

# **ntuc**

## **MAY DAY**

# **AWARDS**

### **2 0 2 5**

## **PARTNER OF LABOUR MOVEMENT**

### **Creative Eateries Pte Ltd**

*Nominated by NTUC U SME*

Creative Eateries Pte Ltd is committed to the adoption of the Food Services Progressive Wage Model, successfully implemented the initiative across all their dining concepts and operations. As a result, 34 food services workers have benefitted from improved wages, training and career prospects.

To reward employees for their contributions and service to the company, Creative Eateries offers annual increment to their food service workers. As part of their flexible employee benefits, the company also sponsors NTUC memberships, improving their welfare benefits and helping them to alleviate rising costs.

On top of this, the company has a profit-sharing incentive, where employees of profitable restaurants will receive a share of the profit after the monthly profit and loss has been concluded.

Creative Eateries embarked on NTUC U SME's 'NTUC In Your Workplace Programme' in September 2024. It achieved 100 per cent compliance with the 3Bs Checklist, fostering a work environment that promotes "A Better Workplace, A Better Worker, and Better Work."

The company is an age-friendly workplace and strives to be progressive, open to continue hiring and re-employing senior workers at their workplace. On top of that, they also reward employees and outlets with Community and Culture Awards, recognising outlets with the best culture that aligns with the company values.

The company has been an active supporter of various sponsorships and contributions, reflecting its strong partnership with NTUC. Notably, they participated in NTUC U SME's 10th Anniversary Members' Night in 2024.

Creative Eateries has recently formed a Company Training Committee (CTC) with NTUC U SME. To stay ahead of the competition, they embarked on the Operation and Technology Roadmap to digitise processes and introduce new technologies aimed at improving operational efficiency. This initiative also enhances skill competencies to address workforce limitations, and provides training and upskilling opportunities for their workers.

The company is deeply committed to training and upskilling of employees, actively sending their employees to be trained and offering approved time off for learning. It offers numerous learning opportunities, including On-the-Job Training (OJT) and Place-and-Train Career Conversion Programmes. In recognition of the career conversion programmes, they received the Workforce Transformation Award for SMEs from Workforce Singapore in 2023.

In addition to food safety training modules, they have sent workers for advanced training in areas, such as customer excellence, corporate sustainability, and Halal competency assessment, to cultivate a more agile workforce.