



Community Development

Charity

From aiding tsunami victims to building schools, from supporting the arts to restoring the environment, in every way, the Group worked towards creating a future of promise for thousands in the communities that it is in.

Moved by the acute needs of those left devastated when the tsunami struck Asia on Boxing Day 2004, the Group as well as its employees moved quickly to reach out with a helping hand. Whether it was a donation of milk or cash, or the organising of fundraising events, the disaster spurred every division to action.

In Singapore, the Group swiftly donated close to 6,000 cartons of UHT milk to victims of the tsunami.

In Malaysia, Guinness Anchor Berhad donated RM200,000 to *The Star Fund* to provide aid for the tsunami victims. Additionally its employees initiated a fundraising charity dinner that raised more than RM75,000. This money, together with the same amount from the Diageo Foundation, which had pledged to match the funds raised ringgit for ringgit, was donated to the United Nations Children's Fund. In China, Hainan Asia Pacific Brewery's efforts to help the tsunami victims saw the brewery honoured with an award by the Hainan Red Cross.

The Group was as quick to act to help distribute relief supplies to Nias Island in Indonesia, which was hit by a magnitude 8.7 earthquake in March 2005, killing more than 600 people and flattening major towns.



Working through Global Aid Network International, the Group shipped more than 2,000 cartons of Daisy UHT full cream milk to the island.

The Group worked in many other ways to make a difference in the lives of needy people in diverse communities.

In Singapore, the Group sponsored a number of fundraising and community activities, including the MILK (Mainly I Love Kids) Fund, Methodist Welfare Services, Make-A-Wish Foundation, various Community Clubs and Central Singapore Community Development Council.

In Vietnam, the Group was a significant presence in community work. For instance, the Trade Union of Vietnam Brewery distributed gifts and food to the elderly, disadvantaged children and orphans in the Binh Duong province, and delivered gifts and food to poor children in Cu Chi district during the mid-autumn festival.

Meanwhile Hatay Brewery presented donations to an association for the blind and to welfare programmes. Indeed, to underline

the importance it places on caring for the community, Hatay Brewery created a special badge of honour to recognise employees who devote themselves to community service.

In Malaysia, F&N Dairies continued its monthly contributions of milk products to several orphanages, homes for the aged and charitable organisations in the Klang Valley, while F&NCC adopted children from three needy institutions in the Klang Valley for a day of fun and team building exercises.

Meanwhile in Cambodia, the suffering brought about by a long-drawn drought prompted Cambodia Brewery to provide relief by distributing rice to the worst-hit areas.

In Papua New Guinea, the Group was a hearty supporter of charity works. The Group provided aid to the Salvation Army, Rotary Club, Cheshire Home, Port Moresby City Mission and Cancer Society. It also funded events such as the Hiri Moale Festival and Goroka Show, one of the biggest sustainable development exhibitions in the Highlands.

In Singapore, the Group worked hand in hand with the Singapore Red Cross Society on community projects.

Educational Development

The Group found creative ways to promote educational opportunities in the community in the year.

Hatay Brewery in Vietnam, for instance, built an English school for the benefit of local children while F&NCC refurbished over 100

computers for donation to district schools in Muar, Malaysia.

In Singapore, the Marshall Cavendish CARE Programme saw to it that textbooks and workbooks published by Marshall Cavendish were provided free to needy students from primary and secondary schools. This year, 500 students from 50 schools benefited from the programme.

Meanwhile in Shanghai, Shanghai Asia Pacific Brewery held a charity auction to help needy students. Proceeds from the Reeb Charity Auction, together with further contributions from the brewery, were used to set up a RMB500,000 educational trust fund to aid outstanding students who need financial assistance.

Others such as Vietnam Brewery offered scholarships for bright students who need financial assistance.

DB Breweries also provided scholarships for students studying at the Manukau and Auckland Institute of Technology. This year, however, DB Breweries extended its support to include the Auckland School of Business, located at Auckland University. The company also offers financial support to schools within its local communities to assist with reading and sports programmes.

Guinness Anchor Berhad continued to provide financial assistance to Chinese school students through the *Guinness Torch Fund*. Now in its ninth year, the fund raised RM130,000 in the year.

Social development

The Group also sought to enrich



and better the social life of the communities that it is a part of.

In Singapore, the Group vigorously engaged in the war against drink driving in the face of a grave 44% increase in the number of offenders caught for driving while under the influence of alcohol or drugs.

Asia Pacific Breweries Singapore has been a sponsor of the Traffic Police's *Anti-Drink Drive Campaign* since 1995. This year, apart from monetary sponsorship, Asia Pacific Breweries Singapore also printed anti-drink driving coasters and car decals. These were distributed to entertainment outlets and motorists respectively.

Asia Pacific Breweries Singapore also supported *Carnival by the Bay* at the *Singapore Fireworks Festival*, the

Singapore Heart Foundation - Pfizer Heart Charity Golf and the *Tanjong Pagar Group Representative Constituency Lunar New Year Celebration Dinner 2005*.

Over in New Zealand, DB Breweries was as ardently involved in the anti-drink driving fight. Working with the Accident Compensation Council, DB Breweries piloted an anti-drink drive initiative that used clever on-premise marketing initiatives to deliver its message.

In addition, DB Breweries supported the Alcohol Liquor Advisory Council's *Culture Change* programme, which looks at the role of education in changing society's unhealthy approach to drinking. The brewery also funded the Beer Wines and Spirits Council's initiatives that promoted the moderate consumption

of alcohol and public programmes that aimed to educate drinkers about the misuse of alcohol.

Drink driving was also a concern in Thailand. To combat the problem, Thai Asia Pacific Brewery, together with four other alcoholic beverage partners, established *Responsible And Ethical Alcohol Consumption In Thailand*, or *REACT*, to promote self regulation, responsible marketing and responsible drinking.

In Vietnam, Vietnam Brewery supported the building of a bridge in the Ben Tre province to facilitate traffic and transport in the rural area.

Culture

In Singapore, the Group continued to support a series of exciting cultural programmes.

Marshall Cavendish's annual *Budding Writers Project*, for instance, grooms young writers by allowing them to experience the hard reality of the writing process, while giving them a taste of the fun of the publishing process. The programme culminates in the exciting moment of putting the budding writers' stories to print. This year, over 300 students in Singapore submitted



their manuscripts. Of these, the two eventual winners, ten-year-old Ho Li Ting and 14-year-old Sharyl Thung, impressed the judges with the literary and artistic abilities they showed in their self-illustrated works titled *My Brother* and *The Silent Teacher*.

Marshall Cavendish is also the creator of *WORDS + Art Programme 2005*, a creative writing programme for youths aged seven to sixteen. Now in its fourth year, the event encompasses a calendar of activities ranging from architectural tours and creative writing workshops to assembly talks and the publishing of the *WORDS + Art Book*.

This year's theme of *Building Blocks - Inspiration from Architecture* attracted 1,471 entries and revealed inspired originality in the writing of the participants.

Finally, Times Publishing boosted the collection of the Singapore Art Museum with the donation of 95 pieces of work by prominent Singaporean artists of the 1970s and early 1980s. Depicting vanishing trades, street scenes and the socio-cultural landscape of the people during these two periods, the artworks hold great educational value for

young Singaporeans. By handing over a collection that represents a significant part of the national art heritage and social history of Singapore, the Group played an active role in helping to preserve the country's heritage.

Environment

The Group demonstrated its complete commitment to the environment with a slew of high-impact programmes.

Staying true to its environmental focus, DB Breweries entered into a five-year partnership with Mt Bruce-Pukaha to support the restoration of New Zealand's native bush and a native bird breeding programme in the Wairarapa.

DB Breweries also continued to be a benchmark for eco-efficiency in the local market with its sustainable approach to water and energy use. DB Breweries received two notable awards for its efforts in this. The first was the **Excellence In Waste Management Award**, from the Packaging Council of New Zealand, and the second, the **Award in Eco-efficiency** from the New Zealand Institute of Food Service and Technology.

Meanwhile, to promote environmental awareness, the

brewery organised the *Waste Wearable Arts Competition*, where young designers were challenged to assemble fashion items out of waste materials. It included great fundraising initiatives for the local area.

To commemorate its tenth year of operation in Thailand, Thai Asia Pacific Brewery launched a mangrove planting project that saw over 16,000 sqm of mangrove forest planted at the 6th Mangrove Resources Station, Baan Laem District, Petchaburi, restoring its mangrove ecosystem.

Finally, as a strong advocate of protecting and preserving the environment, F&N Dairies made investments to switch from using medium fuel oil to natural gas in its manufacturing operations.



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Mr Stephen Lee

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Mr Koh Poh Tiong	Chief Executive Officer, Asia Pacific Breweries Group
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Mr Tan Ang Meng	Chief Executive Officer, Fraser & Neave Holdings Group
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