



For Immediate Release

Hong Kong Business Leaders Continue to Champion Work-Life Balance as a Business Issue

21 September 2009, Hong Kong – For four years running the Community Business and its member companies have championed work-life balance as a business issue in Hong Kong. With the launch of the fourth annual survey and the promotion of Hong Kong's second Work-Life Balance Day it is continuing this campaign.

"In this time of economic recession our companies rely - more than ever, on a healthy, productive and engaged workforce. As Chair of the Community Business Leadership Team, I urge as many companies as possible to join our mission of improving the state of work-life balance in Hong Kong – for the benefit of our economy, our society and for us all as individuals," said Jim Thompson, Chairman, Crown Worldwide Group.

Key initiatives include:

- Release of findings of "The State of Work-Life Balance Survey 2009" (19 October 2009) – the fourth annual survey of its kind
- Work Life Balance Day (23 October 2009)

The State of Work-Life Balance Survey 2009 (19 October 2009)

Even before the current economic downturn, there has been growing concern about the intensification of work, long hours culture and the lack of work-life balance in Hong Kong. Surveys commissioned by Community Business and conducted by the Public Opinion Programme at The University of Hong Kong on an annual basis, repeatedly show that employees in Hong Kong work long hours, spend little time on their personal life and that poor work-life balance is impacting their health and productivity. The fact is the majority of people in Hong Kong – be it employees of local SMEs or large multinationals – work in stressful environments, characterised by long hours and too much work.

The current economic downturn poses challenging questions with respect to work-life balance. When companies are struggling to survive and remain profitable is work-life balance still relevant? Given other priorities in the workplace, is taking steps to ensure the wellbeing of staff still important? It is precisely these types of questions that 'The State of Work-Life Balance in Hong Kong Survey 2009' has sought to examine, directing questions at employees in Hong Kong to understand what impact, if any, the economic downturn is having on their perceptions and experiences of work-life balance. The official findings of this annual study will not be released until 19 October. However, early indications are that work-life balance continues to be relevant to employees in Hong Kong and that there continues to be a compelling business case for why companies should take the issue seriously.

Work Life Balance Day (23 October 2009)

Community Business and its member companies is also promoting Hong Kong's second WLB Day on 23 October 2009. The aim of WLB Day is to raise work-life balance as a business issue and to encourage companies to take steps to address it. Participation in the campaign is easy. Companies simply sign up online and commit to marking WLB Day by holding a specific work-life balance initiative – be it leaving the office on time, encouraging staff to eat with their families or simply providing healthy snacks for their employees, on that day.

In 2008, over 120 organisations participated and this year the CBLT is aiming for 150 organisations. Currently, over 80 companies have signed up. More information about WLB Day, including the current list of participating organisations, is available in the enclosed



“Work-Life Balance Day Fact Sheet.”

###

About Community Business

Community Business is a unique membership based non-profit organisation whose mission is to lead, inspire and support businesses to improve their positive impact on people and communities. Community Business provides training, facilitation and advice to some of the world's leading companies in Corporate Social Responsibility (CSR) and its major areas of focus include: CSR strategy, corporate community investment, diversity and inclusion and work-life balance. Founded in 2003 and based in Hong Kong, Community Business currently works with a number of organisations, small, medium and large, committed to CSR. For more information, visit www.communitybusiness.org

Media contact:

Ada Wong

Corporate Citizenship Manager

Tel: (852) 2152 1889 • Mobile: (852) 9228 5035 • Email: ada@communitybusiness.org