

# Great Companies for Dads Awards 2023

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## Singapore's First Award to recognise organisations that support fathers in the workplace open for nominations

Singapore, 28 September 2022 – Nominations for the Great Companies for Dads Awards 2023 is open! Companies which encourage work-life harmony with family-centric policies that support fathers are invited to submit nominations.

Into its second edition, the Great Companies for Dads Awards motivate organisations to continually help their employees, especially Dads, achieve balance between work and family.

The Great Companies for Dads Awards 2023 will be presented to more than 10 deserving organisations by Guest of Honour, President Halimah Yacob, at the Centre for Fathering's Charity Ball on 10 February 2023.

Award winners will be judged based on the following criteria:

- Demonstration of innovative policies on parental and paternity leave that go beyond stipulated legislation;
- Demonstration of policies benefitting Dads such as shared parenting initiatives, flexible work arrangements and Dads support network and resources; and
- Adoption of Centre for Fathering, DADs for Life and Families for Life initiatives and programmes such as Eat With Your Family Day and parenting workshops.

Mr Bryan Tan, CEO, Centre for Fathering, DADs for Life and MUMs for Life said, "Employers play a critical role in supporting fathers to strengthen families for Singapore. Employees who are well-supported by their organisations in work-life integration are able to juggle their roles at work and family more effectively, knowing that their personal lives are also looked after by the company. Companies will also benefit from greater productivity and employee engagement and have lower employee turnover."

"Championing family-friendly workplaces and culture is one of the themes for the Year of Celebrating SG Families. This spotlights the pivotal role of employers in nurturing a conducive work environment that can support their employees' family and career aspirations. Through My Family Weekend campaign that Families for Life initiated in 2017, we have seen more employers adopting flexible-work arrangements over the years. We hope that the Awards will encourage the employers to entrench family-friendly practices post pandemic and inspire more to do so." shared Families for Life Council Chairman, Mr Ishak Ismail.

Mr Tan further added, "As such, it is important for companies to provide and embrace initiatives such as additional childcare leave, flexible work arrangements, parenting programmes and participate in the nation-wide Eat With Your Family Day initiative to nurture a family-friendly work culture. The Great

Companies for Dads Awards motivate organisations to continually help their employees, especially Dads, achieve a great balance between work and family.”

### **Awards Nominations**

Nominations for the Great Companies for Dads Awards 2023 are open and will close on 31 October 2022. Visit [fathers.com.sg/gcfd](https://fathers.com.sg/gcfd) for more information.

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### **About Great Companies for Dads Awards**

Launched in 2021, the Great Companies for Dads Awards is Singapore’s first award to recognise outstanding organisations with policies and practices that support fathers in the workplace to strengthen families for Singapore. It is organised by Centre for Fathering, DADs for Life and MUMs for Life, in partnership with Families for Life and in support of Made For Families and Celebrating SG Families. During the inaugural Great Companies for Dads Awards in 2021, five organisations from the public and private sectors were selected as winners. They are City Developments Limited, Ministry of Defence/Singapore Armed Forces (MINDEF/SAF), Michelman Asia-Pacific Pte Ltd, Ministry of Social and Family Development and Singapore Management University. In addition, another eight companies received letters of commendation for their efforts in encouraging work-life integration.

### **About Centre for Fathering, DADs for Life and MUMs for Life**

Centre for Fathering (CFF) is a non-profit organisation founded in 2000 to promote active and involved fathering and address issues caused by fatherlessness in Singapore. The organisation aims to turn the hearts of fathers and children towards each other by inspiring fathers strengthen families by being good role models and an enduring inspiration to their children.

Since 2015, CFF has been the driving force for Singapore’s nation-wide fathering movement - DADs for Life which seeks to inspire and mobilise fathers to become more involved with and a good influence to their children... for life. Under the DADs for Life umbrella are initiatives such as Back to School with Dad, Eat With Your Family Day and Celebrating Fathers – to encourage fathers to spend time with their families and create a culture that promotes active fathering.

MUMs for Life celebrates a mum’s unique identity as a woman and her irreplaceable roles as a daughter, wife and mother. When Mums are confident in their unique identity and multiple roles, they can better nurture our children and support DADs in building a stronger family in an increasingly complex world.

### **About Families for Life (FFL)**

The Families for Life (FFL) Movement aims to building strong and resilient families. The FFL Movement rallies like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and online digital campaigns.

FFL365 offers a suite of complementary evidence-based parenting and marriage programmes while FFL Parenting is an online repository of localised, research-backed parenting resources. FFL also runs Parent Support Groups, particularly for those with preschool children. FFL@Community brings all these offerings to local communities.

Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

### **About Year of Celebrating SG Families (YCF)**

YCF is led by the Families for Life (FFL) Council with support from the Ministry of Social and Family Development and the Alliance for Action to Strengthen Marriages and Family Relationships (AFAM). It is a whole-of-society movement which celebrates the importance of our families.

The YCF logo is based on the design of a tree and celebrates the deep-rooted bonds that families in Singapore enjoy. Presented in the shape of a person with arms outstretched and feet on the ground; the tree signifies the values of strength, stability, rootedness, and the generations that comprise a family. The deep roots represent strong foundations that children need to grow up with. The leaves are in vibrant and colourful hues; each representing the four family values of love, care and concern, commitment, and respect; and highlighting the unyielding shade, protection and care that families provide. Generations to come will continue to enjoy its shade, flowers, and fruits for sustenance. For more information, please visit <https://go.gov.sg/celebratingsgfamilies>.

### **CFF is Made For Families**

CFF is proud to be part of the ecosystem supporting families in Singapore, and identify ourselves as an organisation that is Made For Families. Made For Families represents the different ways – big and small – in which Singapore supports families. Companies, organisations and community groups can adopt the brand mark to identify themselves as promoting the value of family in our society. Together, we can build a society that is Made For Families, by laying a foundation of support, from family-friendly spaces and workplaces, products and services, and family-bonding activities. Visit [go.gov.sg/MadeForFamilies](https://go.gov.sg/MadeForFamilies) for more information.