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MOVE OVER SUPERMUM, HERE COMES FLEXIDAD
HSBC RESEARCH SHOWS MORE PARENTS SHARING THE LOAD

Following the rise of the ‘supermum’ – who juggles her working day with organising the kids, home and other half – researchⁱ by HSBC Bank Australia has identified ‘flexidad’. With national figures showing that 15 per cent of Australian working men do so part timeⁱⁱ, HSBC’s research shows that more and more, Australian mums and dads are trying to share the responsibilities of looking after the children and generating household income.

Research by HSBC in Australia has revealed 63% of working mothers say the key to a successful career and a balanced family life is their partner accepting responsibility for flexible hours as well. And the feeling is mutual.

More than half of Australian men surveyed (53%) feel working more flexible hours will allow their partners to pursue their careers while 45% of women feel working more flexible hours will allow their husbands to put more into their work. Half of those surveyed felt both partners’ careers were equally important.

Stuart Davis, chief executive officer of HSBC Bank Australia, said: “This trend demonstrates a positive change that’s a win-win situation for families and for business.”

“On a personal level, we’re starting to see fathers work flexible hours so they can spend more time at home, so their partners can invest more in their career and so their children can still have time with their parents.”

“This is also an extremely positive development from a commercial perspective.”

“At HSBC, we believe that the diversity of our people in gender (as well as age, culture, experience) is an essential ingredient for the long-term success of our business, and that our diversity profile at all levels of the business should reflect that of our customers.”

News Release

Move over Supermum, here comes Flexidad/2

“We also believe it makes good commercial sense to employ people with different points of view on disciplines like leadership and problem solving, generating and sharing ideas, and building relationships to drive business growth.”

“Diversity at HSBC inspires loyalty in both our employees and customers and helps drive engagement and innovation.”

“In that respect, it holds the key to the business growth and sustainability.”

HSBC’s research also showed:

- 71% of Australians think corporates don’t do enough to encourage women back to work after maternity leave (67% for men/74% for women).
- Flexible work practices are seen as key to getting women back to work after having kids. 74% of Australians see flexible work practices for fathers as key and 87% of Australians see flexible work for mothers as key.
- The next best thing is work-based childcare - 76% see child care support on-site as helping new mums back to work.

HSBC Chief Executive Officer, Stuart Davis, will be presenting the keynote speech at the Equal Opportunities for Women in the Workplace Agency Business Achievement awards on 21 November in Sydney.

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Notes to editors

HSBC Bank Australia

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162), HSBC Bank plc (ABN 98 067 329 015), The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970) and HSBC Precious Metals (Australia) Limited (ABN 98 001 930 392). HSBC is marketed worldwide as ‘the world’s local bank’.

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ⁱ HSBC research conducted by Pure Profile, surveying 1,000 Australians 18+ years across all states

ⁱⁱ Australian Bureau of Statistics: Australian Social Trends 2007