

COMRADE OF LABOUR

Jessie Chiu Soug Cheng

President

Singapore Union of Broadcasting Employees (SUBE)

Nominated by the Singapore Union of Broadcasting Employees.

Jessie Chiu Soug Cheng has played a pivotal role in steering the media industry through a transformative period, exhibiting adept negotiation skills to secure sustainable wage increments for our members. Her steady hand has not only addressed immediate needs but also ensured the long-term viability of the business, guaranteeing quality employment opportunities.

She is dedicated to safeguarding workers' welfare and actively contributes to the NTUC Women's Committee and the Tripartite Workgroup for Flexible Work Arrangement Requests. Through these roles, she shares best practices with management, fostering a culture of flexibility within her company. Sister Jessie has successfully initiated joint events between the company and the union, providing diverse platforms for members while boosting awareness and positively influencing union membership.

Sister Jessie's commitment extends to nurturing the next generation of leaders. Collaborating with younger leaders, she facilitates joint activities and offers mentorship to enhance their leadership and organisational skills. This approach ensures a seamless transition of responsibilities within the union.

In her capacity on the Company Training Committee, Sister Jessie advocates for increased support for employee training. Her efforts focus on preparing the workforce for the digital age, fostering comfort with relevant tools and skills necessary for workplace adaptations.

Sister Jessie's multifaceted approach involves managing cost-of-living concerns through sustainable wage increases, advocating for worker welfare, and securing better job prospects through skills development. Her strategic collaborations and mentorship initiatives reflect a commitment to a thriving, inclusive, and forward-looking work environment.