



SINGAPORE COUNCIL OF WOMEN'S ORGANISATIONS

Term Report

15th SCWO Board

President	Ann Tan
1st Vice President	Junie Foo
2nd Vice President	Laura Hwang
3rd Vice President	Woo Choon Mei
Honorary Treasurer	Mary Liew
Assistant Honorary Treasurer	Mariam Alias
Honorary General Secretary	Susie Wong
Assistant Honorary General Secretary	Joanna Portilla
Board Members	Lee Yen Yen
	Maria Boey
Immediate Past President	Wee Wan Joo

PRESIDENT'S REPORT

It has been a year since we were elected on the 15th SCWO board. It has been a pleasure working with my team consisting of both new and seasoned board members.

The year has been challenging in various aspects and in particular with the economic downturn, we have had to work doubly hard to ensure that our programmes continue to run while taking on new projects to serve a wider community. SCWO is grateful for the continued support it receives from all quarters.

1. Term Highlights

1.1 International Women's Day 2009 – Successful Women, Successful Economies

Successful Women, Successful Economies was the theme for IWD 2009 and was as an ideal follow up to IWD 2008's theme Women: Engines of Growth. This was also in preparation for APEC WLN 2009 of which SCWO is deeply involved.

Women: Engines of Growth highlighted the prominent role women play in the economy and society. This year we highlighted how important it is to have women as decision-makers and how women contributed to the success of businesses, societies and the economies. Our main objective was to increase the awareness of business leaders, human resource personnel, government officials, women leaders and individuals, to see the importance of having gender-sensitive human resource policies and nurture women in their sectors to grow as leaders.

Success was defined as not only in terms of career but also in their health and rights. Three events were held with the theme in mind – IWD Fun Run/Walk, our signature Power Lunch and a Film Screening of "We Want Roses Too".

1.1.1 Power Lunch

The event held at The Pan Pacific Singapore on Saturday 7th of March from 11.30am – 3.00pm saw an attendance of 360 people.

The Guest-Of-Honour for the event was Mrs S R Nathan, Patron of SCWO. The speakers and panellists;

Keynote Speaker: Ms Grace Fu, Senior Minister of State for National Development and Education

Panelist;

Ms Jessica Tan, Managing Director of Microsoft and MP for East Coast GRC,
Ms Jessica Tan, Partner at McKinsey and Company Singapore,

Ms Aw Kah Peng, Chief Executive Officer (Singapore Tourism Board),
Mrs Stephanie Yuen Thio, Head of Corporate Department and Joint Managing
Director TSNP Law Corporation and
Dr Kanwaljit Soin, Consultant Orthopaedic Surgeon and President of Wings.

Moderated By:

Associate Professor Annie Koh, Professor of Finance, Association Dean of
The Lee Kong Chian School of Business and Dean of Office of Professional
Education at Singapore Management University

The event was opened with welcoming remarks by Mrs Junie Foo followed by
a short speech from Dr. Ann Tan who also launched SCWO's new logo.

The audience were treated with a keynote speech by Ms Grace Fu who
highlighted the progress of women in Singapore and their contributions to the
economy. She emphasised women are much more than economic resources
and that success had a wider definition than simply career goals.

The keynote speech was followed by the panel session where Assoc Prof
Annie Koh introduced each panellist. Before the official discussion began, Dr.
Soin was given the opportunity to talk on the issue of women and ageing.

The panellists shared with the audience on the importance of having
women/family HR policies and practises and the positive impacts that the
companies benefit from such practices.

The floor was opened to the audience where most asked questions or shared
their views on the topics and statements made by the panellists. Before the
closing remarks were made, SCWO held a lucky draw for 4 winners who
received flight tickets courtesy of Jetstar Asia.

360 people attended the lunch amongst them were tables donated to students
from Raffles Girls School and Nanyang Technological University. In addition,
a table was donated to Beautiful People, a not-for-profit organisation, which
aims to develop positive life skills to teenage girls.

1.1.2 IWD Fun Run/Walk

Co-organised by SCWO and a team from NTU final year students the main
objectives of the IWD Fun Run/Walk was to raise the level of awareness of
the need for women to lead active lives and take better care of their health
through regular health screenings as well as maintaining a healthy lifestyle.
The event was also aimed at promoting greater understanding and
acknowledgement of women's contributions to Singapore. This event was
open to the general public and supported by the Council for Third Age.

Categories in the run:

- 1) Open
- 2) Council for Third Age (above 50 yrs) – Active People Category
- 3) Inter-generation (below 25 years paired with next of kin above 40 years)

The event held at Bedok Reservoir Park on Sunday 1st March from 3pm to 5.00pm saw more than 500 registrants, 250 for the category for Council for Third Age and the remaining registrants for the open and Inter-generation category.

The Guest-Of-Honour for the event was Ms Jessica Tan Soon Neo, MP for East Coast GRC. Mr Henry Quake, CEO of Council for Third Age also lent this support for the event and gamely joined in the run and Ms Suzy Walsham, a well known Singaporean Woman Athlete was invited to lead the warm-up session prior to the run. .

Pacific Healthcare medical personnel were present to conduct on-site free health screening for the 1st 200 registrants.

Participants received goodie-bags and winners of each category won a 3-to-go return tickets courtesy of Jetstar Asia Airways to destinations around Asia. Top 3 winners under the Council for Third Age category were also awarded medals in recognition of their achievements.

1.1.3 Documentary Screening – We Want Roses Too

In conjunction with the opening night of the 3rd Singapore Independent Documentary Film Fest SCWO collaborated with The Substation for the screening of an Italian Film entitled –“Vogliamo Anche Le Rose” (We Want Roses Too). The documentary is an award-winning film that portrays the revolutionary changes brought on by the sexual revolution and the feminist movement in Italy during the 1960s and 1970s. It is an amazing technicolor spectacle that documents the shared feelings of the feminist movement: that women could no longer support a society based on the patriarchal family, on the power of "husbands" and on the supremacy of males, which requires women to be efficient mothers, obedient wives and virtuous daughters. It is a celebration of advancement and progress in the area of women's rights and the feminist movement.

The event was held at The Substation, Armenian Street at 2.30pm with cocktail reception followed by the screening at 3.00pm.

The Guest-Of-Honour for the event was Professor Ostelio Remi from the Italian Institute of Culture.

51 people attended the screening; 42 tickets were sold and 9 complimentary tickets with 50% of the proceeds going to SCWO.

1.2 Rebranding and our New Look

SCWO undertook a rebranding exercise to gather feedback on our image and branding among the different age groups. Following from this exercise, we decided to revamp our logo. The logo was at our Signature Power Lunch.

The logo has evolved to present a more contemporary typeface which is instantaneously perceived as modern, relevant and progressive to enthruse both our younger as well as maintain our more matured audience.

The corporate dark gray of the letters was chosen to depict an official look and feel to SCWO and balanced with the livelier colours of the 'O' to depict our youthfulness and energy.

The 'O' was created with 4 different colours to represent our diverse interests and operation objectives of the women's organisations for which SCWO serves and represents.

The symbol of the 'O' or interlocking circle represents unity and the need for us to work together to serve the different needs of women in Singapore.

The 3 alternate purple bars around the 'O' was chosen as it symbolises power, strength and has long been a colour of the women movement. The 3 purple bars depict SCWO's work to advance the status of women –

1. To serve as a national coordinating body for women's organisations in Singapore and foster friendly relationships, goodwill and understanding amongst women organisations and women, irrespective of race, colour, or religion;
2. To ensure justice to all women, protect and to further women's welfare
3. To educate, inform and advocate and serve as a resource centre for women's issues in Singapore

The other 3 colour bands - yellow, green and blue depicts our different women groups –

1. Arts, Sports, and Community Groups
2. Professional, Business and Labour Women Groups
3. Advocacy, Service and Network Groups

As part of this branding exercise we also embarked on a website overhaul to ease administrative duties and also have a website that is more user-friendly. The website had to be created in phases in order to carry out all different back-end and front-end components. We are now in the final phase with getting the facility booking system and also the events registration on-line.

1.3 Study and Proposal on Enforcement of Maintenance Orders

We have recently embarked on a study of Enforcement of Maintenance Orders. The study is on how the current system functions and whether other measures may improve the regular and timely payment to recipient families. We took on this project because last year alone 3,200 applications were filed for enforcement of maintenance by 1700 people, mainly women. Not only were the lives of these women affected but also the children.

We have carried out primary and secondary research. Qualitative research was carried out with 6 focus group discussions held with 5 sample groups – counsellors, wives with PPO seeking maintenance orders, wives who have applied for enforcement of maintenance orders, ex-husbands who have been served with maintenance and enforcement orders and family lawyers.

With this we are working together with The Law Society to formulate recommendations to be presented to better improve the system. The findings and recommendations will be presented at a forum to be held on Monday 27th July at SMU from 10am – 2.30pm.

1.4 Fundraising

Although this year was exceptionally hard financially for most people especially the VWO's with more people coming for help but less people donating as their pockets began tighter. We at SCWO maintained the strategy of aiming to generate 1/3 of our income through our projects namely New2U thrift shop and rental of function rooms and writing proposals to foundations for assistance.

In addition, in a first ever collaboration with SDT, we co-organised a Gala Ball – The Cinderella Ball to raise funds and awareness of our work. The event was held at Shangri-La Island Ballroom on 28th February 2009 and was attended by 320 guests. Our staff and board members as well as volunteers all played their part to ensure that the evening was a success. Interviews regarding a modern day Cinderella were aired on Razor TV and there was pre and post publicity in Tatler, the event's official magazine. The Ball was a huge success not only in terms of raising \$116,000 for SCWO but also raising awareness about SCWO and our work amongst the attendees.

We also would like to highlight and record our gratitude for the continued support from Kwan Im Thong Hood Cho Temple. We managed to continue the upward trend from our various income sources and generating income.

1.5 Volunteerism

As we are a VWO we are largely reliant on our volunteers as we have limited resources. We are ever thankful to our volunteers as without them we would not have a New2U shop or an IT Hub. Both are run entirely by volunteers. We also have volunteers from companies such as Body Shop, who has annually without fail sent their staff down to assist us and also to individuals who helped us out such as handyman Henry, computer Sam, NTU Students and others.

2. Events

2.1 Conversations with Inspirational Women – Somaly Mam

On 21st May 2009, 100 people attended the Conversations with Inspirational Women – Somaly Mam. We worked together with PrimeTime for this event.

Ms Somaly Mam is an internationally acclaimed human rights activist against sexual slavery and human trafficking.

Born in Cambodia in dire poverty and having herself been sold into prostitution by a man who posed as her grandfather, Somaly has made it her life's work to the rescue, rehabilitation, and reintegration of victims of sexual slavery via the non-governmental organisation she founded after her escape from her captors.

Somaly who is named one of Time Magazine's 2009 "The World's Most Influential People", is the president of 'Agir Pour les Femmes en Situation Précaire (AFESIP)', ('Acting for Women in Distressing Circumstances') and under her leadership, AFESIP now has 155 social workers in Cambodia as well as the neighbouring countries of Thailand, Laos, and Vietnam. The organisation has saved over 4,000 girls since its founding in 1996. Although she has received death threats her resolve to fight has not waned.

The session was a rare opportunity to come up close with this remarkable lady and listen to her in person as she recounts her haunting experiences and her continuing battle against human trafficking and sexual slavery. We want to inspire women in Singapore that they too can make a difference to the lives of others. All who attended came away moved by the humility of the person and singleness of mind of this amazing woman.

This event was co-organised by Singapore Council of Women's Organisations (SCWO) and PrimeTime Business and Professional Women's Association and supported by Lexis Nexis and Singapore Institute of International Affairs.

2.2 "Wall Of Fame"

In September last year SCWO announced a new pioneer to the Wall Of Fame at the Singapore Jewel Fest.

The Wall of Fame is a project of SCWO, started in 2005, to honour women who have made a significant impact on the lives of women in Singapore. The main objective is to create awareness of the extraordinary and significant contributions of women activists who have help shape the landscape of women advancement in Singapore. Enclosed with this letter are the names and backgrounds of the women who are already on our Wall Of Fame.

The SCWO Board had selected Mrs Julie Tan to be one of the women that we honour because of her tireless work to see to it that women in Singapore receive the same opportunities as the men.

She was a passionate and dynamic leader who championed the cause of women's rights and the less fortunate. Starting as a devoted volunteer for YWCA then serving as their President, Julie initiated projects to ensure that women, the elderly, and less fortunate had equal access to education and a better life. She was a visionary who stood up during the 1970's and spoke up for the need to empower women to take control of their finances and life. She was one of the founding members of Singapore Council of Women's Organisations and was elected as its first President. She was also

instrumental in the establishment of D.E.W Credit Co-operative, the only credit union for women in Singapore, promoting women's financial independence. Julie Tan remained as D.E.W Credit's president until her bereavement in 1995.

2.3 CEDAW

SCWO co-organised a CEDAW closed door session on the 6th of October with MCYS. The session was for the state to present its draft report to women's organisations in Singapore. The session saw representation from more than half of our member organisations with an attendance of 85 people.

Following the closed door session SCWO together with AWARE held a workshop with Muslim Women to address the reservations.

SCWO sent Nur Ain Mustafa to the Southeast Asia Meeting on the Application of CEDAW Framework to Address Impunity in the Context of Violence Against Women on 15-18 October 2008, Kuala Lumpur, Malaysia

Organised by International Women's Rights Action Watch Asia Pacific, the 4-day meeting focused on the use of human rights frameworks, specifically, CEDAW, to address impunity in the context of violence against women in Southeast Asia. The meeting brought together 30 activists, experts and academics from 10 Southeast Asia countries who work on violence against women and the CEDAW.

The specific objectives of the meeting were:

- To build conceptual understanding of the framework of impunity as a human rights concept among women's groups in Southeast Asia who use CEDAW as a mechanism to address issues of violence against women;
- To develop national strategies using a rights based approach to address impunity in the context of violence against women with considerations on national and regional experiences and international human rights standards;
- To reinforce the regional processes and constituencies addressing violence against women as a violation of women's human rights

2.4 The 'F' Word

SCWO participated in the U60 – Universal Declaration of Human Rights 60th anniversary celebration together with other VWO's. We co-organised a forum together with AWARE and UNIFEM Singapore to speak to audience about "The 'F' Word – Is Feminism Still a Dirty Word?" The speaker of the event was Ms Constance Singam and the topics covered included what is feminism, the history and the different movements within Feminism, how it got misinterpreted and women's rights. It was an interactive forum with participation from many men and women.

2.5 Presidents' Evening

To foster friendly relationships and provide a platform for networking, and to update member organisations on activities and services, SCWO annually hosts Presidents' Meetings. As a resource for gathering and disseminating information, the Presidents' evening has been an effective way of engaging leaders of SCWO member organisations.

2.6 Member's/Volunteer's Night

We held several member and volunteer appreciation tea and dinner sessions. The members dinners saw different member organisations presenting and sharing their organisations mission and events. The volunteer appreciation events were organised for IT Hub Committee, New2U ThriftShop Committee and also volunteers of SCWO.

2.7 BodyShop Workshop

Annually BodyShop staff volunteers at the Star Shelter and SCWO. This year in addition to painting the premises and putting up Christmas decorations they held 2 workshops for residents from the shelter and members of member organisations of SCWO. The Beading Workshop and Make-Up workshop saw full attendance.

2.8 Creative Writing Workshop

SCWO together with Magdalena (Singapore) organised a Creative Writing workshop for women interested in learning to write Plays. The workshop saw women playwright from Singapore teach attendees on how to write plays and they were then treated to watch Blood Binds and meet up with the playwright of these plays to discuss the process of writing. The turnout was less than expected but the attendees enjoyed their sessions.

3. Visits

3.1 RGS Visit

For 2 days SCWO hosted 400 girls from RGS to discuss issues concerning women in Singapore and the women's movement in Singapore and cover with them what is gender equality and about CEDAW The students visit was a part of their school curriculum.

3.2 Korean Delegates

6 Korean Officials from Gyeonggi Provincial Government visited SCWO to learn and share with us;

- family policy and support systems (includes women, children and the elderly)
- To benchmark exemplary cases of family support plans and family programs related to women's social participation.
- To visit family support program facilities and study relevant programs for future application in the operation of the Women Vision Center of Gyeonggi Provincial Government

3.3 UNIFEM Aceh Visit

At the request of UNIFEM Singapore, SCWO hosted a team from Aceh UNIFEM office on a study trip.

The purpose of their visit was to learn aspects of progressive programmes to eliminate VAW or gender-based violence including those such as One-Stop Crisis Centre or Legal Aids, including those undertaken by the Islamic institutions in Singapore. They were also keen to be briefed on legislative measures that are supportive of women and promote gender equality.

3.4 Thai Delegates

At the request of the Thai Embassy and Ministry of Foreign Affairs SCWO hosted professors and researchers from Chulalongkorn University who had been commissioned by the Royal Thai Ministry on Social Development to learn about social welfare and women's movement in Singapore. The team were briefed on the mission and role of SCWO and the Star Shelter.

4. External Partners

4.1 MCYS Women's Desk

During the past year we continued to have quarterly meetings with MCYS to facilitate communication on policy issues, local and regional matters, as well as provide updates and share information on women-related programmes and activities organised. SCWO has collaborated in, and supported many of MCYS' projects and initiatives, including participation in the closed-door discussion on CEDAW recommendations and advice on the Women's Register. We would like to express our thanks to MCYS Women's Desk for their strong support, and funding of various SCWO's activities and programmes. SCWO also records it thanks to MOS Mrs Yu Foo Yee Shoon for her interest and dedication to women's causes.

4.2 NCSS

SCWO continues to support NCSS efforts to build an active civil society. We provided NCSS with feedback on good governance whilst adhering closely to NCSS guides on good fundraising practices and basic governance responsibilities of VWOs. The NCSS has provided support for the SCWO, in particular in funding support for Star Shelter. Staff have also been benefitting from attending heavily subsidized training sessions held at NCSS.

5. INTERNATIONAL LIAISON

5.1 APEC WLN

The Women Leaders Network (WLN) of APEC (Asia-Pacific Economic Cooperation) was founded in 1996 in Manila as an informal, dynamic network which brings together women leaders from all sectors, public, private, academia, civil society, indigenous, rural and women in technology, to provide policy recommendations to APEC officials. The network meets annually at the invitation of the economy which is hosting all APEC Ministerial meetings and the APEC Leaders Meeting.

WLN is open to women who are leaders in their field and willing to use their position to influence policies that will help benefit women throughout the Asia-Pacific region, most notably through APEC. Among its accomplishments, WLN has presented recommendations which resulted in the first two

Ministerial Meetings for Women, creation of the APEC Gender Focal Point Network and the recognition of the 'unique contribution of indigenous women' to the economy by the APEC Ministers Responsible for Trade in 1999.

This year Singapore will be hosting the APEC WLN Meeting from August 3-5. SCWO is actively involved in organising this meeting with MCYS. We encourage all our member organisations to attend APEC WLN meeting and members of member organisations of SCWO will receive a special discounted rate of \$300.

5.2 ASEAN Confederation of Women's Organisations (ACWO)

Ann Tan and Susie Wong attended the ASEAN Confederation of Women's Organisations in Manila on November 21st 2008. Discussions were held with regards to the evolution and progress of Womenomics ie..women's impact on the economy in the ASEAN region. The meeting was also a General Assembly to hand over the chair to Vietnam who will host the 2010 General Assembly.

5.3 International Council of Women (ICW)

SCWO continues to be a member of International Council of Women (ICW).

6. On-Going Programmes and Services

6.1 Star Shelter

The Shelter housed a total of 79 residents comprised of 54% women and 46% children. Most of them were Singapore citizens and the others came from Vietnam, China, India, Indonesia, Philippines and Malaysia.

In Dec 2008, Star Shelter was given a store to participate in the Community Chest Anniversary Celebration. The residents sold some cards and craft works hand made by them.

There were a number of Media (Mio TV & Newspaper) who has helped the Star Shelter to promote awareness on Family Violence.

We have seen an increased in voluntary services rendered to the shelter. The Body Shop staff helped to paint the walls. A few of the organisations offer their services (e.g hair cutting & baking course, training etc) to the resident and some invited the resident to Christmas party etc.

Brandex has also offered the resident simple work where they can earn some pocket money by sticking labels onto packages of food.

6.2 Women's Register

6.2.1 Membership

Women's Register's individual membership has increased by 15.7% from July 2008 to June 2009 bringing the total number of members to 427. Corporate membership has increased by 12% to 33 members, out of which 24% are corporate organisations and the 25 others are from the non-profit sectors. 30.8% of our members are between the ages of 30-39 and 29.5% 40-49 years old. A majority of members have bachelor's degree or masters degree and majority hold a senior position at their workplace.

6.2.2 Events

A. Tap Into Your Infinite Potential

This life coaching session was conducted on 12th July 2008 by Stephanie Chu, the only licensed LifeSuccess Consultant in Singapore. She trained directly under Bob Proctor and Paul Martinelli and has been coaching for 10 years. This two and a half hour workshop was held at SCWO Centre and 18 people turned up for the event. Registration fees were \$10 for members and \$20 for public. \$260 was raised from this workshop.

B. I am Woman. Leadership Forum

This forum was jointly organised by Women's Register and SIM Professional Development on 8th November 2008. It was held at the SIM Clementi Campus from 9am to 6pm. There were 102 paying registrants and raised \$4,300 for each organisation. The theme of the event was Growing and Nurturing Women Talent in Asia and invited 15 women leaders from across different industries to speak on various topics and a panel discussion as well as breakout session. Official media was Her World magazine and official prize sponsor was Jetstar Asia Airways.

Our Special guest for the event was Mrs Yu-Foo Yee Shoon, Minister of State for MCYS while the Guest of Honour who delivered the keynote address was Ms Indranee Rajah, Deputy Speaker of Parliament and MP for Tanjong Pagar GRC. The impressive line-up of speakers include Dr Melanie Billings Yun, Ms Tracey Woon, Ms Fanny Lai and Ms Tan Su Shan to name a few.

C. A Celebration of Women

This event was held together with Mediacorp in celebration of International Women's Month on 7th April 2009 at Indochine at Empress Place, Asian Civilisations Museum in the evening. It was networking session where members of the public could interact with 14 female personalities and industry leaders up close and personal. 31 people attended this event and raised \$1,395.

6.2.3 Publicity

The Law Society of Singapore promoted Women's Register on their newsletter e-Jus News Extra, encouraging more legal professionals to sign up.

Women's Register received media attention for the forum on Today newspaper, Today online as well as Her World online, all promoting the event.

The Business Times dedicated its front page to covering the Women's Register's cause and featured Ms Junie Foo, Mrs Noor Quek and Ms Juanita Woodward on 7th March 2009 with an article titled "Singapore's Best Kept Secret".

6.2.4 Conclusion of Research Study

In March 2009, Women's Register concluded its collaboration with Dr Claudia Peus, Executive Director of the LMU Center for Leadership and People Management and Assistant Professor of Psychology at Munich University and a Visiting Scholar at MIT Sloan School of Management. Dr. Peus' study was designed to uncover factors that have led to the success of women business leaders.

This partnership has concluded in a report with personal interviews with 22 top women leaders in Singapore. The methodology employed used a semi-structured format modelled after Dr. Peus' interview guideline, to ensure comparable data were obtained from each respondent. Each interview lasted between 45 minutes and 1 hour. Respondent was asked to sketch her career development, to identify factors crucial to success, and strategies employed to overcome barriers. In addition, participants were asked about mentors and role models who influenced or supported their development. How did people influence them? Lastly, each participant was asked about the role of work-life (family) balance. What factors are of particular relevance? What strategies help in balancing work and family?

At the conclusion of the interviews, each participant was asked to complete a questionnaire that provided personal demographic information.

Inferences from the study - Success takes hard work, perseverance, willingness to take risks and to change. However, success is also being someone who treats others with respect, having the ability to hold onto both our "yin" and "yang" side and be true to our whole selves, willingness to help others grow and develop and lastly, recognizing the importance of balancing work and family. These are valuable factors that both men and women can benefit from. There is much we can learn from these studies and also more work that needs to be done.

6.2.5 Women's Register New Committee

As at January 2009, a new committee has been elected for Women's Register. Mrs Arfat Selvam, chairperson and one of the founding members of Women's Register stepped down. Ms Junie Foo has since taken over the position and appointed Mrs Noor Quek and Ms Juanita Woodward as co-chairs. Other members of the committee are Dr Ann Tan, Mrs Wee Wan Joo, Ms Irene Boey and Ms Saleemah Ismail. Mdm Chan Jer Luang and Mrs Ann Phua have also stepped down. There will be two new members who will be joining the committee in due course and an advisory panel will be set up.

6.2.6 Cessation of NVPC Funding

The NVPC grant period was 1 year from July 2007 and has since ceased from June 2008. Women's Register was informed by NVPC that its New Initiative Grant criterion has also been revised, applicable immediately and if Women's Register would like to continue to receive NVPC funding, it would have to submit a detailed proposal and NVPC will set the targets. The new committee have decided to explore other alternatives to raise funds as the NVPC criterion had diluted the original objectives of Women's Register with too much focus on the voluntary aspect.

During this period, Women's Register raised \$29,000 in fees and donations and reached out to 4,300 people via events and website hits.

6.2.7 Repositioning of Women's Register

The funding by NVPC had led to the dilution of the original objectives of the initiative to focus on voluntary positions, regardless of whether in leadership positions or not. Women's Register is currently undergoing a revamping exercise and has relooked at its vision, mission and objectives. As at March 2009, Women's Register has positioned itself as a coordinating body for the advancement of women in leadership positions as well as a coordinating body for companies and organisations that want to share best practices in the area of gender diversity.

The vision of the Women's Register is to promote female leadership in the Public, Private and Non-profit sectors. It has a focus on board diversity to ensure that the vast female professional talent in Singapore is appropriately considered for these positions.

The Women's Register seeks to create an awareness of the lack of gender equality at top management levels and helps to facilitate ways for women who aspire to rise to top positions, to be identified and considered for senior management and board roles.

The aim is to build a bridge for women who are ready to step into senior roles, as well as to inspire and assist women who are now building their professional skills to step into these roles in 3 to 5 years time.

Revision to membership criteria and fees has also been effected. As at April 2009, membership to Women's Register is by invitation only. This is to ensure the quality of women talent and leadership skills in the register.

For women who would like to join the register, they can submit their CVs and the Women's Register committee will assess and if the profile is right, we will invite them to join the register and make a payment of \$100 for an annual membership. For Corporate Members, non-profit organisations pay \$20 per year and for-profit organisations pay \$200 per year.

6.2.7 Rebranding Exercise

Women's Register has managed to secure pro-bono advisory services from Lloyd Northover Yeang to rebrand itself. The exercise is currently a work-in-progress.

6.2.8 On-Going Collaborations

Women's Register will be working with the Singapore Institute of Directors and the Singapore Management University to launch a new academic programme aimed at educating existing directors and board members of companies and prepare those who are interested in taking up these positions. The launch is slated for November this year.

Women's Register will also be lobbying for a governmental / private organisation to track the number of women on boards in Singapore on an annual basis. Entities that have been discussed include NUS Business School, SMU, Registry of Companies and Statistics Singapore. Women's Register has also approached Heidrick and Struggles to see if they can undertake this project.

Women's Register is currently trying to engage Ms Julia Russell, Managing Director of TurQuoise Communications to conduct a Personal Branding Session for our members. She has had 20 years of business experience and has spent the last 14 years in Asia. She has facilitated presentation skills workshops for many leading multinational organisations across Asia. She also works at senior levels to provide one on one presentation coaching.

6.3 IT Hub

Esther Pung, long-time volunteer-in-charge of IT Hub, has over the course of the year, groomed numerous capable and dedicated assistant tutors and potential future trainers. We are pleased to report that the SCWO IT Hub restructured its course structure in Jan 2009 in order to attract new members that are looking for short-term classes. We revised the fees to \$50 per module (each module is 3 months) and \$25 per 6 months for the tutorial. In addition to the regular tutorial classes held every Wed and Saturdays, we are now also offering IT classes at basic and intermediate level three times a week at for a 3-month duration.

In 2008 we had 191 students attending the courses. From Jan-June this year we have 91 students.

IT-Hub is also offering 1 or 2-Day short courses on Fridays touching on specific software applications such as MS Excel, Photo-Editing, Web-design Basic and File Management. We believe the various courses offered will encourage even more housewives and retirees to take part in the program and to keep in pace with the current technological advancements.

The students created a website from scratch <http://everlearning.tripod.com>.

"SCWO opened up a new world of Independence for me. I was able to communicate with family and friends overseas by email whereas before it was tedious by post. Learning the many aspects of the computer is a challenge to me and a great source of enjoyment. My teachers have a great abundance of patience and I have made many good friends." IT Hub Student 2009

6.4 New2U

New2U Shop has had a good year, with a growing customer base and a reasonably steady supply of volunteers to run the shop. Our sales for June 08 – June 09 were \$112,000.

Donations in kind continue to come in on regular basis and we receive them in large quantity especially doing the year end. The donations are filtered, sorted and put on sale by our 25 volunteers led by Penny De Jongh. Though some of the ladies who have been with us for many years do come and go, we still have a group of passionate ladies who will continue to get their friends to join the team of volunteers and help out in the shop.

New2U Shop underwent a round of slight refurbishment during the year, all carried out by volunteers: from The Body Shop who took time out to clean-up the store, re-merchandise the products, re-arranging the layout as well as fitting out and replacing the 2nd-hand bookshelves in our bookshop. The volunteers also help to man the store and extended the operating hours of New2U shop for a week in order to generate more revenue.

7. MEMBERSHIP

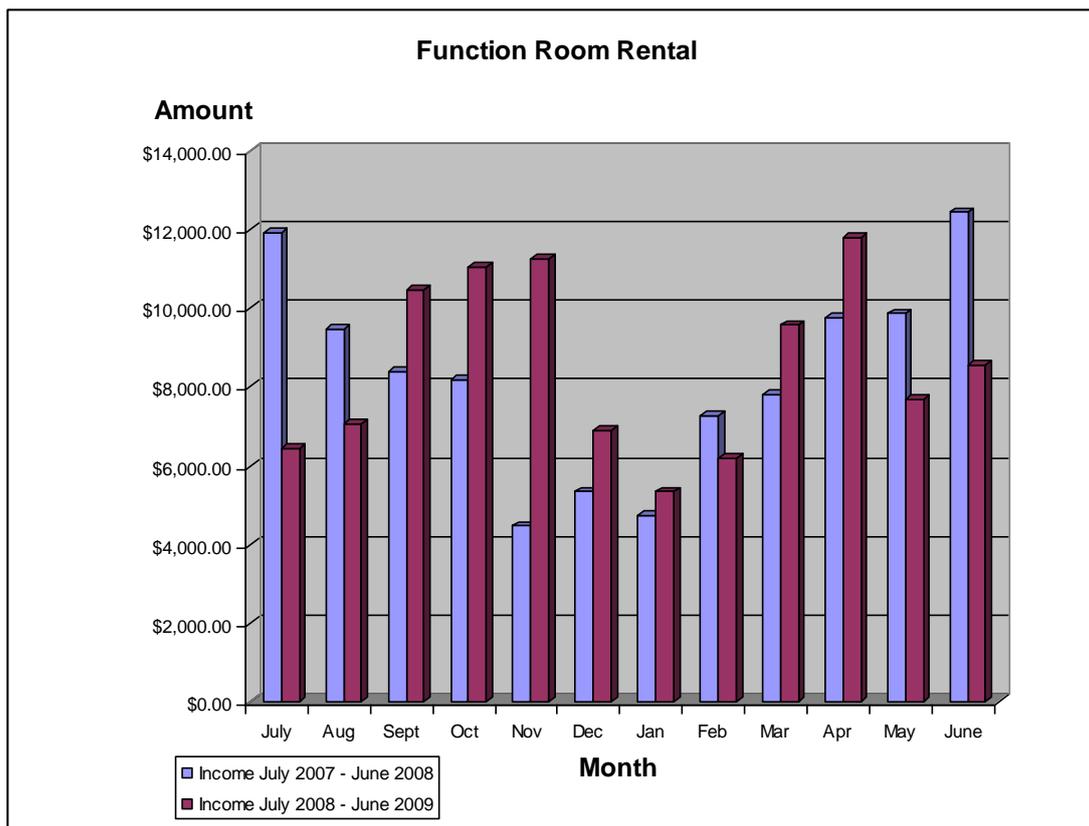
Membership stands at 49 ordinary members, 6 associates and 1 friend of SCWO.

8. SCWO Centre

As the building infrastructure is old and the equipment installed reaching a life-span of nearly ten years maintenance and repair was necessary on pipes and air-conditioners. We had also painted the lower façade of the building and the corridors with the help from The BodyShop volunteers.

8.1 Function Rooms

The function rooms did better than the previous year. Total for July-June 2009 was \$102,000. However, the recent months has seen a dip in revenue as many of our regulars have stopped running classes due to lack of response or students for their events. This has affected us slightly.



8.2 Social Business Cafe

As Mary was not renewing her contract for SCWO's Café we had decided to turn the café into a social business for SCWO. It will not only be for generating income for SCWO but also as a training centre for residents to learn how to cook and serve customers. They will acquire skills that can be used to gain them employment or learn how to set up a foodshop themselves such as learning about set-up, finance, stock control, serving etc. The licence to run a foodshop at the café is now under SCWO's name. In the meantime as the committee look into these issues the shop is rented out on a short term basis to meet the needs of functions at our centre.

9. Secretariat

Staff strength remains the same except for the resignation of Lily Lim as Manager of Star Shelter;

Fazlin Abdullah – General Manager

Nur Ain Mustafa – Operations Executive

Sia Wei Leng – Administrative Executive

Tan Seang Kiew – Accounts Executive

Maureen Lee – Women's Register Manager

Constance Oliveiro – Warden/Security Guard

Ms Azrahayu Affandi – Administrator/Social Worker The Star Shelter (to join us on 01/07/09)

10. In the Coming Year

1. Social Service Fund
2. Forum on Enforcement for Maintenance Orders
3. Conversation with The Mount Everest Women Team 16th July 2009
4. Engaging member organisations to run joint events for IWD 2010 in conjunction with SCWO's 30th Anniversary
5. Study and Review of the Women's Charter
6. SCWO New2U Bazaar 5 – 6 September 2009

11. Thank you

We want to thank you for your support and encouragement that has been given to myself and the team of the 15th SCWO Board to carry out our work and mission.