

Family Council

“Family-friendly Workplace” Promotional Video – China Resources Enterprise, Limited
(CR Enterprise)

Prologue

Kandy Wong: These years, more companies have realised that
flexible work arrangements support
not only company operation
but also employees’ caretaking of their families.
Pacific Coffee, under CR Enterprise, runs a “Mum Shift”
to help stay-at-home mums rejoin the workforce for stable income
while taking good care of their kids.
Let’s hear a benefitted employee out!

“Mum Shift”

Daisy Yu: The “Mum Shift” runs from Monday to Friday,
7:30 a.m. to 3 p.m.,
so I can always take my kids to school before work
and pick them up after work.
The “Mum Shift” has benefitted my family life,
for when my kids are after school,
we have more time to have fun at parks,
or I can help with their revision.
Since I joined this company,
whenever there’re school events inviting parents’ participation,

the flexible working hours of the “Mum Shift”
have allowed me to join such events with my kids,
enabling us to have a better parent-child relationship.

Also, since I rejoined the workforce,
my husband and I have shared more about our work challenges.
I’d say, my whole family has benefitted from my job
as we’re getting closer and more united.

Before I found this job,
I had looked for others but could hardly find a suitable one.
Thanks to the company’s supportive measure,
not only can I better allocate time for my kids,
but I’ve also found a hobby and an ideal job here.

Interlude

Kandy Wong: CR Logistics, owned by CR Enterprise,
has optimised the working hours of its frontline staff
so that some may work 5.5 days a week instead of 6 days.
Let’s explore how this has helped employees
strike a balance between work and family.

5.5-Day Working Week

Vanko Huang: Having switched to a 5.5-day working week,
I now have a better balance between family and work,
with more time for rest

to relieve my stress at work,
and can more flexibly arrange my time off.
My family and kid are most happy about the switch
as I now have more time to look after them
and we can spend more time together.

My girl's school offers many hobby classes.
She likes painting, but couldn't join those classes before
as I couldn't go with her because of my work.
For school trips and outdoor activities held on Saturdays
requiring parents' escort,
she couldn't join too as I had to work.
So she was somewhat disappointed.

My family is happy with my switch to the 5.5-day working week,
and finds it a great staff benefit
as staff are actually given more time off.

The 5.5-day working week has boosted
my sense of belonging to the company
as the measure shows the company's care for its staff.
I'm grateful to the company,
and so more motivated and committed to work.

Company Policies that Benefit All

Terry Yip:

CR Enterprise's value of "People First"
is deeply rooted in our corporate culture.
As we highly value our staff,
we have put in place various measures
to help our staff balance their work and family commitments.

A staff member, about my age,
has just become a mother.
As I've also become a father lately,
we often share parenting experiences with each other.
When we discuss daily work arrangements,
both of us, as parents,
want to make time for our families as far as possible.
So we the management have scheduled workshops in a way
to leave Sundays as family days
for both frontline staff and we ourselves to take some rest.
It also shows that we care about the needs of our frontline staff.

Whether proposed by the management or frontline staff,
suitable policies conducive to building a family-friendly workplace
are always welcome for implementation by our company.

CR Enterprise's measures are quite effective
in boosting our staff's sense of belonging to the company
and enhancing their job satisfaction.

When our colleagues are more committed to their work,
our staff turnover rate for sure will decrease.

Epilogue

Kandy Wong:

Measures like the “Mum Shift” and optimised working hours
allow employees more flexibility in caring for their families,
hence boosting their sense of belonging to the company
and reducing their turnover rate.

Such measures indeed bring employees, their families,
and even the company a lot of benefits.

For more about family-friendly employment practices,
please visit the Family Council’s website.