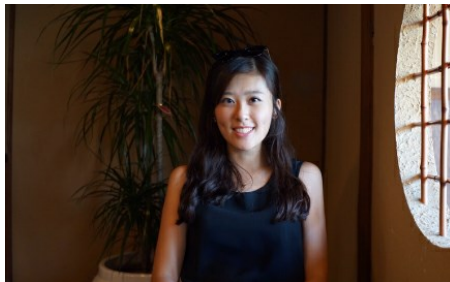
**Date:** Wednesday, October 10

**Time:** 7.30-8.30pm (light refreshments provided, courtesy of Facebook)

**Venue:** Facebook Office, 60F, One Island East, 18 Westlands Road, Quarry Bay

Register [here](#). Please note this workshop will be conducted in Cantonese.

## TWF PROGRAMME UPDATES



### TWF Cambridge Scholarship Winner 2018-19

A warm congratulations to Kylie Lui for receiving TWF's scholarship to undertake an MPhil at the University of Cambridge in Multi-Disciplinary Gender Studies for 2018-19! Kylie has a BA in History & American Studies and an MA in Literary & Cultural Studies, both from the University of Hong Kong. Her research interests include feminist cultural history and representation. Kylie's upcoming research dissertation is tentatively entitled "A Transpacific Study on the History of Anorexia Awareness and Popular Culture". We look forward to hearing how her academic journey goes!



### Male Allies Kick-Off Event

Last Wednesday, we held the highly anticipated Kick-Off event for our ground-breaking Male Allies Initiative, which aims to engage men in becoming active ambassadors for gender equality. Thank you very much to Gerson Lehrman Group for hosting, and to our dedicated Male Allies for your valued contributions. Welcome aboard! If you would like to find out more about the Initiative, please go the Male Allies [website](#) or follow our Male Allies on [LinkedIn](#).

## IN THE COMMUNITY

AVCJ Private Equity & Venture Forum  
Global Perspective, Local Opportunity

AVCJ Women in Asian Private Equity Forum



TWF is delighted to support the AVCJ Women in Asian Private Equity Forum this September. This stand-alone event will explore the issues and challenges the private equity and venture capital industry faces in increasing and retaining the number of female investment professionals. It also provides a unique opportunity to meet and network with like-minded professionals in Asia.

**Date:** Thursday, September 13, 2018  
**Time:** 8.55am-5.30pm (8.15am registration)  
**Venue:** Eaton House, Hong Kong

For more information and to register, visit [here](#). Enter the code **AVCJWIPE18\_TWF15D** to receive a 15% discount off the standard rate!

## HONG KONG HUMAN RIGHTS ARTS PRIZE 2018

### Entries for the 2018 HK Human Rights Arts Prize Now Open!

TWF is pleased to support the Hong Kong Human Rights Arts Prize 2018, organised by the Justice Centre HK. Open to all Hong Kong-based and Hong Kong born visual artists, the HKHRAP invites creatives to submit work in any medium exploring the theme of local or international human rights. Deadline is October 5. Participants can enter free of charge by visiting [here](#).



### DIAN Decade Conference & Awards

TWF is delighted to support DIAN Decade Conference & Awards, an initiative of Community Business. Join participants from around the world in examining progress made in advancing diversity and inclusion in Asia over the past decade and exploring the future of D&I in Asia - helping you to understand future trends and transform your D&I strategy. The winners of the DIAN Decade Awards will also be announced that evening.

**Date:** Monday, November 12, 2018  
**Time:** 12.00-7.30pm  
**Venue:** SkyCity Marriott

Register [here](#) or visit their [webpage](#) for more information.



### Morgan Stanley Return to Work 2019

TWF is proud to support Morgan Stanley's Return to Work programme, an opportunity for women to re-enter the workforce. Return to Work is a paid 12-week internship. Participants are placed in roles based on their skills and interests, working with colleagues and senior leaders throughout the firm. On completion of the internship, participants may receive an offer of employment. Application deadline is October 12. For more information, please click [here](#).

## WHAT WE'RE READING

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

- [Asia: The future is female](#) (The Straits Times)
- [Glass Ceiling Intact in Australia, Where 7% of CEOs Are Women](#) (Bloomberg)
- [Advice From A Female Pilot On Fighting Gender Inequality](#) (Forbes)
- [Everyone will benefit if men include more women in top roles](#) (UK Government Equalities Office)
- [Harvey Nichols is renamed Holly Nichols in a celebration of women](#) (Harpers Bazaar)
- [ASX200 boards near 30pc gender target: AICD](#) (AFR)
- [The rise of China's feminists: will activists spark social change, or burn out, asks writer](#) (SCMP)
- [Barack Obama explains how voting can make workplaces better for women](#) (QUARTZ)
- [泰國歷史悠久警校禁女性入學 恐令性受害受害人羞於求助](#) (HK01)
- [託兒服務短缺30年無寸進 陳婉嫻提三大解決方案](#) (HK01)

We are following the latest developments on combatting sexual harassment. Key reports below:

- [As online spaces for sexual harassment proliferate, Hong Kong authorities struggle to keep up](#) (HKFP)

- [How Companies Can Build Better Sexual Harassment Policies](#) (Fortune)
- [Aziz Ansari didn't address his #MeToo moment at a sold out show in Knoxville](#) (Vice)
- [In the #MeToo and #TimesUp era, girl power is ruling the runway](#) (SCMP)
- [美CBS主席醜聞下辭職 或可獲\\$7.8億離職補償](#) (Apple Daily)

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