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Beyond the Pitch: Igniting Change through FIFA Women's World Cup



Dear TWF Friends,

Spain's victory in this year's FIFA Women's World Cup was a triumphant display of athletic prowess and determination. But this final match wasn't just about goals; it was a goal achieved – one that is kick-starting a new era of recognition and equality in women's football and beyond. From sold out sponsorships and unprecedented viewership soaring to the buzz echoing through social hubs, the Women's World Cup is not just an exceptional display of athleticism, but also serves as a microcosm of women striving for recognition and equal footing worldwide.

The struggle for women's rights and equal representation in sports is far from new. Consider the remarkable journey of the US Women's National Team, who have finally achieved pay equity after a three decade-long battle – but remain one of the few women's teams worldwide to do so. Beyond equal pay, insufficient media coverage obstructs visibility, restricting sponsorship opportunities and the acknowledgement of female players' accomplishments. Such disparities in accessing crucial infrastructure hinder player development and on-field performance. The underrepresentation of women in leadership positions exacerbate the issues, contributing to decisions made without adequate female voices. High profile female athletes face greater discrimination and abuse online and offline than their male counterparts.

Reflect & Act: Here are three ideas on how you can advance gender quality in sports

1. **Raise Awareness:** Share female athletes' stories to boost visibility and recognition.
2. **Support Local Initiatives:** Get behind local projects and organisations working to promote women in sports. Volunteer, attend matches or contribute financially.
3. **Advocate for Equal Opportunities:** Encourage girls to play sports so they can reap

the leadership and life skills benefits. Advocate for equal access to facilities, training programmes, and resources.

[Read More](#)

UPCOMING EVENT



Gala Dinner 2023 – Power On: Beyond the Binary Code

When does zero and one result in a world of technicolour opportunity?

Join TWF for our Gala Dinner 2023, supported by Title Sponsor, **Bloomberg**, and Associate Sponsor, **Jardines**, where we venture beyond the binary code to explore opportunities to thrive in the technology revolution and the implications for gender equality.

The widespread adoption of AI and emergence of Web3 is fundamentally altering our social fabric, reconfiguring gender roles and forcing us to adapt and innovate in response to new technology at an unprecedented pace. Women's identities, too, in existing and emerging spaces continue to powerfully evolve beyond the binary. How these identities and forces interact is at the heart of our exploration.

On November 2, come celebrate with us at The Ritz-Carlton Hong Kong as we turn up the power, invite in the colour and embrace how we can **Power On: Beyond the Binary Code**.

For information on sponsorship opportunities, please contact Phoebe.Ho@twfhk.org or Development@twfhk.org.

PROGRAMME UPDATES



English for Good: Work Shadowing

In August, select English for Good participants enjoyed two half days of work shadowing at Steelcase. They learned about the company background and culture, participated in various departmental meetings and had lively discussions with passionate corporate volunteers. Huge thanks to Steelcase for hosting.

Girls Go Tech: Interschool Event

GGT participants joined the GGT Discover STEM for Your Future interschool event co-organised by State Street. Participants engaged with corporate volunteers in a networking session, where they learned about the application of STEM in various industries and professions. They also immersed themselves in an engaging AI robotics workshop, acquiring the knowledge and skills necessary to programme robots and accomplish various tasks. As the event drew to a close, the participants had the opportunity to showcase their newly acquired technical prowess by pitting their robots against each other on a race track, aiming to complete the course in the shortest time possible. We would like to express our gratitude to the dedicated corporate volunteers and teachers for supporting this event.



Mentoring Programme Graduation

We recently hosted an in-person graduation event to celebrate the successful completion of the 2022-23 Mentoring Programme cohort! Over the past year, our cohort has shown dedication in honing their skills, acquiring invaluable insights, and broadening their networks. We are proud of their accomplishments and believe that the knowledge and experience gained from this programme will benefit them as they continue to advance gender equality in Hong Kong. Congratulations to our Mentoring Programme participants!

Male Allies Wrap Up

As we wrapped up our 2022-23 Male Allies cycle, we'd like to thank our Male Allies Leadership Council (MALC) for their guidance and support throughout the year. In our final MALC meeting, we were joined by Influences Circle Leads to review the 2022-23 programme and plan for the next cycle. We've got some exciting things in the works for 2023-24 cycle so keep an eye on this space!



IN THE SPOTLIGHT



TWF CEO Featured in Tatler

TWF CEO, Fiona Nott, shared her perspective with Tatler Magazine on the vital balance between diversity quotas and inclusive culture. Fiona emphasised inclusivity's value, noting the importance of valuing all employees. She also highlighted empowering policies and culture's

role in lasting diversity progress, innovation, and productivity.

[Read the article here](#)

TWF Board Chair Featured in Prestige

TWF Board Chair Angelina Kwan talked to Prestige and discussed her inspiration for joining TWF and the issues we tackle. She emphasised the importance of encouraging girls to pursue STEM subjects and careers, highlighting our Girls Go Tech Programme. Angelina also discussed the need to increase the number of women on boards and provided recommendations for achieving gender diversity.

PRESTIGE People / The Future is Female with Angelina Kwan



[Read more](#)



TWF Board Vice-Chair Speaks at CPA Congress

TWF Board Vice-Chair, Christine Tsang, spoke at CPA Congress 2023 as a panellist on "Creating a corporate culture to inspire inclusion". Alongside her were Winnie Lai | DB Schenker, Melissa Lau | Robert Half, Francis Ngai | Social Ventures Hong Kong, Jannie Tam | GROWDynamics, and moderator Eric Ng | KOS International. They discussed how to create and cultivate an inclusive workplace. Christine emphasised the low level of female participation in the workforce and noted the importance of including women in cultivating an inclusive corporate culture and addressing the talent shortage in Hong Kong. She mentioned the need for return-to-work programmes for working mothers, allowing them to balance family responsibilities with their career development goals.

[Read more](#)

JOB OPENINGS

TWF has several full time opportunities for individuals to join its dynamic team to support a broad body work contributing to closing the gender gap in Hong Kong.

Senior Operations Officer - Apply by September 15. [Apply now!](#)

Programme Senior Manager/Manager, Pipeline Initiatives - Apply by September 10. [Apply now!](#)

Programme Senior Officer/Officer, Community Programmes - Apply by September 29. [Apply now!](#)

TWF COMMUNITY CONVERSATIONS



Monica Fung, Principal of Holy Trinity College
School Partner for Girls Go Tech Programme

1. What fuels your passion for promoting girls for STEM?

I went to an all-girls' school during my secondary education, and after graduating from university, I taught at a girls' school for over thirty years. What really struck me was that girls are just as good at maths and science as boys, if not better in some areas. Generally, girls tend to be more meticulous, paying closer attention to details. They also bring a unique perspective to the table, suggesting improvements from a female point of view. That kind of finesse can be incredibly helpful when it comes to making things better, whether it's a product or a programme. Girls also have strong language skills, contributing significantly to explaining products. In fact, many of my female friends from school and university are now leading the way across different STEM industries. What I really want is for these young students to never feel limited by what society thinks they should be. Don't let anyone tell you what you can or can't do! Just follow your passions and strengths. That's how you're going to truly shine in all sorts of STEM careers.

2. What notable changes or transformations, if any, have you observed in the Holy Trinity College students who have participated in TWF's Girls Go Tech Programme?

After students take part in the GGT Programme, they usually have a shift in their perspective on coding and STEM: before joining the programme, they might find coding difficult and dull. But once they've participated, they realise that coding isn't as tough as they thought – it's actually practical and quite enjoyable. These experiences really boost their enthusiasm for pursuing STEM careers in the future, helping them find a path for their careers. One student from the early days stands out in my memory. After participating in the GGT Programme, her interest in computer technology soared. She not only continued to learn coding on her own online, but she also went to Japan to study information technology after graduating. She achieved exceptional results and even received recognition on the Dean's List during her university graduation. Now, she's working at a large American IT consulting company in Japan. I truly believe that without the exposure to coding training back then, her journey would have been completely different.

SUPPORT TWF!

Join TWF's Fundraising Committee - Applications Open Now!

TWF is assembling a Fundraising Committee to help amplify TWF's voice in the community and contribute to a range of fundraising activities. We're looking for dedicated, gender equality champions who can support our key fundraising events, support our campaigns and engage with our broader community! If you are interested in being part of this tight-knit community of dedicated, gender equality advocates and making a meaningful impact in the lives of women and girls in Hong Kong, please send a short email introducing yourself and sharing why you might be

interested in support, to talent@twfhk.org.

For more information on TWF's Fundraising Committee, click [here](#).

IN THE COMMUNITY



StartMeUp HK Festival - LOUDER Connect Summit

TWF is pleased to support LOUDER Connect, a summit on November 9 that aims to unravel the complex dynamic of women and funding, as part of the StartMeUp Festival HK. The summit is focused on identifying the reasons behind funding disparities faced by female-led businesses and developing actionable strategies. The ultimate goal is to close the funding gap and empower female entrepreneurs by creating a more inclusive and dynamic investment landscape.

[Learn more](#)

ON OUR RADAR

The Good

- [‘We are equal’: Spanish fans celebrate Women’s World Cup win \(Al Jazeera\)](#)

The Challenging

- [再有攝影師被多名女生指控性騷擾 一半人未成年 涉擅拍私處、觸碰身體 \(In Media\)](#)

The Unexpected

- [How Barbie is reigniting discussion in China about feminism and women’s rights \(SCMP\)](#)

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