

# SAMUDRA

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SOS INDONESIAN

**MEMBERS' DELIGHT**

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# PRIME MINISTER LEE HSIEN LOONG'S NATIONAL DAY MESSAGE

*Samudra highlights excerpts of Prime Minister Lee Hsien Loong's National Day Message.*

## DEFINING MOMENT IN OUR HISTORY



### **Overall Government Policies Have Worked**

This year, with the cost of living rising, we launched the Grow & Share package to help households cope. We continue to retrain workers to become more employable, and to support needy families through many assistance programmes. Overall, Government policies have worked. Our strong reserves saved up over many years gave us the confidence and the means to move decisively with our Resilience Package. Our growth strategies of upgrading education and skills, and breaking into higher-value sectors have created good new jobs for Singaporeans.

### **More HDB Flats, MRT lines and Buses**

Some Government policies did not keep pace, but we have been tackling the problems. We are building more HDB flats, to reduce waiting times and keep prices affordable. We are adding MRT lines and buses, to improve public transport service standards. We are moderating the inflow of foreign workers and immigrants, and making it clearer that Singaporeans come first. We are reviewing our social safety nets to better support Singaporeans in a more volatile environment. The results will not arrive

overnight, but we should see improvements over the next few years.

### **Stay Connected to the World**

While we will always put Singaporeans first, let us not turn negative on foreigners. Singapore has prospered because we have been open to the world and alive to economic competition and change. This is how we have attracted investments, created jobs for Singaporeans, and made ourselves a vibrant city. We cannot afford to close in on ourselves, or attribute all our problems to foreigners. We must stay connected to the world, and continue to welcome talent and ideas, wherever they may come from. Only then can we continue to thrive, and build a better Singapore for all.

### **Maximising Chances of Success**

The next few years will bring more rapid changes and surprises. We must anticipate and respond to these external events as best as we can, and steer a course that maximises Singapore's chances of success. We need to keep building for the longer term. We will grow our

economy by upgrading ourselves and raising productivity, reducing the need to import so many foreign workers. We will educate our young well, and retrain our older workers effectively. And we will create an outstanding living environment for ourselves: a City in a Garden, and a vibrant, thriving home for all Singaporeans. We have comprehensive plans to achieve these goals.

### **Enlarging Our Common Space**

Beyond these specific policies, the way we manage our affairs must change. Our society is changing. A new generation of Singaporeans want more alternative voices, and more debate on issues affecting them. They seek to play a bigger part in co-creating solutions. I welcome this. I invite Singaporeans with ideas and plans to come forward, and help us get more things done in better ways. The Government will reach out to all segments of society, to tap your imagination, energy and initiative. This will not only improve policies and results; it will also strengthen our sense of commitment and belonging to this place we call home.

More diverse views can produce a more vibrant society, but they may also split and weaken us. We need

to enlarge our common space, not magnify our differences and become a house divided. By staying united we can respond effectively to major challenges, and continue to outperform other countries. In particular, younger Singaporeans have a major part to play. You are our future. You belong to the age of the Internet and social media. You have different experiences, perspectives, and aspirations from your elders. And you will inherit the country that earlier generations have painstakingly built.

### **Our Shared Home**

We will do our utmost to help you succeed. Your idealism, passion and commitment will make all the difference. You will have many opportunities to seek your own dreams and fulfil your promise. I am happy that many young Singaporeans also feel a calling to serve a shared, higher purpose: volunteering for humanitarian relief missions, taking up green causes, and caring for the aged and less fortunate. This Singapore spirit will hold us together as one people.

***We are now at a new defining moment in our history. In a globalised world, we can stay competitive by raising our education levels and productivity. We can pull ahead by enlarging our talent pool and remaining an open, vibrant society. Most importantly, we can surmount the never-ending challenges of nation building by looking out for one another and working hand-in-hand to improve all our lives.***

# NATIONAL DAY MESSAGE

BY NTUC SECRETARY-GENERAL

MR LIM SWEE SAY



## STRENGTHENING OUR SINGAPORE SPIRIT

First, keep creating enough good jobs for ourselves and our children. It is important that we stay ahead of global competition because we cannot afford a high unemployment rate of 8 per cent as in the case of Europe, or 9 per cent like in the USA.

Otherwise, a weak labour market in Singapore will cause our wages to stagnate.

Second, help Singaporeans capture better job opportunities, earn better wages and pursue faster career advancement.

This means higher wages for our low-wage workers; fair wages for our matured workers; meaningful career opportunities for our back-to-work women; and better career prospects for our PMEs (Professionals, Managers and Executives).

In short, we need to strive for Singapore to be first in global competition to sustain healthy growth and create enough good jobs. We also need to strive for Singaporeans to be first in local employment to take on better jobs, earn better pay and live better lives.

Few countries can set their sights so high but we dare to because our children are well educated, our workforce is well trained, our economy is competitive and our tripartite partnership is strong.

Let us keep strengthening our Singapore Spirit. Together in unity, we can march forward as one unlimited economy and one united workforce.

Majulah! The Singapore Spirit.  
Majulah! U & me.

Happy National Day to all.

Two years ago, a severe global recession hit the world. Today, workers in some countries still suffer the pain of job loss.

In the USA, worsening structural unemployment means millions could be unemployed for a long time.

In Europe, high youth unemployment means many jobless youths today could grow up to be unemployable workers in future.

In Singapore, we succeeded in putting the global recession behind us. Our economic growth is healthy, job creation is strong and unemployment is low.

As Singaporeans and tripartite partners, we can be proud of our unity in securing this quick and solid turnaround together.

Having regained full employment, our challenge is to do even better on two fronts.



## THE BONDS OF FAMILIES, THE SUCCESS OF THE WORLD INTERNATIONAL SEAFARER FAMILY CONFERENCE AND EXHIBITION

It included a tour of exhibits, talks and open forums with diverse topics by resource speakers, such as: ‘The Challenges in Today’s Maritime Education and Training’, ‘Security for the Future of Seafarers and their families’, and ‘Trade Unions and Seafarers and Families’.

Themed “The Bonds of Families, the Success of the World”, the two day convention was the first gathering of seafarer-families intended to help strengthen family ties; while allowing seafaring parents to continue pursuing their life and career aspirations.

Held from 4 to 5 August, SOS President and Welfare & Community Services Committee Ex-Officio Mr Mohamed Idris B Mohamed Ibrahim, and Welfare Executive Ms Clarissa Lim joined international delegates and local guests at the Philippine International Convention Centre in Manila as they listened to prominent speakers – each an expert in their respective fields, share about the essentials of life and career.

President of Gig and the Amazing Sampaguita Foundation, Inc. (GASFI) Ms Marissa Oca delivered the welcome message, while President of the Associated Marine Officers and Seamen’s Union of the Philippines (AMOSUP) Dr Conrado F Oca, and ITF Deputy Secretary General Mr Stuart Howard were cordially introduced as special guests.

Other topics include ‘Effective Parenting’, ‘Impact of Adultery’, ‘Government Programmes on Families’, ‘Family Bonding through Reading Habits’, ‘Gender Equality’, ‘Avoiding HIV’, ‘Eluding Threats of Piracy’, ‘Getting Financially Stable’, and ‘Health and Wellness’.



# RESOLUTION ON ILO MINIMUM MONTHLY BASIC PAY

In order to provide an international safety net contributing to the decent work and protection of seafarers, the International Labour Organization (ILO) minimum basic pay or wage figure for the able seafarer (not exceeding 48 hours per week) was updated to US\$555 from US\$545 as of 1 January 2012; US\$568 as of 1 January 2013; and US\$585 as of 31 December 2013.



Agreeing that the economic situation of the maritime industry in major flag States and labour supply States provides an indication of the necessity for updating the minimum basic wage figure for able seafarers, the Subcommittee on Wages of Seafarers of the Joint Maritime Commission with the consent of the Governing Body, convened a meeting in Geneva from 26 to 27 April 2011.

The adjustments were consulted and based upon the Seafarers' Wages, Hours of Work and the Manning of Ships Recommendation 1996 (No. 187); Guideline B 2.2 of the Maritime Labour Convention, 2006; and the resolution concerning the ILO minimum wage for able seamen, adopted at the 26th Session of the Joint Maritime Commission (October 1991).

The Subcommittee agreed that the amount of US\$585 as of 1 July 2011 be used as the basis for recalculation purposes and the figure of US\$710 as of 1 March 2011 produced by the current mechanism (including its formula) be considered when determining future wage increases. The current mechanism and its formula will be maintained until such time when an alternative is agreed. In no way does the agreed minimum wage figure prejudice collective bargaining or the adoption of higher levels in other international wage-setting mechanisms.

# PROVIDING TOOLS FOR ORGANISATION

## ITF EDUCATION & ORGANISING CONFERENCE



**T**hey came from 30 different countries. About 50 union organisers and educators representing different sectors and regions responsible for the recruiting of union membership; strengthening of members' participation; and the delivery of trade union education gathered from 28 to 30 June in Esher Place, the Training and Conference Centre of Unite, Britain for the International Transport Workers' Federation's (ITF) Education & Organising Conference.

Many, including SOS Welfare and Membership Services Senior Manager Mr David Shoo came to learn about ITF's education and organising methodologies. Aimed at strengthening education and organising strategies within ITF and its affiliates, the conference also sought to introduce the use of the ITF Organising Manual as well as propose specific ITF projects, activities and programmes to support education and organising in affiliates.

ITF General Secretary, Mr David Cockroft welcomed delegates while ITF Education Officer Ms Alana Dave and ITF Organising Globally representative Mr Ingo Marowsky started with the introductions.

In order to support affiliates in their organising efforts in view of challenges presented by globalisation, innovative support is now available to respond to affiliates' research requests, communication, network-building and campaigning requirements, as well as training needs.

One such tool designed to be used as part of a planning process is the Organising Manual. The manual helps union leaders; union members; and workers prepare an organising plan which suits the current situation. It includes lessons and stories collected from transport unions around the world which covers organising skills such as listening, overcoming fear and apathy, systematic person-to-person communications, list-building, predicting the employer's actions, training and education, group planning and group decision making.



***“Coupled with the buy-in of affiliates; engaged activists; and pro-active union officials, the support tools that ITF provides will help build stronger unions with increased capabilities.”***

- Mr David Shoo

Conference speakers represented ITF's various sections such as the Special Seafarers' Department, Maritime Operations, and Inland Transport Sections. Other topics covered were on various campaigns such as HIV/AIDS, the Right to Work, the Osanloo Campaign, and the Flags of Convenience (FOC) and Ports of Convenience (POC).

Participants were divided into working groups to deliberate and form strategies based on selected topics before presenting their feedback to all participants. The feedback was summarised and conclusions were drawn at the end of the conference.

# UPSKILLING WOMEN LEADERS

## WDS TEAMBUILDING AND LEADERSHIP TRAINING PROGRAMMES

A teambuilding seminar and several skills training courses were organised by the NTUC Women's Development Secretariat (WDS) as part of the labour movement's resolve to sharpen, equip and empower women with useful tools for work.

### WDS TEAMBUILDING SEMINAR



Held over two days in July in Malacca, the WDS Teambuilding Programme - a bonding session for the members of the NTUC Women's Committee, aimed at building closer ties among members and demonstrating the importance of working together as a team.

Ms Mariana Angel who represented SOS had this to say about her participation:

*"Since 2008, I have been nominated by SOS as a member in the NTUC Women's Committee. I have participated in various activities organised by the WDS such as leadership training programmes, workplan seminars and teambuilding sessions, interest groups and dialogue sessions. The teambuilding programme gave us the chance to share ideas and issues pertaining to the workplace and unionism such as industrial relations and membership. On a lighter note, we also shared*

*about fashion and food. I thoroughly enjoyed the programme and networking with other women leaders who were far more experienced and knowledgeable."*

### LEADERSHIP PROGRAMMES

The WDS also organised a series of leadership programmes for women leaders to attain higher knowledge and skill sets in order to assume greater leadership roles.

Serving also as personal development courses, the costs for programmes such as 'Critical Thinking' and 'Problem Solving Skills' were fully borne by the WDS. SOS nominated several women leaders to attend these and other recently organised short courses such as Edward de Bono's acclaimed Six Thinking Hats® and Power of Perception™. This year, six women leaders from SOS were nominated: Ms Julie Koh, Ms Koh Soo Lee, Ms Mariana Angel, Ms Clarissa Lim, Ms Jullienne Low and Ms Sharon Lim participated in these programmes.



## SOS GOES WITH THE THREE FLOW

If there's anyone who can best bridge the gap between members, the Executive Committee and the Labour Movement, it is our branch officials. For that reason, every year since its inception in 2001, the Branch Officials Recognition Awards (BORA) given by the Ong Teng Cheong Labour Leadership Institute (OTCi) has been offered to branch officials from the affiliated unions and associations, to reward and recognise them for their significant contributions to the labour movement.



SOS was proud to have two of its committee members accepting the BORA awards for their contribution - Mr Chung Keng Meng, an Executive Committee member and member of Membership & Organising Committee and Corporate Communications Committee; and Mr Harun Bin Salleh, member of Membership & Organising Committee and Youth Committee. The 11th BORA Awards held at the Orchid Country Club on 13 July 2011, paid tribute to 79 branch officials from 51 unions and affiliations, recording the highest number of awardees and unions ever. This year's BORA Awards gave special recognition to union leaders who supported NTUC's 3 Flow Leadership model, particularly those who Flow On by stepping aside and paving the way for younger leaders to take up key positions in the past two to three years. These leaders have not just stepped aside but also contributed through identifying and nurturing potential leaders through a structured leadership succession plan. Besides leadership, the Awards also honoured outstanding officials who have contributed in industrial relations and membership efforts.

Among some of the rewards they received was a Learning Journey to Bangalore, India, from 20 to 23 July. The overseas learning journey provided an opportunity for the officials to understand and learn from the key threats and opportunities arising from the social, economic and trade union developments in India. And so the delegation, led by NTUC Central Committee member and United Workers of Petroleum Industry General Secretary Mr Karthikeyan Krishnamurthy and NTUC Director (Casual, Contract and Low Wage Workers) Mr Zainal Sapari, headed for the Indian National Trade Union Congress (INTUC) and the Hind

Maxdoor Sabha (HMS). During their visits to INTUC and HMS, there was an active exchange of ideas where Union leaders from India shared about the various welfare and benefit schemes that are available.

A highlight for the Singapore union delegates was an industrial visit to India's first "Work, Play, Live" business environment called

International Tech Park Bangalore (ITPB), a self-contained city that integrates office, retail, residential and recreational facilities in a single location, set amidst a refreshing and aesthetically appealing lush landscape. Spread over a sprawling 28-hectare estate, it has over 25,000 tech-savvy professionals working for more than 145 companies in the fields of IT & ITES, bioinformatics, software development, telecommunications, electronic and other hi-tech industries.

The Learning Trip was a fruitful one as it gave delegates insights into how cheaper economies are getting better and helped them to see for themselves how India could add value to the Singapore economy and to Singapore companies. SOS officials Mr Chung and Mr Harun were grateful that they had the opportunity to also build relationships and network with other branch officials. The experience they had gained would certainly help them contribute better as they nurture younger leaders and endeavour to serve SOS members more effectively.





## Connecting Onboard and Online

SOS Industrial Relations Officer Mr Mohamad Abu Bakar has been busy making his rounds to touch base with SOS members, whose ships had called at the Singapore port. A total of nine vessels from six shipping companies, consisting of crew members, covering four different nations anchored at Singapore during the months of June and July 2011.

He would be quick to stress that the simple act of personally dropping by to say hello is a gesture that is much needed and appreciated by crew members. While onboard the ships, time is usually spent catching up with the seamen, connecting and updating them with news on union, membership and the

various welfare schemes. The ship visits carry warm greetings from the union including SOS gifts such as umbrellas, caps and pens.

In the recent ship visits, SOS leveraged on one of its gifts, in the form of a pen with a pull-out message. The idea of a “message in a pen” was birthed in response to the ship visits made. SOS found that one of the more common questions raised were with regards to Seafarers’ Provident Fund (SPF), so the union crafted a useful gift that could function in more ways than one. The iSPF pen was designed to educate and create awareness among crew members about the Internet



Seafarers' Provident Fund (iSPF), an internet portal that was set up to enable easy access to members' SPF account information.

Using the pen gift, Mr Mohamad briefed members that in order to access their account in the iSPF, they were required to first, register as a member in the iSPF website. Subsequently, a password would be sent to them via email, where they could logon using their user ID and password. To their delight, members discovered that they could, with just a few clicks, anytime and anywhere, be able to update their personal information; check their SPF account balance; print their annual account statements; submit their withdrawal form online and check the status of their withdrawal application.

It was a good time of connecting onboard and online.



# SEMINAR ON SOS WELFARE SCHEMES FOR SOS FILIPINO MEMBERS IN MANILA

SOS Filipino members felt special when a unique seminar was organised to highlight the many benefits and privileges they can enjoy.

It aimed to create awareness among SOS Filipino Members in Manila about the Seacare Sailors' Home Scheme (SSS).

Held on 10 June 2011 at Pan Pacific Hotel in Manila, the seminar on SOS Welfare Schemes served as a platform for SOS to create awareness of and gather feedback on the Seacare Sailors' Home Scheme (SSS), Seafarers' Provident Fund (SPF), Seacare Medical Scheme (SMS), and Seacare Maritime Training Scheme (SMTS).

Forty participants consisting SOS Filipino Members, representatives from employers and manning agencies in Manila, representatives from affiliated clinics in Manila, and staff from Seacare Sailors' Home gathered to learn more about the schemes through presentations and a Q & A session.

Admin Manager of Seacare International Phils. Inc., Mdm Jovilla B Chua welcomed participants and highlighted the seminar's objectives; while SOS/ Seacare's representative Mr David Shoo presented the merits of SOS' Welfare Schemes particularly the SSS, providing information on the union's role and its intent of improving the welfare of its members through the adoption of such schemes.





Mr Tami M Aranas, Supervisor, Seacare Sailors' Home, who was with the sailors' home since it commenced its operations delivered an in-depth introduction on the sailors' home in a colloquial mix of English and Tagalog, while Dr Ching of Micah Medical Clinic elaborated on the medical benefits covered under the SMS scheme and the services available to members.

Attendees were excited to hear that the 4th Year End Reception for SOS Filipino Members in Manila will be held in end November 2011. Attendees were each given a SSS Brochure and a pen containing useful information on the iSPF.



*“The members, employers and manning agencies found the seminar informative as that they got to know much more about SOS, Seacare and the SOS Welfare schemes. We intend to organise more of such sessions in future to increase awareness of these schemes, provide members with an added avenue of clarifying queries, and to serve them better by improving the working relationship between staff and employers/manning agencies.”*

– SOS/Seacare Representative Mr David Shoo





# CHARMING SIEM REAP

## SOS Family Outing

Spread over four periods in June, this year's SOS Family Outing to Siem Reap, Cambodia was planned to coincide with the school holidays to foster family bonding. It was also a chance for members to gather and build harmonious relationships with union leaders and other members in an informal setting away from the office and home.

Divided into four groups, a total of 261 members and their families embarked on fascinating tours which took them on explorations of Cambodia's Tonle Sap Lake (largest inland body of water), Cambodian Cultural Village, Angkor Thom (Great Angkor or Great City), Ta Prohm (temple within a jungle), Angkor Wat (the largest temple in the world), Artisans D'Angkor (traditional Khmer techniques used in stone and wood carving, lacquering and gilding), Old Market/Pub Street, and Angkor Silk Farm.



A UNESCO world heritage centre, magnificent Angkor Wat was undoubtedly one of the highlights of the tours. Explaining the history of Siem Reap in fluent English, the local tour guides oriented participants on the historical and cultural aspects of the Cambodians, immersing them in an environment and lifestyle immeasurably different from home.

Not only were the adults enthralled, the children were equally thrilled as well. As parents and children alike soaked in the historical accounts and culture of locals living in Siem Reap.

The tours' gala dinners which consisted wide spreads of buffet dinner and musical entertainment served as a get together for members and their families to interact with the other participants. Participants each received small souvenirs as mementos of Siem Reap.



# \*HEBAT SEKALI!

## SOS FAMILY OUTING FOR INDONESIAN MEMBERS



It was an adrenaline-pumping day of thrills and spills as 196 SOS Indonesian members and their families patronised the rides at the Dunia Fantasi theme park in Jakarta, Indonesia.

Organised by SOS and co-hosted by the Kesatuan Pelaut Indonesia (KPI) for SOS Indonesian members, their spouses and children, manning agents, staff from shipping companies, Wisma Pelaut and KPI on 9 July, the fun-filled day had attendees packing in rides such as the 'Bianglala' giant ferris wheel, 'Hysteria', 'Journey to the Centre of the Earth' 3D Simulator, etc.



The outing not only fostered quality bonding time for members and their families but also aided in building rapport with the KPI, shipping agencies, manning representatives, and interactions among SOS members. In addition to good company, attendees also received door gifts (caps and towels for adults; backpack and stationery items for children) and meal vouchers worth Rp30,000 per person.

*\*Bahasa Indonesia for "Tremendous".*

*Despite travelling for more than an hour to Dunia Fantasi, my family and I thoroughly enjoyed the Family Outing. We hope that future visits to other theme parks within Ancol Theme Park, such as the Atlantis Water Adventure and SeaWorld can be organised.*

**Mr Andy A Huliselan,**  
**Quarter Master, GBLT ShipManagement Ptd Ltd**



*We enjoyed mingling with other members and their families. My two daughters had lots of fun taking the rides. I hope SOS continues to hold such events for its Indonesian members.*

**Mr Suharto,**  
**2nd Cook, Pacific International Lines (Pte) Ltd**



# SIMPLY YUMMYLICIOUS

## SOS DURIAN & EDU-FARM TOUR

Situated along the old trunk road linking Kuala Lumpur and Johor Bahru, five coaches with approximately 200 members adjourned to Kulai, Malaysia on 16 July for an insightful tour of the town's noodle and bird's nest factories and a sampling of durians at a local durian farm.

Before the much anticipated durian feast, members and their spouses visited a local chocolate factory where they learnt how chocolate was produced and sampled various types of chocolate products before purchasing them as souvenirs.

Stopping at the town's durian farm to sample various grades and types of sweet, bitter, and fleshy durians, members and their spouses also enjoyed seasonal fruits such as rambutans and mangosteens, as well as traditional favourites - bee hoon and curry chicken.

They learned about the tedious manual process that went into making Foochow noodles at Kulai's noodle factory as well as the process of cleaning and extracting bird's nest at the town's bird's nest factory. Members were educated about the different types and grades of birds' nests, while being treated to snacks of banana cake and kueh.

After stopping at Sutera mall for a last bit of shopping, members were treated to a sumptuous seafood dinner and panoramic sea view at the Grand Straits Garden Restaurant before returning to Singapore.



SEACAREFOCUS



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## Seacare Seafarers' CLUB FIRST AGM

The first Annual General Meeting of the Seacare Seafarers' Club saw the election of the Management Committee and the appointment of Trustees and Honorary Auditors who will serve two years commencing from 27 June 2011.

**H**eld on 27 June 2011, the AGM, which was attended by 106 members, also witnessed the approval of the proposed amendments to the Constitution which aimed at enlarging the scope of ordinary membership in the Club to enable more members and associates of SOS to enrol as ordinary members of the Club. Other approved amendments dealt with streamlining the administration and enhancing corporate governance.

The Seacare Seafarers' Club was registered on 26 August 2010 with the intention to promote the social, cultural and recreational well-being and welfare of the Club's members. Its activities include sponsoring and organising social, cultural and recreational activities for the benefit of the Club's members, other seafarers and their families. Its secondary objective is to supplement the membership services and welfare division of SOS.

The Club's Founding member is Seacare Co-operative Ltd while its Ordinary membership consists ordinary members of Seacare Co-operative Ltd. Associate members without voting right include the SOS Founder, Cadre and Ordinary Members who are not Seacare shareholders; SOS local and foreign participating members; foreign seafarers residing in or visiting Singapore; and other persons as the Management Committee deems to have the same interests as the Club's members.

# Seacare Seafarers' Club

## Advisors

Mr Leow Ching Chuan  
Mr Lee Van Chong  
Mr Kam Soon Huat  
Ms Tan Siew Hui  
Ms Shena Foo Jee Hwee  
Mr Daniel Tan Keng Hui  
Mr David Shoo Weng Leong

## Management Committee

Chairman: Mr Sim Hor Pheng  
Deputy Chairman: Mr Mohamed Idris B Mohamed Ibrahim  
Secretary: Ms Jacquelyn Lam  
Assistant Secretary: Mr Abdul Rahim Bin Mohamed  
Treasurer: Mr Lim Chye Teen  
Assistant Treasurer: Ms Clarissa Lim Cui-Ling  
Members: Mr David Lim Eng Seng  
Mr Raj Moham  
Mr Harun B Salleh  
Mr Ong Zhiwei  
Ms Chan Shi Ying

## Trustees

Mr Nazarudin B Nandok  
Mr Raja Mohd Said B Raja Mohd Shafik  
Mr Bon Sheun Ping

## Honorary Auditors

Mr Mohamad B Abu Bakar  
Mr Chung Keng Meng





# COLLABORATORS IN STAFFING AND HR

## SEACARE MANPOWER SERVICES PTE LTD

What began as a human resource agency for maritime and non-maritime personnel has now evolved into a leading staffing and HR service provider in the education industry sector.

Seacare Manpower Services Pte Ltd – a company which boasts an impressive 15-year track record in the education industry sector prides itself for providing highly competent workers catered to clients’ HR needs - offering numerous employment opportunities to satisfy jobseekers’ requirements.

By 2015, the company intends to provide staffing and HR solutions to diverse industry sectors; continue being a leading service provider for the education industry sector; and contribute to 80 per cent of Seacare’s total workforce.

In order to strike a greater resonance with jobseekers looking for temporary or full time employment, Seacare Manpower has engaged the services of two Business & Corporate Development Managers – Mr Johnny Sim and Ms Desiree Chan as well as IT Manager Mr Sachin Mittal.

Samudra speaks to the trio to find out what sets Seacare Manpower apart and how they see themselves boosting the company’s corporate profile while fulfilling its social mission of helping more jobseekers find suitable employment.



Johnny Sim



Sachin Mittal



Desiree Chan



## What convinced you to join Seacare Manpower?

**Johnny:** Seacare Manpower is one of the largest manpower service providers in supplying staff to schools. I was working in a similar field previously, so I see myself being able to add value in terms of the company's expansion plan through acquiring more contracts from schools in particular the ICT Executive staff contracts and also the Co-Curricular Programme Executive (CCPE) projects in future. Other strategies would be to target non-school clients such as pre-school education centres, retail, tourism, banking, IT, and hotel industries.

**Sachin:** The new role offered me a fresh challenge with added responsibilities. Plus my prior experience in HR services matched Seacare Manpower's job profile for an IT Manager.

**Desiree:** Seacare Manpower provides ample opportunities for learning and growth. I believe these will help enhance my capabilities and challenge me to always give my best.



# Seacare Manpower plans to expand its footprint in order to do more for jobseekers. How do you see yourselves fulfilling this in your new roles?



**Sachin:** My scope of work involves the design and development of various applications for Seacare Manpower. This includes the release of Seacare Manpower's job recruitment portal, an enhanced finance payroll system and various other in-house projects.

Through our job portal, not only do I intend to help strengthen Seacare Manpower as a brand name, but captivate a larger audience to let them know how we can help address the needs of both jobseekers and employers with our comprehensive services. As for the payroll system, its improvements will help users work more efficiently and increase productivity within a short space of time.

**Desiree:** I conduct market research to determine market requirements for our services; develop and implement strategic and tactical marketing plans; assure strategies are consistent with the organisation's overall objectives; and provide recommendations for marketing communications strategies.

Being a part of the marketing committee, I help identify Singapore's manpower situation and determine suitable sectors to penetrate. Market research is also performed to find out the sector's requirements, how to reach out to these new clients and where to get the source of manpower required. These preliminaries are done to build up a knowledge bank of resources so as to extend our services to jobseekers coming from diverse backgrounds of experience.

**Johnny:** Aside from reviewing our marketing strategies and tools, we call on existing clients from schools to constantly engage and expand our business with them by acquiring more contracts with them. At the same time, we also seek innovative ways of diversifying our client base by reaching out to potential non-school clients.

One of the ways in which we accentuate the brand of Seacare Manpower is by valuing our workers. We mostly employ workers under our payroll and so we could have many programmes and activities arranged for the welfare and engagement of our staff like birthdays, anniversaries, networking sessions, interest groups, and festive events just to name a few. We take care of our workers/jobseekers because we value them and see them as an integral part of us. In turn, they become our most effective means of appraisal by acting as our ambassadors. When more applicants come to know about us, they would want to join us and that helps to expand our candidate database which in turn helps us to reach out to more clients in other industries as well. It's a positive cycle which allows us to expand our capacity to do more for jobseekers as well as our clients.

Apart from these, our jobseekers and staff could join us in availing themselves for charitable causes such as reaching out to the elderly residents in the Chin Swee Road area and perhaps in future, have walk-a-jogs together.



# INITIATIVE AND ENTERPRISE KEYS FOR SUCCESS

How can one improve one's workplace performance? With the many tasks demanded of a worker, how does one know which tasks to prioritise first? What are some ways to unleash one's own potential in order to be more effective in one's organisation?



These were some of the questions that the ES WSQ - Initiative & Enterprise (Operations) course sought to answer. Catered to working adults and complementing the pre-employment training delivered by schools and education institutions, Seacare Manpower Services Pte Ltd with the help of NTUC Learning Hub conducted the ES WSQ - Initiative and Enterprise (Operations) course for its workforce at the Employment & Employability Institute (e2i) on Redhill Road.

Carried out over two days (16 training hours) on 16 and 17 June 2011, the module targeted organisations who wished to empower their staff with skills through initiative and enterprise enhancement; as well as for individuals to direct their drives and resourcefulness towards fulfilling the objectives of their organisations.

The course served to lay a foundation of practices and behaviours which lead to changes in mindset, and can in turn be applied to day-to-day work activities.

To ensure optimum instructor-participant interaction, classes were limited to 20 participants per class and split into three classes of 20, 20, and 16 students respectively.



*Ms Lim Sim Hong and Class 2 trainees untangle the human knot*



Mr Derek Khoo with his trainees from Class 1

Instructors Mr Derek Khoo, Ms Lim Sim Hong, Mr Kuthupdeen from NTUC Learning Hub showed participants how to initiate action for continuous improvement; practice innovative and enterprising behaviours; and identify, evaluate and manage risk in the workplace by 'understanding what risk is about', 'managing work resources effectively', 'identifying risks associated with periodic operations and new initiatives', 'recommending possible strategies to avoid risks and maintain commitment to innovation', and 'implementing the best risk management plan'.

After the successful completion of the course, participants were each awarded a Statement of Attainment (SOA) from the Workforce Development Agency (WDA).

## CLASS 1

S/N	SCHOOL	TRAINEE
1	JURONG WEST PRI SCH	KAMSIAB BTE RAHMAN
2	JURONG WEST PRI SCH	PANG LAY HWEE
3	MARYMOUNT CONVENT SCH	LIM SIOK ENG
4	MAYFLOWER PRI SCH	LIM CHUAN HOY
5	MOE, HERITAGE CENTRE	ABDULLAH B CHIK
6	NGEE ANN PRI SCH	CHAN MARY ANN
7	NORTH VIEW PRI SCH	TAN LAY CHIN
8	NORTHBROOKS SEC SCH	GERVRY D/O RAGUVARAN
9	PASIR RIS PRI SCH	LEE YUIT WAH
10	PASIR RIS PRI SCH	SOHEDAH BEGUM D/O JANAB SHAH JAMAN
11	PEIRCE SEC SCH	GWEE LILY
12	PIONEER SEC SCH	LETCHIMI D/O AYASAMY
13	PTP GLOBAL LOGISTIC PTE LTD	KAMIS B HUSSAIN
14	SERANGOON SEC SCH	CHIN CHEE LAN EVELYN
15	SIGLAP SEC SCH	HALUS BTE SAIDI
16	SOUTH VIEW PRI SCH	TEO SIOK ENG
17	ST GABRIEL'S PRI SCH	YEO CHUAN CHOO DORIS
18	ST GABRIEL'S SEC SCH	YEO AI CHIM AFALINA
19	SWISS COTTAGE SEC SCH	GIAM CHIN LEONG
20	SWISS COTTAGE SEC SCH	NORASHIKIN MOHD YAHYA



Ms Lim Sim Hong with her trainees from Class 2

## CLASS 2

S/N	SCHOOL	TRAINEE
1	ADMIRALTY SEC SCH	IRWAN B SUHAIMI
2	BEATTY SEC SCH	SOH SEOW PHENG
3	BOWEN SEC SCH	LOW YIT FONG GRACE
4	BOWEN SEC SCH	PATRICIA CHUA
5	BUKIT PANJANG PRI SCH	QUAH KOH KHENG
6	CEDAR GIRLS' SEC SCH	NORAIN BTE ZAINUDDIN
7	CHIJ OUR LADY QUEEN OF PEACE	CHANG MEE HAR
8	DAMAI SEC SCH	LEE LIANG HUAT
9	DAMAI SEC SCH	ONG HOCK LEE GEORGINA
10	DUNEARN SEC SCH	NG POH CHUAN
11	DUNMAN HIGH SCH	HUANG YIN
12	DUNMAN HIGH SCH	TAN LEE HOON
13	FAIRFIELD METHODIST SCHOOL (PRIMARY)	THIAM BOON LEE
14	FUCHUN PRI SCH	ROBIEH BTE MOKHTAR
15	FUHUA PRI SCH	HO AI LING
16	GUANGYANG SEC SCH	FOONG SUI KUM
17	HENDERSON SEC SCH	CATHERINE D/O FRANCIS SILVARAJ
18	HENRY PARK PRI SCH	CHAN MEE SIM
19	HILLGROVE SEC SCH	SITI KAMARIA BTE KASSIM
20	HONG WEN SCH	LAM NING CHING PATSY



Mr Kuthupdeen with his trainees from Class 3

## CLASS 3

S/N	SCHOOL	TRAINEE
1	DUNMAN HIGH SCH HOSTEL	MAURICE SNG KOK HOE
2	QUEENSTOWN PRI SCH	YING YICK NGOH
3	SI LING PRI SCH	CHOR MEI TEEN
4	TANGLIN SEC SCH	YAP SOON KIONG RAYMOND
5	TAO NAN SCH	CHIA KWEE WAH
6	TECK WHYE SEC SCH	TAN CHIM KWEE
7	TELOK KURAU PRI SCH	ASIAH BTE HADI
8	TELOK KURAU PRI SCH	CHAN SOCK FANG JULIE
9	TELOK KURAU PRI SCH	JURIAH BTE M YUSOF
10	TOWNSVILLE PRI SCH	VELAYUTHAM POSPERANI
11	VICTORIA SCH	CHOW BEE HWA
12	WEST GROVE PRI SCH	SRI SUHARTY BTE MOHD SHAH
13	WEST SPRING SEC SCH	SUPULETCHIMI D/O SUPPIAH MUTHU
14	YUYING SEC SCH	NAH SIEW HIANG
15	YUYING SEC SCH	SIM LANG HIANG
16	ZHONGHUA PRI SCH	ANG LAY HWA

# HOW CAN LEADERSHIP STRENGTHEN CRISIS MANAGEMENT? SNCF SERVICE SECTOR CO-OPERATORS' WORKSHOP



The Singapore National Co-operative Federation (SNCF) Services Sector organised a 2D1N workshop to empower, inspire and coach co-operative leaders and staff on how to strengthen crisis management.



The workshop, which took place in Batam from 16 to 17 July 2011, sharpened the leadership skills of the participants by helping them to understand the importance of crisis management, the crisis management process, pre-crisis preparation, crisis response and media management strategies, and challenges facing leaders in modern organisations.

Six Seacare staff attended the workshop as part of staff development and networking with co-operators from the SNCF service sector. There were Senior Group Business Development Manager Mr Lim Chye Teen; Group Business Development Manager Mr Ong Zhiwei; Seacare Manpower Services Pte Ltd Manager Ms Sulena Binte Supaat; Senior Admin Executive Ms Phua Sze Lu; Senior IT Executive Mr Albert Lai; and Admin Executive Ms Koh Pia Cheng.

The workshop not only enabled participants to understand the importance of crisis management, but taught them the fundamentals of assessing the nature and type of crises and understanding their impact on organisations and individuals.

Participants were better equipped to respond effectively to crises as well as formulate crisis management plans to handling them. They understood the workings of the mass media and learnt to forge effective media engagement strategies.

In addition to these, participants were also imparted valued tips on designing messages and developing press kits for effective mass media communication; as well as leveraging on social media by using social media tools.

The participants also received instructions on how to set up a news scanning programme - responding effectively to news coverage on their organisation.





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