

16 Unionists Appointed TMAs p4



SG Lim Swee Say (left), NTUC Fairprice CEO (Singapore) Seah Kian Peng (centre) and NTUC Deputy Secretary-General Heng Chee How (right) take a tour of the FairPrice store at Orchid Country Club. Looking on behind SG Lim is NTUC Fairprice Managing Director (Group Business) Gerry Lee.

FairPrice To Re-Stretch Your Dollar

Fretting about the sky high prices lately? Well, fret no more. NTUC Fairprice Co-operative Limited has brought back its popular 'Stretch Your Dollar' campaign and it is bigger and better than ever. The campaign was first introduced in 2007 when food prices went up and was extended till 2009 when the global economic downturn hit.

From today till end May 2011, a 5 per cent discount will be extended to 500 essential staple items under FairPrice's house-brand range, including rice, bread and cooking oil. In addition, Plus! Visa and NTUC Plus! Visa cardholders can enjoy a better 10 per cent discount, up from the current 8 per cent.

This welcome news was announced at the NTUC Fairprice Learning Journey at Orchid Country Club on 14 February 2011.

"Today, with the discount scheme that we are introducing for all our popular house brand items, this will bring immediate relief, immediate benefit to all consumers to the tune of an estimated \$2.3 million," said NTUC Fairprice Chief Executive Officer (Singapore) Seah Kian Peng. "We try our best to always be the first retailer to drop prices and to be the last retailer to raise prices."

Despite the worldwide price hikes for raw materials by suppliers worldwide, Mr Seah said that Fairprice is able to maintain or even reduce the prices of its essentials because of its diversified food supply sources, contract farming, rice stockpiling and pricing policy.

Mr Seah also stressed that house brand, and not national brand items were chosen for the campaign because they are popular among consumers and comprise "essentials that will affect any household".

Guest-of-Honour NTUC Secretary-General

Lim Swee Say disclosed that Fairprice is one of the 12 Labour Movement Social Enterprises who will be "playing an active role" to mitigate inflation this year. He also revealed that although this year's target for the U Care Fund has been set at \$10 million, the Labour Movement will not hesitate to increase it to \$12 million to give more help to low wage workers and low income families in light of higher inflation.

SG Lim pointed out that Fairprice's move to re-launch 'Stretch Your Dollar' was a clear demonstration of its commitment to stay true to its Social Mission to moderate the cost of living in Singapore.

"As far as the SEs are concerned, we are going for 价廉物美. Our objective is to offer good quality – whether it is food, essentials, drinks, and so on – at an affordable price. That is our philosophy; that is in our DNA," he said.

SG Lim added that in order to be able to keep up the good work, NTUC Fairprice must stay competitive to ensure profitability and sustainability.

"However, Fairprice does not and will not try to make profits by 少卖多赚, which means to increase the profit margin and target the niche market where the customers can afford to pay more dough for it.

"I don't know whether you have noticed or not... FairPrice prices are standard across the whole of Singapore no matter which outlet. Why? Because FairPrice is in the 'lean margin' business – 薄利多销 - it basically keeps margins low and prices affordable. I think that is a very important part of the Social Enterprise philosophy," he said.

SG Lim also urged the Labour Movement family to value the contributions made by its Social Enterprises and not take them for granted.

"It is not easy for FairPrice to keep getting their house brands to be cheaper, keep their Everyday Low Price items cheaper, and have this Yellow Dot items or lowest price items," he said.

"...The reason why FairPrice is doing this is because of our Labour Movement DNA. We are not in the business of making money; we are in the business of creating social impact."

**NTUC Secretary-General
Lim Swee Say**





By
Nicolette Yeo


Stretch your Dollar!


10 tips to save more


- 1** Enjoy good quality FairPrice Housebrand items at the best value.



- 2** Look out for the yellow dot for the lowest priced items.



- 3** Choose from over 500 popular essential items at low prices.



- 4** Get items at very special prices with every \$25 spent.



- 5** Look out for our weekly advertised offers to get the best deals.



- 6** Be a FairPrice member to enjoy rebates when you shop with us.


- 7** Collect LinkPoints and use them to pay for your groceries.


- 8** Shoppers aged 60 and above enjoy 2% discount every Tuesday.


- 9** Go for alternatives. Try different brands or items from other countries.


- 10** Eat in and save on your meals. Home-cooked meals are healthier too.



Terms and conditions apply

Committed To Serve The Needs Of Customers And Community



NTUC FairPrice Chairman Ng Ser Miang (centre) with members of the media.

By Muneerah Bee Mohamed Iqbal

The Labour Movement's Social Enterprises have always been forerunners in serving the needs of workers through the 4D philosophy and NTUC Fairprice Co-operative Limited is a fine example of this. In 2010, the supermarket chain has expanded its business and increased its market share to 55 percent.

Speaking at the NTUC FairPrice Media Appreciation Lunch on 15 February 2011 at the Raffles Hotel, NTUC FairPrice Chairman Ng Ser Miang said: "One of our biggest challenges has always been looking for new sites and good locations to better serve our customers. Despite that, we managed to open nine new stores last year and this year we will open at least six new stores."

NTUC FairPrice is also looking at expanding and leaving a bigger impact in the overseas market. Back home, it will continue to commit to its social mission of moderating the cost of living for Singaporeans. The recently re-launched 'Stretch Your Dollar' programme is one of the initiatives implemented to cope with the current inflation.

Since 2008, FairPrice Foundation has donated about \$26 million to the community. Of this, about 50 per cent has gone towards helping low income workers. "Going forward we will continue to look for more and better ways where we can meet both the needs of customers as well as support the community," Mr Ng said.

In order to reach its goals, NTUC FairPrice continually looks at improving its back end processes. "Every day we serve more than 350,000 customers. To meet this massive demand, it also requires an efficient logistic chain. We have invested very heavily in the latest warehouse technology and we will continue to upgrade infrastructure and system to support growth and continue to increase our productivity."

Reaching out to younger customers, the co-operative will also continue to make use of new media and Information Technology. Its Facebook page (www.facebook.com/thatsmyfairprice) currently has more than 32,400 fans.

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Printer KHL Printing Co Pte Ltd
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NTUC Foodfare Says No To Price Increase



By
Vanessa Teo

No price increase for all basic and essential beverages, and basic food types? Even with the rising inflation rates? Yes! This is indeed what NTUC Foodfare Co-operative Limited is doing, in line with its social mission of helping Singaporeans and workers to stretch their dollar.

NTUC Foodfare will hold off any price increase for its basic essential beverages, including coffee, tea and canned drinks, for the rest of this year in 40 retail locations. Prices of basic food types such as economic rice, yong tau foo and noodles will also be held for as long as it can.

Said NTUC Foodfare Chief Executive Officer Perry Ong: "...we believe our social mission to moderate food and beverages prices takes precedence – especially in these times. We strive to make a difference by helping Singaporeans and workers cope with the inflation by holding off any price increase for basic essential beverages for the whole of 2011, and holding off any food price increases for as long as we can."

And at NTUC Fairprice Co-operative Limited's Learning Journey on 14 February 2011, NTUC Secretary-General Lim Swee Say also applauded NTUC Foodfare's move to hold prices.

He said: "...Our philosophy is 'Do our best to be the last to increase our prices when

prices are going up and be first to drop our prices when prices are coming down'. In the case of all the beverages, Foodfare's assessment is that at this moment, we can still 'tahan' (bear with it), so for the rest of the year, 2011, we will keep the prices of the beverages as well as some of the basic food items".

Adding on to the good news, union members can also look forward to having wider access to NTUC Value Meals from 1 April 2011 onwards, with value meals being extended to all 42 retail outlets from its current eight outlets. The NTUC Foodfare Value Meals provide union members with savings of 5 to 15 per cent off the normal price. For instance, while the general public would pay \$3.50 for a plate of Fried Rice at NTUC Foodfare's AMK Hub outlet, a union member would only pay \$3,



which translates to a 14 per cent discount.

"This is our way of helping our union members cope better with the rising cost of cooked food," added Mr Ong.

Currently NTUC Foodfare's prices is one of the lowest, if not the lowest, amongst its competitors.

"I hope NTUC Foodfare can continue to offer this, as my daily breakfast here helps me save \$1 each day. I can use that savings to buy other essentials."

80-year-old Mr Lim Hang Lian on the NTUC Value Meal Breakfast Sets (\$1.40 for union members and \$1.80 for the public), which sells 25 to 40 per cent cheaper than most coffeeshops and foodcourts.

Price Comparison

	NTUC Foodfare Co-operative Limited	Competitor A Hougang Mall	Competitor B Causeway Point	Competitor C Junction 8
Coffee/Tea O	\$0.70 to \$0.80	\$1.10	\$1.30	\$1.20
Coffee and Tea	\$0.80 to \$0.90	\$1.20	\$1.40	\$1.30
Coffee/Tea C	\$0.90 to \$1.00	\$1.30	\$1.50	\$1.40
Milo	\$0.85 to \$1.00	\$1.40	\$1.50	\$1.50
Canned Drinks	\$1.30 to \$1.60	\$1.40 to \$1.70	\$1.60	\$1.40 to \$1.60

ntuc **Income** Hits Record \$3.7B In Premium Revenues

NTUC Income, Singapore's leading insurer, reported exceptional results for 2010 across all lines of business. This is anchored on a multi-channel strategy which does not rely on a traditional multi-tiered, high commissioned agency force.

NTUC Income chalked up a 22.3 per cent growth in 2010 premium revenues to \$3.7 billion for 2010, the highest in its 40 year history.

Weighted life insurance new business premiums across all channels jumped to \$344.1 million from \$275.2 million in 2009. Weighted life insurance new business premiums market share increased from 19.3 per cent in 2009 to 20.8 per cent in 2010. Sales were generated from tied agency* \$174.2 million (50.6 per cent), bancassurance \$87.2 million (25.4 per cent), financial advisors \$37.1 million (10.8 per cent) and direct & salaried sales force \$45.3 million (13.2 per cent). Three years ago tied agents contributed 81.1 per cent of total sales. (* NTUC Income's tied agency is not multi-tiered and its total

agency compensation is amongst the lowest in the industry).

Sales through NTUC Income's bancassurance channel jumped about two-and-a-half times to \$87.5 million in weighted new premiums on the back of strong alliances with local and foreign banking giants operating in Singapore. These banks, as a channel, generated 25.4 per cent of NTUC Income's overall premium revenues in 2010, compared with a negligible base two years ago.

Chief Executive Tan Suee Chieh said: "Our results reflect the success of our multi-channel strategy which we have implemented over the past three years. The heart of this strategy is about providing choices to customers."

Mr Tan added: "Over the last 10 years, the size of the tied agency force in the industry has not grown and this is unlikely to change in the future, given customers' preferences and the alternatives available to them. Given the stagnant pool of the tied agency force, insurers have resorted to poaching recently. However, we do not participate or endorse the poaching of agents as we believe it will lead to churning,

resulting in higher costs for customers.

"We believe that customers' interest should come first and we support all initiatives that enhance professionalism of the industry. Our recent implementation of the Representative Nomination Framework (RNF) was smooth." RNF is an initiative by the Monetary Authority of Singapore to create a public register comprising financial representatives so as to improve transparency and accountability.

Motor Insurance Bucks Industry Trend

NTUC Income, the largest motor insurer, which was combating issues plaguing the industry such as fraudulent claims and unsustainable premium rates, registered a 3.5 per cent growth in premiums to \$244.4 million. In 2010, NTUC Income registered a major turn in underwriting results with the motor insurance business continuing to grow from strength-to-strength, NTUC Income will make a one-off \$50 rebate to about 100,000 private car owners who will be renewing their policies in 2011. This will result in a total payout of about \$5 million.

MOM Appoints 16 Senior Unionists To Reconcile PME Employment Disputes

By Nicolette Yeo

16 NTUC-nominated union leaders were appointed by the Ministry of Manpower (MOM) to help Professionals, Managers and Executives (PMEs) resolve common employment disputes under the new Employment Dispute Resolution (EDR) mechanism for PME and Employers which came into effect on 1 February 2011. The mechanism applies specifically to PME who are union members in non-unionised companies earning \$4,500 and below. Tripartite Mediation Advisers (TMAs), as they are known, will serve for a period of two years.

“The TMAs come with many years of experience in managing and resolving employment issues as well as knowledge of industry practices and norms. These qualities will equip them with the ability to advise the parties respectively with the view to resolving the dispute amicably during tripartite mediation,” said NTUC Competency Director (Industrial Relations) Cham Hui Fong, who is also one of the appointed TMAs.

Launched by MOM with the support of NTUC and the Singapore National Employers Federation (SNEF), the EDR mechanism comprises a mediation session between the PME and the employer helmed by MOM’s conciliation officer and assisted by two TMAs from NTUC and SNEF. The aim is to help PMEs resolve disputes in the areas of salary claims, payment of retrenchment benefits and issues arising from individual employment contracts. This comes less than four months after the mechanism was announced in Parliament under the Industrial Relations (Amendment) Bill on 18 October 2010.

Advantages Abound For PME EDR

One of the appointed NTUC TMAs, Singapore Industrial & Services Employees’ Union (SISEU) Deputy Executive Secretary Sylvia Choo, called the new process “a positive development as it provides a more finite time frame to resolve disputes and helps to promote harmony at

the workplace.” She also noted that the EDR mechanism requires the compulsory attendance of the employer at the mediation session, which can then lead to a quicker resolution.

To emphasise the importance of her point, Ms Choo cited a case she handled involving a Sales Executive in a printing equipment company whose delay in salary and allowances was dragged out because “it was difficult to meet up with the employer who was based overseas” and “management often deferred the meetings we arranged.” Ms Choo highlighted another key advantage of the EDR mechanism: “Instead of resorting to the Civil Court which could be long drawn, expensive and leads to animosity between employer and employee, it provides another option for PMEs and employers to resolve their disputes amicably.”

Another appointed NTUC TMA, Singapore Manual & Mercantile Workers Union (SMMWU) Deputy Secretary-General David Yeo, added that the PME will not “lose out” in getting a fair resolution because he or she could not afford the financial costs involved. “The final objective of this process is to find a speedy and amicable solution for both parties and avoid big legal costs where most employees have no resources to hire a lawyer,” he said.

Mr Yeo also noted that new EDR mechanism “closes the hole” because it enables union leaders to assist PMEs who are members in non-unionised companies. In the past, union leaders like Mr Yeo could only dispense advice at the sidelines.

“If you are a PME who is a union member in a non-unionised company, I can’t tell the employer, ‘let’s negotiate’ because I don’t have the representation rights. With the EDR mechanism, the PME union member can be assisted on their employment disputes by the union through the new mechanism,” he explained.

The EDR mechanism is another sterling example of how tripartism in Singapore achieves positive outcomes. Ms Cham commented: “The new EDR mechanism adds to another milestone

Who’s Who On The TMA Roster

- Cham Hui Fong**, Competency Director (Industrial Relations), NTUC, and Executive Secretary, Chemical Industries Employees’ Union
- Jennie Yeo Kha Keaw**, Deputy Executive Secretary, Building Construction and Timber Industries Employees Union, and Deputy Director, Unit for Contract and Casual Workers
- Charles Ng Theng Loon**, Head, Industrial Relations, Healthcare Services Employees’ Union
- Toh Hwee Tin**, Alignment Director (U Family), NTUC, and Deputy Executive Secretary, Food, Drinks and Allied Workers’ Union
- Ma Wei Cheng**, General Secretary, Amalgamated Union of Public Employees
- David Yeo Cher Lian**, Deputy Secretary-General, Singapore Manual & Mercantile Workers’ Union
- Samuel Tan Boon Hui**, Executive Secretary, Singapore Shell Employees’ Union and Master IR Consultant, NTUC General Branch Unit
- Tan Cheng Choo**, Deputy Executive Secretary, Education Services Union
- Mah Cheong Fatt**, Master Mentor, NTUC Industrial Relations Mentoring Department and Deputy Executive Secretary, Metal Industries Workers’ Union
- Goh Sor Imm**, Deputy Executive Secretary, Shipbuilding and Marine Engineering Employees’ Union
- Sylvia Choo Sor Chew**, Deputy Executive Secretary, Singapore Industrial & Services Employees’ Union
- Frank Lok Wung Cheong**, Deputy Executive Secretary, Chemical Industries Employees’ Union
- Jean See Jinli**, Head, Industrial Relations, Education Services Union
- Ong Keau**, Competency Director (Administration), NTUC, and Deputy Executive Secretary, United Workers of Electronic and Electrical Industries
- Jessie Yeo Hong Cheng**, Competency Director (Industrial Relations Mentoring), NTUC; Executive Secretary, Metal Industries Workers’ Union, and Deputy Executive Secretary, Singapore Port Workers’ Union
- Ong Chin Ang**, Centric Director (Union), NTUC; Executive Secretary, Singapore Port Workers’ Union, and Executive Secretary, Healthcare Services Employees’ Union

of the strong tripartism in Singapore. The tripartite partners are leveraging on their strong trust and working relationship to help these PME union members and employers resolve their workplace issues amicably.”

NTWU Delegates Give 100% Support For 3-Flow

By Khoo Woon Kung

Principal Industrial Relations Officer, National Transport Workers’ Union

Delegates of the National Transport Workers’ Union (NTWU) at its Mid-Term Convention on 8 February 2011 unanimously adopted a far-reaching resolution for leadership growth and renewal within the union.

The resolution will put in place the 3-Flow Model for leadership which was first announced by NTUC Secretary-General Lim Swee Say at a leadership event last year. The process will help ensure that leadership remains strong, progressive and relevant.

NTWU President Mohd Rasi Taib (pictured, second from left) said: “This is an important



development in NTWU. It is imperative for us to ensure that the leadership renewal process is in place. In the long term, the baton can be passed on smoothly and we can focus on ensuring that our workers’ interests are best taken care of.”

Following the passing of the resolution, NTWU past President Ong Yeo Seng (pictured, first from right), who turned 62-years-old last May, will officially step down from the NTWU Executive Committee.

Mr Ong said: “We must allow for opportunities for our young leaders to show their commitment to serve their members. I am glad that in NTWU, this process is now in place. I would be most happy to advise my younger union colleagues and share with them my experiences.”

NTWU Executive Secretary Ong Ye Kung (pictured, second from right), said: “It is gratifying that all our Delegates understand and support the need for leadership development and renewal. The challenge ahead of us now is to bring in promising leaders with potential to serve the Labour Movement.”

BATU Fights For Fair Payout For Retrenched Workers



By **Naseema Banu Maideen**

Six union members rejoiced over receiving their due retrenchment benefits with the efforts of Building Construction and Timber Industries Employees' Union (BATU) and NTUC in February this year. This was made possible by a decision of the Industrial Arbitration Court (IAC). The total amount each member received after the court award is significantly more than their initial offered retrenchment benefits.



The Case Facts

Sembawang Engineers and Constructors Limited (SEC), one of the leading companies in the industry, wrote to inform the union of its intentions to retrench five employees on 8 June 2010 and one employee on 30 July 2010.

The company made unilateral payouts that consisted of one month's salary in lieu of notice, one week's salary for each year of service (capped at 25 years) and encashment of unconsumed leave to the six employees between 30 June and 16 August 2010.

The workers approached BATU for help as the retrenchment amount was much lower than then company and industry norms. BATU invoked Clause 16 of the SEC Collective Agreement, which states that, the "quantum of retrenchment benefit shall be negotiated between the Company and the Union".

The union asked that each employee be paid two weeks' salary for each year of service (capped at 25 years) according to relevant norms. BATU also disputed the company's unilateral stance. SEC did not agree to this.

To break the impasse, the matter was referred to the Ministry of Manpower for mediation in June 2010. However, as SEC and BATU were unable to agree, the case was referred to the IAC on the 16 November 2010.

The Company's Stand

SEC's stand at IAC was that retrenchment benefits are paid solely at the discretion of the company and there is no legal obligation to pay retrenchment benefits and benefits are paid out on an ex-gratia basis. It was also firm that there are no provisions in the employees' contract that they must be paid retrenchment benefits. The company also argued that exorbitant payouts with an increase in retrenchment benefits could dampen SEC's future growth and stated that it would pay for the union's demands if the quantum BATU was negotiating for applied to all construction companies.

Fair Insights By The Union

NTUC Deputy Secretary-General and NTUC Director (Legal Services) Halimah Jacob, who represented BATU at the IAC, brought out facts that proved SEC's arguments to be fallacious. DSG Halimah highlighted that retrenchment benefits are not at the discretion of a unionised company as the Industrial Relations Act provided unions with the right to negotiate the quantum of retrenchment benefits for the workers; the Collective Agreement signed between SEC and BATU also states that the quantum is negotiable.

BATU had also taken into consideration on the relevant information and data relating to industry norms, current economic conditions, its understanding of the company's financial situation and the impact on the affected workers. DSG Halimah also pointed out the company has bagged many major infrastructure projects to sustain its growth and this should not be a valid argument by SEC. She added:

"Even during the economic downturn in 2008-2009, the tripartite partners noted that the prevailing norm was to pay a retrenchment benefit varying between two weeks to one month of salary per year, depending on the company's financial position."

BATU's stand also factored the livelihoods of the six retrenched workers. Said DSG Halimah: "The six retrenched staff had served the company for long periods before losing their jobs through no fault of their own. They were not young when retrenched and were very likely to have difficulty finding similar jobs."

“Our commitment to tripartism and win-win outcomes is unwavering. At the same time, I expect companies to know the law and to play fair. So when Sembawang Engineers and Constructors Limited (SEC) insisted that they can unilaterally decide on the eligibility and quantum of retrenchment benefits, something that is obviously not in keeping with the Industrial Relations Act and the Collective Agreement, we put our foot down. A reasonable union must not be confused with a softheaded one.”

Heng Chee How, NTUC Deputy Secretary-General and Building Construction and Timber Industries Employees' Union Executive Secretary

On The Grounds Of Good Equity

The Court considered all these arguments put forth by the company and union and also looked at the past retrenchment payout by the company. SEC's recurring pattern of choosing to take the contentious route instead of trying to resolve issues amicably with the union in 2009 was also taken into consideration.

The Court ordered the company to pay another one week's salary per year of service plus a lump sum to the six retrenched workers. This worked out to another \$97,000, on top of the \$79,000 that SEC had already paid out. (lump sum = \$350 x number of years to age 62 (for example, if the retrenched worker is 50 years old, he will get a lump sum of 350 x (62 minus 50)).

Mr. Zulkipli bin Yusof, who worked for 21 years with the company, was initially given \$7,253. The court awarded him another \$13,484. Madam Patricia Chow Kam Sam, 57, formerly an administrative executive with the company for 27 years is another of the affected employees. She said: "If not for BATU, after serving the company for 27 years, I would have just have had to make do with what the company paid me at first. The union has put in a lot of effort to fight for more for us. I am grateful to BATU and NTUC for making sure the company gave us a fair payout."

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My First Skool In Woodlands To Enhance Learning Experience With CPP



By **Rasheedah Mahfuz**

NTUC First Campus Co-operative Limited's My First Skool located at Blk 848 Woodlands St 82 plans to enhance their students' learning experience by engaging parents and the community through the Community Partnership Programme.

The programme, a collaboration between Woodlands Division and My First Skool Woodlands, was launched by Guest-of-Honour Ellen Lee, MP for Sembawang GRC, on 10 February 2011 at the centre's premises.

Addressing the parents present at the centre for the launch of CPP cum Chinese New Year Celebrations, Ms Lee said: "CPP aims to serve the needs of residents in the area with convenient and quality services, and I am heartened to see so many parents signing up for the programmes at this centre.

"One of the ways that My First Skool works to enrich the children's learning is through community and centre activities that involve their families as well as the community at large."

Principal of My First Skool at Woodlands Stacey Toh said: "We are very pleased that our centre is actually participating in this community partnership programme because I feel that we



Ms Ellen Lee, MP for Sembawang GRC, speaking with a parent at the launch of the CPP at My First Skool Woodlands.

need to reach out to the community for our children's growth and development."

Ms Toh added that one of the activities under the programme is to help the children "understand community occupations." The school organised a visit to a fire station where the children were educated by the firemen and given the opportunity to operate the equipment under close supervision.

Ms Lee also took the time to tour the centre's premises after being treated to performances by the children. Children of different races, dressed in little cheongsams and traditional Chinese male outfits, performed Chinese New Year songs for the Guest-of-Honour and their proud parents.

“Now that we are moving towards involving the community, the children can look forward to something that is more hands-on instead of the usual curriculum they are accustomed to. I feel this would benefit the children as well as the parents.”

Stacey Toh, Principal, My First Skool

As part of the community partnership programme (CPP), children from My First Skool located at Blk 406 Woodlands Street 41, visited the elderly at NTUC Eldercare Silvercircle (Marsiling) day care centre located at Blk 172 Woodlands Street 13 on 21 January 2011 to spread the Chinese New Year spirit.

Apart from performing songs for the elderly, the children also gave out handmade cards and oranges as well as engaged the old folks in conversation.

Before the Eldercare visit, My First Skool also had parents and teachers do their part by encouraging them to donate everyday food items including Chinese New Year goodies to the elderly.

Through this, My First Skool was able to inculcate the spirit of sharing and caring for the less fortunate during the festive seasons in the children.

Strong Foundation That Begins From Young

By **Gwen Sin**

Minister, Prime Minister's Office and Member of Parliament for Jurong GRC Lim Boon Heng (pictured) recalled fondly an important message that was inculcated in his classmates and him to this very day, at the recent launch of People's Action Party Community Foundation (PCF) Little Wings at Block 553 Jurong Central, on 12 February 2011.

"When I was in Primary One, we had one teacher who doesn't seem to have any responsibilities teaching any subjects. What he did was to go round to different classes, especially the Primary Ones and Twos, to tell stories. And all of us loved the stories that he told us. Our own teacher was absent because of medical leave, and when he came, we would be very happy.

"And at the end of it, he would ask if we love stories, and we nodded in chorus of 'Yes!'. 'You want some more?' Again we answered in chorus of 'Yes'. Then he said: 'If you want to have more stories, you should learn to read. There is a library, and you pick up your books there. You learn your Chinese, you learn your English. Then you can have access to many, many books with many, many stories. And that was how I myself



acquired the habit of reading."

Mr Lim went on to stress the importance of developing a strong foundation "as early as possible." He said: "If a child learns a language from young, there's a much better chance of improving in the language, and staying with the person for life."

It is of such significance, that Mr Lim noted good quality pre-school education for young children needs to be made accessible and affordable at six of its PCF Little Wings centres. For one, financial assistance schemes are offered for low income families. High quality teaching standards are also uncompromised, with 80 per cent of its teachers equipped with Diplomas in Pre-school Training (DPT), which

“The challenge now is to continue to improve from there. When we set the bar high, then we really have to reach up, and keep going higher, for the sake of the children.”

Mrs Monica de Silva-Lim, General Manager of PCF Little Wings

is 75 per cent above the requirement from the Ministry of Education (MOE). Finally, many kind sponsors such as Keppel Corporation group, ComfortDelgro, NTUC Fairprice Foundation and many others have also chipped in with the estimated \$1.6m renovation costs for the centres.

Residents at Jurong Central are beginning to take Mr Lim's urge seriously too, with many parents coming forth to give positive feedback, and the centres reaching full capacity rapidly. Madam Nor Aisah, who has a son studying K1 at Blk 553 commented: "I'm quite pleased with the centre itself, of how the teachers communicated with us. They are focusing individually on the children, and my son comes home better mentally and physically, compared to what I previously think about PCF schools. This is a new enlightenment for me."

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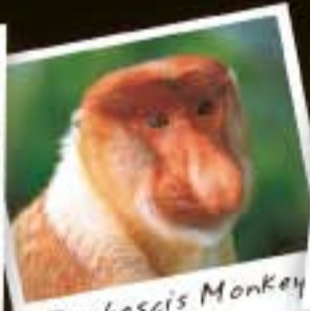
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Double Celebrations For SMOU



Representatives from NTUC Central Committee, Ministry of Transport, Ministry of Manpower, Maritime and Port Authority of Singapore, Singapore Shipping Association, Shipping owners, Singapore Maritime Employers Federation, Shipping managers and Singapore Council of Women's Organisation join in the auspicious practice of tossing yu sheng with Guest-of-Honour Minister for Community Development, Youth and Sports Dr Vivian Balakrishnan (eighth from right).



By **Muneerah Bee Mohamed Iqbal**

The Singapore Maritime Officers' Union (SMOU) and its co-operatives will have a lot to look forward to in 2011 as it celebrates its 60th anniversary. However, celebrations are not only confined to its members and their families.

At the SMOU and Wavelink Co-operative 60th Anniversary Lunar New Year Presentation Luncheon on 8 February 2011, senior citizens from the union's adopted charity, the Henderson Senior Citizens Home, joined in the celebrations and were presented with Hong Baos as a traditional symbol of good luck and well wishes.

In his speech, Guest-of-Honour Minister for Community Development, Youth and Sports Dr Vivian Balakrishnan commended the union for its commitment to the home. He said: "I'm also glad that you've had a very long association with the Henderson Senior Citizen's Home. Most of you who have been supporting this for a long time know that this is a very worthy home and I'm glad you have also invited some of the residents here to share this festive occasion."

Some NTUC Central Committee members and officials from the Ministry of Transport, Ministry of Manpower, Maritime and Port Authority of Singapore, Singapore National Employers Federation, Singapore Shipping Association, Singapore Maritime Employers Federation and Singapore Council of Women's Organisation were also present to heighten the festive atmosphere.

SMOU Executive Secretary Mary Liew said: "We are privileged to have this opportunity to express our care and also celebrate these festivities together with the industry and the community."

Rewarding Members

The union is also showing special appreciation to its loyal members. SMOU is organising a cruise for

200 members who are 60-years-old and above, with at least 30 years of SMOU membership.

Senior members who are under the SMOU hardship scheme will also receive an additional one-off financial assistance of \$300 in cash and NTUC FairPrice vouchers, as one of the union's 60th Anniversary care and share initiatives, which was made possible by a contribution of \$60,000 from Wavelink Co-operative.

A Night To Remember

In an effort to encourage the maritime industry to adopt sustainable crewing practices, the 6th biennial Maritime Manpower Singapore Conference, to be held on 30 September 2011, is themed 'Forging Ahead, A New Era Of Sustainable Crewing'. It will serve as a platform for tripartite partners and the maritime community to deliberate and discuss maritime industry issues and future maritime labour trends.

On the same evening, members can look forward to the 60th Anniversary Gala Dinner at Resorts World Sentosa organised by Young SMOU. Regional maritime partners and affiliates from the Global Union Federations will be among the guests gracing the event.

Ms Liew said: "It will be a meaningful time of reflection, recognition and renewal and fun-filled evening where our members will remember for a long time."

The union also hopes to raise \$660,000 for its 60th Anniversary care and share initiatives and will present these cheques at the Gala Dinner.

Beyond Singapore Shores

As a union representing more than 22,000 members globally, SMOU will also organise events for its international members in their native countries such as China and the Philippines.

Hiring Local

Moving forward, Ms Liew acknowledged the manpower shortage faced by the maritime industry and the union has been working to address this problem.

She said: "There will be a constant shortage of maritime labour and it remains a challenge to encourage young Singaporeans to consider the maritime industry as a viable career. We've worked with NTUC's e2i (Employment and Employability Institute), Singapore Workforce Development Agency and the Singapore

Shipping Association to train the pioneering cohort of Singaporean deck cadets under the Tripartite Nautical Training Award (TNTA) initiative. We are training our 3rd cohort of cadets at present, 55 Singaporeans have participated in the training and we hope that TNTA will continue with further support from our collaborative partners."



SMOU Executive Secretary Mary Liew (right) and NTUC Deputy Secretary-General Halimah Yacob (second from right) handing out red packets to SMOU senior citizen members.

Going Beyond Tides And Shore



By
Gwen Sin

Exuberance filled the air, as about 980 guests and union members of the Singapore Organisation of Seamen (SOS) and Seacare Co-operative (Seacare) received well-wishes from performers, bunny mascots and 'Fortune Gods', all of which were part of the jubilant programme line-up at its annual Hong Bao Presentation cum Lunar New Year Celebration on 11 February 2011.

The fun and merry did not stop there. SOS also took the opportunity to pay tribute to past and present members for their continued support by presenting a \$100 red packet each to 280 retired seamen. The other highlight of the event was the Long Membership Awards, where 57 members were conferred the 15-Year and 30-Year Membership Awards.

SOS President Mohamed Idris B Mohamed Ibrahim said in his welcome address: "This year SOS is celebrating our 40th anniversary. We have adopted the tagline: 'Going Beyond; Going Forward' so as to underline SOS's anniversary celebration. Two key words 'Beyond' and 'Forward' aptly sum up how much our past progress has given us an assuring sense of hope, confidence and vision."

It has also been a yearly tradition for SOS and Seacare to invite residents from the Asian Women's Welfare Home, the Ling Kwang Home for Senior Citizens and the Jamiyah Home for the Aged (Darul Takim), where they were presented a S\$50 red packet and a goodie bag



Recipients of the 15-Year and 30-Year Membership Awards cheering to a good year ahead.

by Guest-of-Honour, Mr Gan Kim Yong, Minister for Manpower.

Mr Gan noted: "Established in Oct 1971 to represent seamen in Singapore, the SOS has come a long way in representing the interests of workers in the maritime industry and enhancing their well-being. Through the years, the SOS has played a key role in promoting good industrial relations between members and their employers."

Such tripartite efforts by SOS included international conferences and meetings organised by the International Transport Workers' Federation (ITF) and the International Maritime Organisation (IMO), which definitely boosted the union's credibility and rapport with overseas fraternal seafarers' unions.

Programmes such as the SOS Membership Benefit Scheme, the Seacare Medical Scheme, the Seafarers' Provident Fund Scheme, as well as the Seacare Sailors' Home Scheme have also greatly benefited its members. For one, the establishment of Seacare Cooperative (Seacare) in 1994 aided Singapore seamen who are no longer able to sail at sea and their families. Another key area of assistance is job facilitation efforts through Seacare Manpower Services and Seacare Environmental.

“I have been working with SOS for 20 to 40 years. Our relationship has always been good. In fact, it's getting better because we have been working together for many years. Today we are more like friends. A lot of things could be ironed out in a very friendly manner, without any confrontations of the old.”

Mr Lim Tau Kok, Director, PACC Ship Managers Pte. Ltd.

Moving forward, Mr Gan urged: "Like many countries around the world, we are facing an aging workforce. The new Retirement and Re-employment Act will allow older employees to be re-employed when the new legislation comes into effect in January 2012. I hope companies will continue to tap on the expertise and experience of the older employees. Employees have a part to play too, by going for training and by being flexible when it comes to making the necessary adjustments for re-employment. SOS can play an important role in working closely with members and management partners to ensure a seamless transition to re-employment."

NTUC Eldercare Links Up With Rotary Club In New Silver Circle

By **Rasheedah Mahfuz**

Seniors in the Woodlands area can now look forward to quality and affordable community-based eldercare services with the new tie-up between NTUC Eldercare Co-operative Limited and the Foundation of Rotary Club Singapore Ltd. With this collaboration, the day care centre, located at Blk 172 Woodlands Street 13 #01-33, will now be known as NTUC Rotary Silver Circle (Marsiling).

Guest-of-Honour Lim Boon Heng, Minister, Prime Minister's Office and NTUC Eldercare Chairman, who was at the centre for the official announcement of the collaboration on 26 January 2011 said: "With the ageing population, I am happy that more and more groups are interested to play their part to help the seniors."

Rotary said with this collaboration, both organisations are able to leverage on resources available through volunteerism and



Minister, Prime Minister's Office and NTUC Eldercare Chairman Lim Boon Heng (right) receiving a cheque of \$120,000 on behalf of NTUC Eldercare from Foundation of Rotary Clubs (Singapore) Chairman David Tan How Heng.

professional staff. Special Guest David Tong How Heng, Chairman of Foundation of Rotary Clubs (Singapore) Limited, said: "We need to learn more about eldercare matters and how to manage it. For us, it is a learning curve. The committee, which is made up of Rotarians and representatives from NTUC Eldercare, will manage the centre together. We hope we can do more with NTUC in the future."

“NTUC Eldercare has two objectives. The first is to bring the cost down so it will be more affordable and everyone will be able to benefit from this. The second is to tap on other people's resources through collaboration. Collaboration is the key for growth. This is why I welcome collaboration. We can leverage on each other's strengths.”

Lim Sia Hoe, General Manager, NTUC Eldercare Co-operative Limited

Members of the Foundation of Rotary Clubs will be volunteering their professional expertise which includes providing free medical consultation to the seniors. In addition, the Foundation of Rotary Clubs will also be donating up to S\$120,000 per year to support the day care programme at NTUC Rotary Silver Circle (Marsiling). The donation will help to fund the centre's operations, keeping the cost affordable to more seniors.

Mr Lim added: "By collaborating with NTUC Eldercare, the Foundation of Rotary Clubs Singapore does not have to re-invent the wheel. They will be able to see how NTUC Eldercare operates and contribute ideas and professional expertise. I think we would like to see the day care services expand to cater to the various needs of the seniors."

Helping Those On A Single Path

By **Muneerah Bee Mohamed Iqbal**

It's no easy feat being a mother, much less a single mother. However, single mothers can always turn to the WeCare for U project by NTUC Women's Development Secretariat (WDS) for support on their road of single parenthood.

Launched in 2009 as a community outreach programme, the WeCare for U Project aims to help single mothers who are divorced, widowed or unwed build greater resilience and stronger independence. The project works with various partners and agencies to provide assistance with jobs, financial, childcare and housing issues. Through various workshops on legal rights, financial planning and other relevant topics, the WeCare for U project helps single mothers acquire new capabilities, knowledge and skills.

As of 2010, the project membership is at 1,143 single mothers and children. The mothers are aged from 18 to 57 years old, with a bulk of them in their 30s and 40s and most of their children are from five to 16 years old. To date, a total of 22 bonding activities had been organised to help single mothers meet other single mothers so that they can form a network of support for each other.

Ms Mala d/o Ramakrishnan has been participating in many of the events. Her children who are between six to 10 years old have benefitted from the spectrum of programmes planned for them. She said: "When I tell them we are going to NTUC's WeCare for U, they are excited because they know that they are going to meet friends. They also know they have an educational activity, such as a programme or a class, as well as fun and exciting entertainment activities."

Moving forward, the WeCare for U project will continue to help single mothers with their range of programmes and activities.



NTUC Deputy Secretary-General and NTUC WDS Director Halimah Jacob sharing the progress of the WeCare for U project.

Booking A Ticket To Success

As the project also places a lot of emphasis on children's development, especially their educational performance, WeCare for U collaborated with the National Library Board (NLB) for the first time to advocate the importance of reading. On 29 January 2011, 207 single mothers and children participated in 'Reading for Success' at the Woodlands Regional Library. The children were treated to stories and craft sessions while the mothers attended talks on cyber wellness and being reading role models. They also learned more about the library services and great reads available for children.

NLB Senior Librarian Raneetha d/o Rajaratnam sees reading as a good family activity for the mothers to understand their children better. "When you read to a child, you spend time getting to know the child. As the child talks and discusses about the book, you can see how they connect that book with what is happening around them. You know what goes on in your child's head through their analytical

thinking and your child's deepest thoughts and inner feelings when you discuss," she said.

In her speech at the event, NTUC Deputy Secretary-General and NTUC WDS Director Halimah Jacob urged the mothers to strongly support the reading programmes as it will build a stronger foundation for them in their studies. She said: "Children who can read well will not only do well in English but it facilitates their understanding of Maths and Science subjects as well. Being able to read and write well also helps in building their confidence as they navigate this very complicated world of ours."



Beyond reading as a bonding activity, WeCare for U will also have reading programmes with involvement from the community. The 'Reading Programme for the Young' initiative will be introduced in March as a joint effort with Hwa Chong Institution under their Service Learning Project to help children develop an interest in reading and inculcate good reading habits. For a start, the programme will be available for children from seven to 12 years old living in Bukit Batok East, Choa Chu Kang and Bukit Panjang areas.

The mothers can bring their children to the nearest library where student volunteers from Hwa Chong Institution will be attached to the children to monitor and help them with reading. As the project progresses, it will continue to work with other schools in other areas and get more students involved.

Madam Halimah said: "This programme is not only meaningful for the single mums and their children, it also benefits the students as they get a chance to do something meaningful beyond their academic studies alone. They get a chance to be a reading mentor and a coach to young children and to see these young children grow and develop into stronger individuals."

As a mother of two, Ms Meriol Choi finds such programmes to be a good opportunity to bring her children to the library and cultivate a habit of borrowing and reading more books to improve their command of the English Language.



Children engrossed in their craft session at the 'Reading for Success' event at the Woodlands Regional Library.

All The World's A Stage...

To help the children boost their confidence and express themselves better in the presence of others, WeCare for U will also collaborate with The Arts Attic Centre, an arts school for children, to roll out Speech & Drama classes in second quarter of the year.

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Young NTUC's Newsletter Plunges Into The Deeper Issues



By
Joshua Joseph

Young NTUC is ready to step out and make the difference with the launch

of their latest newsletter 'Uth! Tribune'. This latest monthly newsletter is a refreshing breakaway from the norms as it aims to engage readers on a deeper level by informing them on current issues confronting youths from around the world. It also aims to inspire readers by highlighting creative youth initiatives and social media trends in order to incorporate innovative ideas and practices in doing good for society.

Since its launch in 20 December 2010, 'Uth! Tribune' has already gained a considerable level of interest. Young NTUC is also engaging the support of 2000 of its members. It also hopes that more youths in Singapore will be able to subscribe to this newsletter through Young NTUC's website.



Young NTUC Secretariat Priscilla Tan said: "Our objective is to reach out to youths 35 and below. We aim to engage and inspire them to do good to society, do well in their projects and do more to contribute to society, leading to a better self, better family, better community and a better world. We also hope that this can reach out to everyone else so they may be informed and aware of happenings on the youth front."

With the release of each monthly newsletter comes the coverage of staple topics such as 'Youth issues from around the world', 'Transforming communities', and 'Reaching out via social media'. The newsletter has not only proven to engage the interest of readers but to be of great relevance to their everyday lives.

David Tay, 29, a teacher said: "As a teacher and youth leader, staying in touch with news that impact youths around the world keeps me in touch with the youths I work with and it allows me to understand and connect with them better. I am also able to share the stories I read with my students, thereby also keeping them informed."

Likewise, Terence Tan, 31, an Industrial Relations Officer who involves himself in union works believes that it equips him with better knowledge of youth happenings.

He said: "Being involved in Young SMOU (Singapore Maritime Officers' Union) – the young members who represent our union, these up-to-date information will enable me to have a better knowledge on what's happening around the youth arena. Not forgetting, it creates a common place and topic for me to talk with other youth members."

He added: "I would recommend this newsletter to my friends as I believe that they should be more plugged onto current news these days. I would especially recommend this newsletter to our young international members as well as it serves yet another platform for them to know about the current happenings around here."

Futsal Kicks Off SMEEU's 30th Year

By **Syed Muzaffar Hussain**

Industrial Relations Officer, Shipbuilding and Marine Engineering Employees' Union

What better way to kick off the Shipbuilding and Marine Engineering Employees'

Union's (SMEEU) 30th Anniversary celebrations than by having a Futsal Tournament! Held on 16 January 2011 at FICO Sports Hub, 14 teams from 10 branches came together to participate in the first of a series of events planned for 2011. Participants ranged from the young to the not so young, locals as well as nationals from different countries. This is reflective of our inclusive membership.

The blazing afternoon heat was kept away by FICO's sheltered indoor pitch. That, however, did not diminish the intense competitive spirit displayed by the various teams. It was an exhilarating day of pure adrenaline and every match was emotion-packed.

The finals were undoubtedly the highlight of the day. After a tough fight in the round robins, quarters and semis, two highly skilled teams from National Oilwell Varco (NOV) and Team A



of GE Keppel Energy Services (GEK) met in the finals. Both teams displayed exceptional talent, teamwork and sportsmanship during the course of the tournament. It was a close battle but the second goal scored by NOV sealed the match. Try as they did, GEK was not able to penetrate NOV's defence.

NOV won the tournament with a 2-1 victory over GEK while Wartsila Singapore was the 2nd runner-up. Giving away the trophies and prizes was none other than SMEEU's President and Guest-of-Honour Wong Weng Ong.

"This year's tournament is better than the previous year's. There are more courts for the teams to play simultaneously," said Mr Michael Soe, a participant from Baker Hughes

Inteq. Similarly, SMEEU Executive Committee member Brother Mohamed Zahid Ahmad felt that "responses from the players are good. The standards of the teams have improved this time round."

To sum up the union's objectives, Organising Chairman and General Treasurer of SMEEU Brother Aziz Mohd Raus shared: "SMEEU is an inclusive union that leverages its strengths on diversity, locals and foreigners alike. We are constantly on the lookout for young marine employees to join SMEEU's family."

Going forward, SMEEU will continue to engage its members in Work, Live and Play to bring value to their union membership.

保健雇联向贫困家庭伸出援手

在2011年1月22日举行的保健服务雇员联合会助学金颁发仪式上，全国职工总会助理秘书长成汉通要625名受惠者设定一个超越自己成就的目标，并记得保健雇联给予的援助。

保健雇联得到职总U关怀、新加坡保健集团、新加坡医疗集团、国立大学医院、亚历山大保健集团及裕廊保健集团管理层的大力支持。这一次颁发的助学金高达10万2090元。

成汉通表示，在职总欢庆50周年之际，所有人都能从不同的庆祝活动中受惠。职总将继续组建一支具包容性的劳动队伍，向不同的弱势群体伸出援手。例如：让低薪工友也能享有国家经济增长所带来的好处。

成汉通坚信，保健雇联也将秉持此信念，并更努力地改善其会员的生活。他补充说：“除了现有的福利，保健雇联还付出额外的努力，为真正迫

切需要援助的会员伸出援手。该雇联的善举值得大力表扬。我有信心，管理层伙伴也将继续大力支持保健雇联在这方面的相关计划。”

保健雇联及其关键伙伴提供的援助，对持续面对困境的低收入家庭而言，是非常重要的。

医务人员布诗帕的女儿是助学金得主之一。布诗帕是家中唯一的经济支柱，为了养家活口，自己常常有一餐没一餐的。她说：“我需要很多的经济援助，这些援助能减轻我的负担。”

布诗帕认为，助学金给予女儿很大的鼓励。同时，她也分享了保健雇联分发的“开学了礼券”如何减轻她的负担。

“开学了礼券很有用……女儿今年将参加中四会考，我能利用这些礼券购买参考书、校鞋和文具。”

除了现有的福利，保健雇联还付出额外的努力，为真正迫切需要援助的会员伸出援手。该雇联的善举值得大力表扬。

— 职总助理秘书长成汉通



华教总：紧跟政策 壮大队伍



新加坡华文教师总会和新加坡广东会馆于2010年11月20日在新加坡中华总商会礼堂联办一场研讨会，吸引了超过400名教师出席。

新加坡华文教师联合总会目前约有1800名会员，他们是教导华文及中华文学的教师。除了本地教师外，会员当中也包括来自中国、台湾和马来西亚的外籍教师。

在新加坡生活，掌握双语才能左右逢源，而母语教师在这方面扮演着重要的角色。为此，新加坡华文教师总会经常举办研讨会、学习坊及相关会议，提高会员的教学能力。

该会会长林振南说：“这是我们的责任。每当教育部宣布新的政策时，我会都及时反应。”他举例说，前不久，母语教育检讨委员会建议父母在家讲母语，华文教师总会即准备举办相关的工作坊，协助家长在家里创造一个更有利于学习母语的环境。同时，又配合职工运动，探讨与U家族在这方面合作的可能性。

自我更新

身为新加坡工运的一份子，华文教师总会自然须要响应工运组织呼

吁更新领导层的号召。最近，该会积极落实“三接”模式（接受、接棒、接连），鼓励年轻会员“接受”执行理事会的职务，然后通过工作坊和接受资深会员的指导，培养起领导能力，以便“接棒”处理会务，而退休会员则退下来“接连”为工会顾问，与年轻一辈分享丰富的经验。

在组织年轻会员方面，华文教师总会也不遗余力。鉴于近年来20多岁至30多岁的年轻会员比例有所增加，该会打算成立一个青年社群，主办一些针对年轻人的活动。该会执行秘书陈佩琪说：“过去，我们主办的活动，性质比较广泛。接下来，我们希望和职总青年团合作，多主办一些适合年轻老师的活动，以吸引更多年轻人加入工会。”

迈向更美好的2011年

全国职工总会秘书长林瑞生于2011年1月12日与王鼎昌工运领袖学院毕业生进行对话时，分享了新加坡在2010年取得的巨大成就，以及迈向更美好2011年的计划。在对话会上，工运领袖和毕业生也有互相交流的机会。

在2010年，新加坡的经济不仅取得14.7%的强劲增长，外来投资额也创下了纪录。这要归功于劳资政密切的协作关系，给予外来投资商无比的信心。

虽然2011年的经济看似能持续强劲增长，但林瑞生呼吁大家千万不要自满。他表示，职工运动的挑战，是继续做正确的事，以确保我们继续取得成功。林瑞生也在对话会上，强调确保经济不断稳健发展的三个重要措施。

“三更”经济

驱动更好、更快、更有效益经济的措施已纳入轨道，目前有108个相关的项目正在执行。通过“三更”措施，

公司将更有效益，在促进经济增长的同时，工友也有望获得更好的工资。

包容性的劳动队伍

要建立包容性的劳动队伍，就必须吸纳年长员工和鼓励妇女重返职场。目前，在那些有组建工会的公司当中，准备好实施重新雇佣计划的占了91%。这支包容性的劳动队伍，将在推广三更经济的过程中获益：低薪工友将有机会提升技能，保持就业能力，而合约工人及散工也因为职总的合约工友及散工单位侧重就业入息补助（WIS）和就业培训补助计划（WTS）而得益。

不断壮大的职工运动

另外，职工运动计划在2015年达到100万名会员的目标，因此积极吸纳老中青三代会员。在更新领导层方面，工会领袖也正式采纳“三接”（接受、接棒、接连）模式。林瑞生说：

“我们必须不断壮大，即拥有更多会员及更优秀的领袖。”



林瑞生（左）表示，职工运动的确挑战是，继续做正确的事，确保继续取得成功。

“我们认真落实‘三接’模式，因为职工运动比任何人都重要……职工运动不能萎缩，否则劳资政协作就会萎缩，届时工友将处于弱势。

— 职总秘书长林瑞生

职总富食客 饮料不涨价

为了减轻国人因生活费高涨而面对的压力，职总富食客合作社属下的食阁、咖啡店、咖啡座及外卖亭等40个营业点，今年将不调高饮料的售价。同时，职总工会会员也可轻易地在这些零售店购得“超值餐”。

职总富食客每月售出100多万杯的咖啡和茶，其饮料价格原本就具竞争力。例如：咖啡乌和茶乌的售价介于7角至8角，咖啡和奶茶的售价则介于9角至1元，但市场平均价格为9角至1元2角。

由于原料成本和租金上涨，一些咖啡店和食阁调高了饮料的售价。虽然职总富食客也面对成本上升的压力，该合作社仍坚持其社会使命，除了今年内不调高饮料售价外，也尽量不提高经济饭菜、酿豆腐和面食等基本食品的价格。

职总富食客的总裁王光枢说：“虽然面对同样的市场压力，但调节食品和饮料价格的社会使命依然是我们的优先考量，特别是在这非常时期。我们将尽可能不调高食品价格，以帮助新加坡人和工友纾缓通货膨胀的压力。”

“超值餐”销售地点增加

另外，工会会员在购买“超值餐”时，可享受5%至15%的折扣。为了给予工会会员更大的方便，职总富食客从今年4月1日开始，将把“超值餐”的销售地点，从目前的8个推广至所有营业点。

自1995年成立以来，职总富食客多次协助调节食品与饮料价格。目前，职总富食客每月售出400万份“超值餐”。

“虽然面对同样的市场压力，但调节食品和饮料价格的社会使命依然是我们的优先考量，特别是在这非常时期。我们将尽可能不调高食品价格，以帮助新加坡人和工友纾缓通货膨胀的压力。”

— 职总富食客总裁王光枢



管理层学习辅导 有助于保留员工

“这群妇女当中，有些已离开职场多年。要重新工作，必须拥有相关技能，也必须感到自在，觉得自己是公司的一分子。

—职总副秘书长兼妇女发展秘书处署长哈莉玛

黄秀嫻报道

全国职工总会副秘书长兼妇女发展秘书处署长哈莉玛指出，对许多重返职场的妇女而言，能否继续留在职场，首三个星期至三个月是关键。因此，若公司拥有完整的辅导体制，将有助于保留员工。

她说：“这群妇女当中，有些已离开职场多年。要重新工作，必须拥有相关技能，也必须感到自在，觉得自己是公司的一分子。”

因此，在2011年2月11日举行的雇主交流会上，职总妇女发展秘书处通过短剧及“脱口秀”的形式，让管理层了解妇女面对的挑战，促进他们对“商业卓越辅导课程”（Mentoring For Business Excellence）的了解，并鼓励他们参与此课程以在公司建立良好的辅导体制，在过渡期给予重返职场的妇女适当的援助。

在这项为期两天半的课程中，学

员将通过讲党课、互动活动、小组讨论、自我评估及角色扮演等方式，学习如何正确地给予新员工辅导。目前已有43家公司的63名管理层完成课程，这些学员都认为课程让他们获益不浅。其中，来自Professional Administrative & Support Services私人有限公司的顾问杰弗里·迪安、NBS Consulting的董事经理刘白露、Berrylite营运经理黄馨锐及Softskills.Net首席顾问兼策略培训伙伴沈素珍还到现场分享他们的经验。

交流会结束时，Crescendas Logistics Solutions的销售与营销部经理巴斯卡然表示，之前虽曾听说这项课程，但了解的不多。“今天的交流会，让我更了解这项课程。我会参与这项课程，为员工提供更多的援助，这不仅能让公司受益，也有助于提高生产力。”



左起：杰弗里·迪安、沈素珍、刘白露及黄馨锐分享他们的辅导经验。

职总妇女发展处“关怀您”

除了帮助妇女重返职场外，职总妇女发展秘书处于2009年3月推出的“关怀您”计划，致力于为单亲妈妈和她们的孩子提供援助，并将于今年推出三个与儿童教育相关的新倡议。

首先，“关怀您”计划于2011年1月29日宣布，与国家图书馆合作“读出春天”（Read for Success）计划，教导单亲家庭的孩子阅读的重要性。妇女发展秘书处将为207名单亲妈妈和她们的孩子在兀兰区域图书馆举办相关讲座。

今年三月，“关怀您”计划即将和侨中学展开“儿童阅读计划”（Reading Programme for the Young），让该校学生通过校内的服务学习项目，帮助儿童培养阅读的兴趣及良好的阅读习惯。在计划开展初期，居住在武吉巴督东、蔡厝港及武吉班让的7岁至12岁的单亲家庭儿童将首先受惠。

今年下半年，“关怀您”计划则会与The Arts Attic Centre一起为儿童举办语言与戏剧课程，帮助单亲家庭儿童建立自信心，更好地在众人面前表达自己。

化学雇联散播爱心

化学业雇员联合会的社区服务推展计划于2010年12月开始“认养”纳拉亚纳安老院，希望通过这类活动散播关怀与爱心，为社会做出贡献。同时，会员也得以与老年人沟通，并建立一个核心义工小组。

去年的圣诞节，化学雇联为纳拉亚纳安老院的250名老人举办圣诞节派对，通过演唱圣诗和玩游戏，将欢乐带给这些老人。该活动不仅促进会员对社区服务的了解，也让他们更了

解人口老化带来的问题。

在“认养”纳拉亚纳安老院的一个月后，化学雇联又到马西岭探访12名低收入老人，分发装有食品和日用品的礼包给他们。通过这次的访问，义工与这群老人互动交流，了解他们所处的环境，进而改善他们的生活。

接下来，化学雇联将继续探访纳拉亚纳安老院，让会员更深入地参与社区服务工作。这一系列的活动，旨在促进会员的社区服务精神。



化学雇联的会员与领袖前往新“认养”的纳拉亚纳安老院散播关怀与爱心。

职总周报

职总平价省钱妙点 纾缓通货膨胀压力



林瑞生(左)指出,以实惠的价格提供优质的物品或服务,是职工运动的信念,也是职工运动的基因。右:王志豪;中:谢健平。

黄秀嫻报道

职工运动致力于纾缓通货膨胀带来的压力,因此职总平价合作社再次推出平价省钱计划,让国人喘口气。

职总平价合作社总裁(新加坡)谢健平指出,新加坡90%食品是进口的,因此价格受全球因素影响。他说:“我们明白消费者对生活费上涨的关注,并希望向他们保证,平价致力于将日常必需品的价格维持在大家负担得起的水平。因此,虽然成本上升了,我们依然设法保持物价稳定,并引进新措施帮助消费者省钱。”

根据新加坡统计局的资料,新加坡2010年12月的通货膨胀率高达4.6%,其中食物价格就上升了1.4%。有鉴于此,职总平价合作社在2011年2月14日举行的学习之旅上,向全国职工总会秘书长林瑞生及工运领袖宣布,将从2011年2月15日至5月31日,推出长达3个半月的“平价省钱计划”(Stretch Your Dollar)。

按此计划,平价将拨出约230万元,让工会会员购买平价自家品牌产品时,可享受10%折扣,其他消费者则可享受5%折扣。平价拥有500多种自家品牌的日常必需品,包括白米、面包、食油、清洁剂及卫生纸等,而这些物品原本就比其他品牌的同类产品便宜至少10%。

同时,消费者可从黄点廉价物品、低价日常必需品、“购物再购物”优惠、优惠特价、会员回扣、宏惠积分、乐龄人士2%购物折扣等计划中受惠。平价也鼓励消费者尝试不同的产品,并在家用餐,以节省开支。

价廉物美

谢健平透露,平价之所以能保持物品价格平稳,主要是因为不断扩大货源和避免供应短缺。例如:除了泰国外,平价开始从柬埔寨入口白米及从土耳其入口食油及水果;平价也开始囤积了约三个月供应量的白米。他表示,平价致力于成为最后一个调高价格,并率先减价的超级市场。

虽然平价的自家品牌产品价格实惠,但品质丝毫不比其他国际知名品牌逊色。林瑞生指出,对职工运动及职总属下的社会企业而言,重要的是“价廉物美”。他说:“以实惠的价格提供优质的物品或服务,是职工运动的信念,也是我们的基因。”

Stretch your Dollar!

省钱10大妙方

- 1** 以最优惠的价格,购买优质的平价自家品牌产品
- 2** 选择同类产品中价格最便宜的黄点廉价物品
- 3** 从500多种低价必需品中,选购所需的产品
- 4** 购物满25元,可享受“购物再购物”优惠。
- 5** 购买平价每周促销产品。
- 6** 成为平价会员,享有会员回扣。
- 7** 利用宏惠积分购买日常用品。
- 8** 60岁以上的乐龄人士,每星期二购物时可享受额外2%折扣。
- 9** 尝试购买其他国家的产品或别国的产品。
- 10** 在家用餐,省钱又健康。

附带条件