

Investing in Communities

Our community investment in 2009 continued to connect our activities to aviation, education, medical care and the environment. This is rooted in Hong Kong and extends to our outports where our employees and local offices decide on activities. We support the long-term development of the communities we are a part of and provide an opportunity for our staff to work on meaningful initiatives.



Our community investment management approach

Our commitment to communities is a core part of our Sustainable Development Strategy in addition to our focus on the environment and our employees. Whilst we have priority areas, we also have a flexible approach which enables us to respond to local needs and local priorities. As much as possible we seek to involve and engage our employees in all our community investment.

Through our ongoing dialogue with local communities we can better understand and work to address issues and concerns. Before deciding upon an approach to community involvement, we recognise that we need to understand and assess needs, suitable approaches, and potential impact. In Hong Kong, we partner with local community groups, NGOs and other institutions, such as neighbourhood councils, integrated service centres, district councils, universities and schools.

We understand that our community investment must be measured by the impact we make for local communities. In 2009, we set ourselves a goal to implement a system to measure the impacts and outcomes of our community investment initiatives. This is work in progress and we are currently examining international best practice and appropriate management tools.

How we contribute to local communities

Investing in the future: Education and capacity building

We believe it is essential to contribute to the skills development and capacity building of young people. This is why we support educational programmes at all levels, particularly those linked to the aviation industry. We bring this to life through long-term programmes such as English on Air, I Can Fly, the Dragonair Aviation Certificate Programme, and our support to the Advanced Aviation Education Programme and Life Education Activity Programme (LEAP).

I Can Fly

This unique education initiative aims to increase young people's understanding and skills related to the aviation industry. More than 3,000 students have graduated since its launch in 2003. This year, our San Francisco port launched a local version of the programme. A team of 12 high school students participated in a nine-week programme to explore various careers in commercial aviation, as well as a weekend of community service. The training programme has influenced the graduates' career choices and, as a result, a significant number of alumni went on to pursue a career in the aviation industry.

“Investing in communities is an integral part of our Sustainable Development Strategy. Our initiatives range from flagship programmes such as I Can Fly and English on Air to smaller projects responding to specific needs of local communities”

Quince Chong, Director Corporate Affairs

“I used to be quite nervous talking to strangers, especially in English. Luckily, with a group of friendly and patient volunteers, I enjoyed the programme a lot without feeling nervous.”

Willis Yim, student from the Ho Yu College & Primary School



English on Air

In 2007, Cathay Pacific launched this educational programme to help young people practice their verbal English skills with our multinational English-speaking pilots, cabin crew and other staff whilst visiting Cathay Pacific City. With the support of more than 270 staff volunteers, some 360 students participated in 2009. We introduced a mock interview session to help strengthen the confidence of young people involved in the programme and prepare them for future job searches. Since the programme's launch, more than 700 students have benefited, including students from all seven secondary schools in our neighbouring area of Tung Chung.



Advanced Aviation Education Programme

Since 2000, Cathay Pacific has supported the Advanced Aviation Education Programme, organised by the Hong Kong Air Cadet Corps. The programme covers basic aviation knowledge. 23 young people have travelled to Melbourne with our sponsorship to take part in practical flying training.

Opening our doors to the community

At Cathay Pacific City we open our doors to visitors and partners for non-profit initiatives, making our fully-equipped aviation and training facilities more accessible. In 2009, the well-structured tour programme served more than 7300 visitors from 211 different groups of schools, universities and NGOs.

Life Education Activity Programme (LEAP)

We are a major sponsor of LEAP in Hong Kong. The programme uses mobile classrooms and specially trained staff to teach school children about healthy lifestyles and about the risks of substance abuse, including drugs, tobacco and alcohol. In an average school year we have more than 80,000 students from 170 schools participating. To better serve the primary students in Hong Kong, LEAP introduced a new mobile classroom to its fleet in 2009, bringing the total number to seven. Two new programmes, "Cyber Choices" and "Positive Image," were introduced to the English Secondary Programme in 2009 and their parents programme "Safe and Successful" was enhanced with two additional units on sex education.

Hong Kong Internship Scheme

In 2009, the Hong Kong Government launched the Internship Programme for University Graduates helping new graduates gain employment experience. We supported this programme with special round-trip fares for students travelling to their placements discounted up to 70%.

Dragonair Aviation Certificate Programme

Since the launch in 2006, 50 cadets have graduated from the annual Dragonair Aviation Certificate Programme. The eight-month programme provides cadets a valuable opportunity to discover the different aspects of a commercial airline. The mentorship scheme is an invaluable part of the programme. Some graduates from the programme are already pursuing a career in the aviation industry including working as pilots for Dragonair.

"The Dragonair Aviation Certificate Programme has been very successful in nurturing Hong Kong's future generation of aviators. We see a bright future for Hong Kong as an international and regional aviation hub, which is an ideal place for young people like the cadets to fulfil their dreams and aspirations."

Norman Lo, Director-General of Hong Kong's Civil Aviation Department

Contributing to medical care

We support access to essential medical care services, especially for vulnerable groups. Our long-term commitments include initiatives for the Cathay Pacific Wheelchair Bank, the Hong Kong Society for the Blind, the Sunnyside Club for mentally and physically challenged children, Project Orbis, and The United Nations Children's Fund (UNICEF).



TotalCaring
Award
全面關懷大獎 (2009/10)

We recently received several Caring Company Awards by the Hong Kong Council of Social Service (HKCSS). The HKCSS recognises commitment in three categories – community, employees and the environment. In addition, we received special acknowledgment of our excellence in social and environmental performance through the Total Caring Award (see Pg. 7).

Project Orbis

Since 1989, we have been a major sponsor of Project Orbis – the world's only flying eye hospital. The airline sponsors flight tickets for Project Orbis personnel, enabling the Project's volunteer eye surgeons to fly into Hong Kong and join the Project Orbis aircraft before it visits remote places in countries such as China, the Philippines, Myanmar and Mongolia. In 2009, with our support, nine trips were made for sight-saving programme planning visits and training of eye care professionals.





Cathay Pacific Wheelchair Bank

Set up by Cathay Pacific, this Wheelchair Bank raises funds to purchase specially adapted wheelchairs for children with neuromuscular diseases. An average of one month's proceeds from Cathay Pacific's Change for Good inflight fundraising programme is allocated to this initiative each year and, to date, more than HK\$8.7 million has been donated to the Bank. Over the past 13 years, the Wheelchair Bank has helped more than 300 children, supported more than 2,100 clinics and handled over 4,000 spare-part changes and modifications.

Engaging our customers: Change for Good

We launched our flagship inflight fundraising programme Change for Good in 1991, encouraging our passengers to donate their spare change. More than HK\$91 million was donated to the organisation over the past 18 years. The money helps to fund UNICEF's immunisation programmes and other projects in over 150 developing countries. In 2009, 25 Cathay Pacific employees took part in "Change for Good" field trips where they visited various UNICEF-assisted centres and schools in Chiang Rai and Chiang Mai in Thailand. The aim was to better understand issues affecting the children, including early childhood development, basic health care and HIV/AIDS. Employees participated in activities with children from various age groups. Another 15 employees also took part in a **oneworld** trip to work on a range of children's charity projects in the Toey Klong area of Bangkok.



Members of our Asia Miles programme can donate their miles to charitable institutions such as Orbis, Oxfam Hong Kong, Hong Kong Red Cross, UNICEF and the C.A.R.E. Housing Society. Members can also redeem FLY *greener* offsets via the Asia Miles, Cathay Pacific and Dragonair websites. A total of around 1.8 million miles have been redeemed for FLY *greener* offsets in 2009.

Engaging our employees – Staff volunteering

Our Cathay Pacific Volunteers team was set up towards the end of 2007 and now has more than 680 members. Our volunteers have provided social services to the Hong Kong community, including a number of major initiatives in Tung Chung and other locations, such as cooperating with Caritas Hong Kong to collect and distribute recycled computers to underprivileged students from Sham Shui Po and Tin Shui Wai and providing basic computer skills training. We have also expanded our work to support meaningful initiatives worldwide.



Support to the Tung Chung community

Since moving into its corporate headquarters at Cathay Pacific City in 1998, we have provided employment opportunities and infrastructure for the nearby community in Tung Chung. A number of community initiatives such as the English On Air Programme and charity sale were targeted to serve the Tung Chung community. To leverage the strength of our core business, we also helped launch Sunny Enterprise – Healthy Express Synergy in Tung Chung. This is a food processing plant run by the Hong Kong Outlying Islands Women's Association and we helped them by providing management and technical advice. In addition to skills and expertise, we are able to outsource some of our food processing jobs to this innovative social enterprise.



Responding to local needs around the world

We aim to support communities which are confronted with humanitarian crises or other circumstances that threaten to disrupt community life or accentuate social and economic problems, including natural disasters such as flooding, droughts, tsunamis and earthquakes.

Sichuan earthquake relief

Since May 2008, more than HK\$20 million was raised for victims of the Sichuan earthquake by the Group and staff of the Group's two airlines. Most of the money was donated to the Hong Kong Red Cross to boost relief efforts. The donations were used for purchasing emergency relief materials, reconstruction of damaged houses and providing rehabilitation services to the disabled. Continuing the donation effort, more than 6,400 toys and stationery items were donated by staff in July 2009 for children in Sichuan to use in the new school year. 15 Cathay Pacific staff went on a field trip to Chengdu in December 2009.

Taiwan typhoon relief

In September 2009, we donated NT\$2,200,000 matching our staff donations, to help the victims of Typhoon Morakot, which devastated parts of Southern Taiwan. The money was given to the Buddhist Tzu Chi Foundation that has used the

funds in a number of ways to help the victims. The Foundation has helped to build homes in affected villages that can now withstand large seismic tremors and gale-force winds and has built a new community for 1,000 survivors. To give the residents a source of income, the Foundation opened classes in weaving, wood- and stone-carving and the making of beaded accessories. The survivors of the typhoon also included aboriginal people, who are eager to preserve their unique language, culture and way of living, in their new homes. The classes aim to pass on this ancestral knowledge and enable survivors to become financially self-sufficient.

Donations to Sumatra earthquake relief

Staff in Jakarta, Denpasar and Surabaya contributed 29 boxes of clothes and raised money for Yayasan Asa Pradana, an organisation which aids victims of natural disasters. The money was used to buy a generator set for the medical centre, as well as supply urgent medicines needed. There was enough to also make a contribution to the building of a temporary school.

"The team has been deeply touched by the response from all Indonesian staff to the earthquake appeal. The money raised will make a real difference to many devastated lives in the Sumatran province."

Rob Bradshaw, Country Manager, Indonesia



Reaching out to young bushfire victims in Australia

We sponsored free cargo for the Hong Kong Girl Guides' Association to send books to children in Australia affected by the bush fires. Most of the 650 books were collected from the Girl Guides and Brownies in Hong Kong and inscribed with their words of comfort and greetings to children in Melbourne. Cathay Pacific also donated hundreds of playing cards and inflight children's kits.

Charity flights and relief efforts for typhoon victims in the Philippines

Organised by our Philippine cabin crew, over 500 boxes and nearly 100 bags containing donations of food, clothes, blankets and other amenities donated by staff and other local groups were sent to the Philippines in October to help victims of Typhoon Ketsana. Cathay Pacific flew the items to Manila free of charge where they were given to the Caritas Filipinas Foundation to aid those affected by the flooding.

Some Examples of Our Community Involvement Worldwide

1 U.S./ CANADA
Launching local versions of our flagship "I Can Fly" Programme as well as other community-based activities

2 BANGLADESH
Humanitarian relief

3 MAINLAND CHINA
A range of education and volunteering activities

4 JAPAN
Cathay Pacific staff supported the Japan Oxfam Trailwalker

5 TAIWAN
Humanitarian relief for those affected by the typhoon and other activities such as our "Fly Safely Campaign"

6 HONG KONG
Programmes and activities focused on education, medical care and the environment

7 PHILIPPINES
Humanitarian relief and community activities such as beach cleaning and internship programme

8 AUSTRALIA
Humanitarian relief (bushfire victim support)

9 INDONESIA
Humanitarian relief (support for victims of 2009 Earthquake)

10 SINGAPORE
Student internship programme

11 THAILAND
Staff volunteering focused on education and HIV and AIDS

12 INDIA
Support for the local Cancer Patients Aid Association and other volunteering activities

SOUTH AFRICA
Donations to local NGOs and Christmas Party for the Elderly

U.K.
Fundraising for medical assistance

GERMANY
Student internship programme

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