

SAMUDRA

A bi-monthly Publication of the Singapore Organisation of Seamen and Seacare Co-operative Limited

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SOS SHINES LIGHT ON EDUCATION





SAMUDRA

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SOS CELEBRATES NATIONAL AND INTERNATIONAL ALLIANCES

“Our Union is where it is not solely through our own efforts.” Mr Kam Soon Huat made this point in the General Secretary report tabled at the Union Ordinary General Meeting held on 26 October 2013 at the Maritime Hall, Seacare Building.

SOS has been able to serve its members better and more effectively through its alliances with the national and international trade union and co-operative movement and national government agencies.

“Those linkages have resulted in amplifying and enhancing SOS’s growth, capacity for action and public image,” Mr Kam highlighted.

Describing the Union’s membership as “a source of satisfaction and encouragement,” Mr Kam noted that in the review period of 2011 to 2013, SOS membership strength maintained its trend of growth to attain a figure of 23,585; reflecting the 1,089 vessels covered by SOS collective agreements. The statistics denoted a healthy financial as well as membership situation.





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MLC 2006 SOS'S POSITIVE INVOLVEMENT

Though SOS is not a big labour organisation, the Union has been kept well-informed of various developments in the world. SOS has been positively involved in various ways with the consultative processes in the global adoption of the MLC 2006. Through the affiliation to the NTUC and the International Transport Workers' Federation; and close links with the Maritime and Port Authority of Singapore, SOS was briefed on certain aspects of the processes.

We have been able to achieve results well beyond our limited resources through our alliance with bigger and stronger bodies.

– Mr Kam Soon Huat
SOS General Secretary



SEACARE

VERY GOOD VALUE FOR MONEY FOR SOS

Nineteen years ago, SOS set up Seacare, a co-operative wing to provide “a new dimension for the further growth of SOS as well as for the benefit of members.”

“Since then the resultant Seacare Co-operative Ltd has proved to be a very good value for the money our Union has invested in it,” Mr Kam commented.

The Seacare group of companies serves as a convenient and reliable vehicle for extending the reach of our Union to members outside Singapore.

Through the Seacare Medical Scheme, SOS has been able to provide medical services to members and their dependants in the Philippines, Indonesia, Malaysia and Singapore. Similarly, through the Seacare Maritime Training Scheme, SOS is able to conduct training courses for ratings and cooks in China, the Philippines and Singapore.

The Seacare Group of companies, Mr Kam elaborated, provide convenient and neutral platforms to run schemes for enhancing the well-being of members with the co-operation of their employers and “without prejudicing the Union’s obligation to represent its members without fear or favour in relation to their employers.”



The benefits SOS has reaped from the seeding of Seacare are intangible as well as tangible.

SOS’s public image has been enhanced through the various activities of the Seacare Group of companies as exemplified by the construction and opening of the Seacare Hotel. Other hotel projects by the Seacare Group outside Singapore burnish the Union’s public image further.

“In short, the beneficial services the Seacare Group has rendered all these years to our Union have amply repaid the amount of investment we have put into it,” Mr Kam underscored.



SOS SIGNS BILATERAL AGREEMENT WITH CSU

The Singapore Organisation of Seamen (SOS), together with sister union Singapore Maritime Officers' Union (SMOU), entered into a bilateral agreement with the National Committee of the Chinese Seamen's Union (CSU) on 28 November 2013.

As part of the agreement, ratings from the People's Republic of China employed onboard Singapore flagged vessels and covered by SOS collective agreement will enjoy assistance and representation by SOS officials in any grievances that arise during their term of employment.

CSU and SOS also agreed to identify and develop maritime training programmes for their ratings to upgrade their skills and better their career prospects, such as the 'Seacare Thrift Certified Cook's Training Programme' for existing ship's cooks, a two-day MLC-compliant course designed to equip trainees with the necessary competence and versatility for a ship's cook.

During their meeting in Beijing, the unions pledge to further strengthen their bilateral ties by hosting regular meetings and visits, as well as to frequently updating each other on their latest developments.

The union leaders, represented by SOS General Secretary Mr Kam Soon Huat; SMOU General Secretary Ms Mary Liew;

and CSU Vice Chairman Ms Wei Wei felt that it is important to learn from one other's experiences, strengthen union-to-seafarers links, as well as broaden their cooperation on the regional front.

Throughout the meeting, the union leaders were engaged in rounds of comprehensive and fruitful exchange of views on different maritime issues and discussed concrete ways to deepen and further align their regional cooperation.

The bilateral agreement is a big step forward in deepening SOS's relationship with CSU. We are united by the common objective of caring and protecting seafarers. We are all committed to seeing each other excel in achieving the collective purpose of improving seafarers' lives.

– **Mr Kam Soon Huat**
SOS General Secretary





STRENGTHENING TIES WITH JSU

For three days, trade union leaders from SOS, Singapore Maritime Officers' Union (SMOU) and All Japan Seamen's Union (JSU) came together to forge closer ties and celebrate teamwork and comradeship.

SOS General Secretary Mr Kam Soon Huat; Vice President Mr Mohamad Abu Bakar; Executive Secretary Mr Daniel Tan and Assistant Secretary, Mr David Shoo participated in the Meeting with the intention to work towards better co-operation.

They congregated with JSU Acting President Mr Yasumi Morita; General Director of International Affairs Bureau Mr Yoshiyuki Ikeya and Director of Ocean Going Seafarers Department (International Affairs Bureau) Mr Hiroyuki Watanbe, to have a discussion on ongoing issues and activities that concern each other.

The three party meeting, which took place on 1 to 3 December 2013, concluded with the commitment to strengthen co-operation.





MEXICO CITY POLICY IN ACTION

The ITF Mexico City Policy calls for solid action. From 4 to 8 November 2013, 26 union leaders and staff from ITF seafarers' unions from around the world including Singapore, attended the first seminar on implementing the policy.

“The purpose of the Mexico City Policy is to improve seafarers’ lives and protect seafarers’ rights. The implementation seminar brought us from theory to practical; making into reality what the policy calls for,” said SOS Executive Secretary Mr Daniel Tan, who attended the event with SOS Assistant Secretary Mr David Shoo.

Attending the seminar held in ITF House in London were representatives from the seafarers’ unions in Ukraine, Germany, Russia, Poland, Romania, Sweden, Norway, Taiwan, Sri Lanka, Singapore, Israel, Turkey, Portugal and the Philippines. They were informed about the policy that governs the ITF Flags of Convenience (FOC) campaign.

Through the sharing of experiences and fruitful discussion on common policy challenges and compliance, the unionists picked up useful tips and ideas from one another and practical advice. Topics on Seafarers Charter, ITF agreements, claim handling and national flag policy were extensively covered.

SOS VP GRACED INAUGURATION OF NOTI IN INDIA



SOS Vice President Mr Mohamad Abu Bakar was in Panvel, Mumbai at the invitation of National Union of Seafarers of India (NUSI) to grace the launch of its training institute on 6 November.

The inauguration ceremony of the NUSI Offshore Training Institute (NOTI) by former Secretary General of the International Maritime Organisation Mr E Mitropoulos was witnessed by prominent guests across various industries, including Guest-Of-Honour and Ambassador of Norway Mr Eivind Homme; Director General of Shipping Mr Gautam Chatterjee; and Chairman and Managing Director of Oil and Natural Gas Corporation Ltd. Mr Sudhir Vasudeva.

Representatives from ITF affiliated seafarers unions from Norway and United Kingdom were also present at the launch of the training institute, which is equipped with a complete range of advanced simulators built to meet all applicable standards to cater to the training of India's thriving offshore industry.

In his speech, Mr Mohamad Abu Bakar said that seafarers today needed to be highly trained and qualified in order to operate the ships and machineries on which global trade and economic progress depends on. He applauded the efforts



by NUSI to establish NOTI as a quality training institute to help seafarers specialise in their jobs and upgrade their skills through customised programmes and market-driven courses.

NUSI General Secretary - Cum-Treasurer Mr Abdulgani Y. Serang expressed his gratitude to the guests for their presence on that historic day and event, which coincided with the anniversary of consolidation of disparate seamen unions on 6 November 1963 when different unions representing engine and deck workers came under the umbrella of NUSI.

Following the ceremony that afternoon, the dignitaries made a short tour around the 3 acre compound before heading off to attend a wreath laying ceremony in Mumbai that same evening, to honour and pay tribute to some 8,500 seafarers who had sacrificed their lives in the First and Second World War.



TRAINING ON MLC EMPOWERS



The success of the Maritime Labour Convention (MLC), 2006, will ultimately depend upon the widespread ratification and implementation of the Convention.

When the MLC, 2006, entered into force on 20 August 2013, the International Labour Organisation (ILO) rolled out a wide range of training programmes and workshops aimed at strengthening the capacity of governments, shipowners and seafarers in the application of the Convention.

SOS Industrial Relations Executive Mr Chen Chuanyi attended one of such workshops on 7 to 9 October 2013 aimed at increasing the unionists' awareness and familiarising the participants on the Convention's key concepts.

Conducted by the International Training Centre of the ILO in Turin, Italy, the interactive workshop got the participants debating on issues and brainstorming for solutions on real case studies. The lecturer and invited speakers gave the union representatives a better insight of the concepts and workings of the Convention.

Describing the workshop as a good learning experience, Mr Chen said: "The participants appreciated the opportunity to hear different views from various unions on how they tackle issues in their home country. We had a healthy debate among ourselves to achieve what is best for the seafarers."

"The knowledge empowers the union representatives to contribute our part and voice our views in formulating our own national laws respectively to adhere to the MLC, 2006 requirements during the tripartite meeting."



ALL READY FOR FOC WEEK OF ACTION

The South East Asian (SEA) International Transport Workers' Federation (ITF) affiliates showed solidarity when they came together to close ranks, share and plan for the Week of Action (WOA) taking place in January 2014.

Unionists from Singapore, Thailand, Philippines,



YOUNG ACTIVISTS CONCERN ABOUT CLIMATE CHANGE



I'm glad ITF has conducted such a workshop to incorporate young transport workers like us to present our views and proposal for the coming conference. During my time here, I'm heartened to see every of my fellow brothers and sisters engaged passionately in worthy discussion and doing their part to mitigate the impact of global warming. I believe every one of us would agree that it was a valuable and meaningful workshop.

– **Mr George Foo**
SOS Corporate Communications Assistant
Manager



Myanmar and Indonesia, together with ITF Inspectors and ITF Contacts, gathered in Bangkok on 13 to 14 November 2013 to share their experiences and challenges of the previous flag of convenience campaign. The stories on industrial action taken, back pay claims and more inspired the 22 delegates at the seminar to be prepared for an effective, well-strategised WOA.

Affirming their continuous support to the campaign, SOS Industrial Relations Executive Mr Chen Chuanyi, joined by Singapore Maritime Officers' Union and Singapore Port Workers Union representatives, presented Singapore's action plan for FOC WOA 2014.

Young activists from transport workers unions from South and South East Asia arrived in a training centre just outside Mumbai, India on 26 November 2013 to attend the International Transport Workers' Federation's South and South East Asia young transport workers conference and a workshop on climate change.

At the school of the National Union of Seafarers of India (NUSI) in Lonavala, some 80 young men and women from about 22 unions from Singapore, Indonesia, Thailand, Sri Lanka, Nepal, India and Pakistan got together to discuss their role in developing their unions and how to best link into global youth work. They prepared themselves on what is to come at the ITF 43rd Congress to be held in August this year.

On the serious matter of climate change and its impact on people's livelihoods, the youths were exposed to examples of other ITF union campaigns on the subject before they developed their own group work plan covering union sensitisation, campaigns, research, advocacy, policies and activities.

There was a discussion on long term and global efforts to combat emissions in transport and ways to attain low-carbon transport systems, such as to advance climate protection policies and solutions as well as ways to educate and mobilize members. These affiliates were also engaged in a range of initiatives aimed at both controlling and reducing transport-based emissions.

An in-depth presentation on the causes and impact of climate change and its challenges was given by researcher Dr Gopal Krishna.

The young workers concluded the seminar by calling for urgent measures to ensure just transition to a sustainable transport system and promote public transport based on targeted commitment to reduce emissions.

It is significant for SEA ITF affiliates to start communicating early to prepare for the campaign in order to work towards a same objective – to send a strong signal to shipowners that we will not tolerate ships that undermine the working and living conditions of seafarers.

– **Mr Chen Chuanyi**
SOS IR Executive

ITF YOUNG TRANSPORT WORKERS PROMOTE SOLIDARITY



The group of dynamic International Transport Workers' Federation (ITF) Young Transport Workers Committee members, including SOS Assistant Director Ms Sharon Li, got together on 21 to 22 October 2013 in ITF House, London, to share past activities and upcoming action plans.

One of the items discussed in the meeting was the anticipated upcoming 2014 ITF Congress which has adopted "From Global Crisis to Global Justice: Transport Workers Fighting Back!" as its theme.

To be held in Bulgaria on 10 to 16 August 2014, the Congress will showcase the affiliates' work in the industrial sections and ITF's regions as well as the work of women transport workers and young transport workers who are meeting as part of congress for the first time.

The Young Transport Workers Summer School, which have been hugely successful in providing a unique opportunity for affiliates to share experiences and explore new approaches, was also highlighted at the meeting. The committee members underscored the importance of promoting solidarity between young activists in transport unions.



Other issues discussed at the meeting were on precarious work and climate change.

"The meeting provided the young transport workers committee members the opportunity to share our experiences and discuss common challenges. One key message was reinforced throughout our discussion, and that is, though we are young, we are not powerless," Ms Li said.

ITF SOUTH & SOUTH EAST ASIAN YOUNG TRANSPORT WORKERS CONFERENCE



Some 100 young unionists from the region gathered to deliberate and honour solidarity and cooperations among unions and the International Transport Workers' Federation (ITF) on 27 November 2013.

Held at the training centre of the National Union of Seafarers of India (NUSI) in Lonavola, India, the ITF South & South East Asian Young Transport Workers Conference provided a platform for the young unionists to brainstorm and share ideas on ways to attract and engage young men and women to join the unions.

The two-day conference, preceded by a workshop on Climate Change the day before, also allowed the young unionists to share their knowledge and experiences about fair practices at work, which touched on workers' rights, salaries and working conditions.

They also took the opportunities to express their views of the labour movement from the perspective of younger audience and suggested ways to expand their reach to union members and the public via information technology and social media.

SOS Corporate Communications Assistant Manager Mr George Foo was one of the participants at the conference. Together with the young unionists from Indonesia, Thailand and India, he participated in group exercises which included lively and creative presentations in the form of skits, songs and plays.

The ITF's youth officer Ingo Marowsky expressed that the ever-increasing engagement of young activists and organisers is an essential component of the strategic re-alignment of the ITF and its resources. As a result, the ITF South & South East Asian Young Transport Workers Conference had the full support of the ITF Executive Board and the Acting General Secretary Stephen Cotton.

Ingo Marowsky said: "Since I became lucky enough to be entrusted with leading this work for the ITF, I have seen General Secretaries and Presidents of ITF unions your age, and I even see some in this room."

He continued: "This work is not about an argument between the current leadership and your generation. More than anything, it is about combining the experience and the energy of both generations into one powerful movement. It is that simple – this is the whole point."

SPREADING CHRISTMAS CHEER ONBOARD AND AT THE SEACARE DROP-IN CENTRE



The Christmas season can be a lonely time for seafarers who are miles away from their homes and loved ones. In most ports, there are always a handful of ships calling in during the Christmas week or on Christmas Eve. During such times, SOS officials would visit as many ships to spread some cheer, bearing gifts of log cakes, souvenirs and offering consultation.

“This is our way of staying connected and telling our members that we are here for them,” said SOS Vice President Mr Mohamad Abu Bakar.

Mr Mohamad, together with SOS Industrial Relations (IR) officials, did just that during the year end season - to reach out to as many ratings as they could. The visits, often lasting until the wee hours of the morning, provided the SOS team the opportunities to answer members’ queries on their Seafarers Provident Fund (SPF) accounts, clarify their doubts on the regulations of the MLC 2006 and address grievance cases.

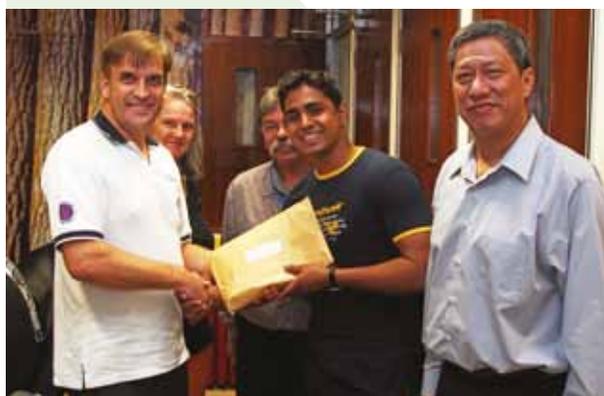
On 23 December, SOS organised a Christmas party at the Seacare Drop-in Centre and personally invited the ratings and officers whose vessels were docked at the Pasir Panjang Terminal. The seafarers ate, chatted and laughed amidst the backdrop of classic Christmas carols and in the companionship of SOS representatives, President Mr Mohamed Idris Mohamed Ibrahim, Vice President Mr Mohamad Abu Bakar and Assistant Manager



Mr Maximillian Theodore. While enjoying the food and drinks, many took the opportunity to utilise the high-speed internet at the centre to connect with their loved ones back home.

“We are like a bunch of distant relatives hailing from different corners of the world,” quipped Mr Maximillian Theodore. Mr Mohamad added, “At the end of the day, SOS wants to let seafarers know they are not forgotten and are appreciated for the sacrifices they make throughout the year.”

As the party drew to a close at 9pm, each of the visiting seafarers received a goodie bag containing a 4GB thumbdrive pre-loaded with a digital copy of the MLC 2006, which they could read from their personal laptops onboard, a desktop calendar and a specially designed year planner, courtesy of SOS/Seacare.



LEARNING VISIT TO KEPPEL SINGMARINE

Known for its strong track record for reliable and versatile newbuild solutions, Keppel Singmarine (KSM), a specialised shipbuilding the division of Keppel Offshore & Marine (Keppel O&M) was the choice company for a learning trip, co-organised by SOS' Training & Skills and Leadership Development (TSLD) Committee and Employment and Employability Institute (e2i).

On 7 November 2013, 22 officers from SOS and Seacare set off for Keppel Singmarine to gain insight into the business performance and operations of the marine shipyard sector. The officers joined management staff from e2i, before being introduced to Mr Daniel Toh, KSM's Yard Manager (Facilities & Development) who gave a brief presentation on the overview of KSM and their productivity initiatives. Mr Tan Cheng Hui, Senior GM(Engineer)/ Technical Advisor then took over, hosting the visitors on a guided tour round the shipyard.

Following the yard tour, SOS/Seacare officials engaged in a roundtable discussion with the management staff of e2i and KSM. Among the questions raised included training schemes for mature workers, funding support for Management Traineeship Schemes; and specialised courses such as Welding Inspector and Painting Inspector courses. Grateful for their time in organising and hosting the learning visit, President Mr Mohamed Idris Mohamed Ibrahim presented a gift to Mr Gilbert Tan, CEO of e2i and Mr Tan Cheng Hui, Senior GM (Engineer) of KSM.



Learning visits to companies such as KSM will help TSLD to be in a position to keep members abreast of the latest technological infrastructure and skill sets required in various industries. This will enable the committee to initiate funding from government agencies like e2i to help local members secure jobs by enrolling in training programmes and courses to upgrade their skills and stay relevant in the work force.



GOLFERS UNITE AT SOS/SEACARE NETWORKING GOLF TOURNAMENT

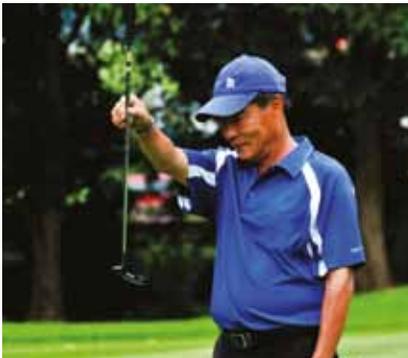
The SOS/Seacare Networking Golf Tournament, held at the Tanah Merah Country Club on the 15 November 2013, attracted some 150 golf enthusiasts, who took time off to create opportunities for networking, business discussions and sharing of industry developments, over a game of golf.

The participants included representatives of shipping companies; SOS business associates; representatives of government agencies such as the Ministry of Manpower (MOM) and the Maritime and Port Authority of Singapore (MPA); the National Trade Union Congress (NTUC) as



well as directors, senior managers and business associates from the Seacare Group of Companies.

Keeping close to the spirit of the game, the SOS/Seacare Networking Golf 2013 saw once again the re-establishing and renewal





of ties. Congratulations to the top three winners, Dr Chook Kum Kay, Mr Martin Marini and Ms Sandra Soh, who were presented with their prizes by Special Guest Mr Raymond Chia, Chairman of Seacare Properties Pte Ltd and Executive Deputy Chairman and Group CEO of Chip Eng Seng Corporation Ltd.





Special Guest and Chairman of the Singapore Maritime Employers Federation (SMEF) Captain Francis Joseph and SOS Vice President Mr Mohamed Abu Bakar on stage with primary and secondary education students.

are new and exciting opportunities available. To inspire the youth, he painted a picture of the future where those who succeed will “be in charge of a multi-million dollar vessels” and “become goodwill ambassadors of Singapore.”

One of the highlights of the event was the presentation by a motivational speaker from Adam Khoo Learning

Technologies Group who urged the children to believe in themselves and conquer their fears.

Some examples of inspired students with dreams of a long and fulfilling career in the maritime industry are Mr Hafiz Akbar from Ngee Ann Polytechnic and Ms Jasmin Tan from Temasek Polytechnic.

“I studied very hard this year. I am really happy to receive this grant and my mother is very proud of me. I am hoping to get a university degree one day,” said Mr Hafiz Akbar. Ms Jasmin Tan commented, “This grant is special to me as it helps with the purchase of school related items. My father is a member of SOS and I am delighted to have benefitted in such a meaningful way.”



SPECTACULAR SOS FAMILY DAY IN THE PHILIPPINES



SOS reached out beyond Singapore's shores, to its international members in the Philippines. A fun-filled evening was organised for SOS Filipino members and their families on 23 November 2013. Held at the Sofitel Philippine Plaza in Manila, the annual SOS Family Day was truly one with a spectacular view as the pavilion where the event was held overlooked the sea.

More than 350 guests consisting of SOS members and their spouses, manning agents and Seacare business associates turned up in full force. An entourage of 11 SOS officials added a personal touch with their presence and involvement at the annual event. As guests started streaming into the function room, awaiting them at the entrance were door gifts of thumbdrives for adults and bags for children. During the pre-event activities, the guests mingled with one another and participated in face-painting and instant photo booth photography. They were also served with cotton candy, snacks and beverages.

The evening programme kicked off with a flying start as Assistant Secretary of SOS, Mr David Shoo delivered his welcome address. Responding with equal charm was Special Guest, Dr Conrado F Oca, President, Associated Marine



Officers and Seamen's Union of the Philippines (AMOSUP). One of the evening's highlights was the announcement of a PHP 350,000 donation to the victims of Typhoon Yolanda, which struck the country early that month.

On that evening, 50 lucky draw prizes were handed out to members, the top prize being an Apple iPad Mini. Guests were mesmerised by the dulcet choral performance of the children from Asilo de San Vicente de Paul. The children and the caregivers from the welfare home, who were also invited to the party were later presented with a cash gift of PHP 15,000.



Live music filled the room as guests mingled with each other over dinner. More entertainment followed, including an acrobat show and comedy act. By that time, most of the members had already let their hair down and were all set to hit the dance floor.

The SOS Family Day in the Philippines has become a much anticipated occasion for members and their dependants; business associates; manning agents; and SOS to establish deeper ties - an evening of real bonding and fun among our maritime fraternity.



SOS DEEPAVALI CELEBRATION LIGHTS UP



Club @52 was lit up with the excitement and splendour of Deepavali celebration on 9 November 2013. The evening kicked off with the mystique and exotic allure of hip swaying movements as guests were treated to a North Indian/Arabic blend of belly dancing.

After the sizzling performance, the crowd of 130 members and their spouses were entertained with rounds of games on stage. The joyful and festive atmosphere in the club was simply infectious. The highlight of the evening was the symbolic lighting of the 1.5 metre tall brass *Kuthu Vilakku* or Indian Lamp by SOS Vice President Mr Mohamad Abu Bakar, General Secretary Mr Kam Soon Huat, Treasurer Mr David Sim and ExCo Member Mr Raj Moham (top photo, from left to right).

Members were seen queueing up for *kacang puteh*; having their shots taken at the instant photo booth; testing their skills at the design-your-own clay lamp and being decorated with henna art.

Sounds of soulful and popular Indian hits blasted away, as the party-goers tucked in a sumptuous array of Indian cuisine. No party would be complete without lucky draw prizes. A total of 20 lucky draw prizes were handed out, with the first prize winner walking away with a 32-inch LED TV, standing fan and trolley bag.



SEACAREFOCUS

SEACAREFOCUS

SEACAREFOCUS



SEACARE - OUR NEXT 21



Seacare is coming of age. In 2015, the Co-operative will reach its 21st milestone anniversary. The future and journey of growth could take a different emphasis after the induction into full adulthood.

At the Seacare Summit held on 16 to 22 November 2013 in Shanxi Province of Republic of China, groups of stakeholders, including directors and management staff of its Group of Companies, gathered to consider Seacare's next 21 years.

To deepen the depth of the discussion, representatives from SOS and Singapore Maritime Employers Federation (SMEF) participated in the weeklong event that also featured a series of networking sessions and a forum.

The Seacare Summit 2013 and SOS/SMEF Networking Forum provided exclusive opportunities for key representatives from the three organisations to network, discuss and share ideas on common interests.

Seacare Executive Chairman Mr Leow Ching Chuan, highlighted: "All three parties play a crucial role in Seacare's success and will continue to impact the Co-operative's progress and destiny for many years to come. We treasure their voice and opinions; we value their partnership."

The Summit had different speakers putting forth their views and sharing their expertise passionately. On "MLC



2006 – *The SMEF Perspectives – Challenges & Opportunities*”, SMEF Chairman Capt Francis Joseph shared the Federation’s perspective on issues relating to medical certificate and medical fitness of crew, training and recruitment, seafarers employment agreements, enforcement and compliance.

Mr Ake Gunnar Selander, Honorary Advisor of Seacare Medical and Maritime Services Clusters spoke on *“Shipping Industry Needs in the Wake of Recent Economic and Political Developments”* by covering topics on crewing needs, potential new business and important developments in the demand for specialized ships, offshore oil and gas, shipping industry prospects and how these provide opportunities for Seacare.





On the subject “*Staying Competitive*”, Mr Goh Yeow Tin, Chairman of Seacare Manpower Services Pte Ltd and Seacare Medical Holdings Pte Ltd gave a compelling presentation on business models, creative thinking, strategy implementation, results management system and corporate governance.

Delivering his thought provoking keynote address, Mr Kong Mun Kwong, Chairman of Seacare Holdings Pte Ltd, examined three crucial questions on key trends in the world economy; opportunities and threats to all and to Seacare; and challenges to Seacare’s leadership renewal and succession.

Putting forward his views, Mr Kong tapped on reports, charts, analysis and quotes from various international mediums such as Bloomberg Business Week, the Economists, the Financial Times and IMF.

Also at the Summit, Ms Jacquelyn Lam, Seacare Senior Group Business Development Manager updated on the current composition of the five Seacare Clusters, namely, Property & Environmental, HR and Lifestyle, Medical, Maritime Services and Investment and the principal activities and major projects of companies within each cluster.

SOS General Secretary, Mr Kam Soon Huat, who is also Director of Seacare Co-operative Ltd, felt that the networking forum provided an excellent platform for the relevant parties to share their perspectives and understanding of common interests to achieve the desired progress and long term goals.

“The forum covered a broad spectrum of topics with thoughtful insights and strategies to improve collaborations to facilitate the development of initiatives that SOS and Seacare are undertaking, to better serve to our members and stakeholders in many more years to come,” he said.

FUN-FILLED GET-TOGETHER FOR SNCF SERVICE SECTOR CO-OPERATORS

Club @52 has been the premier place for many milestone events. The Singapore National Co-operative Federation (SNCF) Service Sector Night is certainly one of them. On 26 November 2013, Club@52 was transformed into a hub where co-operators from all service sectors congregated for its annual get-together to network and share recent developments amongst themselves.

One of the highlights was presentations by SNCF's newest co-op members, Silver Caregivers Co-operative Limited (SCCL) and Employment for Persons with Intellectual Disability (E4PID).

It was inspiring to hear Ms Audrey Lee, Vice Chairman, SCCL, and Mr Ong Chin Wah, Chairman, E4PID, share passionately about the good work they do. NTUC co-operators were also there at the event to strengthen the relationship with the co-operators.

Always a strong supporter of the Co-operative Movement, Mr Leow Ching Chuan, Chairman of SNCF Service Sector Co-operations and Seacare Co-operative, generously hosted the event at Club@52.



Courtesy of SNCF

CONNECT CENTRE REACHING ITS HIGH CALLING

Connect Centre Pte Ltd (CCPL) is the first call centre in South East Asia to operate within prison premises.

The idea was conceived in 2004, the year when the Yellow Ribbon Project was launched by then president S R Nathan to engage the community in accepting and supporting ex-offenders and their families to help them reintegrate into the society.

Back then, it was viewed as a bold but socially innovative move to set up a call centre in the Changi Women's Prison; and it seemed especially challenging with its core operations run largely by the inmates. The idea worked, however, and shortly after, the business took off and exceeded the expectations of many.

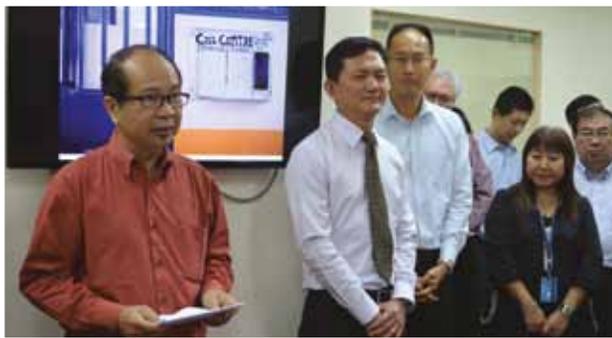
Within a few years, the company has employed and trained over 70 inmates to become competent agents, while creating fresh opportunities and demands for quality services in the local call centre industry.



In 2013, CCPL had a change of shareholders, with Seacare Foundation Pte Ltd increasing its stake to 30%, and 2 other individuals at 10% each, and the majority shareholding with PH1 Innovax Pte Ltd. The joint venture would strengthen CCPL's market positioning in the increasingly competitive industry and turn the company into a commercially and socially viable organisation.

Meanwhile, CCPL had also started to expand its operations beyond the prison premises. Its new centre in Henderson Industrial Park, with a seated and usage capacity of over fifty, is equipped with the latest call centre technology for delivering quality services to its clients.

Member of Parliament and SOS Advisor Mr Zulkifli Mohammed,



Connect Centre Directors, Directors & staff of Seacare Group and invited guests celebrating the CCPL's achievements



who was Guest-of-Honour for the opening of the new centre on 2 December 2013, felt the event marked an important milestone in the history of Connect Centre Pte Ltd.

“It will not only fully display its already strong sets of repertoires, but will clearly reinforce its beliefs and vision,” said Mr Zulkifli, who joined Chairman of Seacare Co-operative Ltd Mr Leow Ching Chuan; Shareholder and Chairman of CCPL Mr Peter Boo; and President of Innovax Systems Pte Ltd Mr Patrick Tan at the ribbon cutting ceremony.

Mr Zulkifli said that CCPL is a living testimony to the contact centre industry, proving that companies which play a

part in society can match or exceed the industry standards in the face of stiff competition.

According to Mr Peter Boo and Director Ms Coni Tan, CCPL would not have achieved this much within a short decade, without the support and shared social goals of the Singapore Prison Service, Singapore Corporation of Rehabilitative Enterprises (SCORE) and its shareholders.

Marking this down as their milestone moment, staff of CCPL reinforces its mission to make this business their highest calling.



THE PURSUIT OF HAPPINESS

The pursuit of happiness is a big deal to many people. Self-help bookshelves are filled with volumes of this topic. In our fast-paced urban society, it is common for us to experience unpleasant emotions that may cause us unhappiness. The reality is that no one is exempted from problems but it's how we cope with them.



Recognising the need for every worker to have a healthy emotional wellbeing, Seacare Manpower Services Pte Ltd organised a workshop on happiness. Called Z Way to Happiness, the workshop was conducted by Ms Zaibun Siraj, a sought-after trainer, motivational speaker and author of critically-acclaimed books on management and happiness.

Held on 22 November 2013 at the Seacare Building, the workshop attracted a total of 48 Seacare staff from schools. Renowned for its energy, fun and thorough knowledge of subject, the session lived up to its promise through interactive lectures, discussions, experiential activities, presentations, individual exercises and group work. From being zany to having zest, participants were taught some strategies on how to bring back the zing into their lives, using a unique formula; learnt about the good characteristics of a happy worker; discovered ways to smile and laugh more; applied some methods to inculcate happiness and improve wellbeing.

By the end of the workshop, participants picked up practical steps to improve and enhance their relationships with their spouse, children, colleagues and friends. The outcome is a happier person and an employee that is more creative and productive.



Workshop Title: **Zany, Zeal, Zest and Zing, The Z Way To Happiness**

Date: **22 November 2013**

Participants who have completed the workshop

Anglo Chinese Sch (Pri)	Sa'eyah Bte Iksan
Beatty Sec Sch	Rohayah Bte Mohamed
Bedok Town Sec Sch	Lim Bee Hoon
Blangah Rise Pri Sch	Lissy Kozhikottu
Chij St Nicholas Girls' Sch (Sec)	Law Kia Lan
Chong Boon Sec Sch	Teoh Bee Li Elsie
Christ Church Sec Sch	Lim Teck Seng
Commonwealth Sec Sch	Laila Beevi Bte Mohamed Hussain Mohaniswari D/O NandaGopal
Compassvale Pri Sch	Kwek Quat Heong
Corporation Pri Sch	Janathul Firthous
Damai Sec Sch	Ong Hock Lee Georgina
Dunman High Sch	Koh Swee Ying Christina Regis Victoria
Dunman High Sch Hostel	Maurice Sng Kok Hoe
Fuhua Pri Sch	Ho Ai Ling Patricia Tan Chor Luan
Guangyang Sec Sch	Slabiah Binti Hussein
Kong Hwa Sch	Neo Yam Hoon
Kuo Chuan Presbyterian Sec Sch	Choo Mui Luang
Marymount Convent Sch	Chow Mei Yeng Lim Siok Eng
Millennia Institute	Salmah Binte Saat
North Vista Sec Sch	Quek Teng Hock

Northland Pri Sch	Nora Binte Rahmat Sazliah Binte Said Suzi Binte Zukiman
Opera Estate Pri Sch	Yatimah Bte Tumpang
Peiyong Pri Sch	Goh Peng Lin Lee Guek Eng
Ping Yi Sec Sch	Noraidah Binte Salleh
Seng Kang Pri Sch	Sam Kwai Kheng Cecilia
Siglap Sec Sch	Halus Binte Saidi
St Andrew's Junior Sch	Lim Sieow Cheng
Swiss Cottage Sec Sch	Marlina Binte Ali
Tampines Sec Sch	Sum Kwai Ling
Tanglin Sec Sch	Yap Soon Kiong Raymond
Tao Nan Sch	Chia Kwee Wah
Teck Ghee Pri Sch	Sim Bee Huat
Woodlands Ring Pri Sch	Valarmathi Mrs Kuppan Chettiar Chockalingam Tan Chong Chern
Xinmin Sec Sch	Tan Ah Siew
Seacare Manpower Services Pte Ltd	Sulena Tan Fatimah Mahmod Koh Pia Cheng Grace Lim Khairunnisa Nurul Shadrina



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