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[Press Release]

## **Six Organisations Recognised For Innovative HR Policies That Support Fathers**

### *Launch of the Workplace for Families Pledge To Encourage Commitment To Family-Friendly Culture*

Singapore, 24 April 2025 - Six local organisations have been recognised as winners of the Great Companies for Dads Awards 2025. These organisations will receive their awards from Mr. Ng Chee Khern, Permanent Secretary, Ministry of Manpower, at a ceremony on 30 April 2025.

The event will also mark the launch of the *Workplace for Families Pledge*, an initiative inviting business leaders to commit to fostering family-friendly workplaces. This pledge underscores the importance of creating workplace cultures that value and empower employees in balancing their professional and family responsibilities.

### **Highlighting Innovative HR Policies**

The winners for Great Companies for Dads Awards 2025 are:

- Partior Pte Ltd (Platinum Award)
- AAVC - Animal & Avian Veterinary Clinic (Gold Award)
- Declarators Pte Ltd (Gold Award)
- Focus on the Family Singapore Limited (Gold Award)
- KLC International Institute (Gold Award)
- ST Logistics Pte Ltd (Gold Award)

This year's winners stood out for their groundbreaking HR initiatives that champion father-friendly workplaces. Partior, for instance, introduced paternity leave exceeding legislative requirements well before the national enhancement. Despite being open most days of the year, AAVC's unique scheduling policies ensure fathers can manage school drop-offs and enjoy undisturbed personal time after work and KLC International Institute has taken their commitment to advancing fathering initiatives regionally through Centre for Fathering's ICAN Fathering Workshops. Together, these organisations exemplify how policies and a supportive culture can empower fathers at home and work.

*Please refer to Annex A for profiles of the Great Companies for Dads Awards 2025 winners.*

## **Awards to Recognise Father-Friendly Workplaces**

Organised by the Centre for Fathering, DADs for Life and MUMs 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 at home as they do at the workplace. It is organised in partnership with Families for Life and in support of Made For Families. Into its third edition this year, the award was launched in 2021 by President Halimah Yacob and recipients were selected based on the following criteria:

- Demonstration of innovative policies on parental and paternity leave that go beyond stipulated legislation
- Demonstration of policies benefitting fathers such as shared parenting initiatives, flexible work arrangements and father support networks and resources
- Take up rate of paternity leave in the organisation
- Testimonials from fathers who have benefitted from supportive policies and practices in the organisation
- 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

*Please see Annex B for the judging panel.*

## **A Call For Leadership Commitment**

As we celebrate the achievements of this year's winners, it is essential to acknowledge the diverse challenges and constraints that workplaces face in implementing family-friendly policies and practices. A supportive workplace culture remains a cornerstone of business success, shaped by leaders through their vision, speech, and actions.

To advance this vision, Centre for Fathering is launching the *Workplace for Families Pledge* to inspire and empower business leaders to take a definitive step toward supporting their employees' family well-being. The pledge underscores the importance of creating an environment where employees can thrive in their jobs while fulfilling their responsibilities as fathers, mothers, sons, and daughters.

By committing to this pledge and prioritising family well-being, companies can enhance employee morale, foster loyalty, improve retention, and position themselves as employers of choice, attracting top talent to drive sustained success.

## **Employers Play An Important Role**

"The Great Companies for Dads Awards recognises companies with exemplary policies and practices that value and support fatherhood in the workplace. Supporting fathers is crucial because it leads to improved work-life integration, strengthens father-child relationships, and promotes positive child development," said Dr Xander Ong, CEO, Centre for Fathering.

He added, "With the recent implementation of the Tripartite Guidelines for Flexible Work Arrangement Requests and enhanced parental leave, employers are encouraged to identify win-win strategies to support parents' utilisation of these enhancements in a practical and sustainable manner. By building a supportive culture that empowers parents, companies can boost employee engagement and retention, ultimately benefiting both organisations and families."

"It's encouraging to see more companies across different sectors stepping up to support fathers through inclusive policies and flexible work arrangements. This year's winners are leading the way in creating family-friendly workplaces. These organisations that support active fatherhood offer win-win situations for families and businesses," said Mr Ishak Ismail, Families for Life Council Chairman.

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### **ANNEX A: Recipient Profiles and Commentaries**

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

#### **Partior Pte Ltd (Platinum Award)**

At Partior, we believe that when employees thrive at home, they thrive at work. That's why we've built a culture where family comes first - championing policies that empower our people, fathers included, to balance personal responsibilities with professional ambitions.

We celebrate success through the outcomes we achieve, not just the hours we spend. This mindset shapes our approach to work-life harmony, giving employees the flexibility and autonomy to structure their work in a way that aligns with their family commitments.

Our family-friendly policies are both comprehensive and progressive which includes:

- Paid family sick leave, to support loved ones during times of illness.
- Four weeks of paternity leave for all fathers - a benefit we introduced *before* the national policy was expanded from two to four weeks.
- Flexible work options, including hybrid models and staggered hours, enabling employees to manage the demands of work and home seamlessly.

Beyond policies, we focus on creating meaningful support systems. From family bonding events and initiatives like Eat with Your Family Day, we cultivate a workplace where family isn't just accommodated—it's celebrated. We also extend health and mental wellness benefits to cover employees and their families, reinforcing our commitment to holistic well-being.

We are proud to support National Service and recognise the vital role our employees play in Singapore's Total Defence. As an NS Mark (Gold) Accredited Employer and recipient of the National Service Advocate Award for SMEs by the Ministry of Defence (MINDEF), we remain committed to honouring their service and ensuring they are supported both at work and in uniform.

At Partior, we're building more than a company—we're building a community where people are empowered to thrive professionally without compromising what matters most. Our culture ensures that employees don't have to choose between their career and their family. Here, they can confidently pursue both.

#### **AAVC - Animal & Avian Veterinary Clinic (Gold Award)**

AAVC - Animal & Avian Veterinary Clinic champions family-friendly policies, prioritising work-life balance for all employees, particularly fathers.

The clinic's operating hours—10 AM to 1:30 PM and 5 PM to 7:30 PM on weekdays, and 10 AM to 1:30 PM on weekends and public holidays—are designed to accommodate fathers, allowing them the flexibility to drop off and pick up their children from school, extracurricular activities, and enjoy family meals during dinner or supper, and yes, even breakfast! Whilst still ensuring a suitable operational clinic timing to be responsible to and addressing our clients' and patients' needs.

AAVC fosters a supportive work environment through initiatives like Bring Your Child to Work Anytime, Back to School with Dad, and Eat with Your Family Day. Fathers also benefit from flexible leave options, the ability to convert leave to cash during festive periods, accumulate leave or have a leave deficit for periods of extended vacation, and access to mental health resources, including

talks, informal peer groups, and counselling services. “Things may seem more normal after talking it out”, and “It’s okay to reach out”, and “It’s okay not to be okay at times” is what AAVC acknowledges.

The senior leadership team actively engages employees for feedback on workload distribution and flexible work arrangements through individual consultations, group discussions, and open communication channels such as team luncheons and informal dialogues. This proactive approach has led to better work-life balance, increased productivity, and significant reductions in tardiness, absenteeism, and stress-related behaviours. AAVC keeps an open mindset and an active listening ear, with such, the journey is just beginning.

Despite operating 361 days a year with a small team of 13 staff members, each working an average of 35 hours weekly, AAVC remains committed to supporting its fathers. Staff enjoy undisturbed personal time after work, as there are no emergency duties or after-hours responsibilities, and punctual dismissal (minimal overtime). Fathers are guaranteed at least one weekday and one weekend off, with additional flexibility for evening or public holiday time off. Colleagues, who are cross-trained in their roles, willingly cover shifts, knowing they will be fairly compensated by the company.

By cultivating a culture of collaboration and support, AAVC ensures that its employees can thrive both at work and at home.

### **Declarators Pte Ltd (Gold Award)**

Declarators Pte Limited, a Singapore-based service provider specialising in one-stop permit declarations, is dedicated to fostering a family-first culture that helps employees balance work and personal responsibilities.

The company’s policies include flexible work arrangements and family-inclusive corporate bonding events. They also offer initiatives from the Centre for Fathering, such as Eat with Your Family Day, Father Awareness Talks, Back to School with Dad, and Breakfast with Dad, underscoring the company’s commitment to strengthening family connections. To reinforce its commitment to work-life balance, Declarators has also pledged support to the “SG Made for Families Initiative.”

Declarators actively seeks employee feedback through regular surveys, focus groups, and advisory committees to continually enhance its employee support programmes. To measure the impact of these efforts, the company tracks metrics such as parental leave usage, employee satisfaction, and retention rates among parents. Regular post-implementation reviews, ongoing training for managers in family-friendly practices, and policy updates ensure the company stays responsive to employees’ needs.

Declarators firmly believes that supporting families not only strengthens its workplace but also contributes to a more connected and resilient community.

### **Focus on the Family Singapore Limited (Gold Award)**

Focus on the Family Singapore Limited is a local Christian charity with Institution of a Public Character (IPC) status dedicated to building a Singapore where family continues to be valued and prioritised, and every child experiences a loving home marked by intimate husband-wife relationships and affirming parent-child interactions.

As an organisation that champions family, Focus Singapore advocates for fatherhood involvement and family well-being through a comprehensive suite of HR policies and initiatives that include Flexible Working Arrangements, Enhanced Leave Benefits and Employee Support Schemes.

Fathers benefit from extensive leave entitlements, including four weeks of paternity leave and up to four weeks of shared parental leave, with utilisation rates of 50% and 68%, respectively. From 1 April 2025, eligible fathers will get to enjoy up to 6 weeks of shared parental leave. Additional support for fathers includes family care leave, childcare leave, adoptive leave, and time off for key

milestones, such as the first day of school so fathers can be a supporting presence for their school-going children at the start of the school year.

To promote work-life harmony, fathers can tap on flexible work arrangements and access to a dedicated family corner in the office when children visit. Initiatives like Eat with Your Family Day further strengthen family connection around mealtimes. Our signature parent-child event Date with Dad enables fathers to celebrate a transitional milestone with their teenage daughters and contribute to a nurturing father-daughter relationship that will positively impact her identity and shape her outlook on future relationships.

The organisation's leadership is actively engaged in supporting fatherhood, with the management team—of whom some are fathers—championing these efforts. The organisation's annual Employee Engagement Survey, which scored an average of 4.2 out of 5 in 2024, reflects the effectiveness of its HR practices.

*"I'm Dedicaded,"* was a two-week Father's Day campaign designed to highlight the enduring impact of fathers and inspire them to embrace their vital role in the family. In 2024, the campaign reached 1.8 million fathers and families through digital media, events, and resources, encouraging them to nurture meaningful connections with their children.

Through its comprehensive policies, impactful initiatives, and demonstrative leadership, Focus Singapore continues to foster a father-friendly work culture, empowering fathers to create stronger bonds with their children and enduring family relationships.

#### **KLC International Institute (Gold Award)**

KLC International Institute (KLCII) actively promotes active fathering by running skills training for fathers in addition to adopting family friendly HR policies that support work-life integration for its staff. The organisation offers two days of Family Care Leave and one day of birthday leave that is above stipulated legislation requirements. It also provides flexible work arrangements, allowing staff to adjust their schedules to accommodate emergencies or family needs.

Employees can opt for earlier start and end times to maximise family time. To further support family bonding, KLCII ensures offices close by 7 PM daily, encouraging staff to return home for dinner with their loved ones. There is also an understanding for managers to have the autonomy to grant urgent leave for staff with emergencies to attend to support and ensure well-being at work.

Since 2020, KLCII has been a strong advocate for father involvement, partnering with the Centre for Fathering on initiatives like Back to School with Dad, Eat with Your Family Day, Father Awareness Talks, and particularly ICAN Fathering Workshops. These workshops are open to employees, including husbands of staff and students, business partners, and the wider community.

In 2024, KLCII developed a team of father trainers to lead ICAN Fathering workshops in Singapore and the region. The institute hosted two Train-the-Trainer workshops, one in Singapore and one in Vietnam. The Singapore workshop trained 10 new ICAN trainers and expanded the company's capacity to conduct workshops in Chinese. These trainers have since facilitated four workshops, both locally and internationally. Nearly 40% of KLCII's male employees who are fathers are now certified ICAN trainers, highlighting the institute's commitment to advancing fathering initiatives in Singapore and beyond.

#### **ST Logistics Pte Ltd (Gold Award)**

ST Logistics Pte Ltd, a supply chain solutions company, is dedicated to supporting work-life integration and employee well-being through progressive policies and initiatives. Senior leadership and middle management actively champion fair employment practices.

Employee feedback is gathered regularly through surveys, town hall, and engagement sessions, providing valuable insights into employee perceptions and experiences to help refine and enhance policies. ST Logistics introduced STweLL, an employee assistance programme that provides

practical resources and access to professional counsellors for employees and their family members - helping them navigate personal and work-related challenges, build resilience, and succeed both at home and work. The company also promotes the RESPECT@Work programme to drive diversity and inclusion across all levels.

A standout initiative is Friday Enrichment Time, which allows employees to finish work at 3:00 PM to focus on personal growth activities. This programme is particularly supportive of working parents, giving them time for self-directed learning, and thereafter spending quality time for family bonding and relationship-building. It exemplifies the company's commitment to work-life integration, fostering job satisfaction, reducing stress, and promoting overall well-being.

Regular reviews ensure these initiatives remain impactful, identifying opportunities to further benefit employees. Through its comprehensive and thoughtful approach, ST Logistics cultivates a supportive work environment that values both professional development and family involvement, nurturing a healthy, motivated, and productive workforce.

## **ANNEX B**

### **Great Companies for Dads Awards 2025 Judging Panel**

Mr Keith Magnus	Chairman, Centre for Fathering
Mr Ishak Ismail	Chairman, Families for Life Council
Mr Lee Tuck Wai	Chair (Human Capital Action Group), Association of Small & Medium Enterprises
Mr Hao Shuo	CEO, Singapore National Employers Federation

## **ANNEX C: Organisers' 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.

MUMs for Life, a ground-up movement formed in 2019 to celebrate a mum's unique identity as a woman, daughter, wife & mother, is a key partner to DADs for Life, because we believe that mums and dads play irreplaceable and complementary roles in parenting together.

### **About Families for Life Movement**

The Families for Life Movement, led by the Families for Life Council, rallies individuals, families and organisations to celebrate families and strengthen family bonds towards building a Singapore Made for Families.

The Families for Life signature initiatives are:

- Families for Life programmes and resources to support strong family values, strong and lasting marriages and confident parenting.
- Families for Life @ Community initiatives to strengthen family relationships in convenient locations in 24 towns. Couples and families can participate in marriage preparation, marriage mentoring, marriage enrichment, parenting and grandparenting programmes, and parent peer support groups.
- I Still Do – campaign celebrating love, commitment, and marriage in February, with enriching online programmes, useful resources and activities for married couples.
- National Family Festival – a national celebration of the importance of families in June, with family bonding events and activities throughout Singapore.
- Celebrating our Grands – campaign celebrating the strong intergenerational bonds of families in October, with craft kits for children to express appreciation for their grandparents and exciting activities dedicated for the whole family.

Visit [www.familiesforlife.sg](http://www.familiesforlife.sg) for tips, resources, and interesting family activities as well as a wide range of meaningful volunteering opportunities.