

## *Human Resources and Community*

Midland continued to make every effort during 2005 to be a caring company for its employees and the wider community.

### **EMPLOYEE RELATION**

#### **Our People**

As at 31st December 2005, the Group employed 6,355 full time employees of which 5,521 were front-line employees and 834 were back office supporting employees.

#### **Performance Management**

Midland's remuneration policy is to reward its staff largely based on industry practice, individual performance, qualification and experience. In addition, discretionary bonus, profit sharing and share option may be granted to eligible staff by reference to the Group performance and individual performance. A wide range of benefits such as education subsidies, medical and retirement benefits are also available for our staff.

#### **People Development**

Midland firmly believes that its employees are fundamental to its success. The Group always places an emphasis on the quality and abilities of the Group's employees with continuing training and development actively encouraged through a wide variety of schemes and programmes.

In allowing its people to develop their true potential and achieving their goals, Midland University, our training centre, provides extensive in-house and external training and development programmes for employee at all levels. In 2005, we organised 98 training events and 938 classes that achieved a total of 22,026 man-times of training. These programmes ranged from management skills and leadership development to computer software catering our head office top management to front line staff.

Taking into account the rising requirements of continuing professional development ("CPD") for real estate practitioners, the Group offers its front line employees with in-house CPD training programme of nine core and non-core subjects accredited by the Hong Kong Council for Academic Accreditation.

In 2006, Midland will further foster the learning culture in the Group by introducing two new on-going career and personal development programmes.

Under Midland's long-term aim to grow our managers to meet the increasingly dynamic business needs and to make adequate preparations for management development and planning, Midland has launched a "MBA Sponsorship Plan" for our middle management.

A continuing learning program, which requires all staff members of the Group to annually complete designated courses that are tailored based on their respective seniorities and needs, will be launched soon. Under this new scheme, for our middle management, we aim at further developing their skills of management and strategies formulating; for our front line staff, a range of programmes from business-specific seminars to estate agency licensing courses will be tailored to both the staff's and the Group's business requirements.

#### **Open Communications**

Midland's intranet enables efficient communication between offices and branches of different regions, and offers information on the Group's latest development, corporate view and policy.

The "On-line Free Talk" which provides another channel for staff feedback and information, has expanded the scope of its dialogue with employees at all levels.



## Human Resources and Community (continued)

### Community Engagement

As a prominent local enterprise, Midland seeks to shoulder social responsibility by contributing back to the society. Our commitment to being a good corporate citizens takes a variety of forms which include sponsorship, donations to charitable organisations, and the fostering of social values among staff. A number of voluntary social programs were also organised during the year which reflect the value placed upon the contribution made by employees to community life.

It was the third consecutive year for Midland to qualify as a “Caring Company” under the Scheme run by the Hong Kong Council of Social Service in recognition of its enduring efforts in caring for the community. As our concepts, we are determined to apply the good corporate citizenship to our entire workforce. During the year, Midland Charitable Foundation devoted a number of donations to support the Community Chest, Lifeline Express, Orbis, Ronald McDonald House and many other charitable and non-government organisations. To inculcate a wholesome reading habit among youngsters, Midland spearheaded the “Property Celebrities Reading Programme for Youth”. In appreciation of its efforts in encouraging youngsters to participate in community development, Midland was awarded the “Heart to Heart Company” by The Hong Kong Federation of Youth Groups.

