



# *A Message to*



## ON THE COVER:

Disney VoluntEARS removing Mikania weeds, a fast growing invasive species which smothers other plants and reduces space for other wetland organisms.

# Our Community

## A Message to Our Community



Dear Friends and Community Partners,

Since opening in 2005, Hong Kong Disneyland has been dedicated to being a resort of which the people of Hong Kong can be proud. There are many facets to this aim, including our commitment to making a positive difference to the well-being of our community and the environment as well as ensuring that Hong Kong Disneyland is a great place to develop a career.

In 2008, we were delighted to launch Disney Children's Fund to support nonprofit welfare organizations that implement innovative projects to benefit local children. Added to this, our Disney VoluntEARS have invested a staggering 19,000 hours in community programs since we first opened.

Environmentality™, a term created by The Walt Disney Company to describe an environmental way of thinking about things big and small, continues to play a big part of our day-to-day life. From using

fluorescent light bulbs to actively considering the environmental impact of products when procuring items for the resort, we are committed to conservation and environmental practices.

Our Cast Members take great pride in creating magical moments for our Guests every day, and the resort's leadership team is committed to providing opportunities for our Cast to grow and develop their careers with Hong Kong Disneyland.

Andrew

Andrew Kam  
Managing Director  
Hong Kong Disneyland Resort





## 2008 *Commitment at a Glance*

**5,000** Cast Members employed.

Nearly **one in four** Cast Members have been given career development opportunities through promotion, lateral transfer or expanded job scope.

Recycling programs divert **1,350** tons of paper, plastic, food waste and other nontraditional recyclables from landfills each year.

More than **HK\$3 million** (US\$385,000) worth of charitable donations, grants and scholarships (a majority of programs supported by The Walt Disney Company).

More than **HK\$2 million** (US\$258,000) worth of in-kind merchandise and equipment donations.

More than **100,000** children touched by Hong Kong Disneyland's community programs.

More than **4,100** Disney VoluntEARS hours, bringing the total to **19,000** hours since resort opening.

About **90,000** children have taken part in Disney's Environmentality™ Challenge.

**Five** play corners and murals donated to the children's wards of local public hospitals.

More than **20** wish trips granted to children faced with life-threatening medical conditions.

*our approach to*  
**corporate**  
*responsibility*

...it is good  
for our *guests*,  
for our  
*employees*  
and for our  
*business...*

We believe that corporate responsibility is not just the right thing to do; it also benefits our Guests, our employees, our communities and ultimately our business. It makes the company a desirable place to work, reinforces the attractiveness of our brands and products and strengthens our relationships with our Guests, clients and community partners.

The company has put in place a comprehensive approach to address crucial issues related to the environment, community, workplaces and product development, with a special emphasis on children and families.

This report provides a snapshot of corporate responsibility efforts spearheaded by Hong Kong Disneyland.

We invite you to learn more about our community and safety initiatives by going to <http://corporate.hongkongdisneyland.com/eng/discover/community.html>.

For information on corporate responsibility at the Walt Disney Company, please visit <http://www.disney.com/crreport>.

# Community





# Our Community

Since the earliest days of our company, a tradition of community service has been integral to our culture. Walt Disney himself frequently visited children in hospitals and guided company resources toward supporting organizations that help children in need. Our company also has a long tradition of supporting the arts and institutions that develop the next generation of artists.

In addition to our charitable giving, Hong Kong Disneyland® supports the local economy by contributing to the Government's various revenue streams and by doing business with providers of local goods and services. As an employer, we hire, train and support a workforce that enhances surrounding areas, with Cast Members who are active citizens in their communities.





## Engaging the Community

When it comes to philanthropy and community engagement, Hong Kong Disneyland® has three main areas of focus: children and families, Environmentality™ and volunteerism.

Hong Kong Disneyland® looks for ways to encourage and inspire children. We work in *partnership* with government agencies and nonprofit organizations to support children in need. The Disney Children's Fund, a grant program launched in April 2008, is a testament to this commitment.

As part of our environmental efforts, Hong Kong Disneyland® continues to deepen the reach of the popular Disney Environmentality™ Challenge, under which local primary and secondary students pledge to protect and conserve the environment. The resort

has also launched the Nature Walk program at Hong Kong Disneyland®.

Almost all philanthropic and community engagement programs involve Disney VoluntEARS – themselves a unique Disney legacy. In addition to donating their personal time to charitable causes, our Cast is passionate about taking part in events that are supported and embraced by the wider Hong Kong community.



## *Celebrating Volunteerism*

Our Cast Members are active local citizens, both volunteering independently or as part of the Disney VoluntEARS, a company-sponsored initiative *supporting* employee volunteerism. Cast Members from Hong Kong Disneyland® volunteered more than 4,100 hours during 2008, bringing the total to 19,000 hours since the resort opened.



## Disney Children's Fund

Hong Kong Disneyland® launched Disney Children's Fund with support from The Walt Disney Company in April 2008. In its inaugural year, the fund offered close to HK\$1 million (US\$129,000) to support new and innovative children's welfare programs proposed by seven Hong Kong nonprofit organizations.

Among the projects supported by the fund, "Circus for All" is a unique initiative that promotes social integration. In this *creative* program, children who live with a disability are able to learn challenging circus skill exercises specifically designed to improve their motor skills.

### *Words from a DCF Recipient:*

"Over the course of the year-long program, *relationships* are built and trust grows between these children and the Disney VolunteARS who give up so much of their free time to help others. It's great to see them lean on each other for support," said Kris Tong, director of TREATS, a local nonprofit organization which promotes opportunities for equal participation by children, youth and families through creative programs.

## Raising Funds for those in Need



When a devastating earthquake struck the Chinese province of Sichuan in May 2008, the people of Hong Kong and China were quick to help. Hong Kong Disneyland® immediately launched aid efforts with an in-house fund raising

campaign that raised more than HK\$1 million (US\$129,000) for the people affected by the earthquake. The Walt Disney Company donated an additional HK\$7.8 million (US\$1 million) to help people in Sichuan.





## Out and About in Hong Kong

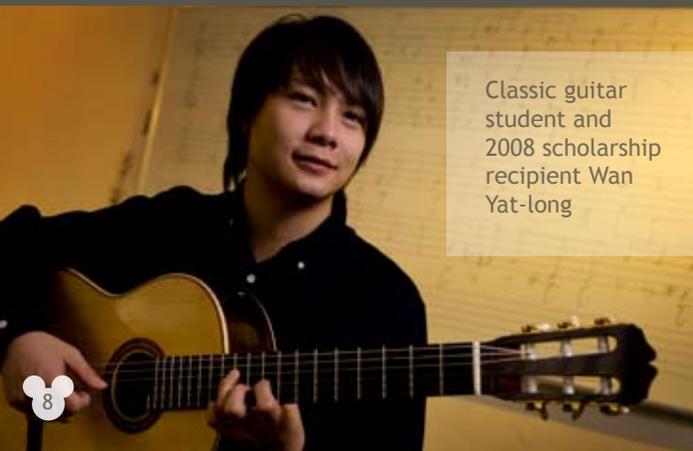
Children in local hospitals have been enjoying nature outings and reading sessions thanks to Disney Children’s Programs in Hospitals, a series of programs run by Disney VoluntEARS in cooperation with the Hong Kong Hospital Authority.

At the Caritas Medical Centre, a home-like facility for severely mentally handicapped children

under the age of 16, the kids have been enjoying a series of special days out with Disney VoluntEARS. For those patients who are able to make the trips, the outings offer *new* and *diverse* sensory experiences and expose the children to a wider world outside the hospital ward.

“Being able to take some of these children out – to the countryside, Hong Kong Disneyland® and Wetland Park – has been so *rewarding* for everyone involved.”

- Ken Leung,  
Disney VoluntEARS Leadership Council



Classic guitar student and 2008 scholarship recipient Wan Yat-long

## Investing in a talented future

As a company that relies on talented performers to make magic for its Guests, Hong Kong Disneyland® also believes in investing in that talent. The Disney Scholarships are the first scholarship programs the park has offered in Hong Kong and are granted to talented

students from the Hong Kong Academy for Performing Arts Schools of Dance, Drama, Music and Theatre & Entertainment Arts. Since its inception in 2007, the program awards 12 scholarships every year to students with outstanding academic achievements.



# Back to Nature

With more than a million trees, shrubs and flowers in its landscaped gardens, the Hong Kong Disneyland® Resort area is the perfect place to explore all that nature has to offer.

To make the most of this natural heritage, the Hong Kong Disneyland® horticulture team worked closely with Green Power, a local nonprofit organization that promotes *environmental education*, to launch the ‘Nature Walk’ program which showcases five walking trails suitable for families, children and the elderly.

The carefully chosen trails highlight the most interesting aspects of the park’s natural landscape and its inhabitants such as butterflies and birds. Four of the five walking trails are accessible to the public.



# Join the Parade!

Since opening, Hong Kong Disneyland® has made a special effort to integrate into the community by actively taking part in local events and festivals. An example of this effort is at Chinese New Year.

The downtown Chinese New Year Parade, organized by the Hong Kong Tourism Board, is a much-anticipated celebration for both local residents and tourists. The annual event features colorful floats and outstanding performers from around the world.

The Hong Kong Disneyland® float, accompanied by Disney VoluntEARS, was voted the most favorite float by members of the public for two consecutive years.



## Reduce Waste!

Use fewer Plastic Bags.  
Re-use and recycle the  
plastic bags that you do  
take with you.

## 減少廢物！

少用膠袋。  
膠袋可多次使用及回收。



*Environment*

# The *Environment*

Since the company's earliest days, the environment and conservation have been recurring themes addressed at our parks and through our creative content. Building on this legacy, our company is making concerted efforts to embed environmental stewardship into the decisions and actions of our Cast Members and Guests through a series of programs and policies, grounded in science and leveraging our best talents and abilities.

At Hong Kong Disneyland®, dedicated teams work to identify and understand the impact that our facilities, operations and products have on the environment. The cornerstones of our approach are conserving water, energy and ecosystems, reducing waste and greenhouse gas emissions, and inspiring others to take action for the environment.





## Conserving Water

Keeping an area as large and lush as Hong Kong Disneyland® Resort well irrigated requires a significant amount of water. Hong Kong Disneyland® made water conservation a *priority* when we decided to use the Inspiration Lake at the Resort as a water collection reservoir. Run-off rainwater from the surrounding hills is directed through channels into the manmade lake, where it is stored before being fed into the irrigation system that serves the entire resort.

Supporting this arrangement is a sophisticated, weather-driven irrigation system that determines when and how much to water. The computerized system calculates the best water usage based on the soil type, plant species and weather patterns. To date, Hong Kong Disneyland® has managed to use 70 percent less potable water than would normally have been required to keep the resort green and growing.



## Saving Energy

Using up to a third less electricity than their incandescent counterparts, fluorescent light bulbs are a significantly more energy-efficient choice. That's why Disney's Hollywood Hotel and the Hong Kong Disneyland® Hotel went to considerable effort recently to identify and replace incandescent light bulbs with fluorescent ones in many Guest rooms and public areas.

The resort also incorporates environmentally friendly *solutions* in the design and development of entertainment offerings. Hong Kong Disneyland® has used energy-efficient LED lighting to illuminate Sleeping Beauty Castle since our first Sparkling Christmas campaign in 2007.

The resort does not limit its efforts to lighting. Efforts were made to adjust the temperature of the air-conditioning units to a comfortable yet more energy-efficient level in both Guest-facing and back-of-house areas.

Hong Kong  
Disneyland Hotel

## Buying Green

Since it opened in 2005, Hong Kong Disneyland has looked for *innovative* ways to reduce its environmental footprint, including its procurement process.

The resort actively considers the environmental dimensions of products and services throughout their life cycle, from product design, selection of raw materials, manufacturing, packaging and distribution, through to disposal. Wooden furniture in resort hotels is manufactured with materials from certified managed forests, and the plastic bags in merchandise outlets are completely degradable.

In 2007, Hong Kong Disneyland became one of the founding members of the Hong Kong Green Purchasing Charter, which brings together like-minded businesses to boost awareness of green purchasing in Hong Kong and drive demand for environmentally sensitive products.





# Creative Ways to Recycle & Minimize Waste

To minimize the amount of waste generated at Hong Kong Disneyland®, the resort constantly considers new and innovative ways to apply the “3R” principle of “*Reduce, Reuse* and *Recycle*.”

As an example, an organic waste recycling program collects food scraps and landscape waste and recycles them into compost, which is then used to fertilize landscaped area within the resort.

“Every little thing eventually adds up to make a big difference. Using reusable items is key – you can imagine how many people would throw away disposable items every day otherwise.”

- Y.S. Cheng,  
Environmental Affairs





## Engaging Cast & Guests

Earth Day provides a perfect platform to share our environmental message with Guests. Disney has been celebrating Earth Day since 1992, and Hong Kong Disneyland® has taken part ever since it opened. In 2007, the resort hosted a wide range of activities to celebrate the 37th anniversary of Earth Day. Cast Members and Guests learned about the resort's *commitment* to conservation and environmental practices and how they, too, can make a difference.

The introduction of the new tree trail at Adventureland and other activities in the park, under the 'Nature Walk' program, gave Guests the chance to learn more about the environment while having fun.

As well as engaging Guests, the resort also focuses on educating Cast Members. In April 2007, the Cast Environmentality Committee of voluntary Cast representatives was formed and now meets on a regular basis to brainstorm new and creative ways to minimize the park's environmental footprint.





*Workplace*



# Our *Workplace*

Hong Kong Disneyland® is committed to fostering safe, inclusive, and respectful workplaces at our parks and resorts.

Every Cast Member truly is part of the magic of our company. We value that our heritage includes a commitment to quality, ethics and social responsibility. We believe our commitment to these standards is the reason many of our employees chose to become Cast Members at Hong Kong Disneyland®.

Hong Kong Disneyland® offers training and development opportunities to encourage Cast Members' success and growth. In addition, we offer programs that encourage a healthy and balanced lifestyle both in the workplace and at home.



## The Magic of a Career at HKDL

Cast Members are critical to the success of Hong Kong Disneyland®, and the resort believes in showing *recognition* and *appreciation* for exceptional performance. Cast Members have the opportunity to work across diverse lines of business and experience

challenging career opportunities at different levels of the organization.

Since Hong Kong Disneyland® opened, nearly one in four Cast Members has been given career development opportunities through promotion, lateral transfer or expanded job scope.



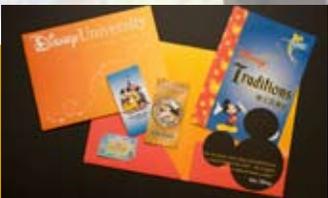
“It is very exciting to have the chance to work at different locations, meet different people and take up different challenges. Thanks, Hong Kong Disneyland® for this *opportunity*.”

- Terence Ng (Internal Transfer)  
Disneyland Tour Services  
(Previously Attraction Operations)



“Thanks to my *supportive* managers and teammates from Merchandise for giving me the chance to progress in my career.”

- Tammy Lau (Promotion)  
Merchandise Lead (Previously  
Merchandise Hostess I), Merchandise



# A Culture of Learning & Development

All Cast Members are taught the history of The Walt Disney Company, Disney service *principles*, the operational model for Hong Kong Disneyland, and the Disney culture. This knowledge gives the team a solid foundation and a better perspective for their roles. On average, Cast Members receive nearly 50 hours of training in a variety of courses depending on their role and function.

In addition to foundation training, all Cast Members attend “Working with Integrity” training and may be invited to participate in

programs such as “Happy Me, Happy Guests.” These sessions are designed to equip Cast with the skills to be more confident in the workplace and more capable of delivering excellent Guest experiences.

The wide array of tailor-designed programs is offered at Hong Kong Disneyland’s Disney University with the aim of providing Cast Members with continuous, on-the-job learning and *development* opportunities.

## *Knowledge Sharing*

“We are committed to training in an atmosphere that is fun and friendly. This environment ensures that we learn from each other through two-way communication.”

- Bruce Au  
Disney University





# Diversity & Inclusion

The Cast Members at Hong Kong Disneyland® are a diverse bunch. People of more than 30 nationalities work at

the resort, hailing from every corner of the globe, and the Cast is equally divided between male and female.

Two programs debuted in 2007 to address a variety of Cast needs: the Disability Apprenticeship Program and the Hong Kong Institute of Vocational Education Student Internship Program.

The resort's culture of inclusion is also built into training programs, and all executives and leaders are trained how to support the *diverse* Cast.

In early 2008, the Cast Care Network was launched to offer immediate leadership support to Cast Members who seek help with personal or work matters. This program gives Cast Members a clear indication who they should contact if they have a problem. It helps Cast Members feel fully supported, whatever their situation may be.





## *Student Internship Program*

In 2008, Hong Kong Disneyland *partnered* with the Hong Kong Institute of Vocational Education to offer more than 150 student internship programs and placements at the park. These students were given the opportunity to work at the resort while experiencing additional training at the Disney University.



## Disability Apprenticeship

In 2007, the resort unveiled its Disability Apprenticeship Program. Under this nine-month program, apprentices are offered full *training* before they undertake a guided transition from what is initially part-time work to full-time roles. Realizing that the support of our Cast is critical to the program, the resort also provides training to the supervisors and peers of these apprentices.

The *success* of this program has led to its expansion in 2008, and we have seen a 50 percent increase in new apprentices joining the resort. Sixty percent of last year's apprentices have remained with the resort as part-time Cast Members.

For the first time, apprentices will be part of the hotel and horticulture teams, and the number of apprentices for Merchandise has increased. Each apprentice follows a structured nine-month program and is assigned a "homeroom" manager who works closely with Human Resources and the non-governmental organization through which the apprentice was hired. The resort is dedicated to nurturing this valuable talent pool and ensuring each apprentice receives as much support as possible.

# community 2008 report

This community report is published with the support of The Walt Disney Company.



Please visit <http://corporate.hongkongdisneyland.com/eng/discover/community.html> to learn more about our efforts in the community.