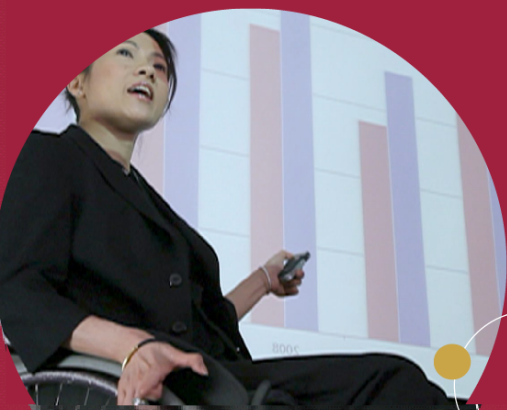


# Towards Disability Confidence – An Online toolkit

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## Building Disability Confidence What you need to know Hong Kong & Singapore



For D&I specialists, Business Sponsors and HR professionals

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# Introduction

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This Powerpoint presentation has been designed for the D&I specialist, senior leadership champion or HR professional, to give you the information you need to start making the business case for focusing on disability confidence in your organisation.

- There are speaker notes for each slide in the Notes section visible via the Notes Page view.
- The document has been created to be accessible to screen readers.

This document can be used in conjunction with

- 'Towards Disability Confidence – A Resource Guide' which gives more in-depth details and case studies into the aspects of Disability in the workplace. The Resource Guide has been developed by Community Business, sponsored by American Express and other organisations.
- The other resources in the Disability Confidence Online Toolkit which provides simple tools and checklists for creating a Disability Strategy and for making your organisation more accessible to people with disabilities.

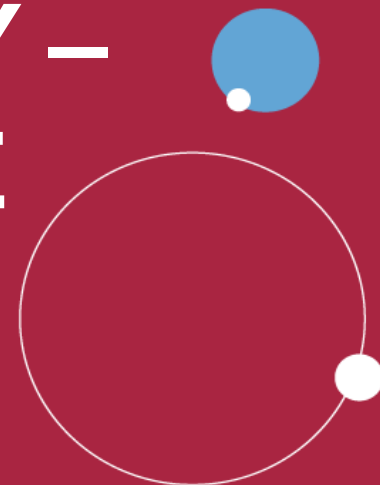
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# Towards Disability Confidence – An Online toolkit

## ADDRESSING DISABILITY – A BUSINESS IMPERATIVE



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## Disability in the Workplace – a few facts

A person may have a physical, sensory or learning impairment, but it is often other people's attitudes and a lack of accessibility of buildings, transport and information that disables people.

- There are at least **650 million disabled people worldwide**.
- **400 million** people with disabilities (PwDs) live in and around the **Asia Pacific** region.
- **25% of the entire global population** is either directly or indirectly affected by disability and impairment.
- International studies suggest **1 in 3 people are disabled or close to someone who is**.
- The majority of disabled people are not born with a disability – **78% of people acquire their impairment aged 16 or over**.





# A Broader Perspective of Disability

## Non-Visible Disabilities

- Impairments such as epilepsy, dyslexia and diabetes affect huge numbers of people, but are rarely visible unless openly disclosed by the individual.

## Impact of Ageing Population

- 78% of disabilities are acquired at the age of sixteen or over
- 1 in 3 of those aged 50-64 have a disability
- 33.6% of the population in Hong Kong and 36% of the population in Singapore will be over the age of 60 by 2030

## People who Care for Dependents who Have a Disability

Disability affects not only the individuals concerned. It also affects their family members and others who care for them.





# Key Issues for People with Disabilities

## General Challenges

- Social attitudes and 'disability labels'
- Barriers in education
- Low employment rate of people with disabilities
- Physical barriers

## Workplace Challenges

- Attitude of employers
- Limited experience or contact with disabled people
- Negative perceptions and false assumptions
- Uncertainty and fear
- Access to information
- Pressure to excel





# Beyond Legal Compliance

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Legal Compliance



Strategic Approach

- In many countries growing legal obligations to:
  - Protect from discrimination
  - Ensure equal access to products and services

- Only when take a strategic approach and demonstrate commitment to best practice that can gain true business advantage

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# Building a Disability Confident Organisation

- For some years, people have talked about “mainstreaming disability”
- Employers’ Forum on Disability (EFD) talks about “Disability Confidence”. A disability confident organisation:
  - Understands and adapts for how disability affects every aspect of the business – people, markets, communities, suppliers and key stakeholders.
  - Creates a culture of inclusion and removes barriers for groups of disabled people.
  - Makes adjustments which enable specific individuals to contribute – as employees, customers, partners and valued stakeholders







# Business Drivers for Disability Confidence

A company which realises the potential of disabled employees will:

- Tap into a wider talent pool.
- Improve recruitment practice by focusing on ability and potential.
- Enable all to contribute by creating barrier-free working environments.
- Enhance productivity by providing the right tools and training.
- Harness diversity of thought and innovation as disabled employees bring different perspectives and problem solving techniques to the table.
- Improve employee morale and engagement as people realise they themselves would be treated fairly should they become disabled.
- Improve employee retention.
- Reduce costs of sickness absence.

A company which values disabled customers will:

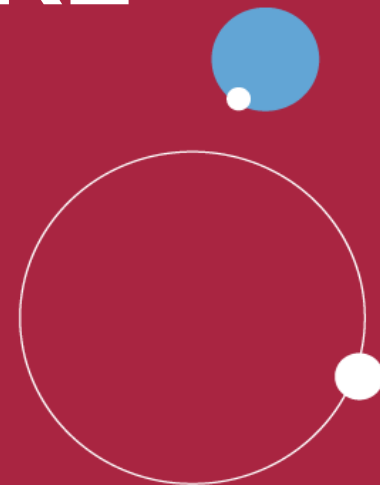
- Reach a wider market.
- Develop better designed, user-centred products and services.
- Create innovative new products to meet their needs.
- Provide clear and accessible communications which are easier for everyone to read and understand.
- Deliver tailored services – and ultimately better services for everyone.
- Stimulate demand from underserved customers.
- Reduce loss of business from disabled customers who cannot access a company's products and services.
- Improve customer retention.
- Enhance reputation with every customer.





## Towards Disability Confidence – An Online toolkit

# THE LOCAL CONTEXT HONG KONG & SINGAPORE



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# The Legal Context

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- Hong Kong: Disability Discrimination Ordinance (DDO)
- Singapore: Set up Tripartite Alliance for Fair Employment Practices (TAFEP)
- UN Convention on Rights of Persons with Disabilities
  - Protect the rights and dignity of persons with disabilities.
  - Raise awareness for the need to counter discrimination caused by inaccessible technology





# Defining Disability in Hong Kong

- In Hong Kong, Disability is defined by the DDO as:

“...total or partial loss of a person’s bodily or mental functions, total or partial loss of a part of the body, the presence of organisms causing disease or illness (such as HIV), the malfunction, malformation or disfigurement of a part of the person’s body, or a disorder, illness or disease that affects a person’s perception of reality, emotions or judgement or that results in disturbed behaviour, and learning difficulties. A disability includes not only a disability which presently exists, but also a disability which previously existed but no longer exists, which may exist in the future or which is imputed to a person”.





# Defining Disability in Singapore

- In Singapore, Disability is defined as:

“those whose prospects of securing, retaining places and advancing in education and training institutions, employment and recreation as equal members of the community are substantially reduced as a result of physical, sensory, intellectual and developmental impairments”.

**Enabling Masterplan (2006)**





Both Singapore and Hong Kong have majority Chinese populations (77% and 95% respectively). Traditional attitudes towards disability shaped by:

- mixture of religious beliefs and cultural values – influenced by Confucianism and Buddhism
- folk religion

## Retribution of Sins

Disability has traditionally been viewed in much of Asia 'as a punishment for the disabled person's parental or past-life sins'.

## Family Shame and Rejection

Responsibility to make the family proud – failures will cause embarrassment, shame, and loss of face to the entire family.

## Chinese Terminology

The traditional Chinese terms for disability are "canfei (殘廢)," meaning "handicap" and "useless," or "canji," meaning "handicap" and "illness."





# Government Measures

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## Hong Kong

### **Plan:**

Rehabilitation Program Plan (RRP)

### **Promoting Employment:**

Selective Placement under the Labour Department and Work Orientation and Placement Scheme

### **Employment Quotas:**

Nil

## Singapore

### **Plan:**

Enabling Masterplan Steering Committee

### **Promoting Employment:**

Bizlink Centre – assessment and job placement service

### **Employment Quotas:**

Nil

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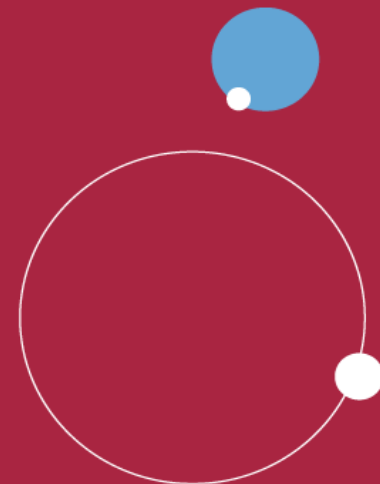


## Towards Disability Confidence – An Online toolkit

# Towards Disability Confidence

## Recommendations for Employers

Toolkit resources to support each recommendation are listed in the Notes view of slides 18-21







# Recommendations for Employers





# 1. Taking a Strategic Approach

- Establish the business case
- Identify a vision and goals
- Develop action plans – across all departments
- Build management commitment and leadership



- 'Promoting Disability Equality' Guide clearly articulates vision
- Provides 7 objectives for mainstreaming disability within the organisation
- Describes what employees can do



## 2. Change Organisational Culture and Behaviour

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- Provide disability awareness training
- Bring senior executives and employees in contact with people with disabilities
- Make management accountable

**Goldman  
Sachs**

- Runs a number of programmes in its offices across Asia to raise awareness and educate about disability
  - eLearning, Acting on Disability, Dialogue in the Dark
- Introduced a region-wide Disability Panel Discussion with employees with disabilities sharing their personal experiences

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### 3. Realise Potential of Disabled Employees

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- Develop an equal opportunities policy
- Take proactive steps to recruit disabled employees
- Conduct an accessibility audit
- Make reasonable adjustments
- Offer training and development to disabled employees



- Partnered with Delta Senior School to develop a curriculum to train students in hotel house-keeping
- Complete training on site at hotel for 6 months
- 40 students trained since programme set up, and many have taken on long-term employment at the hotel
- Also pioneering Singapore's first Centres for Training and Integration – aimed at enhancing employability

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## 4. Value Disabled Customers

- Ensure company is accessible
- Communicate appropriately with disabled customers
- Design products and services with disabled people in mind



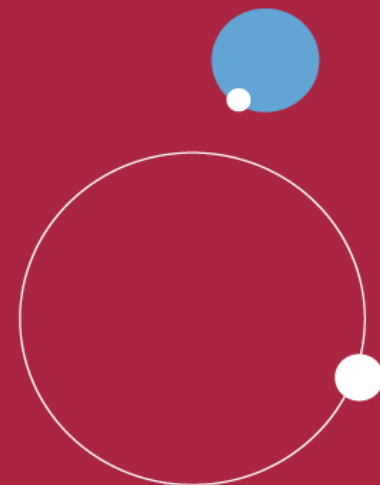
- Dedicated to providing 'inclusive tourism'
- Guide Book for Guests with Disabilities
- Nearly all attractions are accessible
- Designated viewing areas
- Tactile maps, audio and braille guides
- Sign language interpretation at live theme park shows, eg "Festival of the Lion King"





# Towards Disability Confidence – An Online toolkit

## Conclusion





# A Significant Shift is Needed

- Both Singapore and Hong Kong are making progress
  - growing awareness of the need to enable people with disabilities to contribute on a more equal basis
  - governments are taking commendable steps
- Challenge and opportunity is for companies to engage on this subject
- What is required is a significant shift in the way we view disability:
  - from corporate philanthropic gesture to a strategic business issue
- Need to see the building of disability confidence





# It is a Business Imperative

For this shift to occur, companies need to:

- Understand the business case for realising the potential of disabled employees and valuing disabled customers
- Take steps to remove barriers and make reasonable adjustments to enable people with disabilities to maximise their contribution – both as employees and customers

The benefits:

- In inclusive environments and cultures all benefit
- Organisational reputation and brand are positively impacted and brand risk is reduced
- Increased business results from the disabled customer segment







## For Further Information

- Please contact Community Business at [info@communitybusiness.org](mailto:info@communitybusiness.org)
- You can access the Towards Disability Confidence – A Resource Guide and the Online Toolkit at [www.communitybusiness.org](http://www.communitybusiness.org)

