

# **ntuc**

## **MAY DAY**

# **AWARDS**

### **2 0 2 5**

## **PARTNER OF LABOUR MOVEMENT**

### **APRW Pte Ltd**

*Nominated by NTUC U SME*

APRW, an integrated communications agency, has been a partner of the Labour Movement since October 2021. It supports the Progressive Wage Model by ensuring that its employees' wages are aligned with skills, productivity, and career progression. Awarded the Progressive Wage Mark, the company has committed to fair and sustainable wage growth for its employees.

APRW has demonstrated a strong commitment to creating a progressive and inclusive work environment. Through practices such as flexible work arrangements (eg flexi-time and work-from-home), it has helped employees balance their work and personal obligations. The agency's Company Training Committee (CTC), developed in partnership with NTUC U SME, further exemplifies this commitment. The CTC allows APRW to involve employees in shaping the workplace policies that affect them directly, fostering mutual respect and collaboration.

APRW's Operation & Technology Roadmap, developed in collaboration with NTUC U SME, further supports these goals by integrating advanced digital tools and processes into its workflow, ensuring the agency remains competitive in the evolving digital landscape.

The company's age-friendly workplace practices ensure that employees of all ages are supported, with policies that respect the unique needs of mature workers and younger team members alike.

APRW collaborated with NTUC U SME to adopt the Tripartite Standards that promote fair employment practices. By implementing initiatives that promote work-life harmony, APRW fosters a culture where employees feel supported in balancing their careers with personal well-being. Through wellness programmes, flexible schedules, and family-friendly policies, the company actively enhances the overall quality of life for its workforce.

The company sponsors flu vaccinations and health screenings to support the physical well-being of its team members. The creation of a Balance Room—an inclusive space for relaxation, breastfeeding, and prayers—underscores APRW's commitment to meeting its workforce's diverse needs.

Through APRW+, the agency provides a structured talent development programme, setting a clear pathway for career growth from entry-level roles to leadership positions. This initiative offers continuous learning opportunities, certification programmes, and cross-training to equip employees with essential digital and industry-specific skills. The company also hosts bi-monthly lunchtime talks with industry experts, helping employees stay informed on emerging trends and industry challenges. Through APRW+, the agency empowers its team to achieve personal and professional growth, preparing them to meet future industry demands and build fulfilling, long-term careers.

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## **PARTNER OF LABOUR MOVEMENT**

### **Archer Marketing & Development (S) Pte Ltd**

*Nominated by NTUC U SME*

Archer Marketing has been a partner of NTUC U SME since 18 September 2023. Its workplace philosophy is one that is culturally diverse, flexible and backed by motivated workforce.

It conducts annual salary reviews to ensure its wages are competitive with the market. As part of its flexible employee benefit, Archer Marketing also sponsors NTUC Membership fees for all its employees. This is to alleviate rising costs of living and help employees stretch their dollar.

Since inception, the company has achieved a strong track record of employee retention. The company also conducts regular performance reviews and offers performance bonuses twice a year. As a company that values staff welfare, it holds regular employee engagement sessions such as Christmas parties and Lunar New Year lunch gatherings.

Archer Marketing has adopted eight out of 10 of the Tripartite Standards, namely:

- Advancing Well-Being of Lower-Wage Workers
- Age-Friendly Workplace Practices
- Contracting with Self-Employed Persons
- Employment of Term Contract Employees
- Flexible Work Arrangements
- Recruitment Practices
- Unpaid Leave for Unexpected Care Needs
- Work-Life Harmony

As a progressive employer, Archer Marketing has worked closely with NTUC U SME in creating a better workplace, better worker, and better work through the NTUC In Your Workplace (NIYW), of which it has achieved 100 per cent in the Better Workplace checklist.

The company's progressive stance also made it eligible for the NTUC U Women and Family's (WAF) Better Workplace Programme.

At Archer Marketing, all employees are entitled to a one-day birthday leave and wellness leave per year. They are also eligible for goodwill leave where they can apply up to three days of paid leave each year for bereavement, marriage, or examination.

Eligible employees have the option to work from home. When required, employees can also apply for sabbatical leave to see to personal/family matters. The company also offers part-time work for employees who are unable to commit to full-time hours due to family commitments.

Since 4 October 2023, the company has nominated a union branch official to represent its workforce in employee related matters. The company is also supportive when the representative needs to attend U SME Branch Official training sessions.

Archer Marketing also offers on-the-job training to ensure their employees' technical knowledge are updated. To be more digital ready, the company also adopted a new accounting software under the Productivity Solutions Grant.

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## **PARTNER OF LABOUR MOVEMENT**

### **Association of Information Security Professionals**

*Nominated by NTUC U PME*

The Association of Information Security Professionals (AISP) has been a steadfast NTUC U Associate partner since 2020, consistently demonstrating strong support for the Labour Movement initiatives.

Over the years, AISP has actively collaborated with NTUC and its affiliates, including the Tech Talent Assembly (TTAB), NTUC U PME, Young NTUC, NTUC U Women and Family (WAF), and NTUC U SME, to champion professional growth and development.

More notably, AISP's Executive Committee (EXCO) has been avidly participating in various Labour Movement events, showcasing strong alignment with NTUC's vision and goals.

This year, AISP played a key role in the successful launch of a joint cybersecurity programme with NTUC, TTAB, and SUTD, aimed at upskilling and reskilling cybersecurity professionals to prepare them for the future workforce.

Moving forward, AISP is set to further enhance productivity and collaboration by inking a Memorandum of Understanding (MOU) with TTAB to form a Company Training Committee (CTC).

This initiative benefits AISP by driving the adoption of new technology to enhance organisational efficiency and competitiveness. This will enable their employees to upskill, leading to better wages, improved welfare and enhanced work prospects, all of which aligns with the association's goal of professional growth and workforce advancement.

AISP's unwavering dedication to partnership, innovation, and professional excellence, along with its EXCO's active engagement and alignment with the Labour Movement's initiatives, makes it a deserving nominee for the NTUC May Day Award.

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**PARTNER OF LABOUR MOVEMENT**

**Centurion Corporation Limited**

*Nominated by the Migrant Workers' Centre*

Centurion Corporation Limited (Centurion) has been a consistent and valued partner of the Migrant Workers' Centre (MWC).

It has made significant contributions to various events and initiatives, and its dedication in mobilising manpower and resources has played a crucial role in ensuring the success of MWC's engagement with the workers.

Centurion actively encourages workers to engage in all MWC events, regardless of size, showcasing their commitment to fostering participation and connection. It has also been a committed supporter of the MWC Ambassador Network programme, working closely with MWC to encourage migrant workers to join the initiative and actively supporting their continued engagement.

Centurion provides high-quality, comfortable accommodations with safe and vibrant communities that prioritises the well-being of its migrant worker residents. As part of this commitment, it has introduced a Resident Life Manager to oversee and curate an engaging calendar of activities for residents. These initiatives take a holistic approach to supporting residents' social, mental, and physical well-being.

To further enhance worker well-being, Centurion collaborates closely with the MWC and other Non-Government Organisations (NGOs) to provide tailored care and opportunities. These include welfare initiatives, social integration programmes, and learning and development opportunities. This initiative serves as a model for other stakeholders looking to foster a supportive environment for workers.