

●
caring for staff
and society

corporate social responsibility

The female gymnast throws then catches the hoops in split seconds while performing moves to the beat of music. Artistry is an important element in rhythmic gymnastics.





helping to
protect the
environment

As a public statutory body, we have always been conscious of the impact of our actions, be it on the public and the environment in general or on our stakeholders and employees in particular. We believe that the convergence of work and personal values makes work more enjoyable and meaningful. We are also keen to be a role model and to set best practices for others to follow.

To reinforce our accountability to our staff, external stakeholders and our community, we formalised our corporate social responsibility (CSR) policy more than a year ago. Substantial efforts have since been made to lay the groundwork for implementing an integrated and balanced programme through a scheme of co-ordinated activities.

The establishment of the CSR Committee gave impetus to the newly-formulated CSR Programme. The committee is chaired by the chief executive officer and made up of representatives from different divisions and departments. It reports directly to the Executive Committee and is responsible for establishing CSR strategies and targets, monitoring progress, and reviewing measures taken.

A good part of the year was spent in planning a comprehensive CSR programme. Our CSR programme focuses on caring for our staff, for the community and for the environment. We adopted a practical and multi-faceted approach, giving preference to activities that would serve more than one of our CSR goals and reach a wide range of people. For example, an event designed to reach out to a particular segment of the community could feature environmental protection as a theme, while a programme to reduce paperwork could double as a means to engage stakeholders in the marketplace.

Our people and the community

We took the view that caring for people must start from within – in the workplace – given that our employees are our greatest assets; they are, of course, also members of our wider community. We ensure that we provide competitive remuneration, comprehensive training programmes, diverse career and personal development opportunities and established channels of communication for our employees. We also organise activities to foster a congenial working environment. In turn, our employees are encouraged to contribute to society by participating in various practical outreach programmes. The approach we adopted is to reach out to the broadest possible cross-section of the community.

Promoting employee wellness

March 2010 also saw the debut of a series of “Employee Wellness Seminars” in which various professionals shared their insights on nutrition and healthy eating, “green” living and sustainable practices. A new, user-friendly “Employee Portal” complemented the wellness programme, offering updates on training and community service opportunities as well as tips on how to maintain a healthy lifestyle.

In line with our objective of helping our staff achieve work-life balance, we added paternity leave as a benefit in April 2009. Our male employees are now entitled to three days of leave upon the birth of a child.



Enhancing staff development

We help our staff develop their potential by providing structured courses and other training programmes. Last year, we made career planning and development an integral part of our performance management process to emphasise the importance of ongoing personal growth in improving job skills and market knowledge.

To groom our employees as future leaders of the organisation, we launched a number of management training courses that focused on sharpening the interviewing and coaching skills of executive staff last year. Meanwhile, we recruited 14 young university graduates in support of the Government's initiative to offer internship opportunities for the younger generation.

Much attention was paid to enhancing employees' technical knowledge as well. In view of the increasing integration of the Mainland and Hong Kong markets, we collaborated with the China National School of Administration and Tsinghua University to offer customised programmes to senior executives to add to their knowledge of Mainland-related issues. We arranged other major training programmes on investigations and advocacy.

We continued to invite local and overseas market participants and academics to share their insights with our staff. We strengthened our e-learning resources by adding more learning modules and periodic articles covering a variety of areas and topics to the e-learning portal.

During the year, each member of staff attended an average of 28.2 hours of training and we conducted a total of 1,755 training days covering over 116 work- and market-related topics.

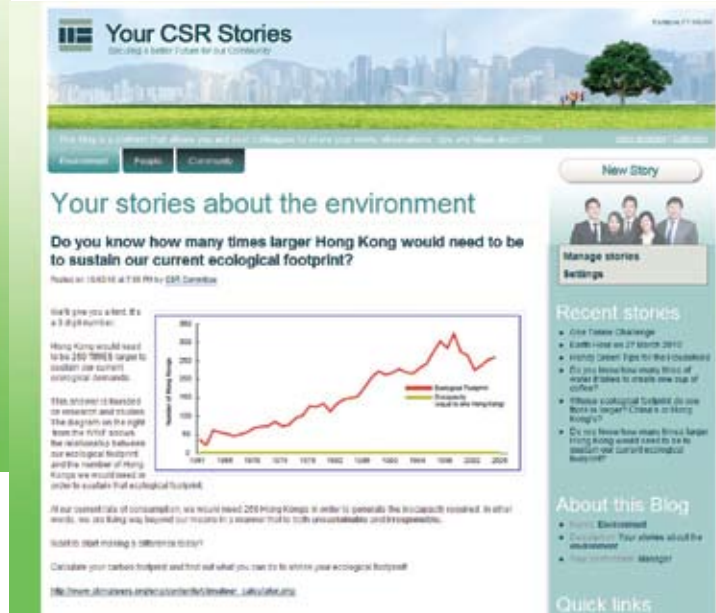
Training conducted through lectures, seminars and workshops

Categories of topics	Total training hours
Technical skills and market updates	6,823
Management skills	3,059
Language, technology and other skills	4,156

Employees with exceptional standards of performance are rewarded with overseas training opportunities to further develop their skills and competence.

Frequent internal communication

Open and active communication drives continuous improvement and brings staff together within an organisation. Last year, we introduced a channel called "Your Voice" to supplement the regular sharing sessions held with staff by the chief executive officer. This Intranet channel is a further means for staff to share with the chief executive officer their views and suggestions on work-related issues, and have these addressed during the well-attended sharing sessions.



CSR Home and CSR Blog were rolled out on the SFC's Intranet to provide staff with an effective online platform to learn more about accountability and sustainability issues and to encourage them to share their related views, observations and ideas.

Rewards for contributions

Individuals and teams are recognised through the annual SFC Employee Awards for the outstanding contributions they make to the organisation. Last year, five members of staff received individual awards and team awards went to five project teams (see table).

Teams	Contributions
Joint-Consultation Paper Team	The team showed exceptional commitment and efficiency in preparing the consultation Paper on Proposals to Enhance Protection for the Investing Public.
Lehman Brothers Legislative Council (LegCo) Enquiry Team	In addition to the team's demanding routine work, all members showed a high level of dedication and discipline in fulfilling every demand and performing every task related to the LegCo's subcommittee's inquiry and hearings to the highest standards.
Licensing Business Process Re-engineering Team	The team contributed innovative ideas and hard work in the design and launch of the SFC Online Portal that has improved operational efficiency in dealing with licensing matters. The system has been well-received by intermediaries and represents a major step in moving towards a paperless operating environment.
Minibond Team	The team completed an unprecedented number of investigations involving 19 organisations and about 30,000 individuals, and achieved the best possible results for those affected. Staff worked together closely despite the huge demands placed upon them throughout the process.
PCCW Team	The SFC's intervention in the privatisation and delisting scheme of PCCW Ltd highlighted the SFC's determination to use the full range of its powers in combating misconduct. The successful intervention is a credit to the tireless work of the team members.



Whose ecological footprint do you think is larger? China's or Hong Kong's?

To check your answer or share your stories, go to

CSR Blog

from mid-March 2010.

We also recognise employees for their commitment by presenting them with long-service awards, for periods of service of 5 years or more.

Our remuneration policy is reviewed each year to ensure that we can attract and retain the right talent to deliver our organisational priorities. Last year, we reviewed our medical benefits plan and added benefits in a number of areas.

Contributing to the community

Our philosophy towards community engagement goes beyond philanthropy. We encourage our employees to engage in community or civic services by donating either their time or their money. We also spearhead efforts to contribute to the welfare of our community.

The Commission Volunteers Group seeks to reach the largest possible audience. In planning its activities, it has also taken the opportunity to combine two or more objectives of the CSR programme in the same project where possible. In February, for instance, the group paid a visit to elderly citizens and discussed with them practical ideas for living "clean" and "green".

We introduced Employee Volunteering Leave to encourage our staff to participate in community services. Volunteers are now entitled to one day of approved absence or compensatory time off each year in return for devoting time to community activities sponsored by the

The SFC's CSR vision

"CSR is the opportunity for us to express our corporate culture and our commitment to our community in a way that we can personally identify with. We aspire to be an organisation that leads and presents an example of best practice for the market to follow."

During the "CSR Month", a teaser campaign was launched via a series of screensavers with reflective questions to raise staff awareness of environmentally-friendly practices.

SFC at weekends or on public holidays. This, we believe, is also a practical form of recognition for our staff's community-care contributions.

During the year, our staff participated in a number of charity events organised by other bodies. These included the Community Chest Dress Special Day, the charity walk for the World Wide Fund, and the donation of red-pocket money arranged by the Hong Kong Salvation Army to provide outreach counselling services to disadvantaged families. We also helped raise donations for the victims of the Haiti earthquake. Last year, 47 members of staff contributed a total of 355.5 hours of their time assisting different families and individuals from various social backgrounds through initiatives such as home visits to the elderly and outings for disadvantaged children or needy families.

We continued our "donation in lieu of corporate gift" programme, through which, instead of giving corporate gifts to our guests, we make donations to charitable causes in their names. Last year, we continued to make these donations to Operation Smile. We will conduct a review before deciding upon a beneficiary for the coming year.

We were once more presented with a Caring Organisation award by the Hong Kong Council of Social Services for our contribution to various welfare programmes and volunteer community service.