

ntuc

MAY DAY

AWARDS

2 0 2 5

MEDAL OF COMMENDATION

Jeffrey Sim Vee Ming

Group Chief Executive Officer
SBS Transit Ltd

Nominated by the National Transport Workers' Union

Jeffrey Sim Vee Ming is a strong advocate for fair compensation. In collaboration with the National Transport Workers' Union (NTWU), he has played a key role in enhancing salaries, particularly for Bus Captains, who make up about 57% of the workforce.

Brother Jeffrey is also committed to recruiting local Bus Captains to strengthen the Singaporean workforce. He offers attractive incentives, including a sign-on bonus of \$20,000. For former drivers rejoining the company, he provides a training offset incentive and recognises their driving experience with a higher basic salary. Furthermore, the "BC Mummy" scheme offers mothers with young children a \$1,000 annual incentive until their child turns 12. Additionally, retired Bus Captains are acknowledged through the silver bonus scheme.

To enhance staff remuneration, Jeffrey has implemented consistent productivity payments, where the savings generated from efficient working practices in the first year are returned to employees as rewards. His efforts allow employees to enjoy industry-leading annual increments and bonuses.

Brother Jeffrey is also focused on helping employees manage cost-of-living pressures. Following discussions with the union, an additional half-month's salary was disbursed in October 2024 in line with government initiatives. He strongly endorses NTWU-proposed initiatives and shares best practices with other public transport operators to uplift the industry.

He has introduced a new GROW framework that addresses physical, mental, workplace, and financial wellness. The company launched UPlay, in collaboration with NTUC Club and NTWU, to provide social and recreational opportunities for employees. Additionally, he initiated the "It's Okay to Not Be Okay" campaign to normalise discussions about mental health challenges and made the ThoughtFull mental wellness support app available to employees 24/7 at no cost.

Brother Jeffrey has implemented the 3E (Employ, Empower, and Educate) framework to support persons with disabilities (PWDs). The company aims to have at least 100 PWDs in frontline and support roles. With his support, SBS Transit became the first employer to offer internship and employment opportunities to ITE students with disabilities enrolled in engineering courses.

Brother Jeffrey champions innovative training methodologies and technologies, including the iSMART bus simulator and mixed/virtual reality train simulator. Upskilling and job redesign initiatives, such as the new Diagnostic Expert scheme, are supported through sponsorships and study awards. SBS Transit is the first public transport operator to establish a Company Training Committee (CTC), leveraging CTC Grants to enhance the skills of its bus and rail workers through a comprehensive manpower development plan.

Significant strides have also been made in improving safety and security. Initiatives include DriveSafe+ (blind spot detection) and Goldeneye (fatigue detection) for bus staff, and the Track Access Management System and AVANTE (track anomaly detection) for rail staff.