

Expanding Capabilities

Annual Report **2015**

Contents

3	About Centre For Seniors
4	Chairman's Message
6	Board Of Directors
7	Highlights of the Year <ul style="list-style-type: none">- Expanding Capabilities at the Workplace- Expanding Capabilities in the Home- Expanding Capabilities in the Community- Other Initiatives
12	Training Programmes

About Centre For Seniors

History of Centre For Seniors

In 2006, Mr Lim Boon Heng, then Secretary General of the National Trades Union Congress (NTUC), was a pioneer in championing the interests of seniors and actively advocating ageing issues. He foresaw the need to help mature Singaporeans navigate the latter stages of their lives and careers.

Thus, while still Chairman of NTUC Eldercare (now NTUC Health), Mr Lim and a few others founded Centre For Seniors (CFS) to address the gap in the needs of mature workers and the employability of older persons. CFS began as an organisation providing training programmes to enlighten mature workers on the benefits of remaining employed, and leading active, healthy lifestyles with an open mindset.

CFS Vision and Mission

Centre For Seniors (CFS) is a non-profit, Voluntary Welfare Organisation (VWO) that is committed to promoting the total well-being of older persons in Singapore, specifically their vocational, financial and psycho-social health.

Mission

To encourage seniors to be gainfully employed for as long as possible, and to remain actively engaged in the community in order to foster an active ageing mind-set in our seniors.

What CFS does

The Centre For Seniors manages training programmes, activities, and projects that help promote an active ageing culture in Singapore. The main goals are to advocate ageing with dignity, and fostering a society which enables seniors to continue to be gainfully employed. Our goals are represented by 2 pillars:

1. **Workplace** – Promote age-friendly workplaces

- Employment Issues (re-employment, remuneration, benefits)
- Job Re- design
- Work Life Balance and Flexi-Work Arrangement
- Financial Planning (retirement adequacy, CPF, taxation, insurance)
- Workplace Health and Safety Regulations
- Cultural Changes and Diverse Workplace (inter-gen issues and mentoring)

2. **Home and Community** – Promote ageing-in-place

- Age-friendly Housing and Common Spaces
- Community Care Support Services (daycare, homecare, etc)
- Caregivers Training and Support
- Life Enrichment (community activities and volunteerism)

Chairman's Message



Centre For Seniors (CFS) was founded almost a decade ago with the simple vision of fostering a positive active ageing mindset in our seniors. Our wish is that they continue being meaningfully engaged in society and enjoy fulfilment in life as they transition into their silver and golden years.

Over the past 9 years, we have supported the national dialogue on ageing by highlighting the challenges and opportunities that come with our ageing society. More directly, we have also focused on making impactful contributions to the various areas of our seniors' lives - namely the **workplace**, the **home**, and the **community** - through a range of initiatives. For instance, to encourage our seniors to stay employed beyond the retirement age, we have been running the Re-employment: Equipping and Developing Yourself (READY) and the Enhancing Seniors Employment Guidance (SEG) programmes since 2008. These programmes have been well-received with

more than 4,500 seniors attending and benefitting from the experience so far. Our other initiatives for seniors and caregivers have also proven popular, with demand for even more of such programmes.

In this regard, 2015 has been a significant year of growth for CFS as we seek to establish ourselves as a domain expert and quality provider on active ageing needs. For instance, we have ramped up our course runs for READY and SEG so that more seniors are empowered to take greater ownership over their working careers.

We have also been building on our capabilities by identifying more areas where training would be useful and introducing new or enhanced programmes to address these gaps. For instance, to encourage seniors to be more socially engaged even in retirement, we are experimenting with the Inter-generational Mentoring Programme which invites seniors to contribute to nation building

through guiding youngsters in schools and sharing their life lessons.

In the area of care support, our new Caregivers Training curriculum aims to enable families and staff of eldercare service providers to take better care of their older loved ones. This elevates the care standards across both the industry and the home, and provides more assurance to the seniors who being cared for. Similarly, the Serving Senior Customers at the Workplace pilot educates frontline staff on how to properly handle elderly issues, such as those with dementia, so that seniors can interact with the community and go about their lives with confidence.

On other fronts, CFS has also been ramping up our knowledge resources. In the past year, we have recruited, collaborated or been in discussions with sector leaders and professionals in order to widen our knowledge and research base. We have been working with Temasek Polytechnic's Centre For Ageing on age friendly Human Resource practices in the workplace, and students from the College of Alice and Peter Tan in the National University of Singapore on a checklist for age friendly supermarkets. These findings will allow us to contribute more substantially to the national conversation on ageing and also in the way we develop and refine our programmes.



Given the direction and progress in 2015, we have much to be excited about in 2016. We look forward to rolling out more pilot programmes and deeper collaboration efforts with our partners in the sector and in government. I will be glad to share more details on these plans and programmes in the coming years.

In closing, I would like to express my deepest appreciation to our partner organisations and generous donors, particularly ACES, C3A, NTUC Fairprice, NTUC Income, International Tobacco Services, UOB, Sierra Solutions, Dr Oon Chiew Seng, Dr Chiang Hai Ding, and Mr Teo Chang Boo. CFS's accomplishments over these years would not have been possible if not for your steadfast support. I would also like to warmly welcome our new Institutional Members NTUC First Campus, NTUC Foodfare, NTUC Link, and NTUC Club. All of us share a common vision of building a better Singapore for our seniors. Let us work together hand-in-hand to make this a reality.

Tan Kian Chew
Chairman
Centre For Seniors

Board of Directors

CFS is governed by a Board of Directors that provides strong corporate governance and oversight. The current Board was appointed in June 2014.

Patron

Mr Lim Boon Heng

Advisors

Dr Carol Tan

Mr Kevin Kwok



Board Members

Chairman

– Mr Tan Kian Chew

Vice-Chairman

– Mr Laurence Wee

Secretary

– Dr Mary Ann Tsao

Treasurer

– Ms Ivy Tai

Director (alternate)

– Ms Susana Concorde Harding

Director

– Mr Mohamed Idris Bin Mohamed Ibrahim

Director

– Dr Thang Leng Leng

Executive Director

– Ms Lim Sia Hoe



Institutional Members

NTUC Health Co-operative Ltd

NTUC LearningHub Pte Ltd

NTUC Income Insurance Co-operative Ltd

Seacare Co-operative Ltd

Gerontological Society of Singapore

NTUC Foodfare Co-operative Ltd

Tsao Foundation

NTUC Link Pte Ltd

NTUC First Campus Co-operative Ltd

NTUC Club

NTUC Fairprice Co-operative Ltd

Highlights of the Year

Expanding Capabilities at the *Workplace*



CFS continually educates mature workers on the health and financial benefits of remaining employed and returning to the workforce. The popular **Re-employment and Developing Yourself (READY)** and **Senior Employment Guidance (SEG)** are programmes to encourage them to stay employed and active as long as possible. The courses emphasize the importance of staying relevant and keeping an open mindset. About **500** mature workers completed the courses in 2015.



CFS continually stresses the significance of intergenerational teamwork. Three workshops on **Multi-generations at the Workplace** were conducted in collaboration with CaliberLink and SingTel. The half-day workshops help participants to overcome challenges faced in a multi-generational workplace, and learn how working together with these differences in skills sets and knowledge can be good for organisations. A total of about **160** people attended the workshops.



Even in their sixties, many seniors do not yet know if they will retire or continue working. CFS conducted the new two hour **Pre-Retirement Workshop** for retiring officers of Singapore Prisons Services to prepare them for career transitions. The new workshop focuses on engaging oneself into the next phase of life by thinking about their future. **40** officers benefited from the workshop.



CFS expanded its scope to include a new **Employment Guidance and Advisory Services** for seniors to its suite of employability and work life transition programmes. The main goals are to provide employment assistance to mature job seekers through job coaching and job matching. CFS held 4 focus group discussions with union members.

Impacted 700 seniors and 60 companies



Expanding Capabilities in the *Community*

CFS, together with NTUC Learning Hub and Dr Oon Chiew Seng Trust, developed the **Serving Senior Customers at the Workplace** programme. It aims to equip service and retail workers with age-friendly skills, so they can provide better service to seniors including those afflicted with dementia. NTUC Fairprice was the first organisation to take up the programme, and **100** of their frontline staff were trained in 2015.



On 13 November, the **Serving Senior Customers at the Workplace Official Launch** event was held at NTUC Fairprice Bukit Merah branch. The Guest of Honour was Mr Lim Boon Heng, Patron of Centre For Seniors. The event was also graced by Mr Tan Kian Chew, Chairman of CFS, Mr Kwek Kok Kwong, CEO of NTUC Learning Hub, and Dr Oon Chiew Seng, Founder and Chairman of Dr Oon Chiew Seng Trust.



"This course helped us understand how to help and communicate with seniors using role-playing various scenarios. Although I have assisted senior shoppers in the past, I now feel more adequately prepared to help them according to their particular needs."

- Ms Sree Devi, retail assistant
NTUC Fairprice



With funding support from Council of 3rd Age (C3A), CFS initiated the **Inter-generational Mentoring Programme** to promote bonding among older persons and the young. A total of 32 volunteer mentors attended 2 days of training and mentored **30** children aged 9-12 years old in 2 primary schools. The programme aims to help nurture positive behaviors and attitudes towards seniors in children.



Trained 132 people, impacted 30 children and many seniors in the community



Expanding Capabilities in the *Home*



The **Caregivers Training** started with the aim to prepare seniors and back to work women to take up employment as professional caregivers. The comprehensive programme consisting of 3 main modules – Core, Carer, and Self Care & Ethics. The entire course takes 10 days to complete inclusive of practical assessments and is taught by experienced nurses.



CFS also repurposed the Caregivers Training meant for professionals into the **Basic Eldercare Training (for foreign domestic workers)** course, to give families peace of mind that their helpers are suitably trained to look after their older loved ones. The 4 day course focuses on personal care and activities of daily living (ADL) as well as other important skills such as monitoring vital signs, medication assistance, falls prevention, infection control, and basic first aid. In addition to classroom learning, there is also a 3 hour home based training to properly assess each trainee.

"I came for this course so I can learn how to take care of my mother. Now I can teach my current helper and any future helper the proper techniques. This course is very comprehensive and I firmly believe more families should send their helpers or even attend it themselves."

- Molly, caregiver and employer

Trained 45 caregivers, supported many families



Other Initiatives

Building on the platforms of the inter-generational workshops and mentoring programme which centred on primary school children and working adults respectively, CFS felt the need to reach out to tertiary students and teenagers. The inaugural **“When I am 64” Photojournalism Contest** in partnership with Temasek Polytechnic, aimed to better understand the thoughts of today’s Singaporean youngsters and how they saw ageing. The contest was open to students from the School of Humanities and Social Sciences’ Diploma in Gerontological Management Studies course, and attracted over 60 submissions. The prize ceremony was held at Temasek Polytechnic on 10 July 2015 where Guest of Honour Mr Kevin Kwok, Advisor to Centre For Seniors, unveiled the winning entry featuring a granduncle proudly showing his harvest of ‘kedondong’.

“This project has opened my eyes to realise that even as people age, as long as they can continue to find happiness and be passionate in what they can do and want in life, they will still be able to enjoy their golden years.”

– Danielle Liu, 17, Winner

**Impacted 115 seniors
and 60 youngsters**



Many seniors admit that they don’t usually plan for their retirement savings, and many more unfortunately do not realise the impact this can have on them in their later years. CFS noticed this trend, and held a free English public talk at the Bishan Community Club titled **Managing Your Income, Savings, and Expenses**, sponsored by C3A. The topics were on CPF matters and types of incomes, needs and savings. This two and a half hour seminar was attended by 115 seniors.



Training Programmes



Re-employment: Equipping And Developing Yourself (READY)

A one-day workshop aimed at encouraging older workers to remain employable beyond the retirement age. This will not only benefit the employee's health, and social well-being, but also help companies to retain experienced workers in today's labour crunch.

Duration: 1day

☒ Organisation ☒ Individual

Enhancing Seniors Employment Guidance (SEG™)

A comprehensive two-day programme which aims to change the mindsets of senior workers and motivate them to extend their employability by learning current social and economic environments, and help them understand their life goals and financial concerns.

Duration: 2days

☒ Organisation

☒ Individual



Enhancing Your Employability Workshop

This comprehensive programme aims to assist mature adults and seniors who wish to rejoin the workforce or have a mid-career change. Participants will learn to understand challenges in the current job market and find sources of employment opportunities and assistance. They will also learn to identify personal strengths, weaknesses and career goals.

Duration: 2days

☒ Organisation ☒ Individual



Serving Senior Customers at the Workplace

With the expected ageing population in Singapore, it has now become essential for retailers and their staff to be prepared to serve seniors including those who may have physical and mental conditions. This workshop will teach service providers' staff how to better identify, interact with and serve seniors with symptoms such as dementia.

Duration: 1day

☒ Organisation ☐ Individual

Happy and Healthy Active Ageing Workshop (HaHAA)

This light and interactive half-day workshop is designed for mature adults over 40 years old, and takes them on a fun yet insightful journey on how to think about ways to achieve happy and healthy active ageing for themselves.

Duration: ½day

☒ Organisation

☒ Individual



Life Transitions Workshop:

Change is the only constant in life, when one door closes, another door will open. This half-day workshop focuses on people who want to actively take charge of their life and find their own values and purpose with the goal of ageing actively and meaningfully.

Duration: ½ day

☒ Organisation

☒ Individual



Intergenerational Bonding at the Workplace

With new legislation and ageing trends, it has now become essential for organisations to tap on the strengths of the multi-generation age groups in the workplace. This course will help enhance the understanding between different generations at work, and equip them with necessary communication and bonding skills.

Duration: 1 day

☒ Organisation ☒ Individual

Basic Eldercare Training for Foreign Domestic Workers

This comprehensive course for foreign domestic workers aims to equip them with the necessary skills and knowledge to care for the elderly. The training focuses on managing day-to-day care and includes practical topics such as personal hygiene, managing mobility, communicating with the older persons, basic first aid, etc.

Duration: 4 days

☐ Organisation

☒ Individual



Understanding and Communicating Effectively with Mature Employees:



Targeted at younger workers in organisations, this one-day course aims to enhance participants' understanding of older workers, so as to create a conducive multi-generational working environment for all.

Duration: 1 day

☒ Organisation ☐ Individual

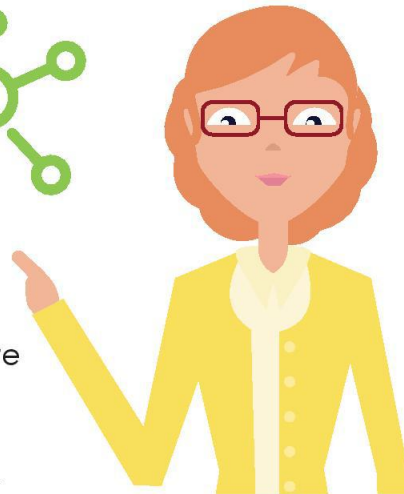
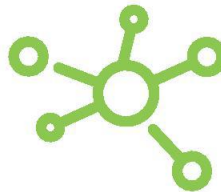
Essentials Of Managing Mature Workers

The aim of this programme is to enhance participants' understanding of mature workers, to provide evidence-based strategies in managing them; as well as to equip participants with essential counselling skills.

Duration: 1 day

☒ Organisation

☐ Individual



Excellent Mentoring Skills

Experienced older workers are a valuable resource to companies as they possess relevant skills and knowledge which might not reside in younger workers. This comprehensive course will help older workers understand the purpose, process and principles of mentoring and equip them with the skills to take on the role of mentor.

Duration: 2 days

☒ Organisation ☒ Individual



Corporate Info

ROS Registration Number: 2108/2006

Charity Registration Number: 002065

IPC Registration Number: IPC 000608

Banker: DBS Bank Ltd Singapore

Auditor: KPMG LLP

Founder Member: NTUC Health Co-operative Ltd

Business Address: 9 Bishan Place, #10-02
Junction 8 Office Tower
Singapore 679837

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