

13 February 2020

MEDIA RELEASE MSF APPOINTS NEW CHAIRMAN AND WELCOMES SIX NEW MEMBERS

TO FAMILIES FOR LIFE COUNCIL

- 1 The Families for Life (FFL) Council welcomed a new Chairman on 1 Feb 2020.

- 2 Taking over the reins from Mr Ching Wei Hong as Chairman is **BG (Ret) Ishak Ismail**, Regional Director (Asia) of BAE Systems Hägglunds AB. A FFL Council Member since August 2015, BG (Ret) Ishak Ismail is a passionate family advocate who participates actively at FFL events to encourage Singaporeans to forge strong family ties. He has also paved the way for new collaborations between FFL and other partners to support families.

- 3 Six new members joined the FFL Council in August 2019, namely:
 1. **Mr Albert Lim**, Director, El-Shaddai Resources Pte Ltd
 2. **Dr Elly Sabrina Binte Ismail**, Director, Banyan Clinic; and Director, Madison Academy of Music
 3. **A/Prof John Wong**, Associate Professor; Head and Senior Consultant Psychiatrist, Department of Psychological Medicine, Yong Loo Lin School of Medicine, National University of Singapore; President of the College of Psychiatrists, Academy of Medicine Singapore; and Director, NUS Mind-Science Centre
 4. **Ms K Thanaletchimi**, President, Healthcare Services Employees' Union; Chairperson, NTUC Women's Committee; and Vice President, NTUC Central Committee
 5. **Prof Paulin Straughan**, Professor of Sociology (Practice) and Dean of Students, Singapore Management University
 6. **Mrs Sher-Li Torrey**, Founder, Mums@Work (Singapore); and Director, Career Navigators Singapore

Please refer to Appendix I for full details on the FFL Council Members.

4 Mr Ching, who is Deputy President, OCBC Bank, helmed the Council in the past six years. He reflected, “It has been a fulfilling experience as Council Chairman for Families for Life. We have reached out to over 200,000 families over the years through our various initiatives and programmes, which have helped to equip Singaporeans with the knowledge and skills to improve their family life. We have also worked to promote work-life balance by deepening engagement with employers to nurture a pro-family society. It has been a privilege to play a part in building strong families, who form the basic fabric of a strong and united Singapore.”

5 Mr Desmond Lee, Minister for Social and Family Development, said, “Strong and resilient families form the backbone of our society. Many families have benefitted from the work of the Families for Life Council.

Wei Hong and his Council initiated FFL’s signature picnics, which are very popular with families, especially when held at the Istana and Marina Barrage. FFL also launched two mega initiatives. The first is the annual mid-year “FFL Celebrations” that reaches out to more than 10,000 persons each time. The second is My Family Weekend, which is held every year over the Teachers’ Day weekend. It encourages employers to be family friendly when schools close on Teachers’ Day.

Wei Hong also started FAMILY 365 to bring programmes and talks to families. These are held at workplaces and in the community. They aim to support and strengthen the day-to-day aspects of family life, such as parenting, caregiving, and work life balance.

I believe that Ishak and his team will carry on the good work and continue to engage families in Singapore to develop deeper relationships with their loved ones.”

6 On his new appointment as FFL Council Chairman, BG(Ret) Ishak Ismail said, “I am honoured to take over the leadership from Wei Hong. The Families for Life Council has been initiating meaningful opportunities to engage Singaporean families on the importance of family time. I look forward to helming a new chapter in the Council’s efforts to reach out to Singaporeans to build family life skills to strengthen family bonds. We will also continue to nurture and expand our partnerships in the community as we work collectively to build strong families in Singapore.”

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Annex A

About Families for Life

Families for Life'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 Singapore 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.

Appointment of Families for Life Council Members

The Families for Life Council is chaired by BG (Ret) Ishak Ismail, Regional Director (Asia) of BAE Systems Hägglunds AB, and is supported by 13 Council Members. This is his first term leading the Council.

In addition, Minister Desmond Lee has appointed six new members to the Council, namely:

1. **Mr Albert Lim**, Director, El-Shaddai Resources Pte Ltd
2. **Dr Elly Sabrina Binte Ismail**, Director, Banyan Clinic; and Director, Madison Academy of Music

3. **A/Prof John Wong**, Associate Professor; Head and Senior Consultant Psychiatrist, Department of Psychological Medicine, Yong Loo Lin School of Medicine, National University of Singapore; President of the College of Psychiatrists, Academy of Medicine Singapore; and Director, NUS Mind-Science Centre
4. **Ms K Thanaletchimi**, President, Healthcare Services Employees' Union; Chairperson, NTUC Women's Committee; and Vice President, NTUC Central Committee
5. **Prof Paulin Straughan**, Professor of Sociology (Practice) and Dean of Students, Singapore Management University
6. **Mrs Sher-Li Torrey**, Founder, Mums@Work (Singapore); and Director, Career Navigators Singapore

Council Members who have been reappointed include:

1. **Dr Ann Tan**, Obstetrician and Gynecologist, Women Fertility & Fetal Centre
2. **Mr Jeff Cheong**, President of Tribal Worldwide Asia; and Head of Tribal Worldwide Singapore
3. **Mr Kelvin Ang**, Blogger & Founder, Cheekiemonkie.net; and Co-founder of Daddy Matters
4. **Mr Kua Soon Khe**, Chief Executive, Singapore Buddhist Federation
5. **Dr Mathew Mathews**, Senior Research Fellow, Institute of Policy Studies, Lee Kuan Yew School of Public Policy, National University of Singapore
6. **Ms Sim Siew Moon (Mrs Nicole Chung)**, Tax Policy and Controversy Leader, EY Asia-Pacific; and Tax Partner, Ernst & Young Solutions LLP
7. **Mr Tong Yee**, Director/Co-Founder of The Thought Collective

Please refer to [**Appendix I**](#) for information on the Families for Life Council Members.



Information on Families for Life Council Members

Name	Profile
Chairman	
<p>BG (Ret) Ishak Ismail</p>  <ul style="list-style-type: none">• Regional Director (Asia) of BAE Systems Hägglunds AB• 57 years old• Married with 2 daughters aged 26 and 28	<p>BG (Ret) Ishak had vast leadership experience with the Singapore Armed Forces (SAF), having served the SAF for 29 years before retiring in 2011.</p> <p>In 2008, he received the Public Administration Medal for his significant contributions to the SAF. After retiring from the SAF, he worked at ST Electronics as Senior Vice President and at CWT Limited as CEO Defence Services.</p> <p>BG (Ret) Ishak has been with the Families for Life Council since 1 Aug 2015 and he also volunteers his time to reach out to families under ACCORD (Advisory Council for Community Relations in Defence). He is also a Director on the Maritime & Port Authority of Singapore Board and a member of the External Review Panel on SAF Safety.</p>
Council Members	



Mr Albert Lim



- Director, El-Shaddai Resources Pte Ltd
- 59 years old
- Married with 3 children aged 23, 27 and 29

Mr Albert Lim manages his own business under El-Shaddai Resources Pte Ltd, engaging in international trading of vegetable oils and soft commodities as a broker. He has over thirty years of extensive and varied experience in international trading in the industry. Prior to this, he held a corporate career and played a significant role within the senior management team as the Group General Manager, Trading, that spearheaded the regionalization of the corporate group into various countries.

A successful entrepreneur by day, Albert balances his business with his personal duties of being a loving husband to his wife of 31 years, Alison, and involved father to his three adult children (ages 23, 27 and 29).

He currently serves on the boards of five SSAs. His passion lies in the social service sector where he seeks to be the voice and advocate for the less privileged. He has been an active volunteer for more than

three decades, involved in many programmes for the betterment of fellow Singaporeans. He has also been instrumental in pioneering several initiatives such as starting a youth agency, a senior focused agency, and forming a family focused network.

Dr Elly Sabrina Binte Ismail



- Director of Banyan Clinic Pte Ltd and Director of Madison Academy of Music
- 50 years old
- Married with 2 children aged 19 and 21

Dr Elly has been in private practice since 2001 starting with a family clinic in Woodlands, followed by another in Jurong West two years later.

She involves herself actively in the community by providing health talks and health screenings. On the national level, she appears frequently on Malay TV Programmes such as “Klinik Kita”, “Tanya Doktor”, “Jus”, “Berita on Suria”, “Sihat Oh Sihat “ and “Detik” as a health expert and ambassador. On radio, she is a wellrecognized voice on Warna 94.2FM when it comes to discussing health matters. She also contributes to Malay magazines like “Sutra”, “Manja” and the Malay Newspaper “Berita Harian” on health issues.

She is a member of the Muslim Healthcare Professionals Association’s Outreach Committee. She is also one of the founders of Geng Sihat SG, a community outreach group made up of health and allied health professionals who aim to promote and create awareness about healthy living.


Having a daughter who was diagnosed with Autistic Spectrum Disorder with a passion for music also prompted her to set up a music school, Madison Academy of Music to help nurture her daughter and other children through music.



A/Prof John Wong



A/P Wong is a clinician, educator and researcher in the areas of child & adolescent and family mental health. He is also the Centre Director for NUS Mind- Science Centre, which develops and implements evidence-based programmes promoting emotional resilience and optimization of cognitive performance



<ul style="list-style-type: none"> • Associate Professor; Head and Senior Consultant Psychiatrist, Department of Psychological Medicine, Yong Loo Lin School of Medicine, National University of Singapore; President of the College of Psychiatrists, Academy of Medicine Singapore; and Director, NUS MindScience Centre • 57 years old • Married with 3 children aged 20, 26 and 28 	<p>among the youth, adult and elderly in the community.</p> <p>He is a strong advocate in establishing competent parenting practices among parents of disruptive children through the Incredible Years programme and is also working towards establishing a stronger presence of informed parenting of Asian adolescents in Singapore.</p>
<p>Ms K Thanaletchimi</p>  <ul style="list-style-type: none"> • President, Healthcare Services Employees' Union; Chairperson, NTUC Women's Committee; and Vice President, NTUC Central Committee • 54 years old • Single 	<p>Ms Thanaletchimi was a Nominated Member of Parliament (NMP) of Singapore from Mar 2016 to Sep 2018 – the Labour Movement's 11th union representative since 1992.</p> <p>During her term of office as NMP, she raised issues close to her heart passionately and sought more support for families, especially working families. Her advocacy in the following areas continues beyond her NMP tenure.</p> <ol style="list-style-type: none"> 1. Making every company a Pro-Family Friendly Company 2. Doing more for the women workforce to support procreation, employability and employment so that all three can co-exist harmoniously in an ecosystem. 3. Better support for single mothers, especially those who are working. <p>Concurrently, Ms Thanaletchimi sits in other committees of NTUC, governmental agencies, national institutions, and tripartite partners, notably in the MediShield Life Council, People's Association Board, Industrial Arbitration Court Panel, Tripartite Mediation Panel and the Education and Domestic Services Industry Transformation Committee, ITE Board as well as the Data Protection Advisory Committee.</p>
<p>Prof Paulin Straughan</p>	<p>Prof Straughan's research interests center around the sociology of family and medical sociology. Her current research investigates environmental risk factors in childhood obesity.</p>

 <ul style="list-style-type: none"> • Professor of Sociology (Practice) and Dean of Students, Singapore Management University • 57 years old • Married with 2 children aged 25 and 28 	<p>She is also the Principal Investigator of the recently concluded project on Successful Ageing in Singapore, Seoul and Shanghai which involved multiple institutions and a multidisciplinary team. Prof Straughan serves as Consultant on numerous projects commissioned by various government agencies. Amongst others, she is Principal Consultant for the Marriage and Parenthood Survey 2016 & 2012, which were commissioned by the National Population and Talent Division. She has published in both sociology and medical journals, like Social Science and Medicine, Cancer, and Cancer Causes and Control. Her books include Marriage Dissolution in Singapore: Revisiting Family Values and Ideology in Marriage, and Ultra-Low Fertility in Pacific Asia: Trends, Causes and Policy Issues (with Gavin Jones and Angelique Chan).</p> <p>Prof Straughan was a Nominated Member of Parliament (NMP) from 2009 to 2011, during which she argued for work-life balance and nurturing a more pro-family social environment. Her community involvement includes serving on the Child and Youth Health Task Force, and the Infectious Disease Research Advisory Group (both at the Ministry of Health)</p>
<p>Mrs Sher-Li Torrey</p>  <ul style="list-style-type: none"> • Founder, Mums@Work (Singapore); and Director, Career Navigators Singapore • 44 years old • Married with 2 children aged 8 and 12 	<p>Mrs Sher-Li Torrey is the Founder & Director of Mums@Work (Singapore). Trained in various personality profiling tools, she has more than 20 years of corporate experience. Formerly heading the postgraduate team at the Office of Career Services at the Singapore Management University (SMU), she has held various roles in different industries.</p> <p>In 2010, following the birth of her daughter, Sher-li started Mums@Work (Singapore) – a social enterprise that supports women. A point of information for flexi-time work or Mumpreneur business-owners, Mums@Work has more than 40,000 members (mid 2019). In 2016, she started a subsidiary of M@W, Career Navigators –</p>



	<p>with a focus on bringing women back into the workforce in full-time roles. Through this</p>
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	<p>subsidiary, partnerships with more than 150 MNCs have been established.</p> <p>As the founder of Singapore's first flexible work career portal, Sher-li is a big advocate of diversity & inclusion topics, as well as women-related issues in Singapore. She is a frequent speaker and article contributor to press and TV on women-related topics. A mother of 2 school-going children, Sher-li strongly advocates a work environment that thrives in allowing employees to have better work-family integration.</p>
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Dr Ann Tan



- Obstetrician and Gynaecologist, Women Fertility & Fetal Centre
- 58 years old
- Married with 3 children aged 20, 23 and 27

Dr Ann Tan is an obstetrician and gynaecologist at the Women Fertility & Fetal Centre. She is also a fetal maternal specialist and a MOH certified IVF practitioner. A dedicated doctor, her mission is to help patients achieve their dream of having a healthy baby.

She currently serves as a board member at Halogen Foundation, a charity that focuses on youth leadership and entrepreneurship education.

She was formerly the President of the Singapore Council of Women's Organisations (SCWO) from 2008-2010 (Note: She was nominated by the Association of Women Doctors of Singapore). She also served on the 14th board 2006-2008 as the first Vice President and on the SCWO 16th board as the Immediate Past President. Dr Tan was also the Founding Chair of the SCWO Service Fund and listed on the SCWO's Founder's Circle on SCWO website).


Mr Jeff Cheong



Mr Jeff Cheong has a long history in championing families in Singapore. He has been with the Families for Life Council since 1 Aug 2015. He is also instrumental in creating the brand for Dads for Life and Mums for Life movements.


Mr Jeff and his wife volunteer with meals-on-wheels programme to deliver food to homebound residents. Both of them are very passionate about family and they avail their





<ul style="list-style-type: none"> • President of Tribal Worldwide Asia; Head of Tribal Worldwide Singapore • 44 years old • Married with 3 children aged 10, 13, and 16 	<p>time as marriage mentors to newlywed couples.</p> <p>At work, Mr Jeff is the Deputy President of DDB Group and Head of Tribal Worldwide Singapore. Under his leadership for the last 10 years, he brought the best of marketing, technology and consulting with Total Experience™ Consulting to drive growth for businesses. He has attained A-list agency status since 2009, was named Campaign Asia's top 40 under 40 in 2013 and was awarded Agency Head of the Year 2016 at IAS Hall of Fame.</p> <p>Mr Jeff also contributes as advisory council member to National Integration Council, Singapore Media Festival, *SCAPE and Temasek Poly School of Design.</p>
<p>Mr Kelvin Ang</p>  <ul style="list-style-type: none"> • Blogger & Founder, Cheekiemonkie.net; Co-founder of Daddy Matters • 44 years old • Married with 3 children aged 10, 14 and 15 	<p>Blogging since 2005, Mr Kelvin is one of Singapore's top parent bloggers and author of 'Got Kids, Go Where?', a book featuring 550 things to do with kids in Singapore. He has guest written for Yahoo! Singapore's Parenting website and was invited as a speaker at the Asian Festival of Children's Content 2015.</p> <p>He was also a panellist for various public forums, including Singapore Children's Society's Forum 2015, KKH's Parenthood Public Forum 2015 and Social Media Week Singapore 2013.</p> <p>Mr Ang has been featured in The Sunday Times, and shared his parenting thoughts on Radio 938 Live, Channel 8, Channel U and several family websites. His articles are regularly found in parenting magazines, while his blog cheekiemonkie.net was named one of the 10 Most Popular Lifestyle Blogs by The New Paper in 2013.</p> <p>A Financial Services Consultant with AIA and father of three adorable kids, Mr Ang is also the co-founder of Daddy Matters, an online community of dads who want to be active and promote active fatherhood for everyone. In addition, he has been serving</p>




	<p>as a member of the Family & Community committee in Advisory Council on</p>
	<p>Community Relations in Defence (ACCORD) since 2016.</p>

<p>Mr Kua Soon Khe</p>  <ul style="list-style-type: none"> • Chief Executive, Singapore Buddhist Federation • 68 years old • Married with 2 daughters aged 32 and 39 	<p>Mr Kua Soon Khe was the Deputy SecretaryGeneral of the Singapore Chinese Chamber of Commerce & Industry for 13 years. Thereafter, he served as the SecretaryGeneral of the Singapore Hokkien Huay Kuan for nine years.</p> <p>Besides his official duties, he has contributed to numerous community works which include, among others, Tan Kah Kee Foundation, Chinese Development Assistance Council, the Association of Nanyang University Graduates, REACH Supervisory Panel, MOE’s External Assessor for 10 successive years and The Singapore Examinations and Assessment Board. Currently, he serves as member of the Singapore Armed Forces Detention Barracks’ Board of Visitors (since July 2008) and member of the National Council on Problem Gambling of the Ministry of Social and Family Development (since August 2013).</p> <p>In recent years, he has designed and conducted a series of board governance training courses in both English and Mandarin which aim to raise the governance level of charities and registered societies. Together with the Ministry of Culture, Community and Youth, he has helped to launch a 15-month Pilot Project on Governance Training and Consultancy Service for Buddhist Charities as well as the Professional Training for Executive Secretaries and Administrators of Charities and IPCs. Besides these, he has also conducted training courses for clan associations and officials from PRC’s Civic Affairs Bureau and Su Zhou Industrial Park.</p> <p>To assist the Charity Council to refine the Code of Governance for Charities and IPCs, Mr Kua has served in its Work Group for Refinement of Code of Governance in 2010 and 2015.</p>
<p>Dr Mathew Mathews</p>	<p>While Dr Mathews spends substantial time researching on social cohesion concerns in</p>

 <ul style="list-style-type: none"> • Senior Research Fellow, Institute of Policy Studies, Lee Kuan Yew School of Public Policy, National University of Singapore • 46 years old • Married with 3 sons aged 10, 14 and 17 	<p>Singapore, he has always been interested in studying the family. To date he has been involved in over a dozen family-related research projects including studies on three generation households, marriage and parenthood aspirations, marriage resilience and the challenges and needs of low income and single parent families.</p> <p>Dr Mathews is well involved in the community and serves on several panels or boards including One People.sg, Hua Mei Centre for Successful Ageing and NCSS Voluntary Capability Fund Panel.</p> <p>He was previously President of Alive Community Network and part of Marriage Central's advisory board.</p>
<p>Ms Sim Siew Moon (Mrs Nicole Chung)</p>  <ul style="list-style-type: none"> • Tax Policy and Controversy Leader, EY Asia-Pacific; and Tax Partner, Ernst & Young Solutions LLP • 59 years old • Married with 5 children aged 20, 25, 26, 28 and 29 	<p>Ms Sim is EY Asia-Pacific Tax Policy and Controversy Leader and a Tax Partner at Ernst & Young Solutions LLP.</p> <p>She is a Board member of the Singapore Institute of Accredited Tax Professionals and serves on the College Advisory Committee at Tampines-Meridien Junior College.</p>



<p>Mr Tong Yee</p>  <ul style="list-style-type: none"> • Director/Co-Founder of The Thought Collective • 46 years old • Married with 3 children aged 7, 9 and 11 	<p>Mr Tong co-founded the School of Thought (SOT) to promote innovation in education and civic learning in both private and public sectors. This work has since evolved to become The Thought Collective (TTC) — a group of social enterprises reputed for building social and emotional capital that are at the forefront of social innovation in Singapore.</p> <p>Mr Tong also spearheaded civic initiatives such as the Stand Up for Singapore Movement, and led several ground-up initiatives with youths across Singapore. Some of his current endeavours include prototyping a sustainable volunteer</p>
	<p>programme, designing thought provoking educational experiences through trail innovation, and initiating compelling social movements in the hope of creating a more gracious society.</p> <p>A champion of social emotional learning and ontological coaching, Mr Tong is a highly sought-after motivational speaker and trainer. Mr Tong also sits on several national committees. Spanning areas such as building trust for national defence, innovating youth engagement and development, building new spaces for community renewal, reviving the values in healthcare professionals, and redesigning the way Singapore teaches national education, his experience has allowed him to seamlessly transit between individual experience and national significance.</p>

Outgoing Families for Life Council Members

1. Mr Ching Wei Hong, Deputy President, OCBC Bank
2. Mrs Claire Nazar, Director, Kalco Law LLC
3. Ms Lin Ruping, Local Artiste
4. Mrs Sarojini Padmanathan, Director, Professional Board; and Director, Cell Therapy Facility, Health Sciences Authority
5. Dr Thang Leng Leng, Associate Professor and Head, Department of Japanese Studies;
Deputy Director, Centre for Family and Population Research; and Honorary Fellow, College of Alice and Peter Tan, National University of Singapore (NUS)