



**CITY DEVELOPMENTS LIMITED**

## **CDL Wins the SAF Award for Employers - Special Mention**

July 30, 2004

City Developments Limited (CDL) is the only property developer to win the Special Mention Award this year. To qualify for this "Special mention Award" category, an employer must win 5 Awards within a 7-year period. Only 4 Special Mention Awards have been given out this year.

CDL has various schemes in place to recognise the contributions made by our NSmen. They are small but important gestures to show our NSmen that we value their contributions to the nation.

Said Mr Kwek Leng Joo, CDL's Managing Director, "At CDL, we believe in creating a corporate culture conducive for our NSmen to be fit and quick to respond when called upon by the nation. We also have policies in place to ensure for instance, that they are able to go for their In-Camp-Trainings (ICT) with an ease of mind that their duties are taken care of by someone or that they can serve their ICTs without the need to defer it. In the last 2 years, CDL has had nil deferment application."

An attractive incentive for the NSmen is CDL's offer to match the SAF monetary reward dollar-for-dollar. This encourages employees not just to pass their IPPT but to do even better. If an employee receives a gold and is awarded \$400, CDL will match this with another \$400. CDL employees are also given a full day leave on the day of their IPPT test and also be featured in City News, CDL's company newsletter.

To ensure that the NSmen keep fit all year round, a subsidised California Fitness Club membership is also available to all CDL NSmen and they are encouraged to visit the gym at least twice a week. The results speak for themselves and there have been no IPPT failures in recent years.

"I received a \$100 award for IPPT 4 months ago and our HR doubled it. Our company's incentive of matching Mindef's monetary reward dollar-for-dollar has provided more motivation for NS men in CDL to train and try harder at their IPPT test. Many of my camp mates were impressed with our scheme and said they will request their HR to consider this. Of course, the end product of trying harder is a fitter body which is much needed in today's stressful environment," said Mr Anthony Chua, Manager (Business Development) and Corporal (NS) in the army.

CDL also organised the SAF Day Combined Rededication Ceremony last year, recognising the vital role corporations must play to support its NSmen and contribute to the national security of Singapore.

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