



THE EMPLOYER ALLIANCE ON WORK-LIFE

e-Bulletin #3

November/December 2005

Executive Brief

[EA Launch on 26 Oct](#)

[EA Breakfast Session](#)

[Work-Life Excellence Award](#)

[Company Spotlight - Ci You Childcare Centre](#)

Message from the Chairperson

Dear EA members,

Thank you for your support during our launch on 26 October at Sheraton Towers. It was encouraging to see so many like-minded CEOs that see the value of Work-Life practices. Our subsequent CEO breakfast session held on 25 November with the Singapore International Chamber of Commerce was also extremely successful with over 50 attendees.

It has been a memorable year for the EA. Many milestones have been achieved, for example the hiring of a full-time secretariat, the increase in membership of the EA by 50%, the many WoW! Fund applicants, and the increased awareness and building of the case for Work-Life Strategies in the business community. We look forward to 2006 with the anticipation that more companies will be more competitive and productive through adopting Work-Life Strategies in Singapore.

*Patricia Yim,
Chairperson, Employer Alliance
&
Managing Director, IBM Singapore*

Calendar of Events

December

Date	Event
13 - 14 Dec	WoW! Fund Approved Work-Life Training Course
15 - 16 Dec	WoW! Fund Approved Work-Life Training Course

January

Date	Event
9 Jan	Information session on WoW! fund and Work-Life Strategy
16-19 Jan	Advanced Workshop on Work-Life Strategy

EA Launch on 26 Oct



The EA was officially launched on 26 October 2005 by Senior Parliamentary Secretary for Manpower, Mr Hawazi Daipi. The event coincided with the release of a study by Nanyang Business School and the Ministry of Manpower on the positive impact that Work-Life practices have on business performance.

The event attracted over 40 business leaders, including heads from Fuji-Xerox, KPMG and Merck, and journalists from key broadcast, print and online media. Ms Patricia Yim presented EA's vision and strategy. A video was also shown that featured CEOs speaking about the benefits of Work-Life Strategy in both English and Mandarin.

Mr Hawazi commended the efforts of Pat's leadership of the EA in shaping Singapore's national agenda. He also mentioned that the launch did well to reach out to CEOs and he was especially pleased with the use of a Mandarin-speaking CEO and Mandarin subtitles in the video.

Click [here](#) to view the news release.



Work Life Resource of the Month:



Fortune Magazine (Nov 28, 2005, Vol. 152, No. 10)

Cover Story: Get a Life!

Working 24/7 may seem good for companies, but it's often bad for the talent—and men finally agree. So businesses are hatching alternatives to the punishing, productivity-sapping norm.

by Jody Miller and Matt Miller

Click [here](#) to view the article.

EA Breakfast Session

A breakfast session on Work-Life Harmony was held on 25 November with members of the Singapore International Chamber of Commerce and Italian Chamber of Commerce (SICC). The speakers included Mr David Lock, Director of Clarion Consultants who touched on the importance of Work-Life Harmony to employers, and Ms Patricia Ng, Senior HR Manager of NTUC Income who shared on her company's Work-Life programmes.

More than 50 people turned up for the event with over half of the attendees comprising of CEOs and senior decision makers. There is an increasing trend among Singaporean business leaders seeing the value of Work-Life practices in their companies. Mr Philip Overmyer, Executive Director of the SICC commented that the session was beneficial and relevant to CEOs as more companies in Singapore become attuned to the idea of Work-Life Harmony.

Moving forward, a series of sessions have been planned to continue educating employers about the business benefits of Work-Life practices in their organizations.



For more information on upcoming sessions please contact Jonathan Chong at jonchong@employeralliance.sg

Work-Life Excellence Award



The Tripartite Committee on Work-Life Strategy will be conferring the Work-Life Excellence Award (formerly known as the Singapore Family Friendly Employer Award) in 2006 to organisations that help their employees manage their work and personal commitments. Winners are recognised as "Employers of Choice" and enjoy the use of the Award logo for recruitment and publicity purposes.

For more details visit the Employer Alliance website [here](#)

Company Spotlight - Ci You Child Care Centre

Ci You Child Care Centre is a non-profit organisation that provides childcare services to working parents. Ci You's founder and principal, Ms Ivy Teo understands the importance in supporting her staff in managing their work and personal commitments, "in this line of work, it is important to retain staff as they have the experience and bonding with the children."

The flexibility provided at Ci You has allowed one employee to continue working at Ci You despite travelling an hour to work everyday and the lures of working in a more lucrative workplace. Another creative initiative introduced also allowed the mandatory childcare leave of 2 days to be converted to a family-care leave so that it is relevant to both parents and singles.

By reducing work-related stress, Ci You's employees are more motivated to work and this translates into them giving their best in providing care for the children.

Some innovative Work-Life practices from Ci You include:

- Changing 2 days childcare leave to family-care leave.
- Flexible work arrangements - staff come in at staggered times and leave accordingly
- Bonus leave and long service leave.
- Staff with children and who have worked over one year receive free childcare service at the centre

For more information, please contact Ms Ivy Teo at 6335 1433 or ciyou@singnet.com.sg

Please send any comments and/or items for inclusion in future e-bulletins to:

comms@employeralliance.sg