



Hong Kong Disneyland

# sharing the magic



# A message to our **community**



Dear Friends and Community Partners,

As we celebrate our 5<sup>th</sup> anniversary this year, I have begun to reflect not only on the magical memories we've created at Hong Kong Disneyland,<sup>®</sup> but also the lasting impressions we've made beyond our resort.

Looking back over this past year, we have remained committed to being a positive influence in our community. I feel personally privileged to have joined fellow cast members as a VolunTEAR for many programs and events that have made a difference in people's lives. Partnering with Habitat for Humanity, I have my own special memories of restoring stilt houses in Tai O village.

We continue to work on reducing our impact on the environment, using innovative new technologies to reduce our waste and increase energy efficiency. By next year, we aim to reduce the waste we send to the landfill by more than 100 tons a year. And since 2006, we have reduced our electricity consumption by 11 percent.

This year we created even more programs to inspire and enrich our cast. We launched our first Leadership Development event and launched new programs to promote work/life balance and diversity. I am proud to say we've won more than 130 awards and counting for our positive impact on the community, the environment and our cast.

In just five years, more than 700 charities, local community groups and more than a million people have been assisted by Hong Kong Disneyland donations and over 40,000 VolunTEAR hours.

I am proud to work for a company that values making a difference in our community and the environment.

Sincerely,

A handwritten signature in black ink that reads "Andrew". The signature is written in a cursive, flowing style.

Andrew Kam  
Managing Director, Hong Kong Disneyland Resort

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Approximately **4,000 Disney VoluntEARS hours** were donated by Hong Kong Disneyland® cast members

## our approach to corporate citizenship

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

Our vision as a company is simple: to deliver the most consistently exceptional entertainment experiences with integrity and in a way that engages the imagination of people of all ages and interests. Disney corporate citizenship is held to the same high standard as our family entertainment experiences. That is why the company champions a strong corporate citizenship approach, one that encompasses the environment, community, workplaces and, most important, children and families.

This report provides a snapshot of corporate citizenship efforts at 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 more information on corporate citizenship at The Walt Disney Company, please visit [disney.com/citizenship](http://disney.com/citizenship).

**HK\$1.4 million** contributed

About HK\$1.4 million (\$180,000 USD) worth of in-kind donations were contributed to local charities and nonprofit organizations.

**5,000 cast members**

More than 5,000 cast members are employed at Hong Kong Disneyland.

Hong Kong Disneyland cast members participated in more than 268,650 hours of training through Disney.

Hong Kong Disneyland cast members were involved in more than 100 local community activities.

230 student internship and placement opportunities for tertiary institutions, vocational institutions and the disabled community were provided.

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

Our cast members come from all over the world and speak more than 20 different languages.

Hong Kong's first Nature Walk Guidebook in Braille was launched to introduce trees and butterflies featured on the resorts' five nature trails.

Electricity consumption has been reduced by 11 percent since 2006, enough to power the "it's a small world" attraction and other facilities and still achieve year-on-year reductions.

More than 180 study scholarships were awarded to groom local tourism and hospitality, as well as entertainment and performance talent.



## our Community

A tradition of community service has long been a hallmark of our company culture. The needs of kids and families are the driving force behind our charitable initiatives. We also believe in strengthening local economies through job creation and support of local businesses. Our carefully selected and trained cast members are encouraged to become active and responsive citizens in their own communities.



## Love reciprocates

At the heart of Disney values is the importance of giving back to the community. To promote this vital spirit of volunteerism, Hong Kong Disneyland® launched the Give a Day. Get a Disney Day. program in 2010. This program rewards volunteers with complimentary admission to the park. The initiative was first piloted with 18 district councils and partnered with the Agency for Volunteer Service. To foster awareness, Hong Kong Disneyland organized launch events and several other cooperative activities, including a Tai O Stilt House Restoration project with Habitat for Humanity China. Give a Day. Get a Disney Day. attracted more than 40,000 volunteers who served approximately 350,000 hours of service. Other ways we recognize our cast members for volunteering are by recognizing a VolunTEAR of the Year and awarding EARS to You program grants, through which Hong Kong Disneyland donated HK\$140,000 (\$18,000 USD) in cash to deserving local charities.



## Connecting the community

More than a hundred community leaders gathered at Hong Kong Disneyland September 5 for our Community Showcase to hear about the positive impact Hong Kong Disneyland has made on the community over the past five years. More than 700 charities, local community groups and more than a million people have been assisted by

## Talent drive

As part of our ongoing commitment to establishing Hong Kong as a center for tourism and creativity, Hong Kong Disneyland set up a HK\$1 million (\$130,000 USD) scholarship fund for students studying hotel, tourism and design with the Vocational Training Council. Hong Kong Disneyland also awarded, for the third year, 12 scholarships to promising students from the Academy for Performing Arts. A resounding total of more than HK\$1.5 million (\$190,000 USD) in scholarship funding was donated by The Walt Disney Company.

## Care for all

This year Hong Kong Disneyland rolled out Salute to Carers—a program enabling more than 15,000 people with disabilities to take their caretakers to enjoy a free day out at Hong Kong Disneyland.

In collaboration with the Hong Kong Federation of the Blind and Green Power, Hong Kong Disneyland produced a Braille version of the popular Nature Walk at Hong Kong Disneyland Guidebook, which was distributed to various communities in the city. We were honored to be presented with the Barriers-free Heroes Award by the Equal Opportunities Commission in recognition of our efforts to encourage inclusion of those with disabilities in our community.

Hong Kong Disneyland donations. In 2010, Hong Kong Disneyland supported ten children's development projects through the Disney Children's Fund, bringing the total number of charities supported to 26 and the total amount of funding to HK\$3 million (\$385,000 USD) since the launch of the program in 2008.



## the Environment

Environmental stewardship has been an important component of our business since the earliest Disney parks. Building on this legacy, we are making concerted efforts to embed environmental stewardship into the daily decisions and actions of our cast members and guests. In 2009, our company took a proactive approach, unveiling an array of environmental goals to manage our impacts and inspire our guests. The cornerstones of our ambitious strategy are:

- Conserving water, energy and ecosystems
- Reducing waste and greenhouse gas emissions
- Inspiring others to take action for the environment

## Reuse for good

For more than sixty years, minimizing and reducing our impact on the environment has been a core value of The Walt Disney Company. The Company is as committed to environmental protection for generations to come.

One of the major steps we took this year towards reducing our environmental impact was to substitute disposable containers in Clopin's Festival of Foods with reusable melamine ware. Clopin's Festival of Foods is the third Hong Kong Disneyland® Resort café to utilize reusable dining ware. The two remaining cafés still using disposable items are slated to switch to reusables in 2011. These actions are estimated to reduce the waste we send to the landfill by more than 40 tons a year.

## Solar power

Last year we experimented with a solar club car for use in back-of-house areas. The results were promising—under the right conditions solar cars need only be recharged once every two weeks. Encouraged by this success, we retrofitted additional club cars this year and installed a solar-powered street light in the back-of-house car park. Under test conditions, a solar sensor will monitor the daily rise and set of the sun, which will program the LED light. Additionally, a motion sensor will monitor traffic to control the lights when the flow of cars is low.

## Keep it up

Throughout the resort, our cast members are encouraged to be conscious of their energy use and to focus on practical ways to reduce consumption across the board. Since 2006, our team has achieved an 11 percent reduction in electricity consumption. In the past year alone, initiatives that affected this decline include changing the LED lighting in the Fantasy Garden gazebos and show kitchen of the Royal Banquet Hall, optimizing temperature set points and installing motion sensors in office areas.

## Share of mind

Hong Kong Disneyland was honored to be the host venue for U.S. Secretary of Commerce Gary Locke and his Green Technology delegation to the Clean Energy Forum in May. In addition to hosting experience-sharing forums with groups such as the Hong Kong Chamber of Commerce's environmental committee members and other like-minded corporations from different business sectors, we organized promotional activities to raise awareness among our cast members, including an environmental fair and dedicated recycling days.





## our Workplace

Hong Kong Disneyland® is committed to fostering safe, inclusive and respectful workplaces, 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 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.



## Developing leaders for the future

Hong Kong Disneyland® hosted its first leadership event, “Eyes on the Future.” This two-day program provided Hong Kong Disneyland leaders insightful learning opportunities, workshops and the chance to hear inspirational speakers from the resort and other leading companies. The event topics focused on inspiring leaders to be interdependent by leveraging each other’s strengths, embracing change and championing innovation and creativity.

## Promoting work-life balance

Organizing special activities is an important part of how we show appreciation for our cast members. Addressing issues of personal health and wellness, a series of well-attended talks was held during cast members’ breaks. Cast members and Imagineers participated in the second annual Cast Fun Run in May, donating more than 950 free park admission tickets for a local charity. The cast Summer Blast party encouraged our cast members to enjoy a healthy balance between work and play.

## Happy 5<sup>th</sup> anniversary Hong Kong Disneyland

2010 marked the 5<sup>th</sup> anniversary of Hong Kong Disneyland. To celebrate this important milestone, more than 4,000 cast, local community and tourism industry members gathered for a photo on Main Street, U.S.A. Cast members who have been with the company since opening wore gold Mickey ears. A commemorative edition of the internal news magazine, Magic Post, featuring heart-warming memories, stories and favorite photographs from the past five years, was given to cast members as a special keepsake.

## Embracing diversity

Since 2007, our Apprenticeship Program for People with Disabilities has provided participants with training and work experience to help them enhance their independence while acquiring relevant work skills. Our Human Resources team and local nonprofit organizations work closely to find suitable candidates to participate in the program. This program has welcomed a total of 61 participants, many of whom have joined the Disney family as cast members. Throughout the year, Hong Kong Disneyland also partners with nongovernment organizations providing project-based employment opportunities.

## Recognized for cast excellence

Our ongoing commitment to nurturing our cast members was recognized when Hong Kong Disneyland won:

- “Best Employee Training Award” at the Singtao Excellent Services Brand 2009 competition
- “Manpower Developer Award” organized by the Employees Retraining Board
- “Great Partnership in Training Award” from the Confederation of Trade Unions



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

[hkcorporate.hongkongdisneyland.com](http://hkcorporate.hongkongdisneyland.com)



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[community.disneycruiseline.com](http://community.disneycruiseline.com)



The Walt Disney Company  
[disney.com/citizenship](http://disney.com/citizenship)

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

## On the cover:

Disney VoluntEARS help restore and renovate the stilt houses of elderly residents in an old fishing village.