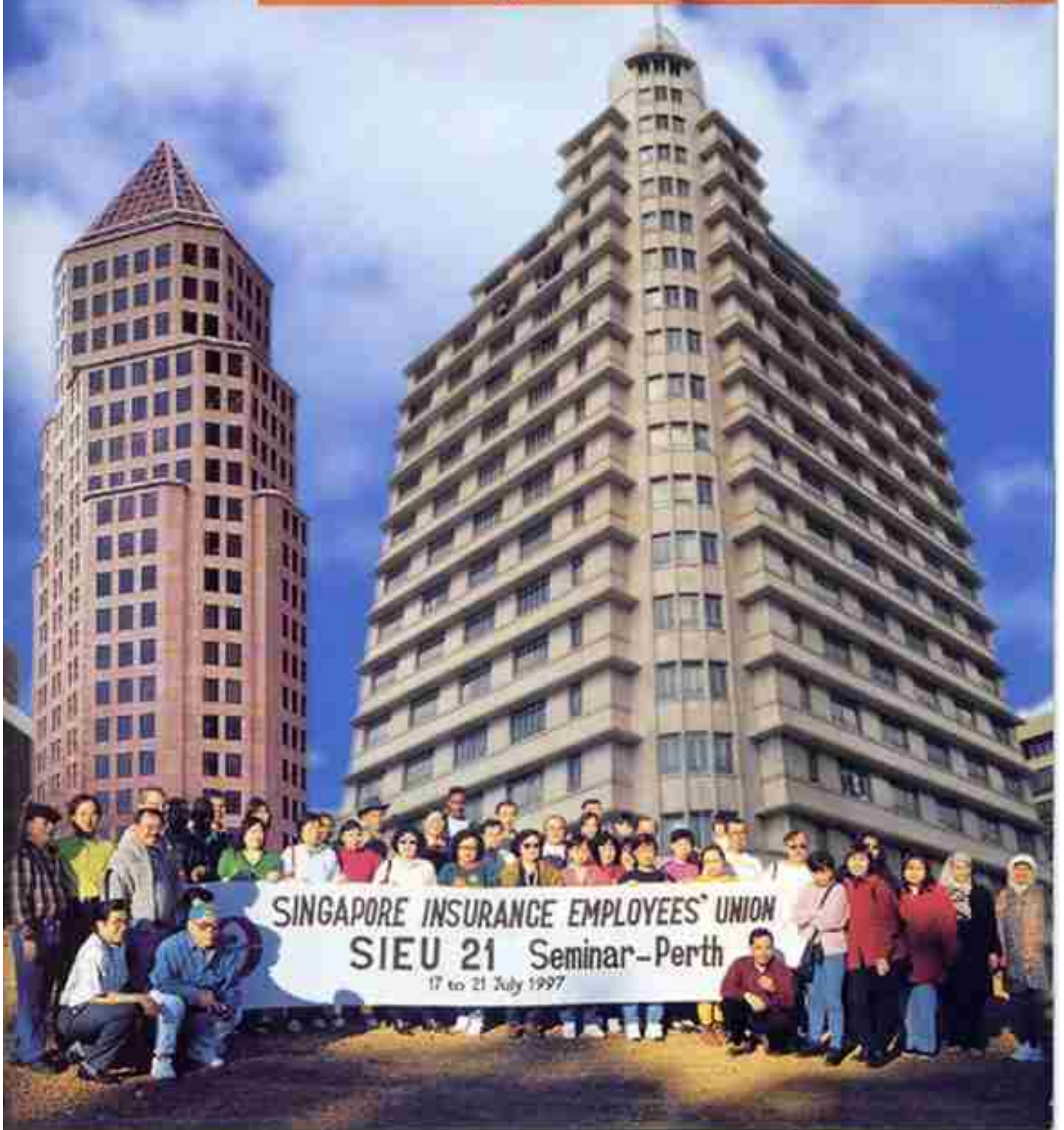




Singapore
Insurance
Employees'
Union

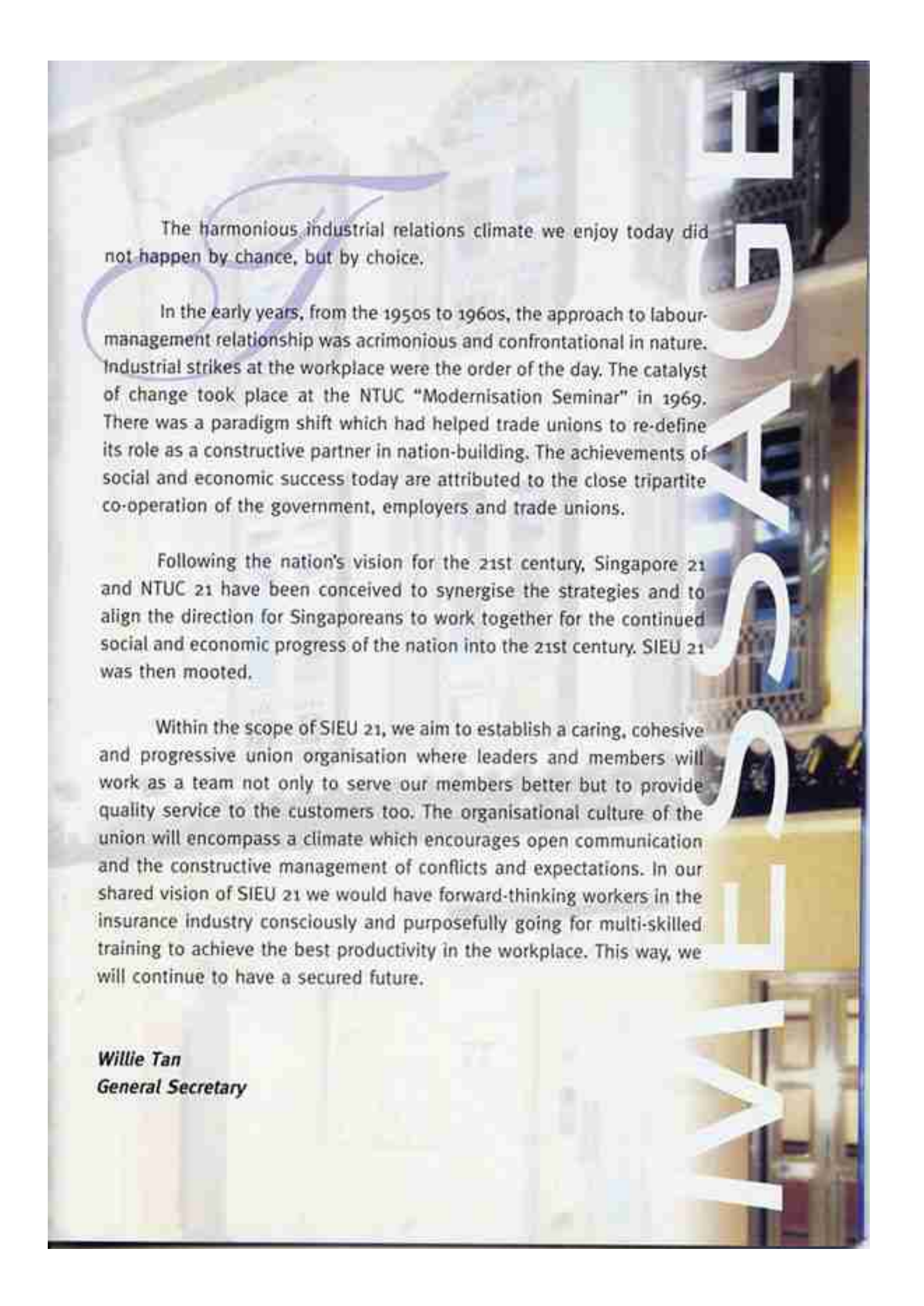
A Thinking Worker In The Making



SIEU 21

To Achieve

is to think.



The harmonious industrial relations climate we enjoy today did not happen by chance, but by choice.

In the early years, from the 1950s to 1960s, the approach to labour-management relationship was acrimonious and confrontational in nature. Industrial strikes at the workplace were the order of the day. The catalyst of change took place at the NTUC "Modernisation Seminar" in 1969. There was a paradigm shift which had helped trade unions to re-define its role as a constructive partner in nation-building. The achievements of social and economic success today are attributed to the close tripartite co-operation of the government, employers and trade unions.

Following the nation's vision for the 21st century, Singapore 21 and NTUC 21 have been conceived to synergise the strategies and to align the direction for Singaporeans to work together for the continued social and economic progress of the nation into the 21st century. SIEU 21 was then mooted.

Within the scope of SIEU 21, we aim to establish a caring, cohesive and progressive union organisation where leaders and members will work as a team not only to serve our members better but to provide quality service to the customers too. The organisational culture of the union will encompass a climate which encourages open communication and the constructive management of conflicts and expectations. In our shared vision of SIEU 21 we would have forward-thinking workers in the insurance industry consciously and purposefully going for multi-skilled training to achieve the best productivity in the workplace. This way, we will continue to have a secured future.

Willie Tan
General Secretary

Vision

SIEU is one of the oldest established unions in Singapore.

Although it has limited resources, its goal is to become a “Jewel” in the labour movement. Jewel because it becomes a precious asset to the labour movement and to its own members. Its leaders will relentlessly strive for improvement and explore new areas to build an even stronger as well as effective and respectable union.

Mission Statement

To work as a team to serve our members better and

to provide efficient, quality and dedicated service

to our customers.

Challenges

- Higher expectation and changing attitude of the workers
- Keener competition faced by the companies
- Need to expand horizon and think beyond

Challenges

Tasks

- To unionise all classes of workers
- To provide more meaningful membership of union
- To upgrade knowledge of our union leaders and to make their role more purposeful and meaningful
- To inculcate in the new workers the understanding of the role of unions and the importance of unionisation.

Tasks

Core Values

- S** - Service
- I** - Integrity
- E** - Exemplary
- U** - Unity

Service

To serve our members well and to do our best
for our nation, company and its customers

Integrity

To have high moral value and to
uphold the integrity of the union at all times

Exemplary

To demonstrate an attitude and
conduct to be the best which can be
emulated by others

Unity

To work towards co-operation
and unity amongst union members,
management and union

Life-long Employability

Right attitude for growth

Our Aim

In order for SIEU members to live a meaningful and purposeful life, they must be employable throughout their working life.

Strategies

Creating a Learning Organisation

- To set up a library
- To promote reading and sharing
- To encourage leaders to attend Singapore Institute of Labour Studies courses
- To engage professionals to conduct educational talks for leaders and members
- To work with NTUC Productivity Promotion Department in inculcating a Thinking, Creative and Innovative work attitude

Education and Training

- To support NTUC Skills Development programmes
- To promote greater use of On-The-Job-Training (OJT) to help members upgrade and maintain their skills
- To incorporate Training Clause in all Collective Agreements
- To establish joint training committee at the workplace
- To work with NTUC, Ngee Ann Polytechnic, Singapore College of Insurance and Companies to design Skills Redevelopment Programme that may lead to Certification or Diploma



Employability

Life-long

Strengthen Competitiveness

Doing it first time right

To Stay Ahead

We must recognise the constraints facing our country, in terms of limited land, airspace, water and labour. We must accept short term *pain* for long term *gain*.

Strategies

Labour-management Relations

- To enhance the present harmonious labour-management relations through mutual respect and trust
- To establish better rapport with management through social and recreational activities
- To maintain an effective communication system for greater co-operation
- To work in collaboration with the NTUC Productivity Promotion Department in influencing a paradigm shift towards a pro-active attitude for productivity and excellent service

Productivity

- To support the mission of the companies manifested in their respective mission statements
- To support the 5 Goals of Productivity Standard Board towards building a world class workforce
- To encourage and assist companies to set up work improvement teams such as, Quality Control Circle, Work Excellence Committee, Work Improvement Team, etc to raise the service standard and performance
- To support any effort of the companies in re-skilling, upgrading or re-engineering



Competitiveness

Strengthen



Healthy Body, Healthy Mind

Healthy life, Better work

Our Aim

To assist SIEU members to have peace of mind, adopt healthy lifestyle and be a productive workforce.

Strategies

Maximising Our Resources

- To support our National Campaigns promoting healthy lifestyle
- To encourage our Youth and Sports committee to play an active role in NTUC
- To promote NTUC Lifestyle Centres and Overseas Holiday Resorts
- To help our members stretch their dollars and enjoy the facilities at NTUC Clubs, NTUC Co-operatives and the use of Smart Card
- To organise more affordable sports and social activities for members

Occupational Health and Safety

- To ensure that adequate Occupational Health and Safety rules are established at the workplaces
- To enroll members for Occupational Health talks conducted by the NTUC and Professional Institutions
- To encourage Companies to conduct more personal developmental programmes

Working with Management

- To propose a "Health Clause" in all Collective Agreements
- To encourage Companies to organise more healthy activities in the evenings or weekends to unwind members
- To help reduce Companies' medical costs by encouraging members to take responsibility and manage their own health better through wellness programmes
- To assist and provide management with joint counseling for workers with problems and stress



Care and Share

Give with our heart

Our Aim

Promote SIEU as a caring union. The union will continue to care and share for our members, their families and the communities.

Strategies

Caring for the Communities

- To continue our visits to the Tampines Home and bring cheers to the retarded inmates
- 12 • To support the Community Chest and National Kidney Foundation
- To support the NTUC Elder Care Centre
- To organise regular Blood Donation Campaigns

Caring for the Members and Their Loved Ones

- To provide welfare benefits
- To award Scholarships and Merit Bursaries to deserving members' children
- To provide counseling services
- To organise talks on pre-retirement, health and family issues
- To maintain link and organise social activities for our retirees through the 3rd Chapter Committee



Strong Labour Movement

A worker's voice

Our Aim

We must remain strong to continue to play a leading and effective role in the insurance industry.

Strategies

Membership

- To set an annual membership target
- To support NTUC 80:20 formula
- To organise regular membership campaigns
- To organise the unorganised in the unionised companies
- To waive the membership entrance fee
- To improve our administration for the continuity of membership after their resignation

Leadership

- To encourage more junior executives to take up leadership position
- To train and upgrade our leaders by encouraging them to attend Singapore Institute Labour Studies courses
- To expose our leaders through both the local and overseas seminars and conferences
- To instill awareness and brainstorm with our leaders on interesting matters monthly
- To encourage our leaders to widen their knowledge by reading more books and magazines so as to keep abreast with the latest development



Quality Service

- To upgrade our services through better usage of Information Technology
- To keep members informed of SIEU activities through the "ASSUREDS" our newsletter
- To improve our benefits through members' feedback
- To handle members' grievances promptly and tactfully
- To deliver Orchid Country and Aranda Club Temporary Passes to members, instead of collecting at SIEU premises
- To work with the NTUC Productivity Promotion Department to set up Quality Service Circle to improve the efficiency and quality of service to members and administration of union.

Tripartism

- To strengthen our tripartite partnership with the Government and Employers through sports and social activities
- To establish an Insurance Industry Dialogue Committee together with NTUC, Employers and Ministry of Labour Officials
- To conduct joint seminars with management



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