

Led by:



An Award-winning Initiative of **COMMUNITY BUSINESS**

# 2018 Fair Opportunity Programme

## Inclusive Recruitment Programme for Students with Disabilities

# Fair Opportunity Programme



- Fair Opportunity is a joint initiative of **Community Business** and **CareER**, two Hong Kong based not-for-profit organisations which work to create inclusive workplaces for people with disabilities.
- 2018 marks the 6<sup>th</sup> year of this meaningful programme which aims to help higher education students with disabilities as they transition from education to the world of work.
- We are now recruiting companies who would like to build their disability confidence and are looking to tap into this talent pool of students with disabilities.



# Promoting Social Inclusion

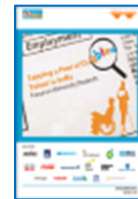
## - Community Business' Building Disability Confidence Campaign



Launch of Disability Campaign



Inclusive Recruitment Resource Guide



2009

2011

2013

2015

2017

2010

2012

2014

2016

2018



Disability Fair showcasing local disability NGOs in Hong Kong



Towards Disability Confidence Resource Guide



Partnered with Civic Exchange 'How Hong Kong's Universities Recruit, Admit & Support Students with Disabilities'



Tapping a Pool of Disabled Talent Research Report



Innovation Award in HKSAR Govt's 2015-16 Talent-Wise Employment Charter & Inclusive Organisation Recognition Scheme



# Fair Opportunity - Objectives



## For Participating Companies

- Profile your company as **an inclusive employer** and an employer of choice for talent with disabilities and special needs
- **Facilitate direct introductions to and nurture relationships** with students with disabilities and provide the opportunity to tap into a potential pool of talent
- Provide a platform for **showcasing the range of career opportunities** available in your company
- **Increase your disability confidence** – i.e. knowledge about how to attract and recruit students with disabilities

## For Students with Disabilities

- **Build their aspirations** and help them realize that a career in the corporate sector is an achievable goal
- **Build their confidence and capability** – particularly through the skills and experience gained through the programme
- Give them the opportunity to **meet leading employers** committed to inclusive recruitment, and learn more about them and the opportunities they have to offer
- **Build their own network** with representatives from corporate sector

# Recognised by HKSAR Government

- Recognised with Innovation Award in HKSAR Government's 2015-16 Talent-Wise Employment Charter and Inclusive Organisation Recognition Scheme
- 2-minute video broadcast on Newsline Express on MTR trains (2 weeks) and RoadShow on buses (3 weeks) in 2016



**Labour and Welfare Bureau**  
The Government of the Hong Kong Special Administrative Region



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# Programme Design

# CareER ABL Model

## What's new?

To maximise your experience and learnings during the Programme, the Fair Opportunity Programme is designed based on the ABL Model. The four key aspects of the ABL Model are:

- ✓ Accessibility
- ✓ Business needs
- ✓ Learning
- ✓ Experience



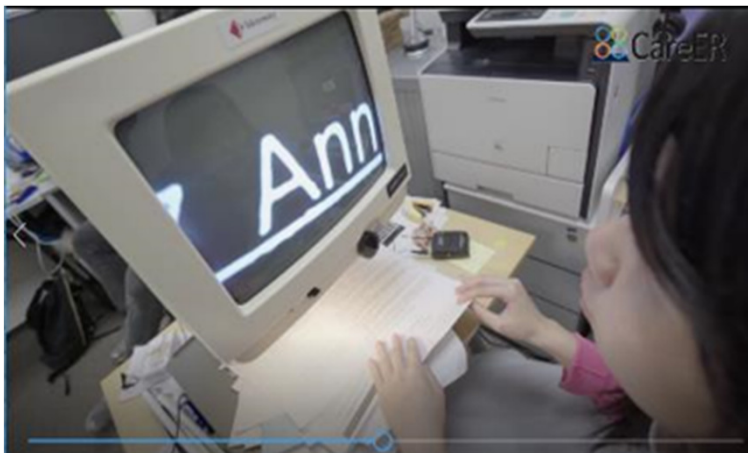
# 1. Accessibility

## Two Definitions:

1. How to build a barrier free access working environment
2. What are the channels to access talent pool with disabilities?

## Our Offerings:

- ✓ Social Media Exposure
- ✓ Job Postings



## 2. Business Needs

### Panel Discussion

Featured case studies from respective inclusive employers to share best practices and real cases on hiring people with disabilities.



# 3. Learning

## Educational videos showcasing different types of disabilities etiquette

### \*NEW Features\*

- One video on **Asperger syndrome** (high-functioning autism) and one on **mental illness** in addition to the visual impairment, hearing impairment and physical disabilities in 2017
- One pager handout listing out the **Quick Tips** and **Do's & Don'ts**
- **Information counters** host by NGO partners to provide professional advice and support
- More **in-depth sharing** and briefing by subject expertise/KOL on autism and mental illness cases



# 4. Experience

## Group Case Studies

### \*NEW Features\*

- Experiential activities for employer representatives to experience different types of disabilities (using props like wheelchair, earphones, glasses etc.)
- To get a real taste and better understanding



# Our Offerings: Social Media Exposure



## Pre-event

- ✓ Press release ahead of the Fair
- ✓ Facebook posts on CareER / Community Business / partnering organisations page
- ✓ **\*NEW\*** LinkedIn announcement

## Post-event

- ✓ Video recap and sharing via Facebook
- ✓ Local media coverage



# Our Offerings: Job Postings

**\*NEW Feature\***



## Pioneer Job Board for Disabilities Inclusion Employers



- First job posting platform for higher educated candidates with disabilities
- Job board to recognise disability inclusive employers who are Fair Opportunity 2018 participating companies
- Allow direct access to job openings for candidates with disabilities and SENs
- Managed by CareER to ensure smooth process

# Key Components of Programme



**Students**  
(Target 80-120)

**Participating Companies**  
( Target ~15)

**Capability Building  
Workshop  
for Students**

**In Hotel ICON**

Friday 28<sup>th</sup> Sep 2018

**Building Disability  
Confidence Employers  
Forum**

**Hotel ICON**

Friday 14<sup>th</sup> Sep 2018

**Inclusive Recruitment Fair**

**Hotel ICON**

Saturday 6<sup>th</sup> Oct 2018

# Capability Building Workshop for Students



## How can students benefit from this?

- ✓ Build confidence in applying for job opportunities in wide range of different sectors
- ✓ Discuss and learn what is needed to prepare and equip yourself for job interviews
- ✓ Network and share experiences with other talents with disabilities and special education needs
- ✓ Learn how to get the most out of the Fair Opportunity Inclusive Recruitment Fair

**Date:** Friday 28<sup>th</sup> Sep 2018  
**Time:** Afternoon 2-6pm (Tentative)  
**Venue:** Hotel ICON



**Building Confidence**



**Professional advice**



**Peer Sharing**

# Building Disability Confidence Employers Forum



## Why should you attend?

- ✓ Get expert advice on what it means to be an inclusive employer and why it is important
- ✓ Discuss and learn what you need to consider when recruiting talent with disabilities
- ✓ Learn experientially about different types of disabilities with workplace demonstration videos
- ✓ Meet talents with disabilities
- ✓ Network and share experiences with leading companies committed to recruiting disabled talent
- ✓ Learn how to get the most out of the Inclusive Recruitment Fair

**Date:** Friday 14<sup>th</sup> September 2018

**Time:** 2pm – 6pm (Tentative)

**Venue:** B1 Basement, Hotel ICON



**Practical advice**



**Interactive exercise**



**First-hand experience**

# Inclusive Recruitment Fair

**Venue Sponsor:** Hotel ICON (Level B1)

**Date:** Saturday 6<sup>th</sup> October 2018

**Time:** 9am – 2pm

**Target participants:**

- Over 20 employers and supporting organizations
- Over 100 candidates



# Fair Opportunity 2018 Timeline



Date	Activity
Mar – Aug	CareER to conduct office site visits and meet with HR / TA team and job briefing discussion
Early Sep	Promotion of Inclusive Recruitment Fair to universities and NGOs Enrollment starts
Friday, 14 Sep	<b>Building Disability Confidence Employers Forum</b> (For senior management, CSR, HR/TA, Diversity & Inclusion, line managers)
Friday, 28 Sep	<b>Capability Building Workshop for Candidates</b> (For CareER members and new applicants)
Saturday, 6 Oct	<b>Inclusive Recruitment Fair</b>

# Contact Us



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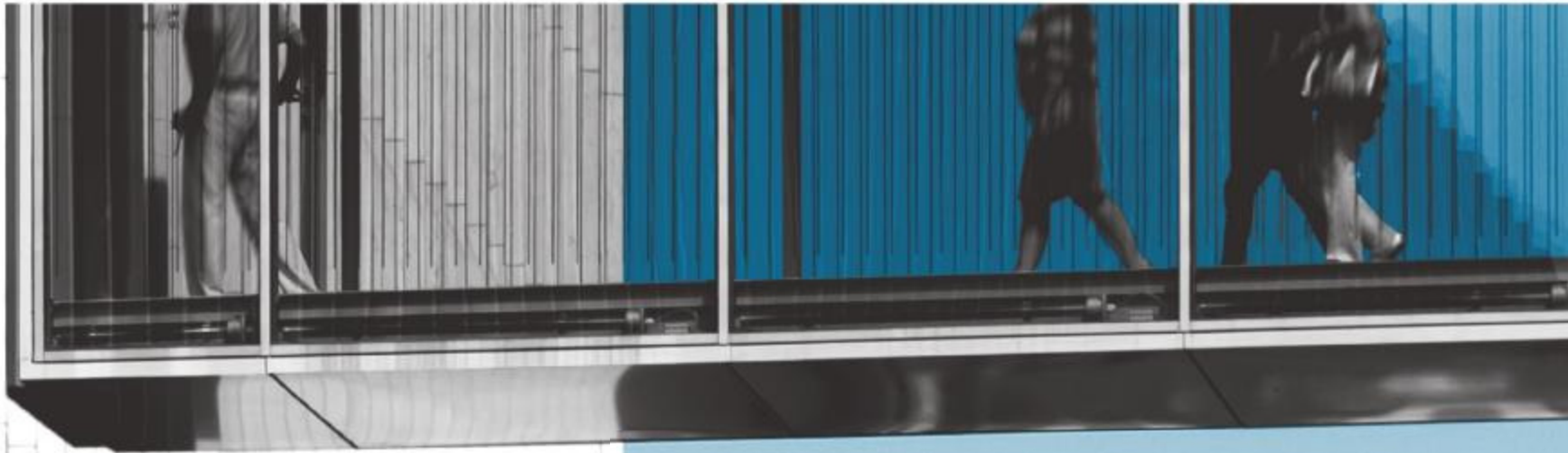
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# Appendix

# Previous Participating Companies



# 2017 Participating Employers



Gold Sponsors:

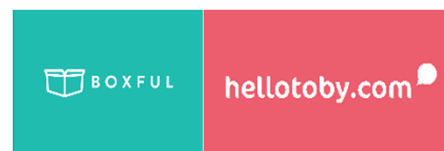
**AIA MPF**

**J.P.Morgan**

Venue Sponsor:



Participating Companies:



# 2017 Supporting Partners

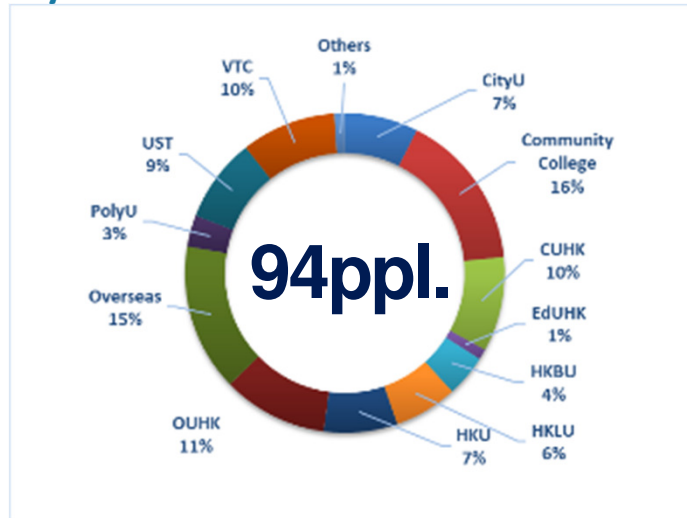


- These Supporting Partners exhibited their products and services at last year's Inclusive Recruitment Fair:

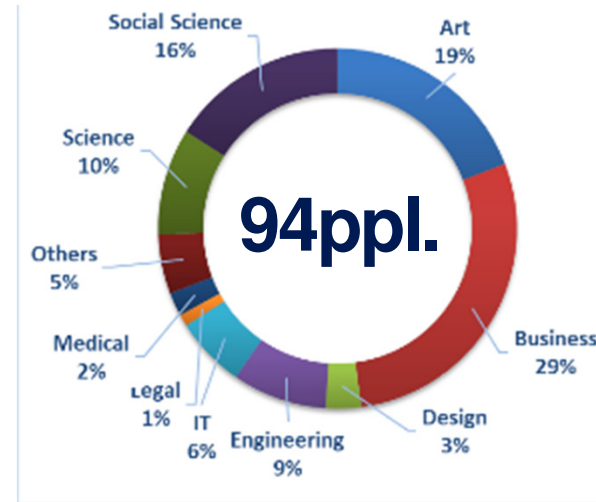


# 2017 Candidate Profiles

## Tertiary Education Institutions



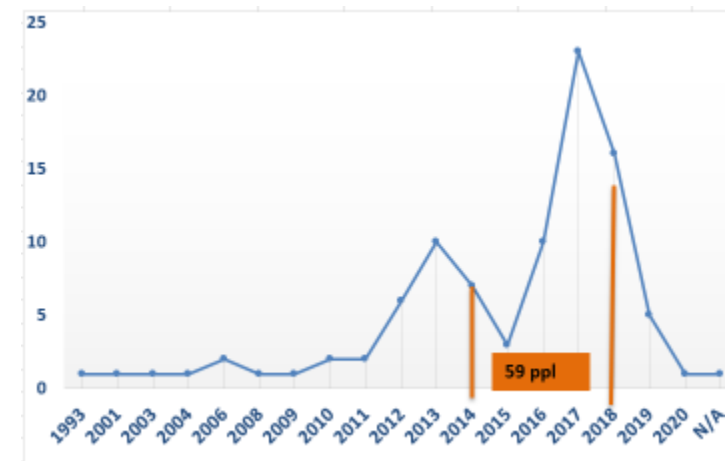
## Field of Study



## Type of Disability



## Year of Graduation



# Some of our Candidates

2015



**Veronica Li**

Mild Tourette Syndrome

HK Broadband - Intern

CUHK - Bachelor of Social Science in Sociology



**Frank Chan**

Glaucoma (“青光眼”) and Muscle Dystrophy (“肌肉萎縮”)

CSL – Customer Service

CityU - Bachelor of Social Science in Policy Studies and Administration



**Cheung Wing Yin**

Hearing Impaired

PCPD - Club House Assistant

HKU - Bachelor of Arts

2016



**Priscilla Pang**

Stroke causing physical impairment to left side of the body

JP Morgan - Summer intern

CUHK - Bachelor of Laws



**Edmond Chan**

Artificial Limb (義肢)

AIA HK - Accounting Assistant

OCHK - Master of Professional Accountancy

# Showcases

Some comments quoted from candidates



It was end of last October. I got through several rounds of written exams and interviews, not without anxiety nor anticipations, to become another new colleague of the Company. Apart from the cheeriness, I knew only too well that this job had not come by easily.

On the very first day of reporting for work, I was impressed by the affectionate faces around the work place, which I guess could have been **inspired by genuine care of the leadership and the company's belief in personal touch**. It is precisely because of the leadership's spirit in persevering for excellence coupled by a team of positive-minded and hardworking colleagues that has created a proactive and friendly atmosphere. In order to be able to adapt to the new working environment as fast as possible, I asked nicely on my work from whosoever appropriate and worked diligently in my job. Time slips away fast. As a newcomer, there are so many things to learn and **the ecology here is providing me with so much possibilities, for which I am so grateful**. The journey of my career has just begun, I shall commit myself to constant improvements and do a good job in whatever is assigned to me, because I believe my personal achievement depends on how the company grows, and vice versa. From **Mandy Ku, Hotel ICON Designer - Hearing (severe)**



Thanks CareER for organizing the recruitment fair! From **Simon Ko, HR Clerk, Mild Intellectual Disability**



Thank you CareER for providing a one-stop service to me which includes job matching, interview preparation, follow-up with employer and consultancy.

I felt positive throughout the process and came to realize my own strengths and areas of improvement.

CareER has been very sensitive to my needs and being attentive at all times. Hope this job will be my happy and long lasting job, thank you! From **Denise Ip, Documentation Support Officer, Physical (non wheel)**

# Definitions

## Disabilities and SENs:

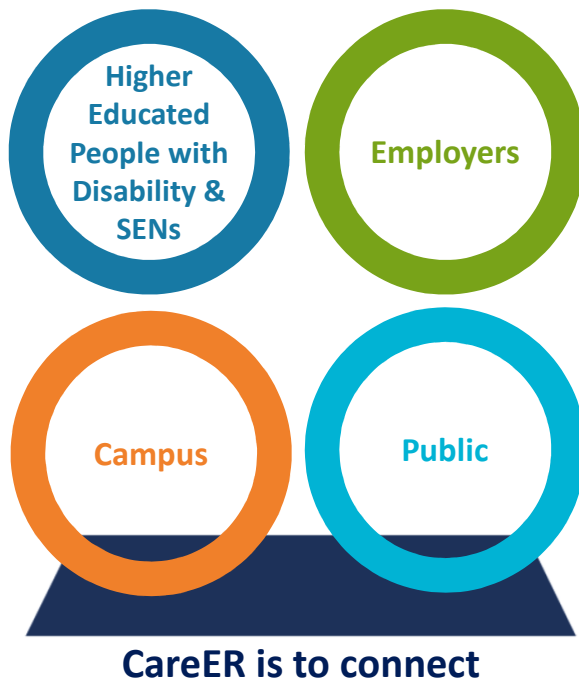
- The Rehabilitation Division of the Labour and Welfare Bureau maintains a database, the CRR, covering a total of ten selected types of disability.
  - Restriction in body movement;
  - Seeing difficulty;
  - Hearing difficulty;
  - Speech difficulty;
  - Mental illness/mood disorder;
  - Autism;
  - Specific Learning Difficulties (SpLD);
  - Attention Deficit/Hyperactivity Disorder (AD/HD);
  - Intellectual disability
  - Visceral disability / chronic illness

## Tertiary Education

- Certificate and Diploma
- Associate degree
- Bachelor, Master and PHD

# What is CareER?

## Connect the pieces



## CareER Uniqueness



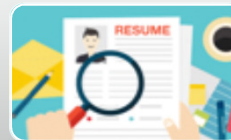
Focus on **TALENTS** not disabilities/SENS



Initiated and run by **university students / graduates** with disabilities and SENS



**Balancing** the needs from employers and candidates with disabilities and SENS



Run as a charitable recruitment agency with **HR expertise** but not charging fee

# What is CareER

1<sup>st</sup> NGO for higher educated SENs

- 1<sup>st</sup> Student Union
- 1<sup>st</sup> Alumni Union
- 1<sup>st</sup> Charitable job platform



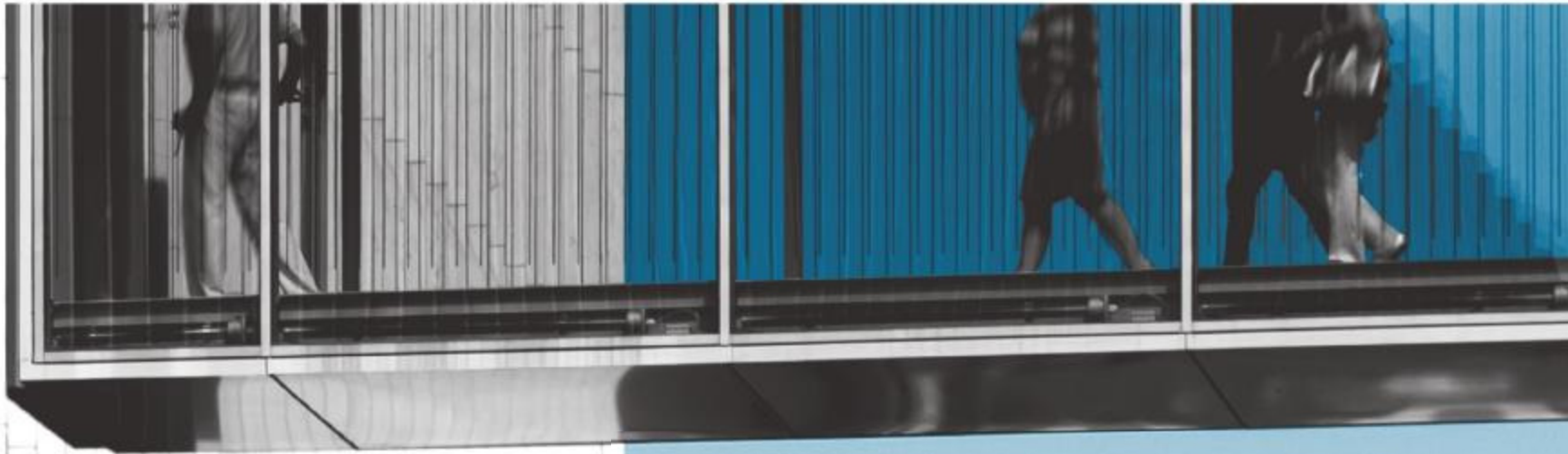
# About Community Business



## A not-for-profit organization\* advancing responsible and inclusive business practices in Asia

- Over a decade of experience impacting positive change in the business sector and wider community
- Established reputation as a thought leader and trusted partner in corporate social responsibility and diversity and inclusion in Asia
- Headquartered in Hong Kong with presence in India and UK
- Working with companies of all sizes and from diverse industries across Asia





# Thank You



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**TALENT**, no boundaries.