



MEMBERSHIP RELEVANCE

NTUC members celebrate the scaling the half mark membership milestone at U summit.

TOA Reaches Membership Milestone

The Taxi Operators' Association crossed the 10,000-membership mark following its annual recruitment roadshow, Taxi Day. 479 members were recruited over the course of the two-day event which also provided an opportunity for taxi drivers to discover a wide range of products and services for work, live and play.

Seriously, Life Starts At 55

The introduction of NTUC Club's U Live community was timely with 71,000 union members aged 55 and above, and another 151,000 reaching that age in the next 10 years. With its focus on active ageing, the U Live community encourages members to remain employed, enriched and engaged through its re-employment schemes, cause-centric initiatives, and age-specific interest groups and privileges.

“Even when you grow old, the union will take care of you all the way to a ripe old age. We will still be here for you.”

NTUC Club Chief Executive Officer Yeo Khee Leng at the U Live launch on 22 July 2009

Recruit, Retain, Strengthen Lifelong Relationships” strategy to attain this magical milestone.

Better, Smarter Use Of Every Worker

What NTUC President John De Payva called “the bread and butter of the Labour Movement and that’s membership and industrial relations in the area of re-employment of older workers”, the issues of union membership and re-employment of older workers came to the fore at the Labour Movement Sector Seminar. According to NTUC Secretary-General Lim Swee Say, for the Labour Movement to be strong, its union leadership and membership base must be strong as well. To realise its target of one million members by 2015, the Labour Movement needs to recruit actively and keep attrition rates low.

“Going forward, we will continue to add more value to our taxi association membership. Our members will feel that their membership is really worth it.”

NTUC Assistant Secretary-General and TOA Advisor Seng Han Thong at Taxi Day on 17 November 2009

Gen-Y Union Leaders

Already a recognisable youth movement in Singapore, Young NTUC revealed at its Workplan Seminar for Workyear 2010 from 19 to 20 November 2009 that its strategy is to go MAD or rather, the Movement Equates Activities with Direction concept. With its vision to be the largest and most vibrant youth movement in Singapore, Young NTUC helps to groom young activists for leadership positions in the Labour Movement.



U Live active-active agers performing at May Day Family Day Out With U.

A PMET Breakthrough

With the early childhood education sector on the up, the launch of the professional chapter for early childhood educators on 2 December 2009 would allow the Labour Movement to tap on the sector's rapidly growing workforce. Bringing together the Education Services Union, NTUC's SEED Institute and NTUC's e2i (Employment and Employability Institute), this move would draw more PMETs into the sector, upgrade the expertise of its current workforce and help workers meet new industry requirements.

U Can Do It

With its target of achieving one million members by 2015 firmly in sight, the Labour Movement celebrated its first “peak” of 530,000 members at the “U Summit – Scaling Greater Heights Together”. While 530,000 represented a two-fold increase over the last 10 years, there was more work to be done especially during this economic downturn. Ongoing efforts are made to ensure the effectiveness of the Labour Movement's “3R

Say CAN! To 3R + 1P

At the NTUC Ordinary Delegates' Conference 2009, a new recruitment engine, 1P (PMET Breakthrough), was introduced. An addition to the Labour Movement's initial 3R strategy of Recruit, Retain and Relationship, introduced at the NTUC National Delegates' Conference in 2007, this new 3R+1P strategy would put the Labour Movement in good stead to achieve its membership target of one million members by 2015.

‘Exec’ Focus

One of the worst affected groups during the economic downturn, PMETs in the electronics sector has seen a growing relevance in union membership. The United Workers of Electronic and Electrical Industries has been organising a series of workshops and programmes specifically tailored for PMETs, packed with training and upgrading opportunities.

“As a Labour Movement, it is in our DNA to be worker-centric. We support all workers, but we give our members extra support. We cannot totally cut off the free riders. For the PMETs, there are three areas that we are working on. First, it's at their workplace, second on professional development of individuals, and third in creating social space in terms of offering benefits be it in golfing or lifestyle.”

NTUC Secretary-General Lim Swee Say at the NTUC Ordinary Delegates' Conference on 13 to 15 October 2009.

“Through interacting with this group, we realised that many of them need assistance and advice on employment and career development matters. Many are concerned with their employability and are very keen to learn more about ways to upgrade themselves.”

NTUC Deputy Secretary-General and UWEEI Executive Secretary Halimah Yacob at the talk “Understanding Your Employment Rights and Obligations” on 9 December 2009