

29 December 2009, Tuesday

## **Answering the Call to Make Singapore Businesses Family Friendly**

*The newly-formed Businesses for Families Council set out to woo businesses to make  
Singapore the best place for Families and Children.*

**Singapore, 29 December 2009** – Greater opportunities lie ahead for businesses as the newly-formed Businesses for Families Council (“the Council”) gears up to better enable businesses to cater to families and reinforce Singapore as a country of choice for families.

The Council reveals its member composition (see [Annex A](#)) today. This people sector led Council, with members from various business enterprises, aims to help businesses adopt strategies, infrastructure and services that cater to families. This is a win-win proposition for both families and businesses as it helps create an environment that makes it easy for family members to get together. It is also a big potential area of opportunities for businesses. The Council is supported and resourced by the Ministry of Community Development, Youth and Sports (MCYS). The formation of the Council and the support given to it reaffirm Government’s goal in making “Singapore the best place for families and children”.

Appointed by the government in June 2009, this new Council has been hard at work meeting with stakeholders and formulating the vision and plans for its 2-year term. While the Workgroup has laid a firm foundation for the pro-family business efforts, the Council seeks to achieve even more by adopting a multi-stakeholder approach to help businesses better serve families and enlarge their marketing opportunities. One major thrust is that the Council will broaden its relationship with the various trade and business associations, private and public sector businesses, as well as government agencies to promote the effort.

Mrs. Mildred Tan, Co-Chair of the Businesses for Families Council said: “The Council will reach out to businesses through more intensive engagement and collaboration with industry and business associations. We hope to promote the “business for families” culture in Singapore, through sharing of information, resources and platforms. Businesses can tap on resources such as grants, consultancy services, publicity platforms, and the Businesses for Families Mark system to adopt pro-family practices to win and keep their family customers. We want businesses to know that it makes sound business sense to cater to families.”

The Council will also create learning opportunities for the “Businesses for Families” community to share strategies and best practices to stay family friendly and profitable.

As a concrete measure, the Council unveils changes to the Businesses for Families Grant (previously known as Pro-Family Business Grant) to enable more businesses to tap on funds to adopt measures for families. With effect from 1 January 2010, the funding quantum, co-funding ratio, disbursement ratio and eligibility criteria of the Grant will be enhanced to give further impetus for businesses to go the extra mile to cater to families. The revised funding guidelines are at [Annex B](#). Interested businesses who wish to find out more about Businesses for Families Grant can go to [www.mbp.org.sg](http://www.mbp.org.sg).

Ms Claire Chiang, Co-Chair of the Businesses for Families Council, noted, “The Council’s renewed vigor and purpose are encapsulated in its new tagline: ‘We Welcome Families’. This logo is for businesses with pro-family culture to display at their outlets. It distinguishes a community of businesses that welcomes families as distinctive consumers and viable market segment. It also enables families to know where these services are, so that they can make more informed choices as to where to spend their time and money for family bonding. Overall, when both demand and supply efforts gather momentum, we will be able to provide an environment that is more welcoming of families.” Please see [Annex C](#) for the logo with the new tagline.

Interested businesses who wish to find out more about Businesses for Families Council and Businesses for Families Grant can go to [www.mbp.org.sg](http://www.mbp.org.sg).

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## **COMPOSITION OF BUSINESSES FOR FAMILIES COUNCIL**

### ***Co-Chairs***

- Mrs Mildred Tan, Managing Director, Ernst & Young Advisory
- Ms Claire Chiang, Senior Vice President, Banyan Tree Holdings Ltd

### ***Members***

- Mr Andrew Lee Kok Keng, Head-Global Consumer Financial Services, Oversea-Chinese Banking Corporation
- Mr Mohd Abdul Akbar, Managing Director, Nan Guan Construction Pte Ltd
- Mr Yeo Swee Hong, Executive Editor, Lianhe Zaobao, Singapore Press Holdings
- Ms Lau Chuen Wei, Executive Director, Singapore Retailers Association

**Annex B**

**REVISIONS TO THE BUSINESSES FOR FAMILIES GRANT**

<b>Terms &amp; Conditions</b>	<b>Before Revision</b>	<b>After Revision</b>
Government Funding Cap	\$20,000 per business	\$50,000 per business
Extension to Multiple Outlets	1 grant under 1 business registration number, regardless of number of outlets	<u>1 outlet</u> - \$50,000  <u>More than 1 outlet</u> - capped at \$80,000
Co-funding Ratio	50% from Government	70% from Government
Eligibility	All businesses	<ul style="list-style-type: none"> <li>• All businesses</li> <li>• Current grantees can apply for the remaining amount under the Revised Grant</li> </ul>
Disbursements	<ul style="list-style-type: none"> <li>• 20% upon approval</li> <li>• 80% after completion and attaining the Pro-Family Business Mark</li> </ul>	<ul style="list-style-type: none"> <li>• 50% upon approval</li> <li>• 50% after completion and attaining the Pro-Family Business Mark</li> </ul>
Fundable Items	Broadly termed under: <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Consultancy</li> <li>• Training</li> </ul>	A list of fundable items under each sector to be provided as a guide for businesses (see Annex A-1).

**LIST OF FUNDABLE ITEMS OF BUSINESSES FOR FAMILIES GRANT**

<b>Dimensions</b>	<b>Fundable Items</b>
<b>Products &amp; Services Mix</b>	Costs of contents for family educational programmes
	Strollers, wheelchairs, baby cots
	Shuttle Bus Services
	Family / Parents Waiting Corner
	Menu / Cutleries for children or elderly
	Furniture, fixtures & fittings for families
<b><u>Developing People &amp; Service Touch-points</u></b>	
<b>Dimensions</b>	<b>Fundable Items</b>
<b>Greeting and Send Off / Service Attitudes</b>	Cost of contents to equip staff with relevant knowledge on families, seniors and handicap
	Training for staff on serving families, seniors, and handicap
<b>Delighting Customers</b>	First aid training to handle families, seniors and handicap
	Gifts / toys / welcome kits for kids
	Staff rewards / recognition system for being Pro-Family
<b><u>Developing Family-focused Infrastructure</u></b>	
<b>Dimensions</b>	<b>Fundable Items</b>
<b>Space Layout</b>	Express queue lane for handicap and mothers with young children
	Handicapped parking lots, designate special lots for families with young children
	Interactive / games corner for kids
	Kiddy corner / play area
	Pram deposit area
	Ramps for prams and wheelchairs
	Rest areas / seats
	Sheltered walkways

<b>Flooring / Facilities / Cleanliness</b>	Non-slip flooring
	Diaper changing / nursing rooms
	Elevator & lifts for handicapped and elderly
	Handicap toilets
	Kid size toilet facilities in both male and female toilets
<b>Access to Information</b>	
	Training for staff to assist families, seniors and handicap
	Large pictorial signages
	Signages in multiple languages
	Information in multiple languages
<b><u>Continuous Learning &amp; Improvement</u></b>	
<b>Dimensions</b>	<b>Fundable Items</b>
<b>Review/Result</b>	
	System to track pro-family business performance indicators
	System to track visitorship by families
	Consultancy on Pro-Family Business measures

## RENAMING “PRO-FAMILY BUSINESS” TO “BUSINESSES FOR FAMILIES”

The Council renames the term “Pro-Family Business” to “Businesses for Families” to better communicate the true intent of the Council’s initiatives. The term “Pro-Family Business” is commonly understood in Singapore as businesses which adopt work-life strategies for their employees rather than businesses adopting measures to welcome families as customers. As part of this renaming exercise, the Council unveiled:

- A new name for the Council: ***Businesses for Families Council***
- A new name for the Pro-Family Business Mark: ***Businesses for Families Mark***
- A new name for the Pro-Family Business Grant: ***Businesses for Families Grant***
- A new tagline for the logo: “***We Welcome Families***”



**Pledge**



**Mark**