

MEDIA RELEASE

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PRESIDENT HALIMAH LAUNCHES ENABLING EMPLOYMENT PLEDGE IN CONJUNCTION WITH PRESIDENT'S CHALLENGE 2020

- *110 employers across the public, private and people sectors signed a newly launched President's Challenge Enabling Employment Pledge*
- *President's Challenge 2020 will raise funds for 72 beneficiary organisations*
- *SG Enable is partnering the Singapore Hotel Association (SHA) to develop an Enabling Employment Initiative*
- *Pan Pacific Hotels Group (PPHG) launched its central kitchen programme aimed at enabling employment for persons with disabilities*

SINGAPORE 11 MARCH 2020 – President's Challenge 2020 (PC2020) will focus on supporting initiatives that empower persons with disabilities, so as to bring about sustained improvements in their quality of life. This was announced by President Halimah Yacob at the launch of PC2020 on 11 March 2020, who also launched a President's Challenge Enabling Employment Pledge to rally employers to provide more employment opportunities to persons with disabilities.

President's Challenge Enabling Employment Pledge

2. A key highlight of PC2020, the President's Challenge Enabling Employment Pledge calls on employers to adopt an inclusive mindset, create barrier-free workplace environments and implement supportive employment policies for employees with disabilities. At the launch of the Pledge on 11 March 2020, 110 employers across the public, private and people (3P) sectors, represented by the President's Office, Public Service Division, Singapore Hotel Association, National Council of Social Service and the Singapore Centre for Social Enterprise, were among the first to pledge their support for this national movement led by President's Challenge. Please refer to [Annex B](#) for a factsheet about the Pledge and [Annex C](#) for the full text of the Pledge.

3. President Halimah Yacob said, "Through the Enabling Employment Pledge, President's Challenge hopes to encourage more employers to take the first step and open their doors to persons with disabilities. Employers who sign the Pledge can look forward to greater support in their effort to train, hire and integrate employees with disabilities. They will join a network of like-minded employers and have access to a

whole suite of best practices that can be shared amongst themselves. I hope that as a nation, we can be more welcoming to persons with disabilities as co-workers.”

President’s Challenge 2020

4. This year’s President’s Challenge will raise funds for 72 beneficiary organisations. Please refer to [Annex A](#) for the full list of the beneficiaries.

5. This year also marks the 20th anniversary of President’s Challenge. More than \$200 million has been raised to support over 250 social service agencies over the last two decades.

6. President’s Challenge will continue to empower and uplift vulnerable groups in society through programmes that provide skills upgrading, capacity building and employment under the Empowering for Life Fund (ELF). Since 2018, the ELF has committed over \$7.8 million to support a total of 30 programmes.

New initiatives supported by the Empowering for Life Fund

7. To support employers in hiring and training employees with disabilities, SG Enable is partnering the Singapore Hotel Association (SHA) to develop an Enabling Employment Initiative. Supported by the ELF, this initiative seeks to enable the inclusive hiring of persons with disabilities through capability building for in-house job coaches by SHA, codifying best practices in the hotel industry, and accrediting and recognising inclusive employers. This customised programme for in-house job coaches in the hotel industry will integrate disability sector expertise with industry knowledge, and enable the job coaches to provide strong support to both the employers and the employees.

PPHG Central Kitchen Programme

8. The launch of PC2020 was held in conjunction with the event “Inclusion: A Sustainable Corporate Strategy” organised by Pan Pacific Hotels Group (PPHG) at the Enabling Village on 11 March 2020. The event marked the official launch of PPHG’s central kitchen programme, an initiative developed in partnership with social service agency Extra•Ordinary People and social enterprise Samsui Kitchen. The programme aims to address manpower challenges and enable employment for persons with disabilities. In the pilot phase, four final-year special education students from Grace Orchard School were trained to prepare dim sum items, which were subsequently purchased by PPHG for its food and beverage outlets. The central kitchen initiative now supplies to four of PPHG’s operating hotels in Singapore, including more than 20 per cent of dim sum served at PARKROYAL on Beach Road. Please refer to [Annex D](#) for more details about the programme.

9. Ms Wee Wei Ling, Pan Pacific Hotels Group's Executive Director (Asset. Lifestyle & Corporate Social Responsibility) said, "Pan Pacific Hotels Group believes inclusion is a sustainable corporate strategy that can influence a firm's competitiveness and transform the lives of not just persons with disabilities, but their families as well. In our experience, hotels are able to offer a wide variety of employment options for persons with disabilities. Beyond that, programmes like our central kitchen initiative can further move the needle on their employability."

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About President's Challenge

The President's Challenge is national movement led by the President to rally Singaporeans to build a caring and cohesive society together. An annual community outreach, President's Challenge aims to bring together people from all walks of life, under the President's patronage, to help those who are less fortunate. 100% of donations raised under President's Challenge go to beneficiary organisations supported by President's Challenge.

President's Challenge was established in 2000 by the late Mr S R Nathan as a fund raising campaign to help the less fortunate. In 2012, Dr Tony Tan expanded the Challenge to include Volunteerism and Social Enterprises. In 2018, President Halimah Yacob refocused the effort of President's Challenge towards the empowerment of vulnerable groups with skills and employability. An Empowering for Life Fund was set up to support programmes in skills upgrading, capacity building and employment of vulnerable groups. President's Challenge aims to raise \$10 million for the Empowering for Life Fund over the following 5 years, and the Government will provide dollar-for-dollar matching.

About Pan Pacific Hotels Group

Pan Pacific Hotels Group is a member of Singapore-listed UOL Group Limited, one of Asia's most established hotel and property companies with an outstanding portfolio of investment and development properties.

Based in Singapore, Pan Pacific Hotels Group owns and/or manages nearly 50 hotels, resorts and serviced suites including those under development across 29 cities in Asia, Oceania, North America and Europe.

Voted "Best Regional Hotel Chain" by readers in Asia from 2017 to 2019, Pan Pacific Hotels Group comprises three brands: Pan Pacific, PARKROYAL COLLECTION and PARKROYAL.

Sincerity is the hallmark of Pan Pacific Hotels Group. The Group is known to its guests, partners, associates and owners for its sincerity in people and the sense of confidence which alleviates the stresses of today's complex world.

Beneficiary Organisations Supported By President's Challenge 2020

S/N	Name of Parent Social Service Organisations
Cross-Sector Services	
1	Community Chest
2	CampusImpact
3	Girl Guides Singapore
4	Lakeside Family Services
5	National Gallery Singapore
6	One Hope Centre
7	REACH Community Services Society
8	Salem Welfare Services Ltd
9	The Food Bank Singapore Ltd
10	Xin Yuan Community Care
Children, Youth & Family Services	
11	Beyond Social Services
12	Care Community Services Society
13	Community Justice Centre Limited
14	Eagles Mediation & Counselling Centre (EMCC)
15	FaithActs
16	ISCOS ReGen Fund
17	Law Society Pro Bono Services
18	Morning Star Community Services
19	New Hope Community Services
20	New Life Community Services
21	NuLife Care & Counselling Services
22	Prison Fellowship Singapore
23	Shared Services for Charities Ltd
24	SHINE Children and Youth Services
25	Society of Sheng Hong Welfare Services
26	The New Charis Mission
27	Trybe Limited
28	Ain Society
Disability Services	
29	Beautiful Mind Charity
30	Cerebral Palsy Alliance Singapore
31	Dyslexia Association of Singapore
32	Mamre Oaks Limited
33	Rainbow Centre, Singapore
34	SG Enable Ltd
35	Singapore Association of the Visually Handicapped (SAVH)
36	SUN-DAC
37	Very Special Arts Singapore Limited
38	Extraordinary People Limited

Eldercare Services	
39	Care Corner Seniors Services Ltd
40	Caregiving Welfare Association
41	RSVP Singapore The Organisation of Senior Volunteers
42	Sree Narayana Mission (Singapore)
43	St John's Home for Elderly Persons
Mental Health Services	
44	Psalt Care Limited
45	Samaritans of Singapore
Rehabilitation - Halfway Houses / Ex-Offenders	
46	Breakthrough Missions
47	Green Haven
48	HEB-Ashram Halfway House
49	iC@RE Hub Ltd
50	Jamiyah Halfway House
51	Muhammadiyah Welfare Home
52	PERTAPIS Halfway House
53	Singapore After-Care Association (SACA)
54	Singapore Anti-Narcotics Association (SANA)
55	Teen Challenge (Singapore)
56	The Helping Hand
Healthcare	
57	Home Nursing Foundation
58	Man Fut Tong Nursing Home
59	Muscular Dystrophy Association (Singapore)
60	Silver Ribbon (Singapore)
61	Singapore Christian Home
62	Singapore National Stroke Association
63	SMA Charity Fund
64	Society for the Aged Sick
65	St Luke's Eldercare Ltd
66	Sian Chay Medical Institution
Disability Sports	
67	Deaf Sports Association (Singapore)
68	Lawn Bowls Association For The Disabled (Singapore)
Empowering for Life Fund	
69	Club HEAL
70	Movement for the Intellectually Disabled of Singapore
71	Muscular Dystrophy Association (Singapore) (also in s/no 59)
72	We Care Community Services
73	SG Enable Ltd (also in s/no 34)
74	SPD

President's Challenge Enabling Employment Pledge

Background

Since 2018, President's Challenge has made a strategic shift towards more customised and upstream support, beyond just providing assistance, to empower the vulnerable groups in society. The focus of President's Challenge 2020 (PC2020) is on empowering persons with disabilities to bring about sustained improvements in their quality of life.

A key highlight of PC2020 is the launch of the Enabling Employment Pledge, which rallies employers in Singapore to show support for the employment of persons with disabilities. The Pledge calls on employers to adopt an inclusive mindset, create barrier-free workplace environments and implement supportive employment policies for employees with disabilities. It is seen as an important first step towards encouraging more employers in Singapore to employ persons with disabilities in the future.

At the launch of PC2020 and the Enabling Employment Pledge on 11 March 2020, 110 employers across the public, private and people sectors, represented by the President's Office, Public Service Division, Singapore Hotel Association, National Council of Social Service and the Singapore Centre for Social Enterprise, were among the first to pledge their support for this national movement led by President's Challenge.

Logo



ENABLING EMPLOYMENT PLEDGE

A President's Challenge Initiative

The official logo for the President's Challenge (PC) Enabling Employment Pledge shows a tree growing upwards and outwards. It symbolises how persons with disabilities are able to grow and flourish to become stronger and more independent through gainful employment. The PC heart placed at the roots of the tree symbolises PC's role at the heart of this national movement to empower persons with disabilities.

Who Can Sign Up

Any employer registered in Singapore with a valid Unique Entity Number (UEN) and who is keen to support the employment of persons with disabilities.

How To Sign Up

Employers can pledge their support via www.pc.org.sg. They can also find out more about the Pledge by contacting the President's Challenge Secretariat at pc_enquiry@ncss.gov.sg.

Benefits Of Signing Up

Signatories stand to benefit from the following:

- (i) Dedicated support from SG Enable to tap on programmes and services for the training and employment of persons with disabilities;
- (ii) Consultancy from SG Enable on inclusive hiring;
- (iii) Recognition as an employer who supports the "President's Challenge Enabling Employment Pledge", with the official logo of the Pledge made available for use in publicity and outreach materials;
- (iv) Invitations to attend networking and sharing sessions with like-minded employers; and
- (v) Opportunities to be featured at signature President's Challenge events.

Full Text of President's Challenge Enabling Employment Pledge

The President's Challenge advocates for employers to empower persons with disabilities so that they can achieve their full potential.

For persons with disabilities, employment helps in their social inclusion, personal development, financial independence and overall well-being. For employers, this is an excellent opportunity to tap on the pool of talent, skills and experience from the community of persons with disabilities. The employment of persons with disabilities will also inject positive workplace diversity within the organisation.

Persons with disabilities deserve the opportunity to show their capabilities, but too often, only their disability is noticed at first. They face challenges when it comes to employment, job retention and career development. Those who gain employment sometimes end up in limited categories of work or have fewer career advancement opportunities when they can actually be just as capable as their peers, with the right accommodations.

Therefore, my support as an employer is important in this national movement to build a caring and inclusive Singapore, where differences in abilities are valued and embraced.

By signing this Pledge, I reaffirm my commitment to:

Adopt an inclusive mindset towards employees with disabilities

- Recognise that employees with disabilities are capable of contributing and bringing value as all other employees do
- Create a work culture that welcomes and respects employees with disabilities
- Treat employees with disabilities fairly and with dignity
- Enable employees with disabilities to have access to information, activities and opportunities at work like the other employees

Create barrier-free workplace environments

- Create a conducive workplace that is non-discriminatory, safe and friendly to employees with disabilities
- Ensure that work-related programmes and facilities are accessible to employees with disabilities
- Embrace innovation and technology as enablers to employability, productivity and independence of employees with disabilities at the workplace

Implement supportive employment policies for employees with disabilities

- Incorporate HR practices such as flexible work arrangements, assistive technologies, fair remuneration and career development, that encourage hiring and retention of persons with disabilities
- Explore adjustments or redesign job roles or work processes to enable employees with disabilities to showcase and develop their strengths and capabilities
- Leverage available resources and support (both internal and external) for employers to hire and train persons with disabilities
- Help employees with disabilities transition smoothly from school/training to work, and help them to upgrade and embark on lifelong learning
- Exchange best practices with other employers on how to better support employees with disabilities

Pan Pacific Hotels Group's Central Kitchen Programme

Pan Pacific Hotels Group's (PPHG) central kitchen programme was conceived in partnership with Extra•Ordinary People and Samsui Kitchen in 2019, aiming to alleviate the Group's culinary manpower challenges while enabling employment for persons with disabilities (PWD) at the same time.

PPHG outsourced the production of selected dim sum items to Samsui Kitchen, creating a critical commercial demand for the products and services. Samsui Kitchen in turn imparted artisan skills to PWDs, training them to make Spring Rolls and Bean Curd Skin Rolls for PPHG's Singapore properties.

The first pilot launched in July 2019 at Samsui Kitchen's facility within the Enabling Village, where students from Grace Orchard School were placed and trained. Facilitating and supporting the entire process, Extra•Ordinary People identified four students in their graduating year. The students were interviewed, assessed, matched and placed by Extra•Ordinary People's Job Coach.

For students with motor coordination issues, Occupational Therapists from Extra•Ordinary People were consulted to make recommendations at the jobsite. By the end of 2019, upon their graduation, all four students were offered employment contracts with Samsui Kitchen.

With the successful pilot, PPHG is planning to expand the product pipeline, while Extra•Ordinary People continues to identify more beneficiaries for the programme.

In its inclusive kitchen operations, Samsui Kitchen benefits from the SG Enable Training Grant for Training Providers as well as the Open Door Programme Job Redesign Grant, which is administered by SG Enable and funded by the Government. The latter grant supported the installation of knee-operating hand sinks in Samsui's training kitchen at the Enabling Village, to cater to persons with disabilities who have difficulty in using their upper limbs.

Extra•Ordinary Apprenticeship Programme

PPHG's central kitchen initiative is the first pillar established under Extra•Ordinary People's, Extra•Ordinary Apprenticeship Programme (EAP), which aims to increase the employability of PWDs by piloting and sustaining various employment models through an ecosystem approach.

PWDs receive upstream employment training, with a joint taskforce of job coaches, therapists and caregiver support team working together to screen, place and train beneficiaries. They extend additional support to families and caregivers, equipping them with knowledge on how to support the PWDs at home, easing their transition into employment.

On the employer side, Extra•Ordinary People provides holistic consultancy for corporate partners, which spans operations assessment and application of a systems-thinking approach to address manpower needs, to assistance in securing business opportunities to ensure scalability and sustainability.

Viable employment models discovered through successful pilots will encourage more employers to embrace inclusive hiring as part of their corporate strategy, leading towards a long-term shift in employers' mindsets on the abilities of the PWD community, ultimately building a society where PWDs are well-integrated into the community.

On top of PPHG's central kitchen initiative, Extra•Ordinary People has secured inclusive employer partners in the horticultural and arts industries to expand employment opportunities for PWDs.