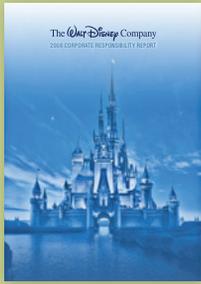




HONG KONG DISNEYLAND®  
**Community**  
REPORT

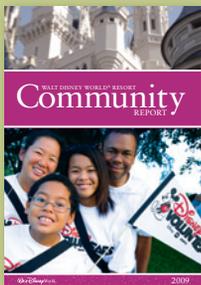




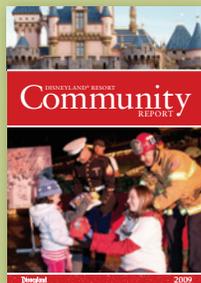
To find out more about corporate responsibility at Disney, please visit [www.disney.com/responsibility](http://www.disney.com/responsibility)



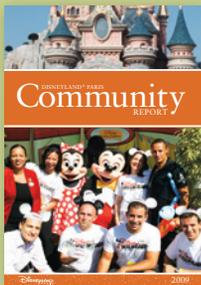
Disney Conservation Report  
[www.disney.com/conservation](http://www.disney.com/conservation)



Walt Disney World® Resort  
[www.wdwpubaffairs.com](http://www.wdwpubaffairs.com)



Disneyland® Resort  
[www.disneyland.com/publicaffairs](http://www.disneyland.com/publicaffairs)



Disneyland® Paris  
<http://corporate.disneylandparis.com/corporate-responsibility>



Disney Cruise Line®  
<http://community.disneycruiseneeds.com>



**On the cover:**

A record number of over 150 Disney VoluntEARS took part in a tree-planting activity held at our neighboring community in Tung Chung.

## Dear Friends and **Community Supporters**



As we enter our fifth year of operation here at Hong Kong Disneyland®, we reaffirm our commitment to creating magical memories for our guests, Cast and the wider local community. This means delivering a world-class experience to our guests and providing opportunities for our Cast to grow with the company and recognizing them for their efforts, while always participating in the community and protecting the environment in which we live and work.

We continue to strive to create a positive work environment for our Cast, a place where they are inspired to offer guests memories that will last a lifetime. The results speak for themselves: the “Star Guest Program” achieved tremendous results this year, and the huge number of compliments our Cast have received show just how well they are doing.

The community is vital to all that we do, and we are proud to say that our VoluntEARS contributed some 4,000 hours of service in 2009. Among the many successes this year, Disney Children’s Fund saw an 80 percent increase in applications over 2008. Hong Kong Disneyland was also privileged to participate in key community involvement and inclusion projects.

Finally, in 2009 we reaffirmed our commitment to the environment by embedding environmental thinking into our product-development and decision-making processes. We are proud that our two hotels were recognized for their outstanding environmental performance this year.

Sincerely,

A handwritten signature in black ink that reads "Andrew Kam".

Andrew Kam  
Managing Director, Hong Kong Disneyland Resort



About **HK\$2.5 million**  
worth of in-kind donations were  
contributed to local charities and  
nonprofit organizations

## 240,000 hours of training

Hong Kong Disneyland  
Cast Members participated  
in more than 240,000 hours  
of training through Disney

## 5,000 Cast Members

More than 5,000 Cast  
Members employed at  
Hong Kong Disneyland

About 4,000 **Disney  
VoluntEARS hours** were  
donated by Hong Kong  
Disneyland® Cast Members

Hong Kong Disneyland was  
involved in more than **100  
local community activities**

**2 newly designed** nature trails  
were added to the three trails  
launched in 2007 and 2008 at  
Hong Kong Disneyland

More than **200 student  
internship** and placement  
opportunities for tertiary  
institutions, vocational  
institutions and the disabled  
community were provided

More than **100,000 children,  
youths, and families** from  
among the underprivileged  
and local community groups  
have benefited from Hong  
Kong Disneyland programs

**12 study scholarships** were  
awarded to groom local  
entertainment and  
performance talent

Our Cast Members come  
from all over the world and  
speak more than **20  
different languages**

Electricity **consumption has  
been reduced by 10%** since  
2006, enough to power the  
new “it’s a small world”  
attraction and other facilities  
without increasing electricity  
consumption

Each year, nearly **1,400 tons of  
paper, plastic, food waste and  
nontraditional recyclables** from  
Hong Kong Disneyland are  
**diverted from landfills**, which is  
approximately five-and-a-half  
times the weight of the Tian  
Tan Buddha (Big Buddha) on  
Lantau Island



## our approach to **corporate** responsibility

The Hong Kong Disneyland Resort believes 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 and workplace 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 [hkcorporate.hongkongdisneyland.com](http://hkcorporate.hongkongdisneyland.com).

For information on corporate responsibility at The Walt Disney Company, please visit [www.disney.com/responsibility](http://www.disney.com/responsibility).



## our **Community: Giving Back**

Since the earliest days of our company, a tradition of community service has been integral to our culture. The needs of children and families and the importance of the arts are key components of our charitable initiatives. In addition to our charitable giving, we support the local economy by creating jobs, consuming local goods and services, and contributing to the government's various revenue streams. As an employer, we hire, train and support a workforce that enhances surrounding areas, with Cast Members who are active citizens in their communities.

*“The greatest moments in life are not concerned with selfish achievements but rather with things we do for the people we love and esteem, and whose respect we need.”*

— **WALT DISNEY**



## Growing every year

Hong Kong Disneyland® is committed to working with government agencies and nonprofit organizations to support children in need. Launched in 2008, the Disney Children's Fund is a grant program focusing on projects to help children aged 18 and younger learn, develop their character or bond with their families in new ways. More than 3,000 children directly participated in the 2008 programs supported by the Fund. Another 300,000 children had the opportunity to enjoy the benefits of these programs. The significant success of the program in 2008 paved the way for the 2009 program, which saw a surge in applications of more than 80 percent.

## The magic of books

Our Cast Members are active local citizens, whether volunteering independently or as part of the Disney VoluntEARS, a company-sponsored initiative supporting employee volunteerism. Our dedicated VoluntEARS' participation continued to inspire the local community and significantly increase Cast Member morale. There were 36 VoluntEARS projects in 2009 and about 4,000 VoluntEARS hours dedicated to community service. The popular Disney

Reading Together program brought parents and children together to enjoy *The Lion King*. Local celebrities Patrick Tang and Shirley Yeung added excitement to the experience.

## Up, up and away...

A special screening of the Disney® Pixar movie *Up* was arranged for more than 100 senior citizens and their families who enjoyed the uplifting tale of an old man who finds new joy in life with a young friend. Hong Kong Disneyland Resort Managing Director Andrew Kam and a group of Disney VoluntEARS hosted the event and provided refreshments and souvenirs for our special guests. It was a first-time cinema experience for some of them.

## Green team

To mark World Environment Day, a team of VoluntEARS joined other organizations from the local community to clean the Tung Chung mangrove, a diverse ecosystem that plays a crucial role in the local ecology.

## Art from the heart

Also in the Tung Chung community, a team of VoluntEARS created a new mural, promoting a healthy lifestyle and harmonious society.

## Embracing the community

Almost all philanthropic and community-engagement programs involve Disney VoluntEARS. In addition to donating personal time to charitable causes, our Cast Members are passionate about participating in events embraced by the wider Hong Kong community. Celebrations to mark the 60th anniversary of the People's Republic of China were one such opportunity, and our Cast Members were thrilled to be part of the momentous occasion. Our Resort Ambassador, Law Chi-Ho, and 60 VoluntEARS took part in a Youth Gala and parade organized by the Hong Kong United Youth Association, along with 10,000 other young people. Another 60 VoluntEARS, led by our Managing Director and our Resort Ambassador, took part in a separate parade organized by the Hong Kong Association of Celebrations and attended by senior local and mainland officials.



## the Environment

Environmental stewardship has been a component of our business as far back as the earliest Disney parks. 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. In 2009, our company announced environmental goals to manage our impacts and inspire our guests. 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.



## New light

Hong Kong Disneyland® is expediting progress on replacing tungsten lamps with energy-efficient lights, such as T5 lamps and LED lights, in hotel guest rooms, offices and back-of-house areas. Recently, we completed the replacement of 1,500 lights with LEDs in all guest rooms at our two hotels, resulting in an estimated annual electricity savings of around 80,000 kW – enough electricity to power an average Hong Kong home for 17 years. We also reprogrammed the lighting system in the park to enable earlier switch-off of lighting area by area as the park closes. With this and other energy-reduction measures, we have been able to decrease our energy use year after year, despite the addition of several new attractions, including “it’s a small world,” and several ancillary buildings.

## Emission efficiency

Reducing greenhouse gas emissions has been key to our operation since opening, and emission-reduction initiatives have been implemented throughout the resort.

Measures include optimizing the flame size and running time of the torches in Adventureland; smart adjustments to the flame and steam effects of the Jungle River Cruise; and more efficient use of kitchen equipment. As a result of these measures, gas consumption has shrunk by a significant amount. In addition, we started to replace our operational vehicles with more environmentally friendly options such as hybrid vehicles and solar club cars.

## Environmental excellence

The Hong Kong Disneyland Hotel and Disney’s Hollywood Hotel received a Gold Award in the Hotels, Restaurants and Catering Companies sector at the inaugural Hong Kong Awards for Environmental Excellence 2008, in recognition of overall outstanding environmental performance. Referred to as Hong Kong’s “green Oscars” by the Secretary of the Environment, Edward Yau Tang-Wah, the award program is recognized as one of the most prestigious and reputable award events in Hong Kong.

*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.*

## Reduce, reuse & recycle

We have minimized waste in our operations and business activities by implementing the “reduce/reuse/recycle” approach. Our comprehensive recycling program has been extended this year to include electrical waste and equipment, glass bottles and lamps containing mercury. Glass bottles are collected and rinsed by Cast Members, then delivered to a local glass recycling plant where they are recycled into construction materials such as paving slabs. At Hong Kong Disneyland, we successfully utilized reusable diningware in two of our quick-service cafes. We have committed to a phased program to replace disposable diningware with reuseable items in the rest of our quick-service restaurants. This reduction measure is expected to significantly cut the quantity of waste sent to landfills every year.



## our **Workplace**

Hong Kong Disneyland® is committed to fostering a safe, inclusive and respectful workplace, and we invest in our Cast Members through a full spectrum of training and development opportunities to encourage success and growth. In addition, we offer a variety of programs, tools and resources to help Cast Members make simple changes to live healthier lifestyles. We value that our heritage includes a commitment to quality, ethics and social responsibility, and believe that our investment in a top-quality workplace is the reason why so many choose to become Hong Kong Disneyland Cast Members.

*More than 43,000 recognition cards for outstanding service were given to Cast Members by our guests, and 928 Cast Members received Star Cast recognition pins as a result.*



## A chance to excel

At Hong Kong Disneyland, we recognize how critical our Cast Members are to our success. Showing appreciation for their dedication is at the heart of our commitment to them. With the opportunity to work across diverse lines of business, our Cast Members experience challenging career opportunities throughout the company. Since we opened our doors five years ago, nearly one in five of our Cast Members has been given career development opportunities within the company through promotion, lateral transfer or expanded job scope.

## Opportunities for all

First launched in 2007, our Apprenticeship Program for People with Disabilities provides participants with training and work experience, helping them to acquire relevant work skills and develop their independence. As part of our drive to foster a diverse and inclusive workplace, our Human Resources team works closely with local nonprofit organizations to identify suitable applicants to participate in the program, which has seen a total of 40 participants since its inception. Most of those who have taken part in the program have since gone on to join the Disney family as regular part-time and full-time

Cast Members. Throughout the year, Hong Kong Disneyland also works with nongovernmental organizations (NGOs) to provide opportunities for productive work through project-based employment.

## Stars in their eyes

Our innovative Star Guest Program, which ran from March until May 2009, gave our guests the opportunity to express their appreciation for friends and family in a unique way. By obtaining a Star Guest badge at City Hall, guests could nominate someone to be their Very Important Person (VIP) for the day. Cast Members were tasked with recognizing the VIPs and ensuring they enjoyed plenty of magical moments during their visit. About 4,200 Cast Members were brought on board with a training strategy titled ‘Bringing Stars to Cast and Guests.’

This program started with coaching of front-line leaders, who in turn trained and motivated front-line Cast Members to deliver the best experience to our guests. VIP guests were given two recognition cards and encouraged to show their appreciation for outstanding Cast Member efforts. More than 43,000 recognition cards were given to Cast Members by our guests, and 928 Cast Members received Star Cast recognition pins as a result.

## Rewarding work

Tin Shui Wai is an underprivileged area of Hong Kong that faces a number of serious social issues. Few young people in this area can look forward to a higher education or a promising career. Addressing these issues, Community Business, a local nonprofit organization, launched its ENGAGE program to bring companies together to take action in the community. Hong Kong Disneyland invited 100 participants from the program to visit the park as a reward for their hard work and commitment. A tailor-made park tour was arranged to share the Disney magic with the participants and inspire them, giving them an insight into the Disney work experience, job opportunities and our commitment to Cast Members.



To learn more about our efforts in  
the community please visit:

<http://hkcorporate.hongkongdisneyland.com>  
[www.disney.com/responsibility](http://www.disney.com/responsibility)

