

U Care Fund
Is Halfway
There
p6



NTUC leaders with ASG Ong Ye Kung (with mic) at the briefing for union leaders after the NWC announcement.

NWC: Raise Wages, But Put Productivity First

sort of figure. When you have huge changes like this, it puts additional pressure on the labour market and, indeed, wage expectations. Therefore, we are quite mindful to base it on productivity so that it becomes more sustainable.

Last year, the thrust of the National Wages Council recommendations was five little words: cut costs to save jobs. This year, the thrust is seven bigger words: sustainable wage increases and continuous productivity improvement.

Now that the Singapore economy has turned the corner and moving away from the rocky roads of rising inflation and global economic downturn the past couple of years, workers fortunes are also turning the corner.

For workers who made sacrifices, took pay cuts, wage freezes, tightened belts and so on during the downturn, NWC Chairman Professor Lim Pin said at the release of the NWC Guidelines 2010/2011 on 25 May 2010: "With our recovery now strong and broad-based, employees can rightfully look forward to wage increases."

Leveraging on the strong tripartite partnership and various Government initiatives, Singapore managed the downturn well, emerged strongly and well prepared to ride the upturn. But a tightening labour market exerts pressures on wages. Prof Lim said that for wage increases to be sustainable, "we know one important premise is that productivity must grow as well, grow faster than wage increase."

"So the key thrust of this year's recommendations is that the tripartite partners have to work very hard to do their utmost to ensure that we raise productivity in order that the wage increases that we now recommend can be sustained."

NWC member and Singapore National Employers Federation President Stephen Lee warned that giving wages beyond what is sustainable would only harm competitiveness in the long run. While appreciative of the co-operation of unions and workers' sacrifices, he emphasised the need to continue making the wage structure more flexible by highlighting the magnitude of change in Singapore's GDP the past year.

Mr Lee said: "Figure-wise, in quarter one last year we were talking about minus 8.9 per cent GDP growth and quarter one this year we are talking about an increase of 15.5 per cent. This will only happen in a small, open economy and in a larger country you will never see this

"And one of the challenges will be if the market is very tight and you have to give huge increases in order to retain people, then what do you do?", adding that this is where the Monthly Variable Component (MVC) comes into play.

NWC member and NTUC Assistant Secretary-General Ong Ye Kung said: "For two years we had a deduction in real wage growth. For this year, there is broad-based economic growth, very healthy prospects for the rest of the year, and workers can look forward to real wage growth this year."

He stressed that sharing productivity gains with workers as key stakeholders and motivated workers in turn upgrading skills and co-operating with management would mean only one thing: "That way we can go into a virtuous cycle with better skills, better productivity, better pay and higher competitiveness that will take our economy on the high road."

// What does productivity mean?
For NTUC, we convey it in three simple words - **Cheaper Better Faster**.
Cheaper means if in your products and services you can save costs in operations, for every dollar saved there is an extra dollar you can share with workers and make them stakeholders.
Better means if your products or services are better and can earn you an extra dollar, every dollar saved or earned can also be shared with workers.
Faster means if you can do the above two a day faster, you can share a day earlier. So CBF encapsulates the whole idea of the productivity growth and what is in it for workers."

NWC member and NTUC Assistant Secretary-General Ong Ye Kung



By
Marcus Lin

Unionists Give Their Take On NWC Guidelines

3 Fs For Workers

THE FIRST F is that, as union leaders, make sure that we fight for Fair increase. We must bear in mind how the company is doing and what we did last year and so on. So make sure the workers have a fair increase depending on the performance of the company. Don't short change our workers because if we short change our workers during the upturn that means during the downturn they won't tighten their belts when we ask them to do so. So you have to fight for fair rewards for workers.

SECOND F is Flexibility. The more increase we fight for, the more employers would worry about whether it is sustainable. So one way to be assured of sustainability is to go for flexibility. Part of the fair increase can go into built-in wages, the remaining part can go into bonus. So in this way, employers have one less excuse to say that 'Oh, this year I dare not give you too much. If I give you too much, then next year downturn I die...'. You can tell them don't worry as there is a flexible wage system.

THE THIRD F is future wage increase. In order for wages to go up in future, we have to keep improving productivity because productivity gives us the space. We are not going to allow employers to hold us to productivity on a year-to-year basis. They can't tell us that because last year's productivity was low, therefore this year's wage



increase will be low. Productivity fluctuates from year-to-year. In the downturn productivity will be low because we cut costs to save jobs. So every worker we save will pull down the productivity. So during the upturn, productivity will go up. So if we just based on productivity year-to-year I think it's going to be very difficult to convince the workers. So our decision has always been based on the trend and not year to year. So therefore we as the Labour Movement must make sure the trend keeps going up so that future wage increase can be justified.

So these are the 3Fs. One is Fair increase, so as union leaders ask yourselves are you ensuring a fair increase for workers? Secondly, are you ensuring a flexibility of the wage system and thirdly, are you working closely with management to secure a scope for future wage increase?"

NTUC Secretary-General Lim Swee Say

Boosting Workers' Morale

A lot of our workers in our sector have made many sacrifices in the crisis that we have just been through. While some companies reduced head counts, others had to shut down their plants temporarily. Shorter work weeks became common during this period. Now that the economy is steadily recovering, our workers are also cooperative and are up on their feet to help companies improve productivity levels. It is therefore good news that the National Wages Council guidelines recommend companies to share their gains with the workers with sustainable wage increments. This will build up the morale of employees who have worked closely with the management in tough times and motivate them to perform even better in the upturn."



Francis Lim, United Workers of Electronic and Electrical Industries President

Maintain Flexibility, Increase Productivity



If certain things cannot be sustained, than there is no point in demanding for it. As long as the workers get equity, that is they work hard and get paid accordingly, and employers are able to pay whatever they are supposed to pay, that should be the right way. Flexibility is the main thing that is needed to sustain the time period. Being in hospital care, productivity is something that we have in mind all the time - it is the only way for us to improve and continue to improve. If we can sustain flexibility and increase productivity, it is the only means for us to reap what we ought to get."

Mahmood Idrose, Healthcare Services Employees' Union President



Flexibility Is Key

Productivity may not be so good in certain companies so it helps if there is flexibility in our negotiation with companies. We don't insist on, say, 3 per cent wage increases or there will be a problem. Also, some companies can perform and some cannot. For example, the plastics side is still not performing, whereas in the pharmaceutical sector, it is not a problem to ask for say 4 or 5 per cent. We have also got to see to the low wage workers; in my sector, there is dollar plus quantum which is very good."

Rajendran Govindarajoo, Chemical Industries Employees' Union President

Time For Rewards



Companies have to exercise some flexibility. In bad times, they wanted the workers to work together to support companies' direction of wage restraints, cut costs and raise productivity. Today, business has picked up and the economic situation has turned around for the better so companies should take the opportunity to reward the workers to show them that they are sincere towards the last drastic cost cutting measures and give workers' confidence."

Nicholas Loke, Singapore Refining Company Employees' Union General Secretary

Fitting Farewell For Founding Father

Nation Pays Tribute To Late Dr Goh Keng Swee

More than 18,000 people paid their last respects to the late Dr Goh Keng Swee whose body was lying in state in Parliament from 20-22 May 2010. And around 400,000 people watched the live telecast of the State Funeral at the Singapore Conference Hall on 23 May 2010 for Dr Goh who had passed away on 14 May 2010.

Dr Goh shaped many of the policies that shape Singapore today and the Labour Movement is indebted to him for shaping the NTUC cooperatives into what they are today at the Labour Movement's 1969 Modernisation Seminar.



A NTUC delegation led by NTUC Secretary-General Lim Swee Say (front centre, in blue shirt) paying respects to the late Dr Goh Keng Swee in Parliament House on 20 May 2010.



After delivering his paper at the Modernisation Seminar, Dr Goh Keng Swee (left) leaves the stage with Mr CV Devan Nair (centre) and Professor Tom Elliot (behind, extreme right).



The brains behind the NTUC cooperative movement. From left, Dr Goh Keng Swee, former NTUC Secretary-General CV Devan Nair and the late Professor Tom Elliot.

// The movement is faced with an unprecedented challenge created in the new situation where the simple traditional virtues of militancy and struggle are of little relevance. It must seek a new role in society and in seeking, and eventually performing, the new role, it will need to adapt to the changing environment."

Dr Goh Keng Swee (left) at the Modernisation Seminar on 18 November 1969.



// Great leaders shape and influence the course of events through their actions and ideas. Singapore is a small country with a short history. But we too have had giants in our midst - men who have turned the tide for Singapore, and created a successful nation against the odds. Dr Goh was one of our nation's founding fathers. In our formative years, he dealt with the most pressing problems of the day. But more importantly, he introduced sweeping initiatives that set the basis for the country's long-term prosperity and security. Without him, much of today's Singapore would not exist."

"Singapore is forever indebted to Dr Goh Keng Swee."

Excerpts from Prime Minister Lee Hsien Loong's eulogy at the State Funeral Service of the late Dr Goh Keng Swee.

// It was my good fortune to have strong men around me. Of all my Cabinet colleagues, it was Goh Keng Swee who made the greatest difference to the outcome for Singapore. He had a capacious mind and a strong character. When he held a contrary view, he would challenge my decisions and make me re-examine the premises on which they were made. As a result, we reached better decisions for Singapore. In the middle of a crisis, his analysis was always sharp, with an academic detachment and objectivity that reassured me. His robust approach to problems encouraged me to press on against seemingly impossible odds...

"...He was my trouble-shooter. I settled the political conditions so that his tough policies we together formulated could be executed. I gave him the toughest jobs in government: the Ministry of Finance from 1959 to 1965 when economic survival was crucial; Ministry of Defence in 1965 when all we had were two battalions of the Singapore Infantry Regiment that then had more Malaysians than Singaporeans...

"...He lived a simple and frugal life and managed Singapore's assets in the same way, avoiding waste and maximising value for money. His prudence built up Singapore's reserves."

Excerpts from Minister Mentor Lee Kuan Yew's eulogy at the State Funeral Service of the late Dr Goh Keng Swee.

C3W Is Now At e2i



NTUC Media Co-operative Limited

Chairman

Noel Hon Chia Chun
noel.hon@e-cop.net

Chief Executive Officer

Seng Han Thong
senght@ntuc.org.sg

Managing Director

Shona Tan-James
shonatan@ntuc.org.sg

Chief Operating Officer

Alvin Wong Pek Kin
alvinwong@ntucmedia.org.sg

The NTUC This Week Team

Managing Editor

Shona Tan-James
shonatan@ntuc.org.sg

Executive Editor

Marcus Lin
marcuslin@ntucmedia.org.sg

Assistant Editor

Nicolette Yeo
nicoletteyeo@ntucmedia.org.sg

Journalists

Naseema Banu Maideen
naseema@ntucmedia.org.sg

Vanessa Teo
vansesateo@ntucmedia.org.sg

Muneerah Bee Mohamed Iqbal
muneerah@ntucmedia.org.sg

Art Director

Edmund Seah
edmundseah@ntucmedia.org.sg

Executive Designer

Mohamed Nasuhar Soeyoeti
soeyoeti@ntucmedia.org.sg

Executive Editor (Chinese Section)

Ho Seo Teck
host@ntucmedia.org.sg

Senior Executive Designer (Chinese Section)

Charles Chong
charleschong@ntucmedia.org.sg

Resident Photographer

Alvin Toh
Sales
Joseph Loh
josephloh@ntucmedia.org.sg

Steven Low
stevenlow@ntucmedia.org.sg

Marketing & Events

Jolynn Ang Shu Qin
jolynnang@ntucmedia.org.sg

Yang Sue Ann
yangsa@ntucmedia.org.sg

Subscription

Jenny Liu
liaum@ntucmedia.org.sg

Publisher

NTUC Media Co-operative Limited
Address: 1 Marina Boulevard #14-01
NTUC Centre Singapore 018989
Phone 62360555 Fax 65381068
Printer Times Printers, Singapore

The NTUC Family Directory

NTUC Switchboard 62138000

Customer Centre 62138008

Business Centre 62138811

bizcentre@ntuc.org.sg

Care & Share 62138201

Social Enterprises

Club 65829876 (Chalet Reservation)

65891666 (Banquet Sales)

Choice Homes 62138822

Eldercare 64785480

Fairprice 64560233

First Campus 63919233

Foodfare 67570330

Healthcare 67440068

Income 63462663

LearningHub 64712223

Link 62235225

Media 62360555

Thrill & Loan 65347360

Affiliate

RTRC Asia 62924844

© Copyright 2009

The publisher owns the copyright to all photographs and articles in this publication. No photograph or article may be reproduced in part or in full without the consent of the publisher.

Contract and casual workers who need employment guidance can walk through the doors of the one-stop Centre for Contract and Casual Workers (C3W) at NTUC's e2i (Employment and Employment) from 27 May 2010.

This centre is an effort to intensify the efforts of NTUC's Unit for Contract and Casual Workers, which was set up to enhance the economic and social well-being of the vulnerable, low-wage contract and casual workers. At C3W, workers can receive training, career guidance job referrals from e2i and direct assistance from UCCW all under one roof.

What C3W Offers

- Promote fair and good employment practices
- Encourage responsible outsourcing and best sourcing
- Enhance productivity and employability through training and skills upgrading
- Encourage and help workers to benefit from Workfare Income Supplement (WIS) and Workfare Training Scheme (WTS)
- Provide advice on employment rights and other work-related issues
- Organise social and recreational activities

Centre for Contract and Casual Workers (C3W)

Main Line: 6473 4295

Fax: 6474 0266

Address: 141, Redhill Road, Block B, #03-08, Singapore 158828

Email: uccw@ntuc.org.sg

Opening Hours: Monday to Fridays from 9am to 6.30pm

Optimising Machine Power And Manpower



Place: Purechem Veolia Environmental Services Private Limited

Bottleneck Found: Workers had to do manual cleansing work along the public pavements and grass verges using basic tools like the sapu lidi and rakes to clear litters and dried leaves. This resulted in a large number of workers caught in unskilled job duties, and a longer period of time for the cleaning process to be completed.

Bottleneck Broken: The company embarked on a series of automation and bought in the All Terrain Light Vehicle to clean grass patches. Each ATLTV can cover four times the distance of a manual worker and this has cut down manpower greatly. Workers no longer need to use basic tools, and can learn how to operate the comprehensive machinery and can do automated cleansing work which cleans both the pavement and grass verges efficiently.

Outcomes: Manpower has reduced from five workers needed to only one worker to do the same job. Workers are also better remunerated as an ATLTV driver commands a higher pay package of \$1,500, up from \$1,200 as compared with a worker doing manual work. In addition, workers obtained a valid Singapore Driving Licence which is a value-added skill for life.

Through this example, it is clearly exhibited that breaking bottlenecks is the best way to go to increase productivity. And the results benefit everyone; from worker to company, and even the man on the street because of a cleaner environment. We will continue to work with our companies to break more bottlenecks and continue to be 'Cheaper Better Faster'.

Ling Ngee Hua, BATU General Secretary

Have you broken any bottlenecks? Share it with us at liaum@ntucmedia.org.sg

UWEEI Targets 60,000 Members By 2012



By
Naseema Banu Maideen

As a union that did not lose sight of its membership goals even during one of the worst times of crisis that hit the industry, the United Workers of Electronic and Electrical Industries is now geared up to achieve an even bigger membership target in the upturn. Amidst celebrations to appreciate efforts of its branch officials who have secured a membership base of 53,628 on 15 May 2010, UWEEI has set its sight on reaching out to 60,000 members by 2012.

Said NTUC Vice-President and UWEEI General Secretary Cyrille Tan: "Our branch officials have spent tireless efforts in recruiting more members into the union's fold. The most recent and most severe downturn that affected many of our workers' lives did not dampen their spirits and they continued with their efforts by highlighting the benefits that union membership can bring to them as UWEEI tackled the downturn."

"Moving forward, UWEEI has set a membership target of 60,000 by 2012. Our focus will be on tapping on the growing pool of PMETs (Professionals, Managers, Executives and Technical People) in the electronics sector. We will continue to break new ground to attract this segment of our workforce into the Labour Movement."

The union held a celebration at Scarlet City in recognition of the efforts of its 450 branch officials. On the same day, it also launched membership clusters as UWEEI has embarked on adopting a cluster approach to reach out to existing and potential members. Branches are grouped into clusters and UWEEI will carry out events and activities in these clusters to better retrain and attract members.



It was a well-deserved celebration for UWEEI's branch officials who did not give up on their membership recruitment efforts even during the downturn.

Beyond A Numbers Game

Attracting more members is not just a numbers game. For every member that we recruit, it means that one more person will benefit from our support and benefits, and our voice grows stronger. Membership recruitment is really hard work, and 2009 was a tough year, but this is our lifeline and I am glad that our staff and union leaders did not drop the ball."

Halimah Yacob, NTUC Deputy Secretary-General and UWEEI Executive Secretary

A 24/7 Recruiter

Madam Sally Yeo, 55, never leaves home without union membership forms. The Quality Assurance operator at ST Microelectronic Private Limited is an active recruiter who clinched the top recruiter awards at the United Workers of Electronic and Electrical Workers membership celebrations on 15 May 2010. She recruited 261 members over a year.

"These forms are always within my reach in my bag. Whenever there are new employees I spot in my company, I will walk up to them and talk to them about joining the union and hand them a form," she said.

Madam Yeo regularly engages them after new employees sign up as union members and keeps them informed about recreational activities and training courses. She added: "While some may be interested in upgrading themselves, there are others who enjoy lifestyle-related activities like baking, hairstyling and make-up courses."

She said it is important to interact closely with her members and earn their trust: "This way, I am better able to understand their needs and problems they face at work."

With this dedication, it comes with little surprise that her colleagues have termed Madam Yeo as a '24-hour recruitment machin.'

Breaking Bottlenecks For Continuous Improvement

By **Muneerah Bee Mohamed Iqbal**

In any company, there are bottlenecks to be broken to improve performance. In serving workers, one must also be proactive when it comes to bottlenecks in Labour Management Relations.

United Workers of Electronic and Electrical Industries President Francis Lim said: "If there is a bottleneck between the union leader and management, of course we have to break it for us to understand each other. Through the years, our relations with the tripartite partners has been very good and we managed to break the bottlenecks by understanding each other's roles."

Through this understanding, the union and its branches can then work towards breaking more bottlenecks within the companies. "As union leaders, when we help companies identify and break bottlenecks the company can perform better and ultimately it will be much easier for us to negotiate for any benefits or increment for the workers," Mr Lim said.

Taking the cue from some of its management partners, UWEEI has also embarked on a 'Kaizen' approach in running the union. On a quarter year basis, UWEEI's Executive Committee and staff will each submit a suggestion on how the union can achieve continuous improvement and at the same time,



increase the productivity of the union. Mr Lim said: "By the end of this month, each of us will submit one suggestion, for example on how to improve membership, union management relations, working conditions or any other initiatives. I think this is a good move for the union to improve ourselves to help the workers better and we want to implement this on a long-term basis."

In the long run, Mr Lim also sees the increasing importance of PMETs (Professionals, Managers, Executives and Technical People) in the industry. As the electronic sector in Singapore moves towards producing higher end products, there will be an inevitable increase in engineers and technicians. Mr Lim recalled: "As early as 10 years ago we have noted an increase in PMETs so we know that this role is very important and that's why we



Formed in 1981, the United Workers of Electronic and Electrical Industries represents 120 branches with 37,505 Ordinary Branch members and 16,002 General Branch members. The union will hold its General Convention of Delegates in August 2010.

extended our scope of representation. In most of our branches currently, we represent workers up to engineer level."

The industry has also experienced a good year so far but Mr Lim is cautious about the rest of the year considering the global situation. "For this year, the first and second quarter has been very good. I'm not sure whether the third and fourth quarters are going to be as strong if we look at the problems Europe is facing. We are not sure how it will impact us but on the ground, they are a bit worried," he said.

Support At All Times

Close To Half Of U Care Fund's Till For 2010 Filled

By **Naseema Banu Maideen**

Be it in ordinary or extraordinary times, low-wage workers will always have the Labour Movement's support and assistance. This commitment was stamped again when the Labour Movement's U Care Fund announced its target of \$10 million for this year at the May Day Family Fiesta on 22 May 2010. And on the same day at Downtown East, the Singapore Labour Foundation pledged \$3.5 million towards the fund, filling up the till to \$4,925,900.

NTUC Assistant Secretary-General Josephine Teo said: "This year, even though the economy has recovered, we will not take things for granted. We want to make sure that for as many of our members as possible, if they are still on their paths of recovery alongside with their companies, we want to continue to support them."

"This time round, we have found that many of the programmes that we have introduced in the past are well-received and effective in helping our members. So, we will strengthen the outreach so that more members who need help can be supported."

ASG Teo also called on the support of management partners in its fundraising efforts. NTUC-affiliated unions and associations, NTUC Social Enterprises and tripartite partners have also contributed to the U Care Fund.

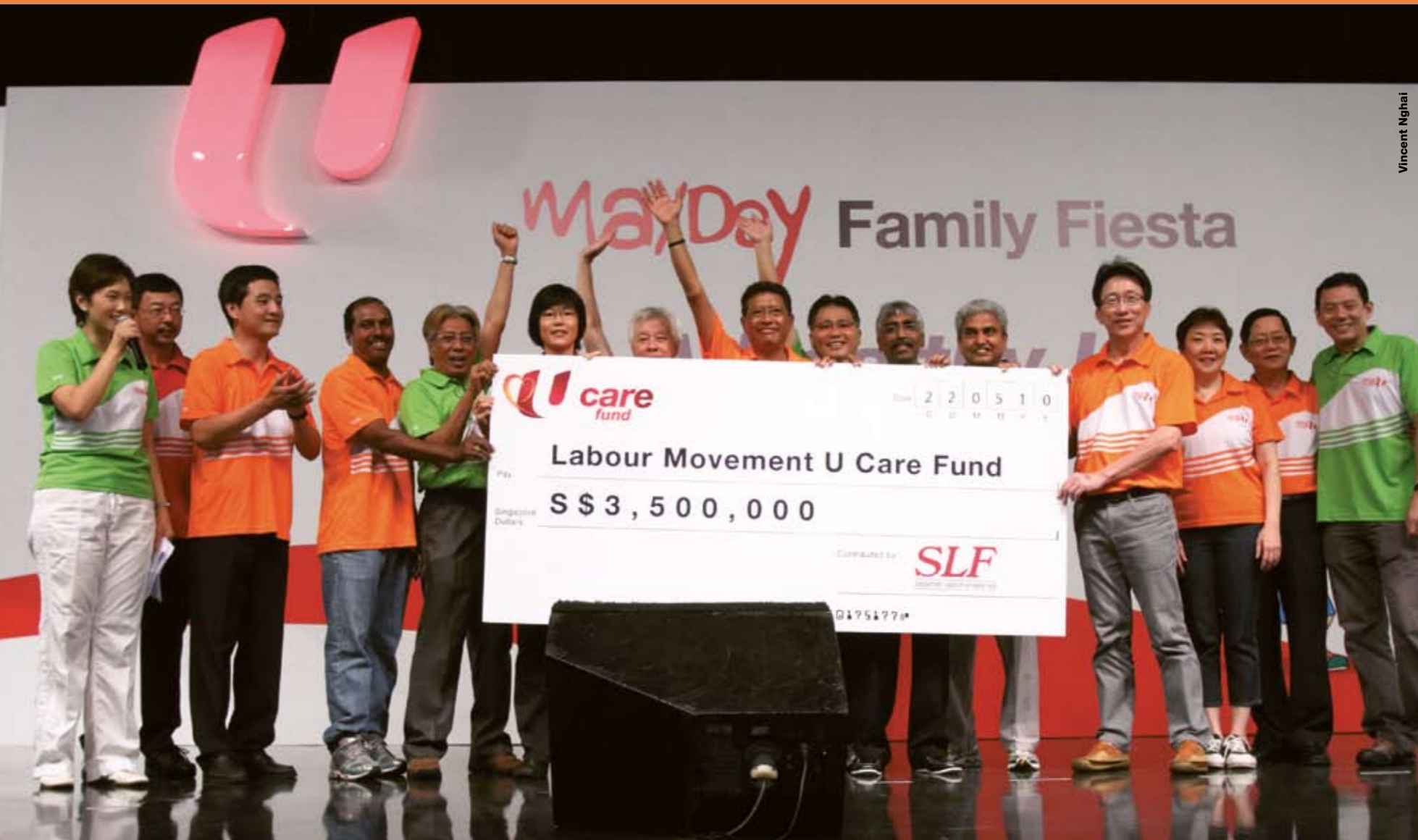
We Will Always Be There For Members

"Last year, the Labour Movement recognised that our members required more assistance during a downturn, so we raised more funds than in a typical year. With the current optimistic economic conditions, we feel that this year's target of \$10 million will adequately meet the needs of our lower-income members. We will also review the economic situation periodically, and extend more assistance should they need more help. To date, we have reached the halfway mark of this target with about \$4.9 million raised so far. This is a good effort to kick-start our fundraising and we hope to receive more support from our Labour Movement family and partners."

Zainudin Nordin, NTUC Care and Share Director

U Care Fund Till Over The Years

Since 2005 (Normal Times)	\$4 to \$7 Million
2008 (Global Inflation)	\$13.4 Million (Doubled Efforts)
2009 (Global Downturn)	\$23.2 Million (Tripled Efforts)
2010 (Upturn)	\$10 Million (More Than Normal Times)



Thanks to the Singapore Labour Foundation's contribution of \$3.5 million, the Labour Movement's U Care fund has met half of its target.

Little Reporters With Big Talent

By **Muneerah Bee Mohamed Iqbal**
Pictures by **Vincent Nghai**

You might have seen video clips of six very young reporters at the May Day Family Fiesta on 22 May 2010. In their orange reporter vests, these energetic correspondents reported on the activities and games around Downtown East and interviewed participants and organisers. Their video reports were then aired at the D'Marquee and E!Hub.

Armed with enthusiasm and scripts, Winona Siew, 13, Muhammad Asyraf Bin Kasmani, 11, Zhang Wei Yao, 9, and 12-year-olds Sandy Lee, Sen Fong Ling and Muhammad Afiq Bin Kasmani make up a special team of roving reporters as part of U Family's Little U Emcee Programme.

Muhammad Afiq spoke about his experience at the Fiesta: "We got to walk everywhere, see everything and talked to people about their thoughts on the May Day Family Fiesta. The Cheaper Better Faster game station was really fun. I would love to be a reporter again next year!"



From left: Zhang Wei Yao, Sandy Lee, Muhammad Asyraf Bin Kasmani, Winona Siew, Muhammad Afiq Bin Kasmani and Sen Fong Ling

"It was fun because we were running around all over the place and after presenting to the camera, we could see our faces on the screens. I liked the Milo booth the most because I got to try their samples. After this experience, I feel more confident in speaking to other people."

Sen Fong Ling, 12, May Day Family Fiesta 2010 Roving Reporter



"My parents told me about Little U Emcee and I wanted to join because it sounded fun. I learned how to interview people. After asking the question, we have to listen to the answer and follow up with another question."

Zhang Wei Yao, 9, May Day Family Fiesta 2010 Roving Reporter

"My brother joined last year and he said it was fun so I decided to join in. I learned about interviewing, reporting and speech reciting. I would tell my friends to join because it is very fun and we can make lots of new friends."

Muhammad Asyraf Bin Kasmani, 11, May Day Family Fiesta 2010 Roving Reporter

"I think Little U Emcee is a beneficial because Sandy can learn a lot of things such as public speaking and how to approach people. As she grows older, it would prepare her for the actual world she will be facing. She likes the programme and it will benefit her in the long run."

Philip Lee, 53, Shipbuilding and Marine Engineering Employees' Union member and father to Sandy Lee, 12, May Day Family Fiesta 2010 Roving Reporter

Double The Fiesta Fun!



NTUC Vice-President Nora Kang presenting a \$5,000 NTUC Income GrowthLink Policy to Ms Ong Peck Hoon.

Two lucky individuals had extra reason to celebrate at the May Day Family Fiesta 2010 on 22 May 2010. As part of NTUC Membership Department's 'Power of U' campaign throughout the month of May, Madam Soh Ai Eng, 57, and Ms Ong Peck Hoon, 44, won 1.5 Million LinkPoints and a \$5,000 NTUC Income GrowthLink Policy respectively.

Collecting the prize on behalf of Madam Soh, her husband Mr Richard Wong, 62, said: "Last Thursday, I was with my wife in NTUC FairPrice at Toa Payoh to buy things and we received a call from NTUC informing that she won 1.5 million LinkPoints. We were so surprised and happy!" A housekeeping supervisor, Madam Wong has been an Ordinary Branch member of the Food, Drinks and Allied Workers' Union for about 37 and a half years.

For Ms Ong, she has been a General Branch member of the Building Construction and Timber Industries Employees' Union for almost seven years. The property agent said that she is glad to be a union member and is very excited about her win. She also looks forward to the grand draw at the end of the month for a chance to win a NTUC Income GrowthLink Policy worth \$25,000.

Both winners also received additional \$100 Downtown East vouchers and May Day Family Fiesta vouchers to enjoy the festivities by the Labour Movement that day. -Reported by Muneerah Bee Mohamed Iqbal



For these roving reporters, preparations for their roles at the May Day Family Fiesta stretched a few months back. On 18 and 19 March 2010, they were groomed with reporting, presenting and interviewing skills as part of the Little U Emcee programme.

The children were selected by U Family, together with various unions, from the pool of union scholarship award recipients. Alignment Director (U Family) Toh Hwee Tin said: "In the U Family community, we have a group of supportive parents who believe it is important to focus on the amazing things children can do. These children are only given some preparatory training, and they do us proud by showing that even ordinary children like them can do it."

One of the participants from last year's batch, Winona Siew, even hosted the Metal Industries Workers' Union's Book Grant Award last December where she announced the names of the winners. With her talent, she was invited to continue with the programme this year to be exposed to more events by the Labour Movement. She said: "I learned new skills, like how to walk on stage and how to speak clearly and confidently. I also become more confident in the way I speak now."

Come Celebrate With Us!



By
Vanessa Teo

Pictures by **Vincent Nghai**

Some 40,000 union members and their family members truly celebrated at the May Day Family Fiesta, held at NTUC Club's Downtown East on 22 May 2010. Emerging from last year's economic doldrums, the Labour Movement celebrated this year's Family Fiesta in an upbeat manner, providing fun-filled activities for union members and their families across all collars, all ages and all nationalities.

The activities included an energetic mass workout titled 'A Healthy U' which saw 2,000 participants joining NTUC President John De Payva, NTUC Secretary-General Lim Swee Say and NTUC Central Committee members.

Participants also engaged in the 'Cheaper Better Faster Challenge', which required them to complete three stations, each catered to send a message on what being 'Cheaper', 'Better' and 'Faster' means, to win attractive prizes. To show their support for the event, NTUC Central Committee members also formed teams with union members and their families to pit their skills against one another at these stations.

All in all, union members and their families truly enjoyed the facilities at Downtown East, feasted their eyes on the latest technological advancements at the 'New Infocomm and U' booths put up by the Infocomm Development Authority of Singapore, and had fun at the game booths set up.



"I am having lots of fun today and I will definitely come back again next year. To be a NTUC member is great!"

Zakiah Hanim, 32 NTUC General Branch Member



From left: NTUC President John De Payva and NTUC Secretary-General Lim Swee Say together with NTUC Central Committee members doing 'A Healthy U' workout.



UWPI General Secretary Karthikeyan Krishnamurthy (right) and SPWU General Secretary Ameer Hamzar Abdul Nasir (left) finding ways to increase their productivity at the 'Cheaper' station.



"I am very happy. There are so many things for me to play. I want to come back again next year."

Terence Ting (right), 7

With Us!

"The CBF challenge is not merely a game of fun and laughter, but to foster team spirit and strengthen ties among union members at the same time. The activities played at the various CBF stations are intentionally designed by our organising committee to raise awareness about the significance of raising our productivity, becoming more capable and being more flexible."

Nora Kang, Chairperson for the May Day Rally Family Fiesta committee and DBSSU President.



"This is an exclusive event for NTUC members and I feel so glad to be here. I get NTUC FairPrice rebates and many other membership benefits and now I get the chance to celebrate here today."

Hamzah Mahmod, 60, SMIMWU Member

"This is my second year at the May Day Fiesta, and I am really proud of my NTUC membership that made it possible for me to be here."

Jolin Ang, 28, SISEU Member



"The activities are very well organised and my children are enjoying themselves. I wasn't able to get the tickets at first, but a NTUC member kindly gave us one set and we really feel very privilege to be here."

Narayanan Ram (wearing spectacles), 40, NTUC General Branch Member



"This fiesta is great for family bonding. I'm here for the first time and am having lots of fun. This is really a special privilege only NTUC members get."

William Goh (left), 32, NTUC General Branch Member



May Day Treat For SRCEU Members



By
Naseema Banu Maideen

May Day celebrations are high in the air at Singapore Refining Company Employees' Union. With a more positive economic atmosphere this year than last year, the union geared up to tie in membership activities with the celebrations this time round.

On 30 April 2010, SRCEU held a recruitment exercise based on its 'Member-Get-Member' campaign together with an exclusive movie screening of 'Iron Man 2' at The Cathay. The recruitment exercise road show was organised about two hours before the movie to give potential members a deeper insight on the benefits of being part of the Labour Movement.

Said SRCEU President Amranizar Amran: "We organised this session to build up better bonding within our union members. At the same time, we recruited 20 members at the recruitment road show and will continue with these efforts."



A surprise treat awaited new union members who signed up during the event. Each new member was entitled to a member's rate ticket price packed with 1,000 NTUC LinkPoints provided by NTUC's Membership department and a gift.

"We are very encouraged by the good response at the recruitment roadshow and movie screening event. The union also had the close cooperation and support from our management partners. This good Labour-Management Relations has boosted our recruitment efforts. Young NTUC has also supported us by co-sponsoring the movie tickets in this venture. We will work closely with all the other members in the NTUC family to reach our membership targets."

Amranizar Amran, SRCEU President

Under NTUC Membership Department's 'Member-Get-Member' campaign, 1,000 LinkPoints were credited to union members for every referral they made. Every new member also receives 1,000 LinkPoints upon first GIRO deduction as a sign up gift.



Always Here To Help Members



By
Vanessa Teo

She does not believe in forcing someone to join a union, neither does she want them to join a union only for the benefits. But what NTUC Membership Department Specialist (Sales and Operations) Law Bee Bee wants workers out there to know is that NTUC is always here to help.

"At recruitments drives, I always tell workers, 'You join the union not only because you need us, or only for our benefits, but because you believe in us and know that we will be there when you need help.' We need a lot of people to believe in us first, and then we will have the strength. And unity is strength," said Miss Law. And that is the cause Miss Law strongly believes in.

Joining the Labour Movement family in 1993, Miss Law has gone through several job rotations within MED, and today focuses on helping unions conduct recruitment drives. Despite having spent 17 years with the Labour Movement, Miss Law still has a burning passion for the organisation's cause which is what keeps her going in her job.

"I strongly believe that whatever NTUC does, it's all for the workers. Many would think we are earning from their yearly membership fee of \$117 but that is not the case. We do give them more in return. Union members benefit from a whole range of benefits like savings on grocery shopping, discounts at popular merchants which all comes up to more in value than their annual membership fee.

"For example, when we buy movie tickets from our partner merchants at seven dollars, we sell it back to members at seven dollars as well. We do not take a profit and, in fact, we have to top up money on our side for advertising to inform our members. So NTUC never makes money from its members, but instead gives the best to them, and this is the worthy cause that's kept me motivated in my job," said Miss Law.

She occasionally also has to face discouraging remarks from the public at recruitment road shows, but she often takes it in her stride and does her best to serve them as she knows she is carrying the name of NTUC.

Miss Law said: "There are some people who are actually not interested in joining the union, but because they see that we have a



Membership Department Specialist (Sales and Operations) Law Bee Bee (in black shirt) at SPRING Singapore Staff Union's recruitment drive on 26 May 2010.

booth they will just pop by and start saying negative things. This can be very frustrating at times, but I always remind myself that I am the spokesperson for the Labour Movement so I cannot portray a rude image. This is one of the challenges I face in my job, but I have learnt to shut my ears to negative comments and just do my job well."

In The Pipeline

Members of the public who want to know more about NTUC or are interested to sign up as NTUC members can do so conveniently at the following recruitment booths in June.

- **4 to 6 June:** Lakeside MRT Station
- **9 to 13 June:** Tampines MRT Station
- **16 to 20 June:** Woodlands MRT Station
- **23 to 27 June:** Tampines MRT Station

A Renaissance Of Ideals



By
Nicolette Yeo

You have seen NTUC Income Insurance Co-operative Limited transform from a humble insurance company into an insurance giant worth nearly \$20 billion today. You have seen it 'Made Different' to make a big difference in workers' lives last year. You will now see it take on its biggest challenge yet: A renaissance of ideals.

And not just any ideals, but those inspired by its founding Chairman, the late Dr Goh Keng Swee, stressed NTUC Income Chief Executive Tan Suet Chieh at the special appreciation dinner on 21 May 2010 at the Singapore Turf Club hosted for union leaders and NTUC directors.

"Over the next three to five years, NTUC Income wants to make a difference in Doing Good. But the Doing Good is very different from what Dr Goh Keng Swee did 40 years ago. Our 'Goodness' is not 'Cheap and Good' because people will not buy from us. You have to give them a very different value proposition - products have to be good and value-for-money; the experience has to be good and honest; our claims have to be fair. And we have a number of initiatives with health insurance, motor insurance, and life insurance. It will be a big thing to take on but with the support of the Labour Movement, it can be done," said Mr Tan.

This strategy announced by Mr Tan just one week after the passing of Dr Goh on 14 May 2010 is a fitting tribute to the man who was instrumental at starting the Cooperative Movement within the Labour Movement and key at ensuring that NTUC Income was the first cooperative to be established. Mr Tan said Dr Goh's demise was not so much "about sadness", but also



"about celebrating his life because it had been meaningfully, beautifully and generously lived."

NTUC Income certainly has the foundation it needs to carry out Dr Goh's ideals because it has more than satisfied the main criterion of Doing Well. At the event, Mr Tan announced that its premium revenue hit a record \$3.1 billion, delivering \$360 million record profits. As a result, NTUC Income will be recommending record dividend rates of 9 per cent for its shareholders, the highest in 25 years. Close to \$40 million is likely to be disbursed this year.



The Legacy Of A Great Man

// Dr Goh Keng Swee provided the vision, the corporate governance, and the intellectual framework for cooperatives. In 1968, the Employment Act was passed. It reduced the scope for trade unions to be as militant as they had been in the past against the British. Dr Goh gave the Union Movement a challenge: You can raise your heights and not think like this. And in a spirit - at that time it was not coined tripartism - set the sights higher, and ask the Union Movement to start the Cooperative Movement. He was very specific that the first cooperative be life insurance: He told them that 'you can do life insurance because you have unions and network of branches you can sell to.

The second reason he suggested cooperatives was because social security in Singapore was very basic, in fact non-existent in 1969. An insurance cooperative fulfills a social need because workers of Singapore do not understand the value of insurance. And as long as it can fulfill a social need, a cooperative will be successful."

NTUC Income Insurance Co-operative Limited Chief Executive Tan Suet Chieh at the special appreciation dinner for union leaders and NTUC directors on 21 May 2010. Mr Tan highlighted the main points of the late Dr Goh Keng Swee's legendary speech made at the "Modernisation of the Labour Movement" seminar in 1969 which paid tribute to the farsighted vision of Dr Goh. Earlier that day, Mr Tan led an NTUC Income delegation to pay their last respects to Dr Goh at Parliament.