



MEDIA RELEASE
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CULTURE AND MINDSET SHIFTS IMPORTANT FOR WORK-LIFE HARMONY

*My Family Weekend Employer Networking Seminar to
help employers build a pro-family workplace culture*

SINGAPORE, 22 August 2019 – Employers in Singapore play an increasingly important role in cultivating pro-family workplaces and encouraging a family-friendly culture among our people. With this in mind, My Family Weekend Employer Networking Seminar was organised today by the Families for Life Council as part of its My Family Weekend initiative. It aims to provide a platform for employers, especially local small and medium-sized enterprises (SMEs) to network with and pick up tips from industry peers on cultivating a pro-family culture at the workplace.

Minister for Social and Family Development Mr Desmond Lee, who was the special guest at the event, said, “Work-life harmony is important. It enables Singaporeans to balance work with other important life commitments, such as setting up families, providing caregiving, and pursuing personal interests for a more fulfilling life. It is encouraging to see more companies offer flexible work arrangements today. We hope more employers will step forward to nurture a supportive and empathetic culture at the workplace, so that employees will be encouraged to make use of family-friendly arrangements and leave benefits.”

Today, more businesses recognise the importance of work-life harmony and are taking active steps to create a supportive workplace environment for employees. Based on a MOM survey, more than 9 in 10 employees work in companies that provide some form of work flexibility¹. Noting this, Families for Life Council Member, Ms K Thanaletchimi said, “Being a pro-family employer is an important strategy to attract and retain talent, as well as maintain a motivated and productive workforce. My Family Weekend (MFW) provides a good opportunity for employers, especially smaller companies, who are starting efforts to build a pro-family workplace in terms of practices, culture and attitudes. By coming on board MFW, these companies can send the message that family life is important and valued at the workplace.”

¹ Conditions of Employment Survey 2018, Ministry of Manpower



One local SME which shared their family-friendly initiatives at the networking seminar is technology recruitment specialist, Sciente International. It was recognised as a leading employer at the Singapore HR Awards 2018 organised by the Singapore Human Resources Institute. Mr Jit Nagpal, CEO of Sciente International said, “We believe in enriching our employees with the knowledge and skills to be productive, and nurturing the mindset that if workers are able to deliver quality work in a timely way, they have the flexibility to telecommute or leverage on other pro-family initiatives to help them better manage their family life.”

My Family Weekend is an annual initiative that provides employers with the opportunity to demonstrate their commitment in supporting their employees by adopting family-friendly practices such as telecommuting or organising a ‘Bring Your Family to Work Day’ on 6 September 2019. As the date coincides with the Teachers’ Day school holiday, working parents have to find alternative child-caring arrangements on this day.

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For media queries, please contact the following:

Nur Atiqah M. Hatta

Ninemer Public Relations
6534 9949 | 9337 2505
atiqah@ninemer.com

Lim Wan Qi

Ninemer Public Relations
6534 9909 | 9137 0503
limwanqi@ninemer.com

About Families for Life Council

Families for Life Council’s vision is to build strong and resilient families because that makes for stronger communities and better individual well-being.

We Listen. We listen to the issues that Singaporean families are facing.

We Explore and Promote. We bring people and organisations together to create platforms for family bonding and to engage Singaporeans in conversations about families.

We Voice. We voice out concerns that people have on family issues and continue this conversation with our partners and the community.

Visit us at www.familiesforlife.sg.

**My Family Weekend Employer Networking Seminar
Cleared Photos and Captions for Media's Use**



Minister for Social and Family Development Desmond Lee (second from right) interacting with participants at the My Family Weekend Employer Networking Seminar organised by the Families for Life Council.



Families for Life Council Member Associate Professor John Wong interacting with Mr Jit Nagpal, CEO, Sciente International, who spoke at the My Family Weekend Employer Networking Seminar organised by the Families for Life Council.



Mr Jit Nagpal, CEO, Sciente International, sharing about Work-Life Success at the My Family Weekend Employer Networking Seminar organised by the Families for Life Council.



Ms Chan Mee Chi, General Manager, 3E Accounting, sharing insights about pro-family workplace practices at the My Family Weekend Employer Networking Seminar organised by the Families for Life Council.



Ms Benjien Toledo, Digital Marketing Manager, Ohmyhome, sharing tips on integrating family-friendly practices at the workplace, at the My Family Weekend Employer Networking Seminar organised by the Families for Life Council.



My Family Weekend is an annual initiative by the Families for Life Council to encourage employers to support their employees by adopting flexible work arrangements such as telecommuting or organising a 'Bring your Kids to Work Day' on 6 September. As this coincides with Teachers' Day school holiday, working parents can take the opportunity to spend more quality time with their families on this day.