

Family Council

“Family-friendly Workplace” Promotional Video - Richform Holdings Limited

Opening

Kandy Wong: Water is the source of a healthy life
while employees are indispensable assets to a company.
The physical and mental state and well-being of employees
are closely related to their family situation.
Being able to balance family and work commitments
will naturally put you in a better mindset for work.
I wonder what companies can do to help make this happen.
The Family Council would like us all to take a look at
the family-friendly employment practices
that Richform Holdings has put in place for employees.

Breastfeeding policy

Cecilia Leung: My baby is about 14 months old now.
She's a girl named Gladys.
After I had my baby,
the company not only provided basic benefits,
it also thoughtfully re-arranged my job duties.
Hence, upon my return to work after giving birth,
the company arranged some specific time slots
and provided sufficient private space

for me to have Mommy's Time.

Mommy's Time means that

I can go to the conference room to pump breast milk daily.

Also, the company even kindly provided

a dedicated compartment in the refrigerator

for me to store my breast milk.

That's why all our colleagues feel that the company

gives a lot of attention and care to us and our families.

Elderly Care Leave, Family Birthday Leave and Parent Gratitude Allowance

Mandy Law:

We have Elderly Care Leave,

which is not limited to accompanying family members to attend follow-up consultations.

Say, if we have other kinds of elderly care activities, we can actually take leave for those too.

For instance, years ago when my father was ill,

I was required to work outside the office.

Whenever I got a call from the hospital,

I had to drop everything to rush to the hospital immediately.

The company was very considerate

and told me to head to the hospital straightaway.

The things I had on hand and upcoming work

would be picked up by other colleagues.

To me, this gesture made me feel overwhelmed with emotions.

Since my father was old and ill,
I had no idea when he would be leaving me.
However, if a sudden situation like this happened,
being able to go to the hospital at once
would, in fact, leave me with much less regret.
Currently, apart from Elderly Care Leave,
we also have Family Birthday Leave,
which covers family members,
including parents, grandparents,
siblings and spouses.
On the day of that family member's birthday,
we have an extra day of paid leave.
Moreover, every month without fail, the company disburses
a Parent Gratitude Allowance to our parents.
Although it is not a large sum,
this is still a bonus income for our parents
to buy food or goods that they enjoy.
This makes them very happy.
Our company's staff turnover rate is actually quite low,
reflecting that the policies and benefits
do give colleagues a greater sense of belonging.

Behind the policies

Terence Lau: Starting from 2011,

Richform Holdings has been committed to implementing various family-friendly employment policies,

including Elderly Care Leave,

Family Birthday Leave, Parent Gratitude Allowance,

breastfeeding measures, etc.

We believe that work-family balance

is crucial to employee performance.

Therefore, we hope that the implementation of these policies

will help give our colleagues peace of mind

and help them strike a balance between work and life

which will in turn improve their productivity

and our company's profits.

Our staff turnover rate is lower than 5%

and over 40% of staff have worked here

for more than 10 years.

Given their sense of belonging to the company,

they will naturally provide quality service.

This makes sustainable development possible for the company.

Closing

Kandy Wong: Employees don't have to worry about their family situation and can be fully focused at work during working hours.

Their work performance will then be effective,

making it a win-win situation for both the company and staff.

If you'd like to know more about
family-friendly employment practices,
please visit the Family Council's website.