

# Great Companies for Dads Awards 2024

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

Singapore, 4 August 2023 – Fathers these days recognise the importance of being present in their children's lives and desire to manage work and family life effectively so that they can become more involved dads. However, integrating work responsibilities with family commitments can be challenging and many fathers face stress and burnout and become less effective at home and work.

As such, it is important for organisations to nurture a family-friendly work culture and support fathers through policies and initiatives such as additional childcare leave, flexible work arrangements, father support groups, parenting programmes and participation in the nationwide Eat With Your Family Day\* initiative.

Companies with family-centric policies and programmes that enable fathers to thrive in the workplace are invited to submit nominations for the Great Companies for Dads Awards 2024 between 1 August to 15 October 2023.

Into its third edition, the Great Companies for Dads Awards is the first award to recognise organisations that support fathers in the workplace and motivate organisations to continually help their employees, especially Dads, achieve balance between work and family. The Great

Companies for Dads Awards 2024 will be presented to 12 deserving organisations in January 2024.

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 Xander Ong, CEO, Centre for Fathering, DADs for Life and MUMs for Life said, “An employee is also a son, daughter, father or mother. We recognise the challenges fathers face in leading their families while contributing to the workplace. As the competition for talent between companies intensifies in the post-pandemic world, family friendly policies and benefits such as flexible work arrangements become a key differentiating factor in attracting and retaining talent. These are policies that result from a growing need for fathers and mothers to be more present for their spouses and children.

He added, “Centre for Fathering is focused on helping companies tangibly equip and inspire fathers to become more involved in the lives of their children because we believe that an engaged dad is an engaged employee. The Great Companies for Dads Award recognises leading companies that enables fathers to thrive in their workplaces. The winners of the award are role models for other companies as we together recognise the importance of the role of fathers and empower them to be DADs for Life.”

Visit [fathers.com.sg/gcfd](http://fathers.com.sg/gcfd) for more information.

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\*Eat With Your Family Day is a nationwide initiative which encourages organisations to release their employees early on the last Friday of each school term so that they can have a meal with their families. For more information, visit [www.fathers.com.sg/ewyfd](http://www.fathers.com.sg/ewyfd).

## **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 children towards their fathers by empowering more fathers to be better role models and an enduring inspiration to their children.

Since 2015, CFF has been the driving force behind 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.

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**

The Families for Life (FFL) Movement was established by the Ministry of Social and Family Development (MSF) in 2014 to build strong and resilient families. The Families for Life (FFL) Movement aims to build 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. Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

## **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. Launched in June 2020, "Made For Families" is a brand mark that represents the different ways - big and small - that Singapore as a community supports families. An initiative by the National Population and Talent Division (NPTD) in the Strategy Group, Prime Minister's Office, Made For Families aims to assure families in Singapore of support from the government and society at large. It invites more employers, as well as corporate and community partners to adopt the brand mark, and contribute collectively to building a conducive environment that supports families in Singapore. Together, we can build a society that is Made For Families. Visit <https://go.gov.sg/MadeForFamilies> for more information.