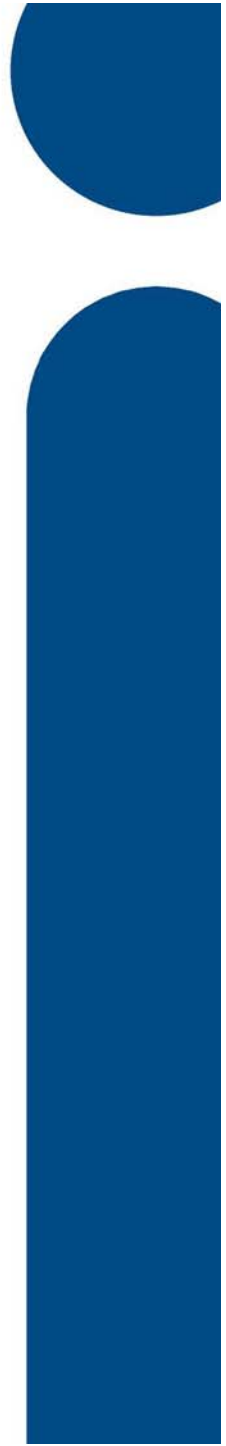




The Singapore Work-Life Harmony Approach

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SINGAPORE

- Population: 4.3 million
- Labour Force Participation Rate: 64%
- Per Capita Income: S\$42,948 (2005)
- Unemployment Rate: 2.5% (Dec 2005)
- % of Employees on Flexible Work: 4%



What do we mean by Work-Life?

'What an employer does to create a more flexible and supportive work environment so that employees are able to focus on their jobs while at the job'



**It is a `win-win`
that achieves a
dual agenda -
alignment of
corporate needs
& employee
aspirations**

Flexible Work Arrangements

- Flexi-time
- Flexi-place
- Part-time
- Compress work week
- Job sharing

Employee Support Schemes

- Child / Elder-care
- Counseling
- Lactation room
- Time-saving services

Leave Benefits

- Family care
- Marriage
- Paternity
- Adoption
- Study

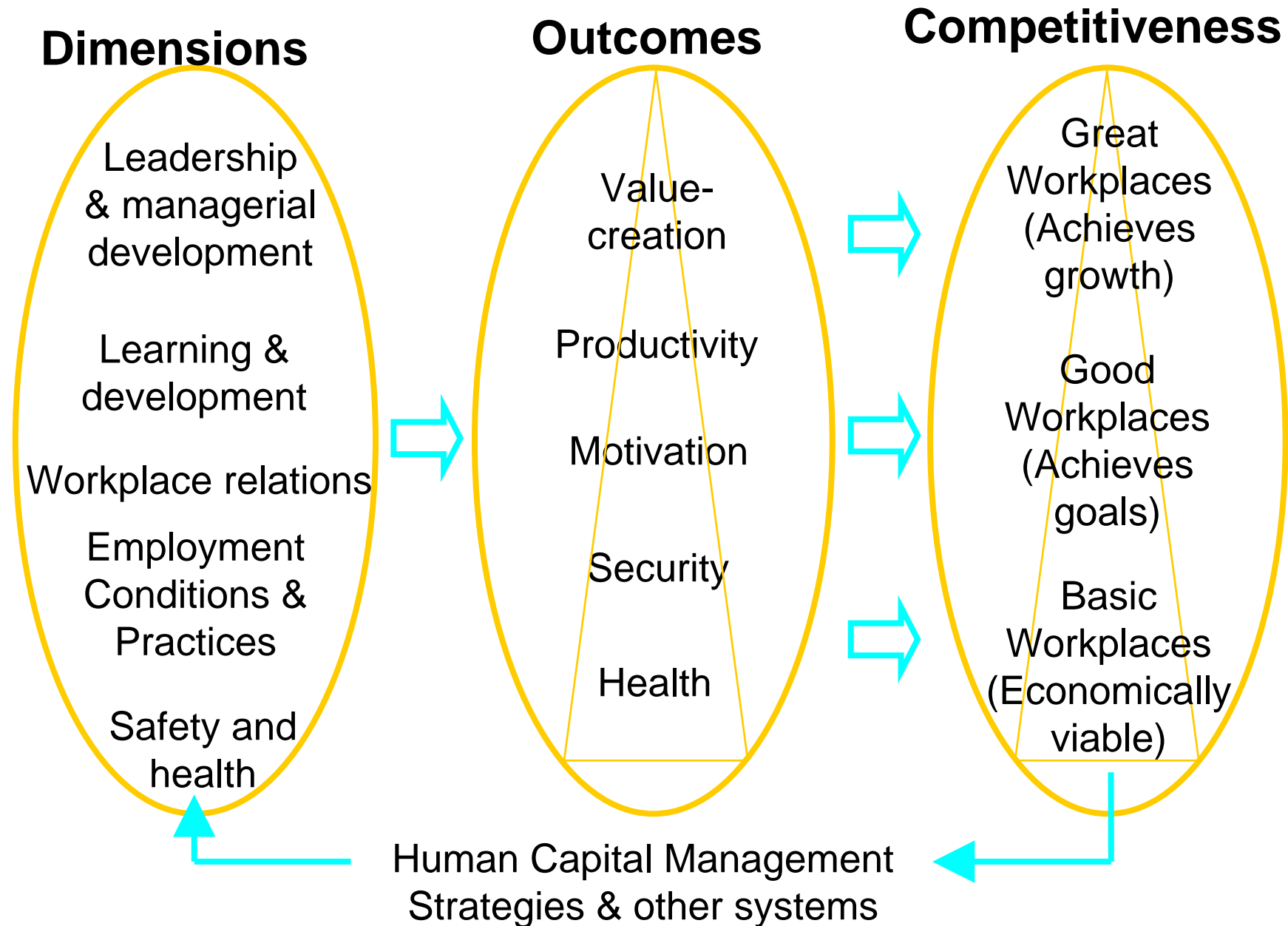


2004 Changes to the Law



- Paid Maternity Leave Extended (8 ⇒ 12 weeks)
- Annual 2 days childcare leave

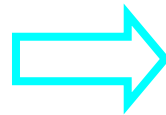
The Quality Workplace Framework



Why Work-Life

Demographics:

- Sandwiched Workforce (Childcare/Eldercare)
- New Workforce Expectations

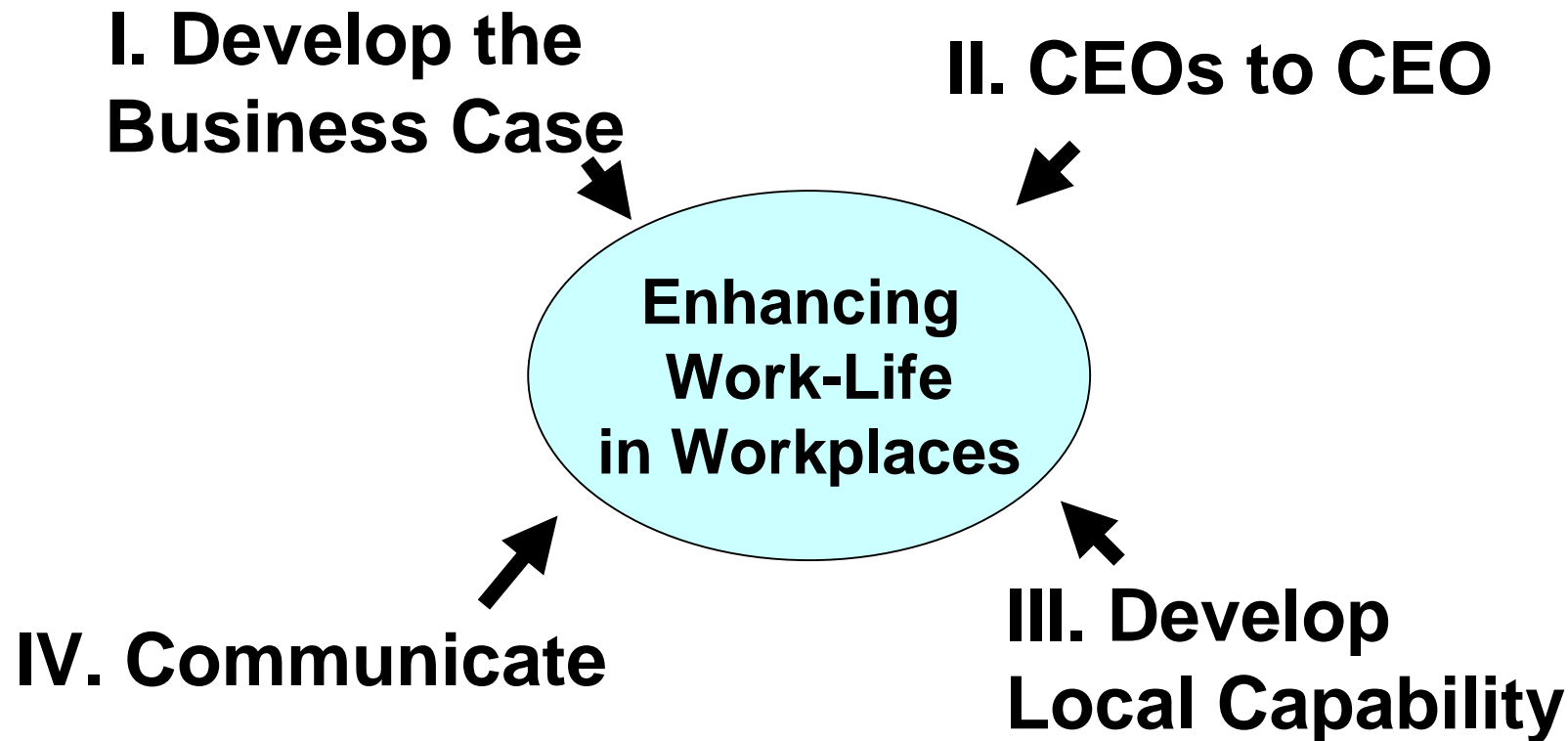


Raising Business Performance

- Increase Engagement
- Improve Attraction/Retention
- Reduce Turnover and absentism
- Reduce overheads

Tripartite Promotion of Work-Life

(Employers, Unions, Government,
Academia, HR/Training Assns)



I. Developing the Business Case

- **Harnessing International Evidence**
- **Develop Local Evidence and Research**
 - Employer Federation WL ROI of \$1.68:1
 - Business School Research Found:
 - WL reduces voluntary turnover
 - WL improves customer satisfaction
 - Programmes have to be relevant to needs
- **Market Research**
 - Target Decision makers and implementers
 - Effective Persuasion takes more than facts

II. CEO to CEO

- **Employer Alliance**

- 75 Employers/CEOs public committed
- Launched in Oct 2005
- “1 reach 5”

- **Sector Work Groups**

- Banking, IT, Healthcare, Chem Mfg, SMEs
- Champions increased sector involvement

- **Work-Life Excellence Award**

- Emphasis on Culture/Outcomes > Programmes
- Site Visit Audits
- Writing up of best practices and lessons

III. Develop Local Capability

- Training of WL Consultants and HR
- \$10 million WOW! Fund
 - up to \$30,000 per employer
 - Co-funding
- Partner Industry Associations
- Train and Engage the Unions
- One-stop Resource Web Portal
- Publications
- Curriculum Development
- Scenario Competition

IV. Communicate

Targeted Marketing:

- Newspaper Features
- Direct Mail
- TV Documentaries
- HR Magazines
- Talks / Seminars

WL Harmony Week

- CEO/HR Seminar
- Exhibition
- Workshops
- Company Visits



Tripartite Approach to Work-Life

I. Develop the Business Case

- Academic Research
- Case Studies
- Market Research

II. CEO to CEO

- Employer Alliance
- Sector Groups
- WLE Award

IV. Communicate

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- Direct Mail,
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**Enhancing
Work-Life
in Workplaces**

A journey not a destination



- **Feedback & Suggestions**
welcome (andrew_fung@mom.gov.sg)
- **Day 2 Seminar: Lessons,
Funding, Award**
- **Questions**

