

(For Immediate Release)

## **Share for Good Collaborates with Manulife to Pioneer One-Stop Employment Support Programme**

### **Participating companies introduce “Mum-shift” and “Employment Rewards” to help women re-enter the workforce**

*Manulife fully supports the “Future Mumpowered” employment enhancement programme, offering comprehensive support to underprivileged women to foster their upward mobility, and enhance social participation and retirement security among women.*

(30 April 2024, Hong Kong) New World Development is committed to fostering a diverse and inclusive culture, and it continues to create a friendly and equal workplace environment for all. Following the launch of its youth and ethnic minority career matching programme, the Group has recently introduced the first “Future Mumpowered” employment enhancement programme in collaboration with Manulife, designed specifically for women in Hong Kong. This programme offers a one-stop solution that includes pre-employment training, job matching, and household finance management. It has received full support from 14 local companies, which have created various flexible positions and a family-friendly work culture to encourage full-time mothers to reenter the workforce.

### **Social Welfare Department champions business-led family-friendly initiatives. Manulife introduces MPF employment rewards**

The inauguration ceremony of the “Future Mumpowered” employment enhancement programme was held last Thursday (25 April). Among the ceremony attendees were distinguished guests, including lawyer Dr. Elsie Leung; Director of the Social Welfare Department, Ms. Charmaine Lee; Inspectors at Level 2, Coordination Department of the Liaison Office of the Central People's Government in the HKSAR Ms. Chen Tie-ying; Director of Share for Good Mrs. Jennifer Yu Cheng; Director of Share for Good, Ms. Fiona Wan; Head of Asia Retirement, Manulife Investment Management, Mr. Calvin Chiu; Head of Hong Kong and Macau Retirement, Manulife, Ms. Jeanie Ho; and Chief Executive Officer, Manulife Provident Funds Trust Company, Mr. Wong Tak Chi.

In her speech at the ceremony, **the Director of the Social Welfare, Ms. Charmaine Lee** said, “The Government is committed to promoting three-way collaboration among itself, the business

sector, and the community to provide services to the underprivileged, ensuring that they receive the essential support. I am pleased to see that the business sector is actively promoting a family-friendly environment, which encourages more women to enter the workforce and helps to unleash the potential of the female workforce.”

**Ms. Jeanie Ho, Head of Hong Kong and Macau Retirement, Manulife** said, “We are honoured to have the opportunity to support this meaningful ‘Future Mumpowered’ programme. Aligned with our very own Impact Agenda at Manulife which outlines our key social and environmental commitments, this programme aims to advocate for a friendly and diverse work environment, underpinned by our commitment to driving inclusive economic opportunities and accelerating a sustainable future. Through this social responsibility programme, Manulife further strengthens partnerships with Hong Kong people on their career journey, demonstrating our commitment to engaging with women and the community to co-build a more diverse, equal, and inclusive society. We encourage providing compassionate support to women in the workplace and empower them to return to work with confidence and peace of mind. We have also introduced MPF rewards to motivate full-time mothers who should develop their potential beyond the family. Eligible participants can receive MPF rewards upon the completion of a job matching and programme activities.”

### **Flexible work arrangements help women re-enter the workforce, adding new manpower into businesses**

**Mrs. Jennifer Yu Cheng, Director of Share for Good** said, “Women form a crucial part of the workforce. However, many women who took a career break due to caregiving responsibilities are anxious about re-entering the labour market due to the pressure of juggling employment, childcare, and daily household demands. We hope to collaborate with businesses to establish a healthy and inclusive workplace, and promote a family-friendly corporate culture that affords women the confidence to re-enter the labour market. We also aim to empower women with job options, providing them with opportunities to broaden their horizons and connect with others. In addition to helping women keep pace with the market, we also support women with career development resources to help their transition to employment, giving them an extra sense of purpose and confidence to return to the workforce.”

The “Future Mumpowered” programme has received full support from various parties, including 14 local companies and six non-profit organisations (see attached list). The initial phase of the programme targets 100 women. Participants will receive flexible job matching, customised

employment training, retirement planning guidance, and corporate experience to equip them for workforce reentry.

The “Future Mumpowered” programme, with the 14 supporting companies including Manulife, has introduced multiple family-friendly measures, such as Pacific Coffee’s “Mum Shift” positions, which offer alternative working hours outside of the traditional 9-to-6 schedule. Women may choose to work three to four hours per day, between their household chores in the morning and picking up their children from school, creating more flexibility in their schedule. Another participating company Clement Shield Security Limited is providing free security certificate training courses, allowing women to obtain a security license even before applying for security jobs, in order to equip them with valuable life skills, and enhance their ability to earn a living.

Other participating companies have also implemented a number of friendly measures, including hybrid work modes that allow women to work from home, providing family care leave for unexpected child or family-related matters, and offering new incentives such as local employment and parent-child activity allowances. These measures further alleviate concerns for women reentering the workforce and, in the long run, create an ideal work environment for women. This helps businesses attract and retain suitable talent, enhance their competitiveness, and allows women to contribute to society, creating win-win situations.

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**“Future Mumpowered” Programme Details**

<b>Programme objectives</b>	In collaboration with 14 local companies, we provide flexible job positions, on-the-job training, and various incentives to encourage grassroots women to reenter the workforce, thereby unleashing the potential of female workers.
<b>Target participants</b>	100 women whose children are currently primary one to primary six students.
<b>Organisers</b>	Share for Good, New World Development Company Limited
<b>Sponsor &amp; Strategic Partner</b>	Manulife MPF
<b>Participating companies (in alphabetical order)</b>	<ol style="list-style-type: none"> <li>1. Bayer Healthcare Limited</li> <li>2. Broadway Circuit</li> <li>3. Chow Tai Fook Education Group</li> <li>4. Clement Shield Security Limited</li> <li>5. Decathlon Hong Kong Company Limited</li> <li>6. Farmacy HK</li> <li>7. LHGroup</li> <li>8. Manulife</li> <li>9. MOViE MOViE</li> <li>10. New World Development Company Limited</li> <li>11. Pacific Coffee</li> <li>12. Saatchi &amp; Saatchi</li> <li>13. V'air Sustainability Education</li> <li>14. WHOSiFY</li> </ol>
<b>Beneficiary Organisations (in alphabetical order)</b>	<ol style="list-style-type: none"> <li>1. Hong Kong Federation of Women’s Centres</li> <li>2. Hong Kong Mumtrepreneurs</li> <li>3. Hong Kong Single Parents Association</li> <li>4. Hong Kong Women Development Association Limited</li> <li>5. The Salvation Army</li> <li>6. Women Service Association</li> </ol>

Photo Captions



Share for Good collaborates with Manulife to launch the “Future Mumpowered” women employment enhancement programme, providing comprehensive support to encourage women to reenter the workforce. The programme’s inauguration ceremony and workshop were held on 25 April, and was officiated by Dr. Elsie Leung (4th from left); Ms. Charmaine Lee, Director of Social Welfare (4th from right); Mrs. Jennifer Yu Cheng, Director of Share for Good (3rd from left); Ms. Chen Tie-ying, Inspectors at Level 2, Coordination Department of the Liaison Office of the Central People's Government in the HKSAR (3rd from right); Ms. Fiona Wan, Director of Share for Good (2nd from left); Mr. Calvin Chiu, Head of Asia Retirement, Manulife Investment Management (2nd from right); Ms. Jeanie Ho, Head of Hong Kong and Macau Retirement, Manulife (1st from right); Mr. Wong Tak Chi, Chief Executive Officer, Manulife Provident Funds Trust Company (1st from left)



Group photo of the officiating guests, company representatives, representatives from beneficiary organisations, and youth representatives.



Nearly 100 women participated in the inauguration ceremony and workshop. New World Development's Human Resources Department provided practical job-hunting guidance for women, while Manulife's Hong Kong Retirement Business Development shared lessons on women finance management and MPF account consolidation.

**High-res photos are available for download here:**

<https://nwdrive.nwplatform.com.cn:443/link/DB05FD18BA12CED899C0DB598074B719>

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### **Media Enquiry**

Share for Good

Elaine Ng

Tel: +852 3110 4707

Email: [elaineng@nwd.com.hk](mailto:elaineng@nwd.com.hk)

### **About Share for Good**

Staying true to its spirit of Creating Shared Value, New World Group launched Hong Kong's first city-wide crowd donation platform Share for Good in March 2022, just three weeks into the fifth- and the worst- wave of COVID-19. It is bringing together over 120 non-profit organizations and logistics partners to efficiently distribute much-needed supplies to those in need. Since its launch, Share for Good has received great support from all sectors and public, and has become an approved charity under Section 88 of the Inland Revenue Ordinance. We will continue to partner with different organizations to launch new, needed and innovative services in future to bring social innovation to our community, and create more shared value for the society.

### **About Manulife Hong Kong**

Manulife Hong Kong has been a trusted name for more than 125 years. Since our operations started in Asia in 1897, we have grown to become one of the top-tier providers of financial services, offering a diverse range of protection and wealth products and services to over 2.5 million customers in Hong Kong and Macau. We are committed to helping make decisions easier and lives better for our customers.

Manulife Hong Kong, through Manulife International Holdings Limited, owns Manulife (International) Limited, and Manulife Provident Funds Trust Company Limited.

### **About Manulife**

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2023, we had more than 38,000 employees, over 98,000 agents, and thousands of distribution partners, serving over 35 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

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