



PR & Social Media Services Tender Briefing

10 June 2026

Agenda

Welcome & Introduction

About SCWO

Why SCWO Is Looking For An Agency

Submission Requirements

Timeline

Q&A

Welcome & Introduction

- Briefing is intended to provide additional context.
- Tender document remains the governing document.
- Questions raised today will be documented and shared where relevant.
- No agency will receive preferential information.

About SCWO

Who We Are

- National coordinating body of women's organisations in Singapore
- Represents more than 60 member organisations

What Makes SCWO Different?

- National voice for women
- **Advocacy + research + services***
- Diverse stakeholder groups
- Platform for important social issues
- Opportunity to shape national conversations



* The agency will need to communicate across both policy and societal issues + human-centred impact stories. This requires the ability to balance credibility, empathy, and influence.



- Refuge for women & children who are survivors of violence with 28 beds
- Average 60 women & children annually
- Average stay of 6 months
- About 90% experience intimate partner violence (IPV)
- Referred by FSCs, MSF, police, hospitals, FJC, SSAs
- SCWO provides the survivors with basic needs, counselling, etc.

maintenance support central



A multi-service drop-in centre, focused on:

- Education about legal and marital rights and providing comprehensive support.
- Addressing marital/child support distress when maintenance orders are not received on time.
- Provides assistance with Maintenance filing, through a legal clinic, counselling, educational talks and legal guidance.

new2u

THRIFT SHOP

Committed to sustainability and reducing carbon footprints, New2U Thrift Shop is a community-focused **fundraising** platform operated **with the help of volunteers**.

New2U raises funds through:

- Regular Shop at 96 Waterloo Street
- Annual Bazaars
- Corporate Thrifting: Office Pop Ups
- Retail Space / Atrium Pop Ups

100% of items sold are preloved donations from the public, or brand new donations from retailers. 100% of proceeds goes back towards supporting SCWO.



We welcome

- Corporate volunteers
- **New2U Comes to You** pop-up engagement
- Hosting the New2U box at your office
- Donor drives (such as donations and clothing)





Born
1974

Inducted
2025

Category
Science / Technology



ANASTASIA GAN
Singapore's first female commercial pilot



OVIDIA YU
Internationally acclaimed novelist and playwright



LEE MEI YI
Singapore's first female fighter squadron commander



SALEHA MOHAMED SHAH
Trailblazing magazine editor



SHANTI PEREIRA
Singapore's sprint queen



SYLVIA TOH PAIK CHOO
Pioneering humour writer and the Grandmother of Singlish

Honouring Pioneering Women. Inspiring Generations.

Launched in 2014, the **Singapore Women's Hall of Fame (SWHF)** honours Singapore's pioneering women activists, educators and philanthropists whose contributions have shaped Singapore.

Your support enables us to engage the community through meaningful programmes, exhibitions and storytelling that inspire present and future generations.



Celebrating Women's Achievements

Recognising outstanding women who made a difference in our nation



Empowering Communities

Through education, dialogue and community engagement that uplifts and strengthens



Advancing Gender Equality

Championing equal opportunities and amplifying women's voices in society

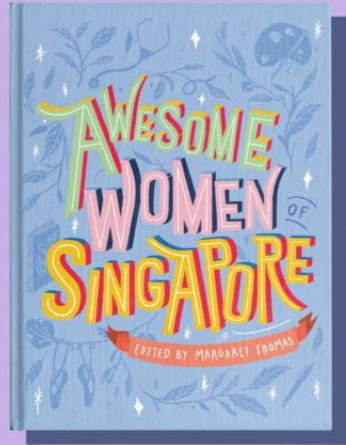


Preserving Stories that Matter

Documenting these women role models for future generations

We bring to our school children the amazing stories of the **Awesome Women of Singapore** – the pioneering women who broke through boundaries and shattered glass ceilings.

We aim to inspire young Singaporeans to challenge the norm and the limits they may face by being determined to chart their path in life.



AWESOME WOMEN OF SINGAPORE
\$45

Project Awesome provides:

- Lesson Plans & Workshops
- Thematic Exhibitions & Talks
- School Collaborations



AWESOME NOTEBOOK
\$25



The programme focuses on soft skills for children to develop:

- Leadership Qualities
- Overcoming Adversity
- Advancing Women's Rights
- Advocacy
- Motivation
- Self-Esteem



board
agender



Bridging the Gender Gap in Singapore's Leadership

Support more women in leadership and boardroom spaces. Diverse leadership creates stronger decisions and empowers more women to grow and uplift others alongside them.



SAGE 2026

Summit for Action on Gender Equality



Where workplace, workforce,
and leadership conversations converge.

Leaders unite across sectors to shape more inclusive,
sustainable and future-ready workplaces.

“The glass of gender equality
is more than half full with
regard to economic
empowerment.”

President Tharman Shanmugaratnam
at SAGE 2024

Source: The Straits Times



Friday
18 September 2026



Grand Copthorne
Waterfront Hotel



Guest of Honour

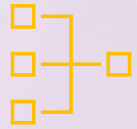
Dr Tan See Leng

Minister for Manpower and Minister-in-charge
of Energy and Science & Technology

Redefining Work: Creating New Pathways for Women

Exploring how women are rewriting the rules of success, highlighting new models of work, emerging career pathways, and innovative approaches that break traditional barriers

Conversations Shaping SAGE 2026



Building Systems That Work for Women

Exploring workplace policies, discrimination prevention, and employer and government support systems.



Beyond the Linear Career Path

Tackling career breaks, pivots, entrepreneurship and “non-linear” career journeys across life stages.



Unfolding the Journey of Career Longevity

Delving into retirement adequacy, reskilling for the digital economy and AI, and challenges faced by older women workers.



SCWO MASTER NARRATIVE

Vision

Singapore's leading organization driving equal space, voice and worth for women.

Mission

SCWO promotes gender equality by serving women and its member organisations through advocacy, collaboration and provision of critical services for women in need.

Positioning Statement

The Singapore Council of Women's Organisations (SCWO) is Singapore's national coordinating body for women's organisations, bringing together diverse voices, expertise, and partnerships to advance gender equality and improve the lives of women in Singapore. We believe a stronger Singapore is one where women are safe, heard, valued, and empowered to participate fully in society.

Narrative Pillars

Equal Space

Women should feel safe wherever they are, free to live their lives as they choose without any danger of discrimination, harassment, sexual assault, and violence.

Equal Voice

Women should be equally represented in political, corporate, and community leadership. Policymaking will benefit from the perspectives they bring to the discussions and decisions.

Equal Worth

Women should be fully recognised and valued for their contributions to society, family, and the workplace, where there should be no gender wage gap for work of equal value.

KEY MESSAGING PILLARS

The key messaging pillars, derived from SCWO’s overarching narrative pillars, will guide and shape all communications and content across the organisation — including thought leadership, media engagement, website content, social media, campaigns, publications, partnerships, and public communications.

<p>Pillar 1: Advocacy & Systems Change Driving systemic change for women in Singapore.</p>	<p>Pillar 2: Support, Resilience & Empowerment Walking alongside women through life’s most difficult moments.</p>	<p>Pillar 3: Leadership, Representation & Recognition Recognising and elevating women who shape Singapore.</p>	<p>Pillar 4: Community & Collective Action Creating collective impact through partnership and collaboration.</p>	<p>Pillar 5: Future of Women & Work Helping shape inclusive and future-ready pathways for women.</p>
<p>Strategic Positioning</p>				
<p>Establishes SCWO as:</p> <ul style="list-style-type: none"> • a national voice, • trusted stakeholder, • and evidence-informed advocate. <p>* Eliminating Gender Stereotypes as foundational advocacy entry point.</p>	<p>Creates:</p> <ul style="list-style-type: none"> • emotional resonance, • donor appeal, • volunteer engagement, • and strong storytelling opportunities. 	<p>Builds:</p> <ul style="list-style-type: none"> • visibility, • prestige, • influence, • and aspirational storytelling. 	<p>Positions SCWO not merely as a service provider, but as:</p> <ul style="list-style-type: none"> • a national convener, • ecosystem platform, • and connector across sectors. 	<p>Helps drive:</p> <ul style="list-style-type: none"> • corporate partnerships, • sponsorships, • media relevance, • ESG positioning, • and younger professional audiences.

AUDIENCE FRAMEWORK

Audience	Why They Matter	Desired Outcome
General Public	Shapes broader awareness and sentiment	Build credibility and national relevance
Women & Families	Core communities SCWO serves and advocates for	Build trust, awareness, participation and empowerment
Policymakers & Government	Influence policy and systemic change	Position SCWO as a credible and constructive stakeholder
Corporate Partners & Sponsors	Critical for partnerships, ESG and sponsorships	Drive strategic partnerships and shared impact
Donors & Foundations	Support sustainability and growth	Increase trust, stewardship and long-term giving
Media	Amplifies SCWO's voice and advocacy	Position SCWO as a trusted expert source

Why SCWO Is Looking For An Agency

Current Communications Journey

We are looking to strengthen and professionalise our external communications efforts.

Areas of focus:

- Raise visibility of SCWO's work and impact
- Position SCWO as a leading voice on issues affecting women
- Build stronger media relationships
- Increase engagement across digital channels
- Develop stronger storytelling around impact and advocacy
- Support fundraising, partnerships and stakeholder engagement

What Success Looks Like

- More visibility
- More relevance
- Stronger engagement
- Better storytelling
- Greater influence

Ultimately, supporting SCWO's fundraising efforts.

What We Expect From The Agency

Strategic Partner, Not Vendor

We are not simply looking for someone to post on social media or distribute press releases.

We are looking for a partner who can:

- Think strategically
- Proactively identify opportunities
- Challenge our thinking
- Advise leadership
- Connect advocacy to current affairs
- Help build long-term reputation

What Will Differentiate Strong Proposals?

- Understanding of Singapore's social and policy landscape
- Understanding of women's issues
- Strong media relationships
- Strong social media capabilities
- Integrated PR + social approach
- Creativity grounded in reality
- Ability to work with lean teams
- Demonstrated results
- Experience with purpose-led organisations

Recap: Broad Scope of Work

PR

- Media strategy
- Media relations
- Thought leadership
- Commentary opportunities
- Event publicity
- Executive profiling

Social

- Content calendar
- Content creation
- Community management
- Digital storytelling
- Basic design
- Video-first content

Advisory

- Messaging
- Crisis support
- Issues management
- Communications counsel

Quick Reminder: Submission Requirements

Required:

- Company profile
- Relevant experience
- Team structure
- Proposed strategy
- KPIs
- Timeline
- Pricing
- ACRA
- Annexes

Submission:

Hard copy to be submitted to the Tender Box at 96 Waterloo Street.

Soft copy to be emailed to scwo@scwo.org.sg.

1 July, 5pm

Indicative Timeline

- Tender document: [Invitation to Tender - Get Involved](#)

Activity	Date
Virtual briefing to prospective agencies (optional)	10 June
Tender submission deadline (21 working days post launch)	1 July, 5pm
Tenders opened by Tender Opening Committee	2 July
Review by Tender Evaluation Committee	2 – 10 July
Presentation by shortlisted agencies	15 July
Selected agency(s) presented to Tender Approving Committee Approval by Tender Approving Committee	22 – 24 July
Approval by Board of Directors	29 July
Agency Appointment	3 August

Questions?



Singapore Council of Women's Organisations

Equal **Space.** Equal **Voice.** Equal **Worth.**

www.scwo.org.sg