

# **ntuc**

## **MAY DAY**

# **AWARDS**

### **2 0 2 5**

## **PARTNER OF LABOUR MOVEMENT**

### **Silversea Media (S) Pte Ltd**

*Nominated by the Creative Media and Publishing Union*

Silversea Media (S) Pte Ltd is committed to fostering a fair, inclusive, and technology-driven workplace by ensuring equitable employment terms and conditions. Through a comprehensive review and update of its employee handbook, the company has established a strong foundation for a positive and supportive work environment.

Recognising the importance of staff welfare, Silversea Media sponsors union membership fees for all employees, strengthening workplace solidarity and providing access to valuable benefits, including the Union Training Assistance Programme (UTAP) for continuous skills development and career advancement.

In partnership with the Creative Media and Publishing Union (CMPU), Silversea Media is leveraging technology to enhance workforce engagement. Through the Company Training Committee (CTC), the company has introduced an AI-powered Metaverse onboarding and training platform, revolutionizing employee onboarding and integration.

This cutting-edge solution combines virtual AI avatars, interactive 3D environments, AI-driven collaboration tools, and customizable training modules to create a seamless, engaging, and highly personalized onboarding experience. By enhancing interactivity, knowledge retention, and team connectivity, the platform ensures new hires feel welcomed, well-supported, and prepared for success from day one.

Through these innovative initiatives, Silversea Media continues to set new benchmarks in digital workforce transformation, reinforcing its commitment to fair employment, professional growth, and a future-ready, technology-driven workplace.

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## **PARTNER OF LABOUR MOVEMENT**

### **Singapore Optometric Association**

*Nominated by the Healthcare Services Employees' Union.*

Since the signing of the Memoranda of Understanding (MOU) in 2020 with NTUC U Associate (UA), the Singapore Optometric Association (SOA) has been proactively working with the Labour Movement.

During its collaboration with UA, SOA was the first healthcare association to embark on a sectorial Operations and Technology Roadmap (OTR) together with the NTUC U SME and NTUC Industry Training & Transformation departments. This enabled them to identify ways to accelerate industry transformation, develop new capabilities and optimise workforce for expanded and new roles.

Dedicated and consistent in its efforts to represent optometrists in their career advancement, and the promotion of optometry as a profession of choice, SOA recently joined the Healthcare Professionals Community (HPC) that was launched by the Healthcare Services Employees' Union (HSEU).

With a strong desire to champion the progression of optometrists' careers, SOA proactively looks at ways to develop the career pathways of Singapore's local optometry diploma holders. Part of SOA's mission is to encourage optometrists to pursue a lifelong career in the field.

After signing an MOU with HSEU, SOA has now taken their step forward to engage with their employer association members to help them to understand how the union is able to support companies in advancing their holistic interests. This effectively demonstrates how SOA endeavours to protect and promote the interests of workers by encouraging business transformation and implementing progressive workplace practices.

Being an accredited Continuing Professional Education (CPE) provider, SOA provides CPE workshops, talks and conferences for those in the optometry field. They would also seek optometric-related training opportunities for their members, regardless of whether it is employers or employees, to upskill themselves.

The ambition to promote the growth within the optometry field is further exemplified through SOA's immediate past president, Ken Tong, who is a mentor within the mentorship community helmed by U PME.

SOA has also been working closely with HSEU to advocate for optometric companies to operationalise Company Training Committees (CTC) by leveraging the CTC Grant to benefit both employers and employees. This effectively demonstrates SOA's genuine desire to uplift the wages and improve the work prospects of optometrists.

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### **Singapore Red Cross**

*Nominated by the Centre for Domestic Employees.*

In 2019, to celebrate its third anniversary, the Centre for Domestic Employees (CDE) officiated a partnership with the Singapore Red Cross (SRC) to provide the Last Mile Assistance Programme to Migrant Domestic Workers (MDWs). This partnership has assisted multiple MDWs requiring medical attention during their repatriation journey.

Leveraging SRC's expertise in physical and psychological first aid, and eldercare, the collaboration has consistently ensured and continues to provide comprehensive support for MDWs. SRC employs a streamlined process for repatriation, working with CDE to assess specific needs and coordinating with medical social workers for health updates prior to travel.

SRC manages arrangements for medical escorts at no cost, including flight bookings and on-site support at the airport with its staff playing a crucial role in logistics, especially for urgent cases. Through the Last Mile Assistance Programme, SRC has successfully facilitated the safe return of multiple MDWs with medical needs, partnering with Red Cross societies in their home countries for further care.

SRC consistently organises a diverse array of activities for MDWs at the CDE shelter and their Wellness Space at Red Cross House. These initiatives encompass a wide range of training programmes, including courses on Dementia Care, Stress Management, and Psychological First Aid.

By actively soliciting feedback from MDWs to identify their interests, SRC also offers creative, recreational, and physical activities such as cardio dance, outings, and sports. Through these programmes, SRC promotes both physical and mental well-being, significantly enhancing the overall wellness of MDWs.

Additionally, these efforts help expand the reach of CDE and SRC, engaging an increasing number of MDWs in their initiatives.