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[Press Release] Singapore's First Great Companies For Dads Awards Recognises 13 Organisations For Innovative HR Policies

Great Companies for Dads Awards 2021

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Singapore, 25 February, 2021 - Five organisations from the public and private sectors have been selected as winners of the **Great Companies for Dads Awards 2021**.

Launched by the **Centre for Fathering (CFF)** and **DADs for Life**, the Great Companies for Dads Awards is Singapore's first award to recognise outstanding organisations with policies and practices that support fathers and help them thrive in the workplace. It is organised in partnership with Families for Life and in support of the Made for Families initiative.

These organisations will be receiving the awards from President Halimah Yacob at a ceremony on 3 March 2021. They hail from industries such as manufacturing, education, property and government. The winners 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 in their organisations. These include:

- Maha Bodhi School
- Qiren Organisation
- Bernhard Schulte Shipmanagement (S) Pte Ltd
- Eu Yan Sang (Singapore) Pte Ltd
- Kemin Industries (Asia) Pte Ltd
- Kim Choo Kueh Chang Pte Ltd



- Samsui Supplies & Services Pte Ltd
- Autobahn Motors (S) Pte Ltd

Centre for Fathering celebrates 20 years of empowering fathers

The Great Companies for Dads Awards was launched in conjunction with the 20th Anniversary of CFF. Over the past 20 years, CFF has equipped over 50,000 fathers through activities such as father-child experiential programmes, shared parenting talks and fathering workshops.

Each year, CFF runs over 200 programmes conducted in schools, prisons, communities and religious organisations as well as companies, reaching 300,000 families. Its fathering campaigns such as Celebrating Fathers, Back to School with Dad and Eat With Your Family Day reach over 4.7 million fathers and family members annually.

CFF has reached out to fathers of ethnic communities such as the Malay-Muslim and Indian communities, parents of new-borns, as well as often overlooked groups such as incarcerated fathers and fathers of families in distress and youths at risk - benefitting over 1,000 underprivileged and incarcerated fathers with our programmes since 2017.

Awarding father-friendly workplaces

The award winners were judged based on the following criteria:

- Family-friendly policies above and beyond government-stipulated requirements. Example: additional family care leave above the two weeks of mandated paternity leave, flexible work arrangements etc.
- Companies with programmes that promote father's wellbeing or activities that promote father-child or family bonding. Example: father's support group, family day activities, father-child bonding activities etc.
- Companies that run CFF or DADs for Life programmes/activities including participation in Back to School with Dad, Eat with Your Family Day, Celebrating Fathers and other programmes such as fathering, father-child and parenting workshops.

The awards were judged by a distinguished panel which includes Mr Douglas Foo, President, Singapore Manufacturing Federation; Dr T. Chandroo, Chairman, Singapore Indian Chamber of Commerce and Industry; Mr Per Magnusson, Chairman, Singapore International Chamber of Commerce; Mr Aubeck Kam, Permanent Secretary, Ministry of Manpower; Mr Richard Hoon, Chairman, Centre for Fathering and DADs for Life and Mrs Laura Hwang, Chairman, ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC).

“Employers play a critical role in supporting families, as better work-life integration leads to increased productivity, greater staff engagement and lower turnover. The Great Companies for Dads Awards motivate organisations to continually help their employees, especially Dads who tend to be overlooked compared to Mums, achieve balance between work and family,” said Speaker of Parliament Mr Tan Chuan-Jin, who is also the patron for CFF and DADs for Life.

Mr Bryan Tan, CEO of CFF and DADs for Life, added, “These thirteen organisations have put in place excellent human resource policies and practices that support parents, specifically Dads. With such support in place, fathers will also be able to take on greater



parental responsibilities and become a more involved and engaged father, which is critical to a child's well-being. They will be able to partner with Mums in raising their children and in process, strengthen their marriages. This paves the way for Singapore to be known to the world as being Made for Families!"

"Employers play a huge role in the ecosystem of support towards building strong and resilient families. The Great Companies for Dads Awards is an excellent platform to recognise organisations that have invested in family-friendly policies and initiatives to help their employees balance work with fulfilling their roles as parents. We hope that more organisations will be inspired to follow their example and promote policies and activities involving fathers," shared Families for Life Council Chairman, Mr Ishak Ismail.

- End -

*President Halimah Yacob will be releasing her official statement on the Great Companies for Dads Awards on **5th March 2021**. Press images of the Great Companies for Dads awards ceremony will be uploaded on **4th March 2021**. For press images, please refer to the media kit linked [here](#).*

*Please refer to **Annex A** for commentary on the Great Companies for Dads Awards 2021 by selected organisations, and **Annex B** for a full list of profiles.*

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Annex A: Commentary On The GCFD Awards

Recognising the need to support their employees, especially fathers in balancing work and families, the 13 organisations receiving the Great Companies for Dads Awards have in place policies that allow fathers to spend more time with their children.

In this section are commentaries from selected organisations.

Commentary by Ministry of Defence/Singapore Armed Forces (MINDEF/SAF)

“It is not easy for working parents, whether fathers or mothers, to find time for their families amidst their busy schedules. As such, we have put in place family-friendly initiatives to allow our employees to have meaningful careers while fulfilling their roles as parents. These include flexible work arrangements, a "Back to School" initiative to give parents time off to spend more time with their primary school children during the hectic first week of school, and supporting Eat With Your Family Day to allow employees to leave work early to join their families for dinner,” said Colonel Koh Ee Wen, Head Joint Manpower Department, SAF.

Commentary by City Developments Limited

“Fathers play an important role in nurturing a child. At CDL, we believe in encouraging fathers to play bigger roles within the family by providing policies that enable our employees to spend quality time with their children. Some of our extensive family-friendly policies for fathers include enhanced paternity leave, family event leave as well as national total defence schemes. Our employees appreciate our supportive, family-oriented culture, which allows them to achieve a healthy work-life balance, contributing to greater job satisfaction,” said Mr Steven Tan, Chief Human Resource Officer, City Developments Limited (CDL)

Commentary by Ministry of Social and Family Development

MSF believes that fathers play an equally important role as mothers and have always extended the same support to them. Our staff respond by keeping up their own productivity and efficiency at work. All staff (including the fathers) may tap on flexible work arrangements such as telecommuting which gives them the flexibility in when, how and where they work. To enhance father-child bonding, we have programmes such as “Bring Your Family to Work Day” and “Quarterly Eat With Your Family Day”. The award is an affirmation of our efforts to provide our staff (including fathers) with an environment where work and family life are well integrated.

Commentary by Michelman Asia-Pacific Pte Ltd

Michelman’s HR policies strengthen and support families ties through initiatives that encourage and have in mind, the inclusion of family. To encourage ‘A Family that Eats Together, Stays Together’, we have Eat with Your Family Day where employees can leave work two hours earlier to head home for dinner. During the pandemic, we organised the ‘You don’t have to eat together to eat together’ initiative, where each employee is presented with Grab food vouchers to order food for a team lunch over Zoom, and get similar meals delivered for their family members.

These initiatives are curated with the intention of being family friendly, enabling employees to feel less stressed and better able to make decisions and meet commitments required of them, professionally and personally. This augments overall health and wellness of employees and engagement at work at the same time.



Commentary by Eu Yan Sang (Singapore) Pte Ltd

“We recognise that both parents play essential roles in the growing up years of a child. As such, we have been supportive of a pro-family culture in the company, promoting work life balance, flexible working arrangements, paternity leave and Eat With Your Family Day especially to help the fathers among us be there for their families. We are pleased to receive this award recognising us for these efforts in support of the fathers in our company,” said Ms Serene Seow, Managing Director, Eu Yan Sang (Singapore) Pte Ltd.

Commentary by Qiren Organisation

Qiren Organisation’s office infrastructure is built in line with their motto, “For family and kids”. It features family-friendly facilities such as a playground, a library, a nursing room, and a cereal bar. These were built to add value and meet their clients’ needs of a space that caters for their whole family. Likewise, the facilities are also the most conducive environment for our staff members who need to bring their kids to work, supporting their family time and sharing the burden of looking after their kids.

Commentary by Autobahn Motors (S) Pte Ltd

The business run by brothers (and now all fathers), understands that time spent with their children is incredibly important and cherished. As such, Autobahn has a company-wide policy which allows parents (especially fathers) to leave work earlier on Friday and to encourage family time. On top of that, our company started the "Meaningful Sunday" initiative, a CSR effort which aims to promote family bonding on Sunday mornings. Our company encourages families to participate in meaningful activities through social and community engagement opportunities with their children.

Commentary by Maha Bodhi School

The school understands and supports the childcare needs of fathers. For fathers who need to send their children to childcare in the morning, the school makes provisions for them to start their teaching duty slightly later.

The last day of each term is designated Eat with Your Family Day. On that day, school leaders will ensure that all staff leave the school by 5.00pm to have dinner with family members. Every term, the school designates at least two Friday afternoons as Bluesky Friday. This means that no activities or programmes are organised for staff and they are encouraged to leave school early in the afternoon to spend time with family. The school also takes part in DADs for Life programmes by organising father-child bonding activities for our pupils and staff who are fathers.



Annex B: Profiles

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 nationwide 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 DADs@School, 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 is a ground-up movement to celebrate a mum's unique identity as a woman, daughter, wife & mother, whose key partner is DADs for Life because we believe that mums and dads play irreplaceable and complementary roles in parenting together.

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 Singapore 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 for more information

About Families for Life (FFL)

FFL's vision is to inculcate a "Families for Life" mindset and value among Singaporeans, by building strong and resilient families, as that makes for stronger communities and better individual well-being. A people-sector Council comprising 15 volunteers from the people and private sectors, the FFL Council is chaired by Mr Ishak Ismail, Regional Director (Asia) of BAE Systems Hägglunds AB.

The FFL Movement brings together and rallies like-minded groups of individuals, families and organisations to build and strengthen family bonds through large-scale events, national celebrations and online campaigns. Visit familiesforlife.sg for tips, resources and interesting activities you can enjoy with your family.

About City Developments Limited

City Developments Limited (CDL) is a leading global real estate company with a network spanning 106 locations in 29 countries and regions. Beyond shaping cityscapes with numerous architectural landmarks, we have also built an engaged, global workforce. In our Singapore headquarters, the Group has around 415 employees to support our core operations in property development and asset management.



About Ministry of Social and Family Development

The Ministry of Social and Family Development develops the "heartware" for Singapore through our policies, community infrastructure, programmes and services. Our mission is to nurture resilient individuals, strong families and a caring society.

About Ministry of Defence/Singapore Armed Forces (MINDEF/SAF)

The mission of the Ministry of Defence (MINDEF) and the Singapore Armed Forces (SAF) is to enhance Singapore's peace and security through deterrence and diplomacy, and should these fail, to secure a swift and decisive victory over the aggressor. As an organisation, we strive to ensure that our people are resilient in adversity, confident and forward looking, and committed to forging the unity and resilience of our nation to define our future and determine our way of life.

About Michelman Asia-Pacific Pte Ltd

Michelman is a global developer and manufacturer of environmentally friendly advanced materials for industry, offering solutions for the coatings, printing & packaging, and industrial manufacturing markets. Michelman serves its customers with production facilities in North America, Europe, and Asia, product development and technical service centers in several major global markets, and a worldwide team of highly trained business development personnel.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy.

About Maha Bodhi School

Maha Bodhi School is a Special Assistance Plan (SAP) and an aided primary school under the management of Singapore Buddhist Foundation, founded in 1948 by a group of Buddhist followers. Today Maha Bodhi School is a popular school in Singapore filled with vibrancy. Our Student Centric, Values Driven Education endeavour introduces various engaging programmes and initiatives to equip students with the necessary 21st century skills to thrive in the future and espouse the joy of learning in everyone of our students.

About Kim Choo Kueh Chang

Kim Choo Nyonya rice dumplings have been a mainstay in Singapore's diverse epicurean tapestry since 1945. Many covet its rich taste, finely woven around the humble delicacy. But more importantly is its ability to preserve the traditional, unyielding to the hands of time and untainted by the modern. Today, Kim Choo offers a wide variety of products and services, which seeks to strengthen the Peranakan heritage.

About Kemin Industries (Asia) Pte Ltd

A global company touching 3.8 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products. Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty



ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets.

About Qiren Organisation

Qiren Organisation is an authorised representative of AIA. As a young organisation, it has become one of the fastest-growing agencies in Singapore. The organisation focuses on empowering family and kids to secure a peaceful future through financial planning and enhancing their quality of life through health, fitness, and education.

About Autobahn Motors (S) Pte Ltd

Autobahn Motors is a 30-year family run automotive dealership which places emphasis on the values of family bonding.

About Eu Yan Sang (Singapore) Pte Ltd

Eu Yan Sang Singapore ("EYSS") is a leading integrative health and wellness company with a unique heritage in Traditional Chinese Medicine ("TCM"). As one of the largest TCM businesses in Singapore, EYSS is at the forefront of adopting scientific and innovative approaches in the production and retail of its TCM and wellness products.

About Samsui Supplies & Services Pte Ltd

Samsui Supplies & Services is a subsidiary company of Mainboard-listed Soup Restaurant Group Limited ("SRG"). Soup Restaurant started in 1991 serving customers from a shophouse in Chinatown. Our traditional Chinatown home-cooked dishes, Chinatown Heritage Cuisine, gives a sense of nostalgia to customers who long for the simple, healthy yet tasty dishes of yesteryear.

About Bernhard Schulte Shipmanagement (S) Pte Ltd

Bernhard Schulte Shipmanagement (BSM) is an integrated maritime solutions provider and one of the world's top-ranking ship managers in the gas, tanker, offshore, container, bulk and cruise sectors.