

For Immediate Release



Centre for Fathering appoints Xander Ong as Chief Executive Officer

[Singapore, 7 June 2023] – The Centre for Fathering (CFF) has appointed Mr. Xander Ong as Chief Executive Officer (CEO). Mr. Ong will join the organisation as CEO Designate on 1 July 2023 and as CEO from 1 October 2023. Prior to CFF, Mr. Ong held various roles at ECON Healthcare Group, including Head of Development and Head of Strategy. Mr. Ong, 39 years of age, has a PhD in International Business and a Bachelor of Business with First Class Honours from Monash University, Australia.

Over the last 23 years, CFF has empowered and equipped more than 60,000 fathers through its programmes conducted in schools, prisons, religious organisations and companies. Since 2021, over 3,000 mums have also benefited from these programmes. CFF runs nation-wide campaigns with a reach of 4.7 million and which engage more than 300,000 families each year.

Mr. Keith Magnus, Chairman of Centre for Fathering said “I am delighted to have Xander leading CFF into the future. In its next chapter, CFF will continue to build on its many programmes and events, seek to digitise its offerings, endeavour to reach out to fathers from all walks of life and further engage corporates, maternity hospitals, schools and the community. We will also continually update our programmes so that they continue to stay relevant to families in a dynamic and fast changing global world.”

Mr. Ong, the incoming CEO of CFF said “As a son, husband, and most recent father of a five month old baby boy, I am excited to join the Centre for Fathering in supporting dads and mums on their lifelong journey with their sons and daughters.”

Mr. Magnus further added, “I would also like to take this opportunity to thank Mr. Bryan Tan, the outgoing CEO of CFF, for his leadership over the past 7 years, having engaged, equipped and enabled fathers and positioning CFF for continued success in realising its vision of turning the hearts of fathers and children towards each other.”

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. 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.

Since 2016, CFF has also served 1,700 underprivileged and incarcerated fathers and supported dads and mums by forming over 200 father and mother groups in schools, organisations and communities.

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.

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