


**FAIR**  
**ppportunity**

for Inclusive Employers  
and Students with **Disabilities**

Led by:

 **CareER**

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

# 2019 Fair Opportunity Programme

# Fair Opportunity Programme



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- 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.
- 2019 marks the 7<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



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Launch of  
Disability Campaign



2009

2011

Inclusive  
Recruitment  
Resource Guide



2013



2015



2017

2019

2010



Disability Fair  
showcasing local  
disability NGOs in  
Hong Kong



Towards  
Disability  
Confidence  
Resource Guide

2012



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



Tapping a Pool of  
Disabled Talent  
Research Report



2014



2016



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



2018

# Fair Opportunity - Objectives



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## 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



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- 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

# Key Components of Programme



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Date & Time	Location	Event	Target Audiences
13 <sup>th</sup> Sep 2019 (Fri) 2-6pm	Hotel ICON basement B1	<b>Building Disability Confidence Employers Forum</b>	<ol style="list-style-type: none"> <li>1. Business leaders</li> <li>2. HR and Talent Acquisition professionals</li> <li>3. D&amp;I managers and professionals</li> <li>4. Line managers</li> </ol>
27 <sup>th</sup> Sep 2019 (Fri) 2-6pm	Hotel ICON basement B1	<b>Capability Building Workshop</b>	Higher Educated People with Disabilities / SENs
12 <sup>th</sup> Oct 2019 (Sat) 10am – 2pm	Hotel ICON basement B1	<b>Inclusive Recruitment Fair</b>	<ol style="list-style-type: none"> <li>1. Inclusive Employer Representatives</li> <li>2. SEN students &amp; graduates</li> <li>3. NGO partners and affiliates</li> </ol>

# Building Disability Confidence Employers Forum



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## WHO SHOULD ATTEND ?

- Business leaders
- HR and Talent Acquisition professionals
- D&I managers and professionals
- Line managers

Since last year, the Employers Workshop has been expanded to a half-day Employers Forum, with many new features designed to provide more in-depth learning, in order to position companies for success as disability inclusive employers:

- ✓ Keynote Speaker
- ✓ Best Practice Panel
- ✓ Experiential Activities
- ✓ Experiential Workshop
- ✓ Video Demonstration and Discussion





# CareER ABLE Model

## 2019 Programme

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

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



# Building Disability Confidence Employers Forum



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## KEY TAKEAWAYS

- Get expert advice on what it means to be an inclusive employer and why it is important
- Be inspired by leaders with disabilities who have achieved business success
- Discover what you need to consider when recruiting talent with disabilities
- Take part in experiential learning to increase your understanding of different types of disabilities
- Meet and interact directly with disabled candidates
- Network and share experiences with other leading companies committed to recruiting disabled talent



# Capability Building Workshop for Candidates

This half day workshop is a key component of the Fair Opportunity Programme. Targeted specifically at talented **higher educated students/graduates with SENs/disabilities**, it is designed to build their confidence in seeking employment by providing key skills and insights that will enable them to position themselves for success.

## Benefits for students:

- ✓ Increased confidence in applying for job opportunities in a wide range of different sectors
- ✓ Understanding of what is required to prepare and perform well in a job interview
- ✓ Opportunity to network and share experiences with peers
- ✓ Advice on how to get the most out of the Fair Opportunity Inclusive Recruitment Fair



# Job Board





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Since 2018, CareER has partner with an online job posting platform specially for graduates/students with disabilities to:

- Facilitate communication and information sharing
- Create pre-employment networking opportunities for the graduates/students



[I'm a Recruiter](#) | [Login](#) | [Sign Up](#)

## Talent no boundaries

CareER is a community founded and organized by graduates with disabilities. We act as a bridge between our talented members and top employers seeking to employ graduates with disabilities.


All applications to Disability Inclusion Jobs are handled directly by CareER to ensure candidates needs are met by employers.

### JOB FUNCTIONS

- > Accounting & Finance
- > Administrative & Secretarial
- > Architecture, Civil Engineering & Construction
- > Consulting, Financial Advisory and Outsourcing
- > Customer Service
- > Design
- > Education and Childcare
- > Government & Public Sector
- > Healthcare
- > Hospitality, Travel and Gaming
- > Human Resources & Recruitment
- > Information Technology (IT)
- > Insurance & Reinsurance


### JOB OPENINGS

2 Job openings



**Customer Officer(客戶主任(傳真服務))**  
HKT  
[Telecommunications](#)

[Apply](#)  
[Save Job](#)



**Customer Officer (Email & Livechat)**  
HKT  
[Social Media](#)

[Apply](#)  
[Save Job](#)



# Inclusive Recruitment Fair



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Bringing together over 100 participants:

- company representatives who are committed to being an inclusive employer and removing barriers to inclusion for people with disabilities
- university students/graduates with a disability or long-term health condition who are committed to finding a role in the corporate sector



# Sponsorship Opportunities



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*Platinum*  
Sponsorship

HK\$ 100,000

*Gold*  
Sponsorship

HK\$ 60,000

**Participating  
Company**

HK\$ 30,000

**Early Bird Discount**  
(confirm on or before  
31<sup>st</sup> May 2019)

**HK\$ 28,000**

## Benefits:

- ✓ Raise the profile of your company as an **inclusive employer**
- ✓ Position your company as an **employer of choice** for talent with disabilities
- ✓ Highlight specific **opportunities** you have available
- ✓ **Interact** with a targeted pool of students with disabilities – but with no obligation to hire

# Sponsorship Levels & Benefits



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Benefits	Platinum Sponsor (HK\$100,000)	Gold Sponsor (HK\$60,000)	Participating Company (HK\$30,000)
Exclusivity for your Industry	✓	✗	✗
Pre-event marketing	Lead branding level	Secondary branding level	Listing
Welcome Remarks in the Fair	✓	✗	✗
Corporate Panel Speaking Opportunity (Subject to event rundown)	✓ At Employer workshop ✓ At Fair	✓ At Fair	✗
Opportunity to run a branded workshop session	✓ (Dedicated Session)	✗	✗
Press Release	✓ Media coverage opportunities ✓ Quote in event press release	✓ Media coverage opportunities ✓ Mention in event press release	✓ Mention in event press release
Complimentary Tickets to Employers Forum	8	4	2
Complimentary Tickets to the Fair	8	4	2
No. of pull-up banners display onsite during the Fair (Sponsor / participating company to bring their own)	2	2	1
Electronic Binder of candidate CVs	✓	✓	✓
Social Media Exposure on Facebook and LinkedIn	✓	✓	✗
Free Job Posting on Jobable	✓	✓	✓

# Social Media Exposure



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## Pre-event

- ✓ Press release ahead of the Fair
- ✓ Facebook posts on CareER / Community Business / partnering organizations' page
- ✓ LinkedIn announcement

## Post-event

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





# Fair Opportunity 2019 Timeline



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Date	Activity
MAR – AUG	<ul style="list-style-type: none"> <li>CareER to conduct office site visits and meet with HR / TA team</li> <li>Job briefing + collect JDs to post on Jobable</li> <li>Corporate Awareness Building Workshop (Platinum sponsor only)</li> </ul>
1 <sup>st</sup> SEP	<ul style="list-style-type: none"> <li>CareER promotion of the event among SEN communities</li> <li>Candidate enrollment starts</li> </ul>
13 <sup>th</sup> SEP	<b>Building Disability Confidence Employers Forum</b>
27 <sup>th</sup> SEP	<b>Capability Building Workshop for Candidates</b>
12 <sup>th</sup> OCT	<b>Fair Opportunity Inclusive Recruitment Fair</b>



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## Appendix

# Employers in 2018

Gold Sponsors: (in alphabetical orders)



安盛



俊和慈善基金有限公司  
CHUN WO CHARITABLE FOUNDATION LTD.



HSBC

J.P.Morgan

Participating Companies: (in alphabetical orders)



Venue Sponsor:



# 2018 Supporting Partners



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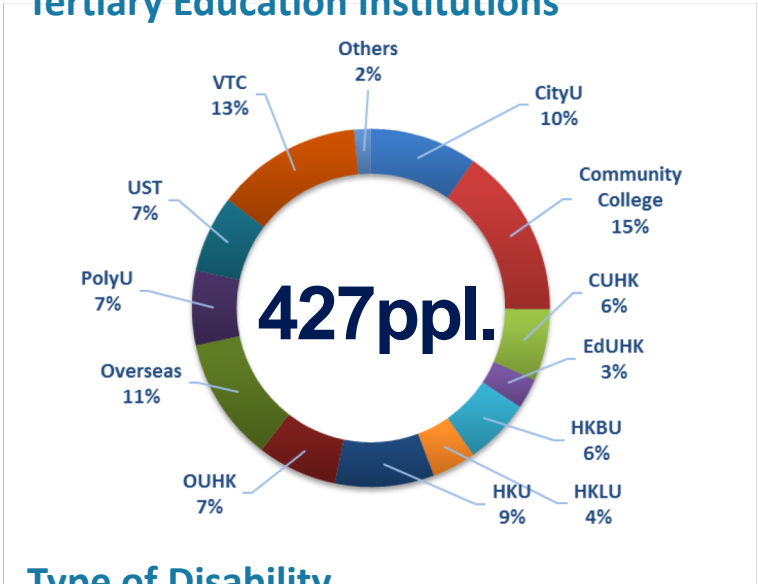
CareER partnering NGOs and affiliates exhibited their products and services at Employers Forum and/or Inclusive Recruitment Fair:



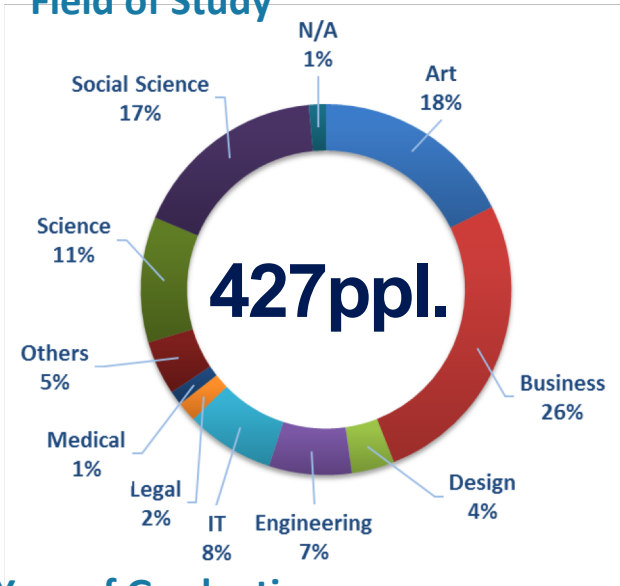


# Candidate Profiles 2018

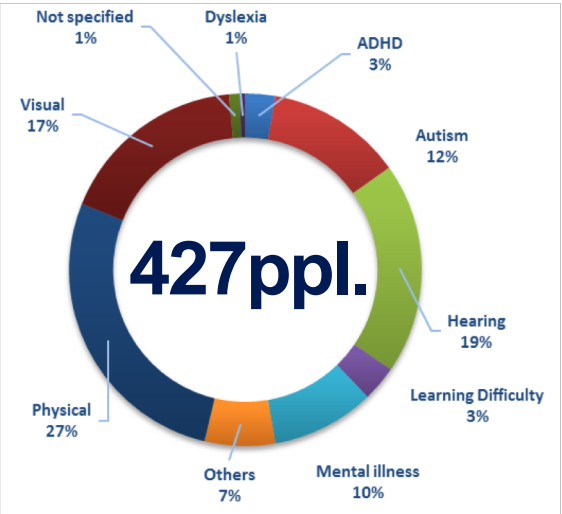
## Tertiary Education Institutions



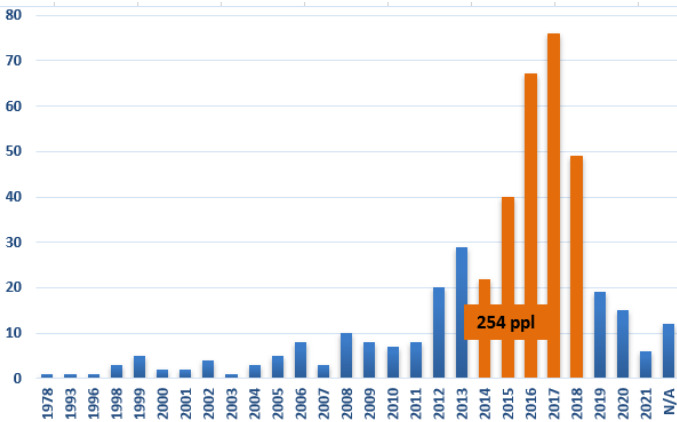
## Field of Study



## Type of Disability



## Year of Graduation



# Showcases

## 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

PCCPD - 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

OUHK - Master of Professional Accountancy

# Showcases



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## 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)**



俊和發展集團  
CHUEN WO DEVELOPMENT HOLDINGS LIMITED

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

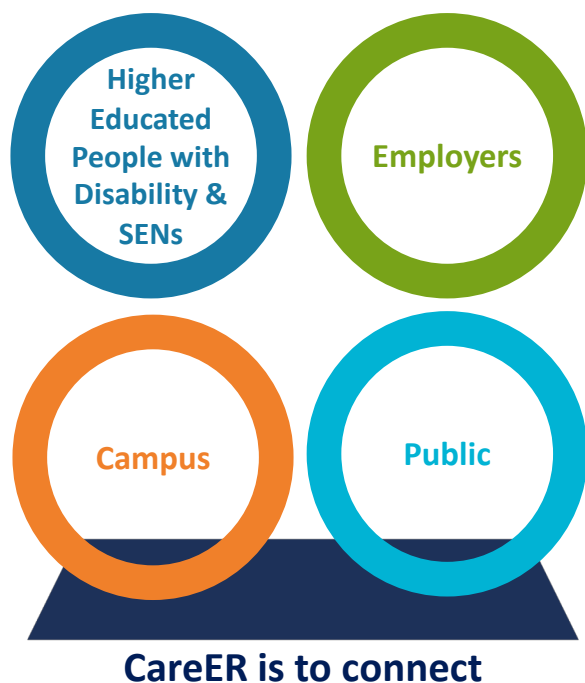
- Certificate and Diploma
- Associate degree
- Bachelor, Master and PHD

# What is CareER?



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## Connect the pieces



## CareER Uniqueness



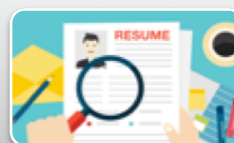
Focus on **TALENTS** not disabilities/SENS



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



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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



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## 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



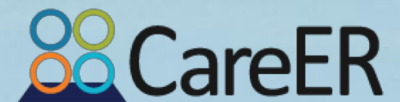


# Thank You



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