

Annex B:

Centre for Domestic Employees – increased relevance to and representative of FDW needs

Expansive membership offering	Increased & more effective outreach
<p>Why did CDE decide on having membership for domestic employees?</p> <p>Recognising that domestic employees, particularly FDWs, wish to enjoy their rest days fruitfully and meaningfully, CDE has been working towards building up its membership benefits for FDWs. We wanted them to enjoy better work-life balance as our members through a specially-curated list of privileges and benefits.</p> <p>Also, CDE wishes to stay connected to the FDWs through various CDE communication channels, such as Facebook and Whatsapp. Through these platforms, we can inform FDWs about the various activities, programmes and membership privileges of CDE.</p> <p>How did CDE come up with the list of merchants?</p> <p>Through our engagement efforts on the ground over the past two years, CDE understands that FDWs spend effort in sourcing for the best deals in the following broad areas –</p> <ol style="list-style-type: none">1) Telecommunications – so that they can spend time connecting with family members back home at the lowest possible cost as well as with fellow friends working in Singapore;2) Remittance – so that they get the best value out of every dollar they send home;3) Training courses – so that FDWs keen to learn a new skill can explore further at a preferential rate;4) Social benefits – so that FDWs can get the most value out of	<p>In addition of the membership programme to stay connected with our FDWs, CDE has three satellite offices, located in City Plaza, Peninsula Plaza and Lucky Plaza, which gives greater accessibility and convenience to our FDWs.</p> <p>CDE's grassroots network and ambassador programme is also developing with CDE doing outreach on weekdays at neighbourhood town centres, markets, schools, etc. More than 200 volunteers joined us over the past two months of outreach efforts and CDE will continue to develop this network through the 3E framework:</p> <ol style="list-style-type: none">1) Educate – CDE will organise quarterly Volunteer Induction Programme for new volunteers. At the end of the induction programme, volunteers will develop a better understanding of CDE and our services. This will help volunteers gain better confidence in reaching out to domestic employees and explaining CDE services.2) Enable – CDE volunteers will assist in outreach efforts and encourage potential volunteers to join the CDE volunteer movement. They will also participate in CDE activities and interest groups. CDE will also work with partners to provide upskilling courses.3) Empower – CDE volunteers are developed and empowered to become CDE ambassadors, providing an effective two-way connection between CDE and the domestic employees working in Singapore. These ambassadors will take part in the planning of activities and programmes.

every dollar spent such as visits to local tourist attractions with their friends on their rest days.

Through the CDE grassroots network and ambassador programme, CDE hopes to be able **to effectively provide timely assistance to domestic employees working in Singapore.**

Current membership benefits

Telecommunications

CDE has tied up deals with both StarHub and Singtel to offer all our members exclusive deals for sign-ups and top-ups. Our members will get extra value when they present their CDE membership card. For new entrants, there are also affordable deals on phone sets and SIM card.

CDE believes these offers are very relevant to FDWs and it allows them to stay in contact with their family members back home longer and not just through phone calls but through social media too.

Remittance services:

We are collaborating with remittance service providers to offer discounts off the remittance charges to our members, so as to help our members to further stretch their dollar.

Social benefits:

- Dental care: CDE has worked with our NTUC Social Enterprise, Unity Denticare, to offer our members a 10 per cent discount on basic dental treatments
- Working with partners, our members are able to enjoy discounts to tourist attractions such as River Safari, Gardens by the Bay, SEA Aquarium, Jurong Bird Park
- CDE has also tied up with OBiKe, for CDE members to enjoy unlimited rides at just \$10 a year. This enables those who can cycle to enjoy an alternative mode of transport in Singapore

Training courses:

CDE is working with training providers to offer our members preferential rates in areas of eldercare courses, infant massage courses, etc.