



Dear TWF friends

Start With Why

"Having a sense of purpose is having a sense of self. A course to plot is a destination to hope for" – American author Bryant H. McGill

As the Lunar New Year starts, we felt inspired to take a step back from the bustle and din of the previous year and re-visit the fundamentals of why TWF is committed to building a gender equal Hong Kong. To do that, the TWF team held an offsite to re-connect with our 'why'.

The concept of 'why' is eloquently explained by motivational speaker and author Simon Sinek in his book and TED Talk [Start With Why](#). He argues that every organisation knows 'what' they do and most know 'how' they do it. But surprisingly few know 'why' the organisation does what it does. The 'why' is not about making a profit; rather, the 'why' signifies your purpose, cause or belief. It also determines why your organisation exists and why your customers or supporters should care.

[Read More](#)

UPCOMING EVENTS



IWD Lunch 2019: Curating Gender Equality: a Conversation with Women in the Arts

TWF's IWD Lunch 2019 is now sold out! Sponsored by BitMEX, we are delighted to present "Curating Gender Equality: A Conversation with Women in the Arts". Our panel of inspiring female voices featuring Suhanya Raffel, Museum Director M+; Whitney Ferrare, Senior Director, Pace Gallery; and Annysa Ng, Artist, Co-founder of Tomato Grey will join TWF Board Member Desiree Au, Publisher, Vogue Hong Kong to discuss challenges and celebrate achievements of women in the Hong Kong art world.

TECH Talks: FemTech

FemTech is technology designed to improve women's lives, often addressing understudied and stigmatised issues. Join Nicole Denholder | Next Chapter, Stephanie Ko | Ava Women and Katrina Shin | PolyU as they discuss crowdfunding for female entrepreneurs, fertility tracking and fashionable tech solutions for female cancer survivors in this interactive evening of knowledge-sharing and networking.

Date: Wednesday, February 27

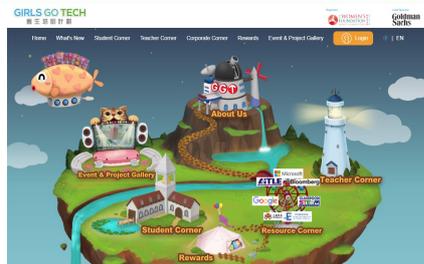


Time: 7.00-8.30pm (registration from 6.30pm)
Venue: Bloomberg Auditorium, 27/F Cheung Kong Center, Central (25/F registration)
Refreshments will be provided courtesy of Bloomberg

University students and professionals with 0-5 years of work experience highly encouraged to attend.

[Register here](#)

TWF PROGRAMME UPDATE



Girls Go Tech Alumni Programme Soft Launch

We were delighted to soft launch and showcase our Girls Go Tech (GGT) Alumni Programme. Representatives from the public, private and education sectors all appreciated the STEM Programme's integrated elements from gamification and the creative arts as well as career planning. A huge thank you to all of our partners for their support and commitment!

IN THE SPOTLIGHT



TWF CEO Speaks at Wah Yan High Table Dinner

On February 2, TWF CEO Fiona Nott gave a keynote speech for Wah Yan High Table Dinner 2019. Nearly 200 student leaders from 11 single sex schools gathered together to network and learn. Fiona spoke about the state of gender equality in Hong Kong, gender stereotypes and their impact, and ways in which students can take action to address some of these issues in their everyday lives.

IN THE COMMUNITY



American Women's Association of Hong Kong WISE Events

[Tickets are on sale now!](#)



WSJ Tech D. LIVE Conference

Use code WOMENFD for a 20% discount!

[Register now!](#)

賽馬會凝動香港 Jockey Club InspiringHK

SportsCHAT!

SportsCHAT! Female Volunteer Recruitment

[Click here to enroll now!](#)

Development Officer Opening

TWF is seeking a full-time Development Officer to join its dynamic team to plan and execute its fundraising initiatives, cultivate new sponsors and partners, manage its grant applications and explore other innovative approaches to fundraising. Applications should be received by February 28, 2019.

[Apply now](#)

Programme Director Opening

TWF is seeking a full-time Programme Director to join its rapidly growing and dynamic team to plan and manage its innovative and impactful community programmes. Applications should be received by February 28, 2019.

[Apply now](#)

WHAT WE'RE READING

Gender Equality

- [The road out of poverty and to gender equality in Hong Kong starts at school](#) (SCMP)
- [Working mums: Let's talk about flex](#) (Campaign Asia)
- [How big is the wage penalty for mothers?](#) (The Economist)
- [Apple, Google slammed for sporting app that allows Saudi men to track women](#) (Economic Times)
- [7 Appalling Facts You Should Know About Online Abuse of Girls and Women](#) (Global Citizen)
- [Gucci unveils chime for change campaign that fights for gender equality](#) (Designboom)
- [LSE to lead £15m research hub to promote gender equality](#) (LSE)
- [Sweden's Feminist Foreign Policy, Long May It Reign](#) (Foreign Policy)
- [Maybe men will not be the winners from AI after all](#) (FT)

Sexual Harassment

- [Hong Kong's universities have a sexual harassment problem, but don't blame young people](#) (SCMP)
- [Japanese government panel criticized over watered-down sexual harassment countermeasures](#) (Japan Times)

Masculinity

- [Pixar's New Short Film 'Purl' Takes On Toxic Masculinity In The Work Place](#) (Bustle)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan

info@twfhk.org [twfhk.org](https://www.twfhk.org) [25928265](tel:25928265)

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