



**First
Campus**
ntuc

Sowing Seeds

Growing NFC Together





Sowing Seeds Growing NFC Together

Sowing seeds is something everyone does at NTUC First Campus (NFC). From principals and teachers who nurture and care for pre-schoolers, to education specialists who develop and deliver new practices. Everyone plays an important role in bringing out the best in each child, and growing NFC together.

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Chairman's *Statement*

On behalf of the Board of Directors, I am pleased to present the Annual Report and Audited Financial Statements of NTUC First Campus Co-operative Limited (NFC) and its subsidiaries for the financial year ended 31 December 2011.

NFC is today the largest childcare services provider in Singapore. As we celebrate our 35th Anniversary this year, we can take pride in this achievement. But we must never lose sight of our purpose – the reason for our existence. We want not just to support working parents; we are here to inspire young lives and to prepare them for life. We take the lead in ensuring the provision and availability of quality and affordable early childhood care and education (ECCE) services in Singapore.



Social Impact

As at 31 December 2011, NFC has increased the number of My First Skool (MFS) centres to 85, providing a total of 7,315 childcare places. The current average fee at MFS is S\$620, which is significantly below the national median fee of S\$730. In addition, families in need are able to tap on the Government's Centre-based Financial Assistance Scheme for Childcare. In 2011, 963 children received subsidies from this scheme.

Since 2007, the NFC sponsored Bright Horizons Fund (BHF) has been providing meaningful assistance for children from low-income families in many ways. The key benefits include enabling needy children to attend pre-school programmes at MFS centres, assisting low-income families in the payment of childcare fees and running learning support programmes to help needy children in the areas of literacy and behavioural support. In 2011, about S\$288,526 from BHF was utilised, benefiting 568 pre-school children.

On top of these, a new programme funded under BHF, the Family and School Together (FAST) programme, was introduced. This programme is designed to create opportunities for lower-income families to bond as a family through activities and workshops such as 'Kidz

can Bake' and the Sesame Street Show Musical. It has benefited a total of 149 families.

Investing in Industry Development and Innovations

As a leader in the ECCE sector, NFC must continue to invest in industry development and innovations. 2011 was a year where NFC pioneered a number of industry "firsts". These included Singapore's first Birth-to-Three curriculum framework developed specially for infants and toddlers from birth to three years old.

In the same year, MFS introduced Project Eureka, an initiative to encourage a culture of teaching innovations. Two "Project Eureka" centres were set up.

NFC also collaborated with the Singapore Centre for Chinese Language (SCCL) to pilot a new Chinese language curriculum at The Caterpillar's Cove (TCC) where children learn the Chinese language in an engaging and fun way through the use of stories. This is part of the broader national initiative to strengthen bilingual education, starting from the pre-school level.

SEED Institute collaborated with UniSIM and SCCL, to launch the Bachelor of Early Childhood and Chinese Language Education (BECCE) programme, to raise the quality of Chinese pre-school teachers with a strong



focus on helping teachers develop research interests and capabilities in ECCE as well as life-long learning attitudes and attributes.

Growing our Network

MFS added 21 new centres and expanded six existing centres, bringing the total number of childcare centres under the brand to 85 centres by 31 December 2011.

The Little Skool-House International (LSH) expanded by four new centres: At-Pandan Gardens, At-Arena Country Club, At-River Valley in Singapore and one At-Horizon Cove in Zhuhai, China.

We are also pleased to have completed the upgrading works in 17 of the 18 Little Wings (LW) centres in 2011, and a new LW centre was opened in September 2011, bringing the total number of LW centres to 20.

Winning Quality Recognitions and Accolades

NFC is committed to being not only bigger, but better as we stay focused on developing our core strengths and capabilities.

As a testament of NFC's commitment to provide the highest quality pre-school education, seven of our childcare centres were among the first batch of 24 childcare centres in Singapore to receive

the Singapore Pre-school Accreditation Framework (SPARK) certification, a new quality accreditation system introduced by the Ministry of Education (MOE), in September 2011. A number of our centres were also awarded the Ministry of Community Development, Youth and Sports (MCYS) Innovation Grant (IG), with a total value of more than S\$69,000. The IG is an initiative by the MCYS to promote an innovative culture and to improve the overall quality and standards in the ECCE sector.

Behind NFC's commitment to quality and excellence stands a dedicated and talented team whose leadership and competencies in Human Resource Management won accolades both nationally and internationally. These included The Singapore HR Awards 2011 – Leading HR Professional Awards and the Asia Pacific HRM Congress Awards 2011 – HR Leadership Award. Three MFS teachers also gained recognition for their hard work through awards handed out by MCYS and MOE. We are indeed proud of all our award winners.

Marking our Journey, Saluting our Staff

2011 marked the important milestone of reaching 100 childcare centres under the NFC network comprising of MFS, LSH and TCC.

The foundation for our organisation's growth over these 35 years is the people at NFC.





They are truly remarkable, as a group and as individuals. Our organisation's sustainable growth is ultimately driven by our people's passion for service, quality, and innovation, and their unwavering perseverance to accomplish new goals and set the pace for the ECCE sector, regardless of the hurdles ahead.

It took courage to get to where we are today, and we thank all our pioneer staff who has continued over a long period of time to chart a course of taking risks and making changes that brought us to where we are today.

Financial Performance

For the year ended 31 December 2011, the Group achieved a turnover of **S\$84.3 million**, which was **32%** higher than the previous year. Net Profit for the Co-operative and the Group before contributions to the Central Co-operative Fund (CCF) and the Singapore Labour Foundation (SLF) amounted to **S\$4.7 million** and **S\$1.4 million** respectively. The total contributions to CCF and the SLF were **S\$0.9 million**.

We have remained profitable since incorporation in 1992. As such, the Board is recommending a first and final dividend of **2 cents** per share for the financial year ended 31 December 2011.

In Appreciation

On behalf of the Board and Management, I would like to extend a warm welcome to our new member of the Board, Mr Ng Chee Yuen, who brings with him many years of consultancy and management experiences across a diverse range of industries.

On this special occasion of the NFC 35th Anniversary, we would like to specially place on record our heartfelt thanks to NTUC leadership and colleagues, our members, customers, corporate sponsors, business associates, and directors – both past and present – for their unstinting support and invaluable contributions over the years, now, and I am sure also, into the future.

Kee Teck Koon

Chairman
Board of Directors
31 May 2012

Board of Directors

As at 31 May 2012



Kee Teck Koon

Chairman

Mr Kee Teck Koon was appointed Chairman of NTUC First Campus Co-operative Limited in 2010. Mr Kee is the Non-Executive Chairman of CapitaMalls Malaysia REIT Management Sendirian Berhad (the manager of CapitaMalls Malaysia Trust listed on the Bursa Malaysia Securities Berhad), and Lien AID Limited. He also holds directorship positions in NTUC LearningHub Private Limited, CapitaMall Trust Management Limited (the manager of CapitaMall Trust listed on SGX-ST), Changi Airports International Private Limited, Alexandra Health Endowment Fund, and Raffles Medical Group Limited.



Tan Kim Song

*Practice Associate Professor of Economics,
School of Economics,
Singapore Management University*

Dr Tan Kim Song has been on the Board since 2003. He is currently a Practice Associate Professor at the School of Economics, Singapore Management University, having worked previously with various investment banks. He has been actively involved in consultancy and advisory works with various multilateral agencies, government bodies and corporates in the region.



Bertie Cheng Shao Shiong

Chairman, Telechoice International Limited

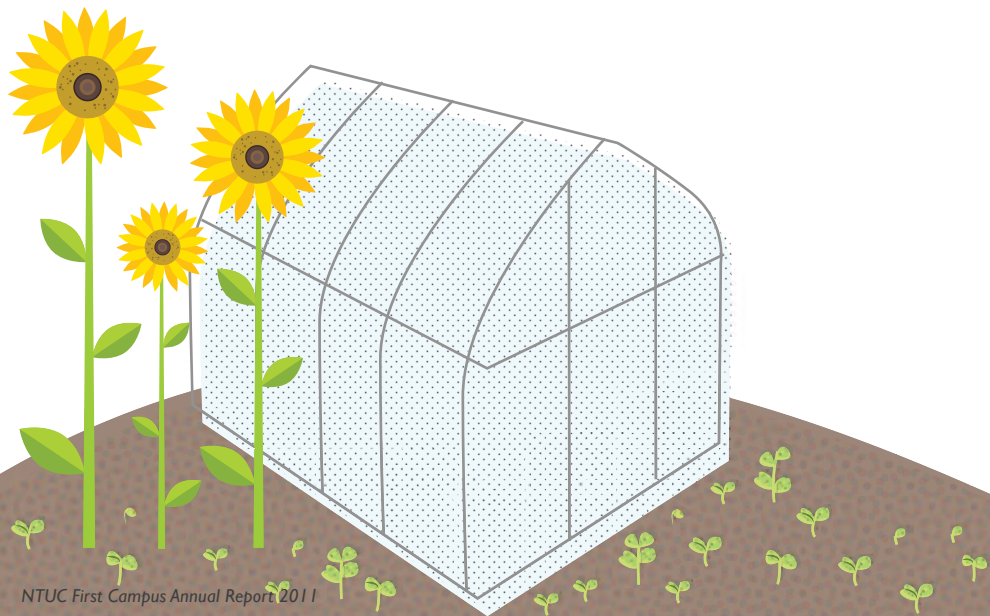
Mr Bertie Cheng has been on the Board since 2004. Mr Cheng is the Chairman of Telechoice International Limited and Non-Executive Chairman of TEE International Limited. He is also a Director of Hong Leong Finance Limited, CFM Holdings Limited and Singapore Technologies Electronics Limited.



Liak Teng Lit

*Group Chief Executive Officer,
Alexandra Health*

Mr Liak Teng Lit has been on the Board since 2004. He is the Group Chief Executive Officer of Alexandra Health, which manages Khoo Teck Puat Hospital. He currently leads the planning and commissioning of a community hospital and a specialist centre. He also serves on the boards of NTUC Unity Healthcare, Pathlight School and NorthLight School.





Denise Phua Lay Peng
*President,
Autism Resource Centre (Singapore)*

Ms Denise Phua joined the Board in 2006. She is a Member of Parliament since 2006 and currently serves in the Moulmein-Kallang Group Representation Constituency. Ms Phua is the President of Autism Resource Centre (Singapore). She runs two special schools, the Eden School and Pathlight School, the first autism school in Singapore she co-founded.



Ronald Tan Hee Huan
*Executive Director,
Singapore Institute of Management*

Mr Ronald Tan joined the Board in 2010. Mr Tan is the Executive Director of the Singapore Institute of Management. Mr Tan has held several senior management appointments in both the public and private sectors.



Albert Cheng Yong Kim
*Group Executive Director,
The Lion Group of companies*

Tan Sri Albert Cheng joined the Board in 2007. He is the Group Executive Director of The Lion Group with more than 30 years of experience in the business operations. He also serves as Managing Director of both Lion Industries Corporation Berhad and Lion Diversified Holdings Berhad. He is also the President Director of P.T. Lion Metal Works Tbk, Indonesia.



Ng Chee Yuen
*Co-Chairman, Capella Hotel Group Asia
Private Limited*

Mr Ng Chee Yuen is the latest addition to the Board with his appointment in 2011. Mr Ng is the Co-Chairman of Capella Hotel Group Asia Private Limited and founder of SHENNING Investments Private Limited. Mr Ng has over 27 years of experience in businesses, consulting, private equity and government service.



Adeline Sum
*Chief Executive Officer, Singapore Labour
Foundation and NTUC Choice Homes
Co-operative Limited*

Ms Adeline Sum joined the Board in 2009 and is a Member of the Establishment Committee. Ms Sum is currently the Chief Executive Officer of the Singapore Labour Foundation and NTUC Choice Homes Co-operative Limited. She is also Competency Director (Group Development) of NTUC.



Senior Management

As at 31 May 2012



Chan Tee Seng
Chief Executive Officer



Adeline Tan
General Manager
My First Skool



Neo Gim Kian
General Manager
The Little Skool-House
International



Ho Yin Fong
Academic Director
SEED Institute



Jeremiah Ong
Chief Financial Officer



Geraldine Lee
Chief Human Resource Officer
General Manager,
Bright Horizons Fund



Lynn Heng
Group Professional
Leadership Officer



Daniel Chua

Group Customer Service
and Operations Officer



Katelyne Ko

Head of Corporate
Communications and Branding



Our Vision

A joyful and inspiring early learning experience for all, that fulfils the promise of each child.

Our Mission

Making quality early childhood care and education services affordable and accessible to families.



Our Values

Our core values, *INSPIRE*, form the foundation of how we perform work and conduct ourselves at NTUC First Campus. These values remain constant and guide us through changing environments. It defines how we interact with one another, and what we do to realise our vision.



Integrity

We build trust and credibility through honest communication, delivering what we promised, and having the courage to stand up to say and do the right thing.

Nurturing

We believe in fostering the long-term learning and development of ourselves and others, and in building and being a part of a learning and sharing culture.

Service

We deliver quality service with sincerity by understanding the needs and finding the best solutions for children, families, community and stakeholders.

Passion

We have a strong belief and sense of commitment to the profession and the organisation's mission and vision, and are dedicated to make a difference to children, families, community and stakeholders.

Innovation

We strive for continuous improvement to do things better with an open mindset, habit of learning, and pursuance of new ideas and practices.

Relationship

We build and maintain trusting and positive relationships with children, families, community and stakeholders by understanding their needs and aspirations.

Excellence

We set high standards and challenge ourselves to deliver quality results that exceed expectations in a sustainable manner.





**First
Campus**
ntuc

Established as NTUC Childcare in 1977, NTUC First Campus Co-operative Limited (NFC) became one of the nine co-operatives of the National Trades Union Congress (NTUC) in 1992. With the mission of making quality early childhood care and education services affordable and accessible to families, we are a renowned and trusted early childhood care and education service provider in Singapore.

Our childcare centres include My First Skool, The Little Skool-House International and The Caterpillar's Cove. NFC is also a community of teachers, parents and early childhood care and education professionals working together to bring out the best in each child and create inspiring moments for all.





Cherish Each Child

My First Skool (MFS) is the pioneer childcare arm of NTUC First Campus Co-operative Limited. We were established as NTUC Childcare in 1977 and became a co-operative in 1992. Operating mainly at void decks of housing estates, we aim to provide quality and affordable childcare service that is accessible to parents. This is in line with our tagline, "Cherish Each Child", where no child should be denied the opportunity of early childhood care and education.

The MFS curriculum subscribes to experiential learning whereby the natural curiosity of the child is supported by a holistic process-oriented approach that will help young children develop positive dispositions that will put them in good stead for lifelong learning. MFS currently offers more than 7,500 childcare places in over 90 centres island-wide.





We don't just prepare them for school, we prepare them for life

The Little Skool-House International Private Limited (LSH) was established in 1994 as a wholly-owned subsidiary of the NTUC First Campus Co-operative Limited to meet the growing demand of quality premium pre-school education. Operating at choice locations such as community clubs, shopping malls, private residential estates and workplaces across Singapore, LSH has 19 centres offering more than 2,000 childcare places.

Our literature-based bilingual curriculum was designed and developed to meet the needs of our children. It uses meaningful children's literature as key medium to seed the learning process in children and help them develop lifelong learning skills; and expanded it with a project-based approach component that provides a platform for children to apply their skills and concepts in real life settings. Our commitment and track record in delivering quality early childhood education has made us the partner of choice to Government ministries, tertiary institutions, hospitals and private corporations.





The Caterpillar's Cove
Child Development and Study Centre

Growing Children in a Learning Community

The Caterpillar's Cove brings together teachers of young children, researchers and students who are training to work with children. We have a dynamic setting with highly qualified teachers who are familiar with the best internationally accepted practices in child development. Being a child development and study centre, we provide an outstanding pre-school setting where parents, teachers, researchers and student-teachers strive to discover and advocate best practices in early childhood education to promote children's optimal learning and development. Children thrive in this highly innovative, stimulating and purpose-built environment specially designed to bring out each child's potential.





Inspiring Children to Take Flight

Little Wings, officially launched in May 2009, was born out of a collaborative effort between NTUC First Campus Co-operative Limited (NFC) and PAP Community Foundation (PCF) when five PAP constituencies in the Holland-Bukit Timah and Jurong areas engaged NFC as the managing agent to review and jointly develop a high quality and consistent curriculum and kindergarten programme for our centres. Our tagline of "Inspiring Children to Take Flight" encapsulates our mission of helping children to spread their wings and gain a head start in lifelong learning through ExCEL[®], an experiential curriculum. With ExCEL[®], children are empowered to Experience, Explore and Experiment through active exploration to facilitate thinking and application of learning within context to make learning concrete, interesting and meaningful. This helps children to understand and appreciate themselves and the people around them, their environment, the multi-cultural setting and values, and to develop thinking, personal and social skills.



Seeding Early Education

SEED Institute (formerly known as RTRC Asia) is built upon a vision to give children the best head-start by grooming early childhood professionals to provide the best care and education to young children. We were set up in 1989 by NTUC, in collaboration with the Bernard van Leer Foundation, a Dutch private philanthropic foundation that funds and shares knowledge about work in early childhood development. Today, we are recognised as the pioneer in early childhood education training in Singapore. We have five Centres of Excellence that specialise in areas including research and best practices, continuous professional development, higher education, professional qualifications and regional partnership.



Bearing Fruit Marking Milestones



National Trades Union Congress (NTUC) took over its first centre in Kallang Bahru from the Singapore Industrial Labour Organisation. Our social aim was to encourage parents to enter and remain in the workforce especially the women.

1977

1982-1983



To meet the increasing demand for childcare, three new centres were set up at Ang Mo Kio, Bedok and Clementi. Thus, giving rise to the term 'void deck centres'.



Our training and consultancy arm, Regional Training and Resource Centre in Early Childhood Care and Education for Asia (RTRC Asia) was established with a five year grant from the Bernard van Leer Foundation.

1989



1988

We became the first private organisation to gain accreditation for the Fundamental Course in Childcare and Child Development from the Ministry of Community Development, and was approved to extend training to all childcare staff in Singapore.



The first subsidiary of NTUC Childcare, The Little Skool-House International Pte Ltd, was set up to meet the changing and diverse needs of parents.

1994



1992

Inauguration of NTUC Childcare Co-operative Limited (now NTUC First Campus Co-operative Limited).



We introduced infant care services at our first centre in Compassvale to help new mothers return to work with peace of mind.

2004



2000

We became the first childcare organisation to participate in the National Parks Board's 'Adopt-A-Park' programme. We also participated in the Ministry of Education's pilot programme to improve pre-school education in Singapore.

2007



The Caterpillar's Cove Child Development and Study Centre was set up at Ngee Ann Polytechnic. It was officially opened by Mr Tharman Shanmugaratnam, former Minister for Education.

The Little Skool-House International was the first childcare centre in Singapore to operate from the premises of a bank.

2006

The Bright Horizons Fund was launched with the support of corporate partners and the Labour Movement.



2008

The IBM Read-to-Reach Programme was launched under the Bright Horizons Fund. The programme aims to help children from lower income families to level up their literacy skills with their peers.

The Singapore National Co-operative Federation conferred the Rochdale Plaque on us for the establishment of the Bright Horizons Fund.

The Little Skool-House International was selected to present at the prestigious National Association for the Education of Young Children conference in the USA.



2010



A Memorandum of Understanding was signed between NTUC First Campus and National University Hospital. This is the first of such partnership in Singapore.

2009

To better reflect our commitment to the early childhood field, we re-branded in 2009 with a new name, NTUC First Campus. NTUC Childcare centres were re-named to My First Skool. PCF Little Wings, the new brand for PAP Community Foundation centres that are managed by NTUC First Campus was launched in 2009.

RTRC Asia was also re-launched as SEED Institute, an NTUC training institute.



2011



We announced our two-year expansion plan at a celebration event to mark the milestone achievement of 100 NTUC First Campus childcare centres.



We inked a partnership with Singapore Centre for Chinese Language to pilot a new story-based Chinese language curriculum with The Caterpillar's Cove.



We introduced Singapore's first Birth-to-Three curriculum framework, which was developed to encourage relationship building and experiences that are co-created between the teacher and child.



We also launched Project Eureka, an initiative developed to inspire a culture of innovative teaching and learning practices within the childcare network.

“

As NTUC First Campus celebrates its 35th Anniversary, I would like to thank each and every one who brought us to this milestone. It is a proud achievement that gives us great confidence as we look towards the future, of continuing our task of making a difference to every family whom we serve, and to fulfill the promise of every child.

”

Chan Tee Seng
Chief Executive Officer


35 YEARS OF
**INSPIRING
YOUNG LIVES**
at ntuc first campus 1977 - 2012





Congrats on your 35th anniversary from NTUC GDD

祝贺 NTUC First Campus 成立 35 周年



35th Anniversary Congratulatory Notes

New Initiatives Taking Root

全新项目落实扎根



“

2011 was a year where NTUC First Campus pioneered a number of industry “firsts”. These initiatives have been integral to our broader efforts to raise the quality of early childhood care and education, to support and foster the holistic development of each child.

”

Chan Tee Seng
Chief Executive Officer





“乐学无穷：零至三岁”课程框架有助于充分开发幼儿的学习潜能

婴幼儿先播种

让孩子自信、好奇又精明，是职总优儿学府推出“乐学无穷：零至三岁”课程框架的最终目标。这是本地首个专为零至三岁幼儿而设的课程框架。

课程框架主要由三部分组成，教师通过交流沟通，与幼儿建立关系；鼓励幼儿的自学能力；以及将教育元素融入照顾幼儿的日常工作。课程框架将有助于充分开发幼儿的学习潜能，为日后成长中的各种学习奠定良好的基础。这也 将幼儿托管服务素质提升至全新的专业水平。

快乐学华文

职总优儿学府和新加坡华文教研中心签署了一项合作协意书，在我们的托儿中心使用由新加坡华文教研中心所研发、设计的“故事为本的学前华文课程”。这套为新加坡学前孩童特设的全新华文课程，率先在我们属下的孩童发展与研究中心The Caterpillar's Cove进行试点实验。

这套课程将围绕故事书的内容，将其转化并延伸到孩童的日常生活当中。课程也通过分享阅读、说演故事、资讯科技及故事新编等一系列的学习活动来激发学习者的兴趣。课程旨在激发学前孩童对学习华文的兴趣，并为大部分来自以英语为主要家庭语言的学前孩童奠定扎实的华文基础。



职总优儿学府和新加坡华文教研中心签署合作协意书仪式



孩子们在优新发现室进一步了解数码相机的应用程序

教师有创意 学童如虎添翼

为了培训教师发掘及开创更多有效激发学童内在好奇心和自信的方法，我们的教育发展专员研发并设计了名为“优新发现计划”（Project Eureka）的创新教学法。这套教学法在我们旗下的两间幼乐园托儿中心进行试点实验，并以特设教育主题增设了各自的优新发现室（Eureka Studio）。

以环保教育为主题的优新发现室，让学前儿童通过各类活动提高环保意识，包括培植花园及采用环保材料试验制鞋。在着重学前教育科技方面的另一个优新发现室，孩子们也借助触屏台桌、互动白板和数码相机等先进仪器，通过知识搜集及个人表现能力认识到科技的力量及应用程序。



灵活培育 小小健儿

2011年首次推出由新加坡体育理事会为幼童所设计的“快乐的开始，灵活的运动”基本运动机能发展计划（FUN Start MOVE Smart!, 简称FMS）。FMS为学前幼童奠定终生运动基础，好让他们从小就培养起健康的生活方式，并参与运动竞技。

幼乐园是参与综合户外活动与算术语文全国先锋计划的六家学前教育中心之一。在先锋计划之下，我们自编的KidzMove体育课程采纳了多种FMS活动，目前正计划在全岛旗下的托儿中心推展开来。



教师们积极地参与FMS培训课程



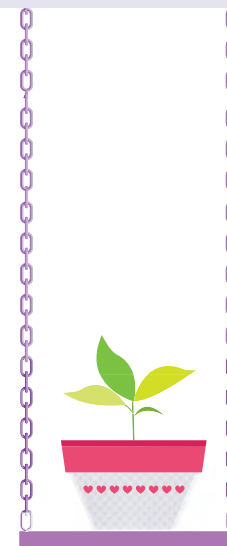
“以客为先”初步策划，迈向塑造强健的服务文化

培育服务优势、 提高生产力

在保证优良服务的领域里我们一直把持着以客为先的理念。为了确保服务水平，我们举办了为期两天的讨论会为对客户服务拟定了G.R.E.A.T. 承诺。

为了充分准备2012年以服务为焦点的工作和为了体现核心价值观INSPIRE里的“服务观”，我们设立了服务蓝图研究方案。以G.R.E.A.T. 为本，建立以服务为先的文化，我们希望能与不同的学童，家长，同事和团体建立一个良好的互信关系。

幼乐园也在2011年成功地把电话接听及行政琐事转交于商务单位支援组(Business Unit Support, 简称BUS)，证实了在业界共用服务模式的可行性。此举每月为机构节省了逾\$100,000。此外，BUS也负起财务支援中央行政处的任务，并且以SkoolNet系统取代原有的综合行政管理系统，简化前与后方位的流程，以达到更高的生产力。





Planting the Seeds at Infancy



The Learning for Life: Birth-To-Three curriculum framework anchored on relationship-building and experiences between the child and the teacher

Confident, curious and capable children, this is the goal of our new curriculum framework, Learning for Life: Birth-to-Three.

More Professional

A first in Singapore's infant care, the curriculum framework was developed specially for newborns and toddlers from birth to three years old and piloted at a My First Skool and two The Little Skool-House International centres. It raises infant care to a whole new level of professionalism, and answers the greater demand and higher expectations by Singapore's growing pool of working parents.

Under the guidance of international infant care expert Dr Pamela Winter, NTUC First Campus worked with the National University Hospital to adapt proven practices from the United States into a curriculum that focuses on three key areas.

More Purposeful

Firstly, it cultivates relationship-building to encourage the child to interact with the teacher. Secondly, it creates experiences for the child to promote the child's involvement in his or her own learning process. Finally, it transforms routine care into settings for meaningful interactions between child and teacher.

“ *The Birth-to-Three framework serves as a guide for infant educators in planning more engaging activities which are developmentally appropriate for the infants. With a system in place for primary caregiving, we are more aware of the needs of the infants under our care and we understand the importance of teamwork to make this work. This helps to forge stronger relationships amongst the team, infants, and families.* ”

Mollie Ong

English Infant Care Teacher, The Little Skool-House International By-the-Lake





Learning Chinese the Fun Way



Guest of Honour, Ms Grace Fu, Senior Minister of State for the Ministry of Information, Communications and the Arts, receiving a token of appreciation at the Agreement Signing Ceremony between SCCL and NFC

Once upon a time, learning Chinese was a challenge for young children who did not have the foundation in Chinese. This may well change with the engaging new curriculum developed by the Singapore Centre for Chinese Language (SCCL), in collaboration with NTUC First Campus (NFC).

Designed specially for Singaporean pre-schoolers from predominantly English-speaking families, the SCCL story-based curriculum leads children to learn Chinese in a fun and entertaining way. It was piloted in our Kindergarten One cohort of The Caterpillar's Cove.

From Fantasy to Reality

Lessons have been changed to storytelling sessions! From fairy tales to fables, myths to picture books, stories are told in Chinese to engage the young learners and sustain their interest through learning activities, such as shared reading, dramatisation, story creation, use of information and communications technology and more.



新加坡华文教研中心与职总优儿学府有着策略性的伙伴关系，深信能够集双方之长——即职总优儿学府的优质学前教育，加上我们在华文教研方面的努力，为新加坡的学前华语文教学注入更多正面的能量。

In this strategic partnership between the SCCL and NFC, we are confident of bringing out the best potential in pre-school learning of the Chinese language, with NFC's quality pre-school education coupled with our efforts in Chinese language teaching and research.



陈志锐
新加坡华文教研中心
副院长

Dr Tan Chee Lay
Deputy Executive Director,
Singapore Centre for
Chinese Language





Teachers Innovate, Children Elevate

The name says it all: Project Eureka. Conceived by our Education Development Specialists to inspire a culture of innovation within the network, Project Eureka piloted in two My First Skool (MFS) centres.

Each centre adopted a different education theme and additional resources were provided, including a dedicated space for children's projects, called Eureka Studio.

Going Green

The first Eureka Studio was set up at MFS at Blk 18 Marine Terrace under the theme of Green Education. In hands-on activities as diverse as cultivating healthy gardens and experimenting with eco-friendly materials to make shoes, Green Education sowed the seeds of eco-consciousness in our young ones for a greener future.

Going High Tech

The second Eureka Studio followed suit at MFS at Blk 18A Holland Drive, exploring the theme of Technology for Early Education.

Through the close partnership between NTUC First Campus, Microsoft Singapore and HeuLab Pte Ltd, state-of-the-art technology from touch screen table to interactive whiteboards was harnessed to empower our children towards self-directed learning.



Children experiencing first-hand the touch-screen table at the Eureka Studio



Children engaged in hands-on learning with digital cameras in Project Eureka: Technology for Early Education



Project Eureka provides ample opportunities for discussions which are led by children and facilitated by teachers. As a result, two-way learning took place whereby teachers also get to learn from children as they discover the thought processes of the young ones. I am glad that we are developing our children to be self-directed learners of the future.



Serene Chan

Principal, MFS at Blk 18A Holland Drive



A Boost for Budding Athletes



Guest of Honour Mdm Halimah Yacob, Minister of State for the Ministry of Community Development, Youth and Sports launching the FMS programme with Mr Robert Gambardella, Chief of Sports Development Group & Singapore Sports Institute



It is all fun and games for teachers as they try out various insightful motor skills activities at the FMS training workshop

2011 saw the launch of FUN Start MOVE Smart!, a ground-breaking Fundamental Movement Skills (FMS) programme for children by the Singapore Sports Council (SSC). Aimed at harnessing children's physical capability as part of a holistic pre-school education, FMS lays the foundation for children's life-long physical literacy, enabling them to acquire a healthy lifestyle and pursue competitive sports as well.

As one of the six pre-school centres to participate in this national pilot programme, My First Skool was boosted by KidzMove, our very own ongoing movement curriculum, incorporating many of the FMS activities.

FMS training workshops were developed for our teachers who attended them with enthusiasm and the FMS activities were eagerly received by our children.

“ The SSC began work with NTUC First Campus (NFC) on the development of FUN Start MOVE Smart! several years ago. Both organisations felt there was a need for a more structured approach to helping our young children develop physical literacy, and through physical literacy, other domains of learning such as language, numeracy, and social skills. Our early conversations focused on what the syllabus could look like, what teachers needed, and how to develop a teacher-education programme to raise the awareness and skills of pre-school teachers.

NFC has been on this journey with SSC from the start and we are very glad to be able to move from conception to realisation, with its launch in June last year. ”



Dr Bervyn Lee

Senior Director (Sports Pathways Development), Singapore Sports Council



Planting Greatness



Staff showing a spirit of teamwork at the Service Blueprint Workshop

On the service quality front, we embarked on our customer centric initiative journey through a two-day workshop conducted to map out our service promise, G.R.E.A.T..

Building a Service Culture

A service blueprint initiative was subsequently organised to study processes at the centres and SEED Institute, in preparation for the launch of our service focus in 2012. This new initiative focuses on building a strong service culture which stems from the 'S' in our core values I.N.S.P.I.R.E. and it is these core values that keep us united together. With G.R.E.A.T., we aim to build a trusting and positive relationship with the children, students, parents, colleagues and the community.

Streamlining for Productivity

2011 also saw the complete cutover of phone calls and administrative matters of My First Skool centres to the centralised support from Business Unit Support (BUS). This resulted in savings of more than S\$100,000 per month for our organisation and demonstrated the feasibility of a shared services model for our industry.

In addition, BUS undertook the centralised administration of Financial Assistance, and replaced the Integrated Child Management System with SkoolNet, streamlining front-end and back-end processes to sow the seeds for higher productivity.

“ The satisfaction I got from this job is that I love to see teamwork being displayed and it is truly satisfying when we succeeded in turning a very challenging project into a successful one! ”



Noel Ng
Team Leader, Business Unit Support, NFC



Having first-hand witnessed how our Customer Service Officers readily accepted changes, moved out of their comfort zone, and maintained a positive learning attitude, resulting in their personal and career growth, is the most satisfying and gratifying experience for me. It was through excellent teamwork, commitment and perseverance that made this cutover a huge success. ”

Charmaine Chen
Senior Executive,
Business Unit Support,
NFC



Cultivating Growth in Different Ways

多元化培育茁壮地成长





男童正专注于完成游戏项目

播良种收优粮

幼儿园的常年旗舰盛会“Kidz-In-Charge”，已迈入第七个年头。主题为“孩子有所贡献”(Kidz Make the Difference)的盛会在盛港河畔公园举行，共有7,000名幼乐园的孩子们和其家人参与。

这盛会主要是向孩子灌输捐赠做慈善的重要性也结合了合家欢及行善活动，让出席者度过快乐又有意义的一天。例如他们参加以食品及文具为“奖品”的游戏，得奖之后，再把“奖品”捐给慈善机构，让孩子们体会到施与舍的精神。

开辟学习新方法

为了帮助幼童充分发挥潜能所展开的各项研究，The Caterpillar's Cove获得了两项由社会发展、青年及体育部所颁发的创新津贴。

第一项是通过研究创意拼写法为桥梁，探讨可否作在帮助幼童增加词汇过程，也同时鼓励他们自我表达及敢于尝试、不怕犯错。第二项是研究木工手艺为幼童带来的好处，包括与周围的环境和人建立起联系，并激发他们好学好问。



孩子们忙着切割木块也同时培养新技能



孩子们在户外学习种蔬果乐在其中

走入大自然课堂

新加坡首个创意全方位户外学习计划率先在武吉知马启飞乐园实行。该中心着重在户外活动，带领孩子们步出课室，走入武吉知马一带的社区公园和大自然。

豆豆班小孩学习一般园艺技术，较大的孩子们则学习种蔬果、其收成及烹煮蔬菜。通过装有最新游戏配备的别具一格、以目标为本、多站式游乐场，他们的体能、认知及社交等各方面将因此得到均衡发展。

硕果累累

2011年底，我们为来自幼儿园、小小学庭国际及The Caterpillar's Cove的1,500名孩童，举办了盛大的毕业典礼。

每一次毕业典礼的演出既有娱乐性又有意义，只见孩子们信心满满，家长们脸带几分自豪，校长与教师们对孩子们寄予厚望，希望能在学前期为他们奠定的良好基础上，今后幼苗能茁壮成长。



每个毕业典礼都显示了孩子们在学前期所建立的信心



家长与孩子们开心地参与烘焙活动

前程似锦

由职总优儿学府管理的“光明前程基金”(Bright Horizons Fund)创办原则是为帮助低收入家庭儿童提供援助。

自从成立以来，已有2,463儿童获得资助，所资助的活动包括Read-to-Reach读书识字计划、针对可能患有轻微学习障碍的儿童之治疗为本干预计划、促进合家欢学习之旅(如烘焙讲座及游览博物院)的家庭学校携手计划(Family and School Together Programme, 简称FAST)。



社区合作计划丰富了孩子们的学习体验

与社区 共同成长

多年来，我们的社区合作计划 (Community Partnership Programme, 简称CPP) 已被证明是幼儿园提升幼儿学习能力及充实生活的重要途径之一。

该计划的活动包括：探访临近的老人托管中心，为老年人表演唱歌、送上自制卡片，和他们聊天；参观消防局，向消防员叔叔了解如何救火，甚至在负责人的谨慎引导下学习使用消防配备！

活出热忱 尽情玩乐

超过2,200名职员无拘无束地在职总优儿学府学习嘉年华 2011 (Learning Carnival 2011) 尽情玩乐，体现了我们的“活现雇员价值”理念。在“与我们一起活出您的热忱”活动中，大家积极参与各式各样的有趣活动，包括建立人脉、游戏及工作坊等。

节目的亮点包括由各个部门联合砌成的NFC! 墙绘、才艺表演及我们别开生面的Amazing Craze游戏和公认的主打节目“主管灌篮”游戏，旨在为光明前程基金筹款。



大家都在学习嘉年华尽情玩乐，共同度过美丽的一天！

进阶学习

在不断精益求精的方针引导下，新苗师范学院于2011年共为学前教育从业者推出了三项新课程。

新苗师范学院，新跃大学以及新加坡华文教研中心合作推出了全新“学前华文教育”学士学位课程 (简称BECCE)。课程的目标，旨在为目前正在从事学前华文教育的从业者提供掌握专业学前教育以及华文语文教学法的知识与技能的平台。

与此同时，为鼓励现任幼儿教师受训，在持续专业发展方面，新苗师范学院也增加了两项课程，“将资讯科技融入学前教育课程”和“充分开发幼童的潜能”。



新苗师范学院所主办的幼儿教育职业展

新苗就业良机

由新苗师范学院所主办的幼儿教育职业展，总共吸引了17家学前教育业者参与，并提供1,900个教师名额报名，比2010年的幼儿教育职业展多出一倍。这次的职业展的对象也照顾到考虑中途转业的PMET人士 (专业人士、经理、执行人员及技工) 的需求。

由于PMETs对学前教育的兴趣不断在增强，新苗师范学院因此专为他们设计并开办了学前教育理论及实践快捷高级课程，即新加坡劳动力技术资格 (WSQ) 学前教育专业文凭 [PDECCE (托儿服务)]，以满足他们的需求。

中心逾百所 持续迈展中

职总优儿学府第100间托儿所于2011年10月正式启用，这意味着它于短短三年内，已由50间增至100间托儿所，收生学额增加一倍达9,000个。在树立此重大里程碑的当儿，我们欣然宣布扩充计划，将在未来两年内增设50间托儿所。

职总优儿学府不仅仅致力成为规模最大的学前教育业者，而且竭力提升专业水平。我们的目标是在2013年达到95% 教师拥有大专文凭或正在修读文凭课程，而90%的校长应有大学文凭或正在修读当中。



职总优儿学府于2011年达到第100间托儿中心的里程碑



Good Seeds Make Good Crops



Children and their parents engaging in fun-filled activities together



Children getting busy with paint and arts and crafts at one of the booths

For its annual flagship event “Kidz-In-Charge” (KIC), already into its seventh year, My First Skool (MFS) hosted more than 7,000 families. This was by far the largest gathering of pre-schoolers and families in Singapore, and reflected the growing relationship between parents and MFS.

Themed “Kidz Make the Difference”, it expressed MFS’ belief that caring and sharing can be learnt from as early as infancy. The event instilled in pre-schoolers values of compassion and philanthropy in an increasingly competitive world, and marked the culmination of a series of activities held by individual centres in the weeks leading up to the finale event.

My First Philanthropic Act

One of the kick-off activities held at the centres was “Green Fashion”, which had pre-schoolers designing and making outfits out of recyclable materials, linking philanthropy to caring for the environment. Another pre-event activity was “Hall of Philanthropy”, where pre-schoolers created art pieces inspired by Picasso and Monet and sold them to raise funds for charity.

The Day Kidz Rule

Held at Sengkang Riverside Park, the finale event was festooned with banners designed by MFS’ pre-schoolers. Both decorative and instructive, each banner advocated a different philanthropic trait such as respect, caring, giving, and so on.

The eager children led their families on a designated trail and participated in activities at specially set up booths along the way. Completing the activities earned them food items and stationery which they deposited in the collection point at the end, to be donated to various charitable organisations.

With the little ones in charge, “Kidz Make the Difference” packed family time and philanthropy into one joyful and meaningful day at the park.

“ Certainly a well-organised and meaningful KIC 2011. Our kids enjoyed the activities and had lots of fun that day. In fact, all of us had a great time! We certainly look forward to participate in more of such activities in the near future.

Mr & Mrs Chan Wai Mun
Parents of Xavier and Jovin Chan,
Kindergarten One and Playgroup students
of MFS (in 2011) at Blk 50 Havelock Road



Nurturing New Ways to Learn

With the aim of extending the learning potential of children, The Caterpillar's Cove (TCC) garnered the Ministry of Community Development, Youth and Sports Innovation Grant for two of its research studies.

Inventing Words

“Persist! As a Strategy to Write Inventively” explored inventive spelling as a bridge for children’s developing vocabulary. This strategy is in line with the type of support that the Ministry of Education has stated children need as they develop as learners. It encourages children’s self-expression, and risk-taking without fear of failing.

Making Good With Wood

“Woodworking: Design and Make” examined the benefits that children gain from woodworking in two learning outcomes. The first is the sense of being connected with others and their worlds, and the second is intellectual inquisitiveness.



Children unleashing their woodworking skills

“ I observed that this process of woodworking promoted several benefits in children including problem solving and social skills – transferrable to other aspects of their lives. ”

Tan Yi Jun
Teacher, TCC



Teacher applying Persist! in her lesson

“ I believe this sharing of strategy will be beneficial in helping other educators pursue the best for all children in becoming confident and capable writers. ”

**Siti Nurrafidah
Binte Samat**
Teacher, TCC



Learning the Natural Way ...



Teacher and child tending to the plants with care

Singapore's first innovative holistic outdoor learning was launched at Little Wings (LW) Bukit Timah Childcare Blk 305.

Out of the Box, Out of the Classroom

With the centre's focus on outdoor activities, learning was now led out of the classroom to the community garden and natural environment in the Bukit Timah estate. Young children learnt gardening skills such as planting, composting and tending to plants, while older pre-schoolers followed the journey from planting to harvesting to cooking of vegetables and fruits.

The playground too became a learning place. Not just any playground, but a one-of-a-kind, purpose-built, multi-station playground equipped with the latest play systems to develop children's physical, cognitive and social skills.

With its unique experiential learning and shared outdoor experience, this LW centre has brought a breath of fresh air not just to pre-schoolers, but to the Bukit Timah community as well.

... and the Philanthropic Way

Little Tots with a Big Heart

As part of The Little Skool-House International (LSH)'s literature-based curriculum, 29 Kindergarten Two children from LSH By-the-Vista engaged in a meaningful spin-off activity from a storybook entitled "Forgotten Forest", which touched on global warming. This heightened the children's awareness on environmental issues and the importance of nature conservation.

To further illustrate the topic, a newspaper article on the earthquake and tsunami in Japan was shared with the children. With the strong intention to offer a helping hand to those in need, the children decided to raise funds for the victims in Japan by helping their parents with household chores. The contributions were then made to the Singapore Red Cross Society.



Yielding a Bigger Harvest



LSH children beaming with pride and joy as they perform 'A Ruby Musical'

At the end of 2011, we celebrated the graduation of some 1,500 children from My First Skool (MFS), The Little Skool-House International (LSH), and The Caterpillar's Cove (TCC).

Every graduation ceremony was an entertaining yet meaningful performance that enraptured and engaged the close-knit community. From children sparking

with confidence to parents beaming with pride, teachers and principals saw the fruits of their labour through the happy faces and accolades received after every concert.

MFS' graduation concerts revolved around the theme of philanthropy while children from LSH showcased a tale of friendship, love and kindness with "A Ruby Musical", an adaptation of "The Wizard



TCC children staging their very own drama, "When everyone comes together!", which they created



MFS children performing a play revolving around the theme of philanthropy

of Oz". TCC harnessed the strengths and interests of the children in rhythm and movement with a performance anchored through a story the children created themselves, titled "When everyone comes together!". Every graduation was special as the little ones bid farewell to their pre-school years and looked forward to a new chapter ahead.

“ Credit goes to my team of dedicated and supportive staff who are not afraid to try even though they may not be the best actor, dancer, choreographer, prop maker or costume designer. But we learn, we learn by improving on areas after receiving constructive feedback from each rehearsal. ”

Irene Tan

Principal, MFS at Blk 248 Kim Keat Link

“ Well done on the beautiful and meaningful 2011 concert! We have always looked forward to your year-end concerts and this year is one of the best! Kudos and keep it up! ”

Mr Abdul Rahim Bin Abdul Rahman and Mdm Herni Bte Hamin

Parents of Hannah, Kindergarten Two student of LSH At-OCBC-Centre



Growing with the Community



One of the many CPP organised in 2011



Children performing a Malay folk dance for Guest of Honour Mr Seah Kian Peng, Member of Parliament for Marine Parade Group Representation Constituency and Chief Executive Officer of NTUC Fairprice, in celebration of the centre's opening and Racial Harmony Day

In the past year, our Community Partnership Programme (CPP) proved to be one of the most significant ways through which My First Skool (MFS) enhances children's learning and enriches their young lives.

By reaching out to our respective neighbourhoods, each MFS centre enlarged our children's world. Our children visited the elderly at nearby day care centres, performed songs, presented handmade cards, and chatted with the elderly.

Engaging the community also gave our children access to a variety of resources in the vicinity. This included visits to fire stations, learning from the firemen themselves, and the bonus of operating firefighting equipment under close supervision!

Brightening Horizons

The Bright Horizons Fund (BHF) was set up with the main aim of offering financial and learning assistance to children from low-income families so that they can benefit from pre-school programmes at My First Skool centres.

Since inception, BHF has helped more than 2,463 children through financial assistance, Read-to-Reach literacy programmes, therapy-based intervention for at risk or children with mild learning difficulties, as well as Family and School Together (FAST) programmes that promote family time through learning outings like baking workshops and museum visits.



A little baker and her mother during "Kidz Can Bake!" A FAST programme by BHF that promotes family bonding

“ This programme is really good for working mothers like me. I hope this programme continues, so that I can sign up my younger son in the same programme. ”

Mdm Kartina Bte Md Nasir
Beneficiary of BHF



Playtime for Adults



A day of learning and fun! NFC staff in high spirits during the Learning Carnival 2011

More than 2,200 staff let their hair down at our NTUC First Campus (NFC) Learning Carnival 2011.

In a prime example of our employee value proposition to “LIVE! Your Passion With Us”, this event was put together by staff from all levels of NFC. Held on the sprawling grounds of Republic Polytechnic, the carnival comprised three zones for exploration, each fittingly named after the NFC acronym – Network, Fun, and Cognosco (to learn, in Latin).

N is for Network

Designed for staff to learn more about fellow colleagues and the organisation, they worked together on wall murals to form the masterpiece, “We are NFC! Living Wall”. To mix things up, colleagues from different departments formed teams to participate in a talent show and our very own Amazing Craze!

F is for Fun

Massage stations, craft activities like clay making, caricaturing, and game stalls such as Rodeo Bull and Gladiator delivered fun in spades. The undisputed hit was the “Dunking of Senior Management” – to raise funds for Bright Horizons Fund!

C is for Cognosco

Lots to learn here, but in varied ways to keep staff engaged, including keynote sessions, poster presentations, workshops and presentations by both external and internal speakers. Topics ranged from the professional to the personal with something for everyone!

The carnival closed with takeaways galore, including the exclusive INSPIRE badge collection, a reminder to wear our core values on our sleeves!



I didn't know what to expect and it turned out to be such a wonderful day of pleasant surprises. There were so many fun activities to take part in and I managed to catch up and learn together with fellow colleagues I seldom get to see.

Perumal Suseela

*Cook, My First Skool at Blk 192
Toa Payoh*





Higher Learning

In its continual drive to raise the quality of early childhood care and education (ECCE), SEED Institute introduced three new programmes for early childhood care and education professionals in 2011.

Bachelor of Early Childhood and Chinese Language Education (BECCE)

Jointly launched by SEED Institute, UniSIM and Singapore Centre for Chinese Language, the BECCE programme focuses on early childhood education, Chinese literacy and Chinese language teaching pedagogy. This offers graduates wider career options beyond the early childhood sector to fields related to Chinese education.

The degree programme aims to improve the Chinese literacy and cultural level of Chinese pre-school teachers for children from zero to eight years old. It will empower Chinese teachers to be practice-oriented and critically analyse their learning and teaching practices.

IT and a Child's Potential

For continuing professional development, there were two new Singapore Workforce Skills Qualifications (WSQ) accredited courses.

"Integrating Information Technology (IT) into Early Childhood Education" equips teachers with the knowledge and application skills to incorporate information technology into their classes.

The second course, "Realising a Child's Full Potential", enables teachers to acquire the skills and knowledge to assist in the physical, social and emotional, language, creative, cognitive, and overall development of children from zero to eight years old.

“ The course has value-add to our learning in many ways, and which are very applicable to develop an age-appropriate curriculum for our children. The teachers are very committed and friendly and possess very good knowledge too. ”

Vanessa Lee

Teacher, My First Skool at Blk 528 Hougang on "Realising a Child's Full Potential" course

“ After this course, we have been able to share information gathered with our teachers and work towards creating a more integrated IT learning environment into the current curriculum. ”

Jenny Goh

Principal, Chen Su Lan Methodist Children's Home on "Integrating IT into Early Childhood Education" course



Seeding Careers



SEED staff assisting job seekers at the ECCE Career Fair

Bridging Demand and Supply

The Early Childhood Care and Education (ECCE) Career Fair organised by SEED Institute attracted 17 pre-school operators offering a total of 1,900 teaching positions – almost double the offering of the inaugural career fair in 2010.

It was the second year SEED Institute created a common arena for pre-school operators and job seekers to match aspirations and expectations. This time, there was an additional focus on Professionals, Managers, Executives and Technicians (PMETs) who were considering a career switch.

Bridging PMETs and ECCE

SEED Institute responded to interest from PMETs with a specially designed accelerated programme of advanced studies in ECCE theory and practice, the Singapore Workforce Skills Qualifications (WSQ) Professional Diploma in Early Childhood Care and Education [PDECCE] (Childcare).

Since the programme's launch in 2009, SEED Institute has trained nine cohorts, totalling 320 trainees.

“We welcome more PMETs joining the industry as they generally possess higher academic qualifications. They are generally quick learners and keen to carry out what they have been taught and they are committed towards upgrading themselves. We have seen how PMETs have contributed to our own operations, and how children are benefiting from the higher quality of teachers in the classroom.”

Karen Lim

Director, Globalkids Private Limited

(One of the pre-school operators who participated in the ECCE Career Fair)



100 Centres ... and Growing



(From left to right) Mr Chan Tee Seng, Chief Executive Officer of NFC, Mr Lim Boon Heng, Executive Chairman of NTUC Social Enterprise Development Council, Mr Ong Ye Kung, Deputy Secretary-General of NTUC, Mr Kee Teck Koon, Chairman of NFC at the celebratory event of NFC's 100th childcare centre

Our 100th centre opened in October 2011, a landmark event graced by Guest of Honour Mr Lim Boon Heng, Executive Chairman of NTUC Social Enterprise Development Council, and attended by grassroots leaders, ministry officials and parents.

Strength in Numbers

The milestone celebration was the perfect occasion to share NTUC First Campus (NFC)'s expansion plans: to open 50 more childcare centres over the next two years. In our rapid expansion, we have already doubled our enrolment from 4,500 to 9,000 pre-schoolers.

Strength in Quality

NFC is committed to being not only bigger, but better. Our emphasis on quality extends from programmes to our people as we commit to staff academic upgrading. By 2013, we aim for 95% of our teachers to be diploma-holders or in the course of obtaining one, and 90% of our principals to be degree-holders or undergraduates.

As we eagerly welcome new centres to our network and new teachers to the NFC family, we look forward to growing NFC together.

“三年时间，公司由50间托儿中心发展壮大到100间，这是一个振奋人心的消息，是令人鼓舞的成就，身为职总优儿学府的一员，我深感骄傲和自豪！公司提出不仅要扩大，更为建立高素质学前教育机构设立了明确的目标和方向，对此我满怀信心和希望。”

杨雅茹
职总优儿学府
教育发展专员



“Reaching this 100th centre milestone is a testimony of our market leader position in the industry and more importantly, the strong spirit de corps of our NFC team. The journey has not been easy but the collective efforts of every one of us have turned this into a reality. I'm proud to be part of this significant milestone, working in partnership with the centres and other departments to touch the lives of the little ones. Together, we can change and make a difference to the community.”

Winnie Lee
Manager, Service Quality, NFC



A Harvest of Awards & Accolades

奖项及荣誉状大丰收





带出SPARK亮点



我们旗下七所托儿中心获颁SPARK成就证书

新加坡学前教育评估准则(简称SPARK)是教育部所推出的全新素质认证。其评估准则包含七大领域,其中包括领导才能、资源运用、职员管理及教学法。

令我们感到欣慰的是,我们旗下七所托儿中心在首批SPARK评估中百分之百通过并获颁成就证书。这也意味着我们的中心通过提升教学法、学习、行政及管理水平,进一步帮助我们的孩童全面成长的过程,受到了有关当局的认可。

社青体部创新奖



位于加冷峇鲁第66座的幼儿园获颁社青体部首次设立的幼儿教育创新奖

孩子们往往能从中受到启发,并了解到帮助不幸者的重要性。他们利用再循环材料自制纪念品,换取由家长捐出的食品。他们将自己用劳力换来的食品,亲自送到男童院收容所及老人院,作为行善的一部分。

这类活动达到多重效果,孩子们有意识地去认识周围环境,同时参与建立关爱社区的工作;而教师和家长也因而觉察到自己必须以身作则。社区伙伴通过这些活动受惠,而相对的也丰富了中心活动的内容。加上获颁社青体部创新奖,对中心来说,更可谓锦上添花。

社青体部创新津贴

社会发展、青年及体育部(社青体部)创新津贴旨在通过支持能提升学前教育实践及活动水平之计划,激励学前教育业界积极营造创新文化。时至今日,幼乐园、小小家庭国际及The Caterpillar's Cove共已获颁逾S\$69,000的创新津贴。

由社会发展、青年及体育部(社青体部)所设立的奖项-幼儿教育创新奖旨在奖励学前中心原创又独特的学前教育项目并给予肯定。

位于加冷峇鲁第66座的幼儿园获颁社青体部首次设立的幼儿教育创新奖,以为期六周的一系列活动,通过讲故事、戏剧、看图解说、游戏时段及自制纪念品,向孩子们灌输行善的价值观。由教师向孩子们介绍各种善举、行善原因,并且传达了人人皆可行善,让世界变得更美好的讯息。

孩子们往往能从中受到启发,并了解到帮助不幸者的重要性。他们利用再循环材料自制纪念品,换取由家长捐出的食品。他们将自己用劳力换来的食品,亲自送到男童院收容所及老人院,作为行善的一部分。

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奖项

2011年社会发展、
青年及体育部幼儿教育奖

杰出幼儿教育教师奖— 育婴教师

Islinda Bte Idris

幼乐园育婴英文教师



Islinda Bte Idris

2011年教育部杰出
学前华文教师奖

杰出学前华文教师奖 顾日芳

幼乐园学前华文教师



顾日芳

黄翠利

幼乐园高级学前华文
教师



黄翠利



左起：周筠萍、李美玲以及林翠燕

2011年人力资源管理奖

— Robert Walters最佳人力资源
领袖奖 (连续两届)

2011年亚太人力资源管理大会奖
— 人力资源领导奖

李美玲

职总优儿学府人力资源总监

2011年新加坡人力资源奖

— 领先人力资源专才奖

林翠燕

职总优儿学府人力资源高级经理
(奖励与表扬)

幼乐园人力资源商业伙伴

周筠萍

职总优儿学府人力资源经理
幼乐园人力资源商业伙伴

获颁奖项

2011年亚太

人力资源管理大会奖

— 推行创新人力资源
管理实践机构奖

2011年新加坡

人力资源奖

— 领先人力资源实践奖
(人力资源策划)

2011年新加坡

人力资源奖

— 领先人力资源实践奖
(薪酬与奖励管理)

2011年社会企业协会

企业奖



Singapore Pre-school Accreditation Framework



SPARKing moments of glory for our centres at the SPARK certificate presentation ceremony

Singapore Pre-School Accreditation Framework (SPARK) is a new quality assurance certification introduced by the Ministry of Education. The SPARK assessment covers seven areas, including leadership, use of resources, staff management and teaching methods.

To our delight, we achieved 100% attainment rate in the inaugural batch of SPARK assessment with seven of our centres receiving the Certificate of Achievement. This is in recognition of our centres for improving their teaching, learning, administration and management processes to enhance the holistic development of our children.

As a follow-up, our Specialist HQ introduced a new Quality Assurance Development System to build a collaborative and continuing quality culture, and support our centres in attaining SPARK certification. The new system empowers centres for self-appraisal through training, skill-lab and professional dialogues, and is further supported by a team of Quality Development Partners to facilitate the quality validation process.



SPARK helps the centre to improve in providing quality services to the children under our care. As it involves leadership and some of the other administration, it also helps us to look into how we are able to groom our teachers and empower them.



Sylvia Low

Principal, The Little Skool-House International At-Mountbatten-Square, one of the seven centres that was awarded the SPARK certification





MCYS Innovation Award



Thumbs up for staff at MFS at Blk 66 Kallang Bahru for receiving the inaugural Early Childhood Innovation Award 2011

An initiative by the Ministry of Community Development, Youth and Sports (MCYS), the Early Childhood Innovation Award acknowledges original and unique projects undertaken by pre-schools.

This inaugural award was given to My First Skool (MFS) at Blk 66 Kallang Bahru for its six-week project to inculcate philanthropy in pre-schoolers.

Cultivating Philanthropy

The message of philanthropy was woven into the curriculum through storytelling, dramatisation, picture talk, playtime and self-made tokens. Teachers introduced children to philanthropy and the powerful idea that anyone could be a philanthropist and make a difference to the world.

The children went on to make tokens using recycled materials and exchanged them for food items donated by parents. Their efforts climaxed in visits to a Boys' Home and an Elderly Home, where our children presented the beneficiaries with these food items.

The impact of this project was manifold. Children gained an awareness of their environment and their part in building a caring and sharing community. Teachers and parents recognised their duty as role models to lead by example. Community partners benefited and in turn contributed to one of the centre's events. All of which makes the MCYS Innovation Award the icing on the cake.

MCYS Innovation Grant

The MCYS Innovation Grant aims to promote a culture of innovation in the early childhood care and education (ECCE) sector; by supporting initiatives that have the potential to improve the quality of ECCE practices and programmes. The grant was awarded to My First Skool centres, The Little Skool-House International centres and The Caterpillar's Cove with a total value of more than S\$69,000.

“ We wanted the children to know more about empathy, compassion and what altruism is. We decided that we wanted to approach it in an innovative way, whereby we actually exposed them to current issues of the world. ”

Sakunthalah Devi

Cluster Manager (former Principal, MFS at Blk 66 Kallang Bahru)



Ministry of Community Development,
Youth and Sports Child Care Awards 2011

**Outstanding Early Childhood Teacher
Award – Infant Educarer**

Islinda Bte Idris
English Infant Care Teacher, My First Skool

“ In my job, the more difficult it gets,
the more I find it a challenge to carry on.
Especially with the infants, it's full of precious
moments with them, witnessing their growth
and their first steps.

I felt appreciated to receive this award and
will continue to do more for all my parents
and infants.”

Ministry of Education Outstanding
Pre-school Chinese Language Teacher
Awards 2011

**Outstanding Pre-school Chinese
Language Teacher Award**

Gu Yue Fang
Chinese Teacher, My First Skool

“ 得到这个奖项增强了我对自己的信
心，也有着鼓舞的作用。我希望日后能
在华文教学上更加创新，并协助指导新
老师一起努力。”



Ministry of Education Outstanding
Pre-school Chinese Language Teacher
Awards 2011

**Outstanding Pre-school Chinese
Language Teacher Award**

Huang Cui Li
Senior Chinese Teacher, My First Skool

“ 得到这份奖项是对我工作的一个
肯定，为我打了一支强心针。我告诉
自己对工作要保持热忱、积极向上，
因为大家会把你当作学习的榜样。”



(From left to right) Geraldine Lee, Joelle Chui and Joey Lam

HRM Awards 2011 – Robert Walters Award for Best HR Leader

(two consecutive years)

Asia Pacific HRM Congress Awards 2011 – HR Leadership Award

Geraldine Lee

Chief Human Resource Officer, NFC

“ I am deeply moved as I consider what we can do for young lives including those from lower-income families in our expanding network. It has been uplifting and encouraging partnering and working alongside all our colleagues through our people initiatives to grow our people, seeing them settle in better and being more supported in their career. Collectively, we are building NTUC First Campus (NFC) to be a strong pre-school network and a reputable teacher training institute that raise the next generation with a heart. Together, we INSPIRE. ”

The Singapore HR Awards 2011 – Leading HR Professional Award

Joey Lam

Senior Human Resource Manager,
Rewards and Recognition, NFC
My First Skool Human Resource Business Partner

“ At NFC, I connected deeply with the many passionate colleagues all focused and committed to building strong foundations in our organisation and growing our human capital. It has been most satisfying having the opportunity to shape the next generation through our people strategies! ”

The Singapore HR Awards 2011 – Leading HR Professional Award

Joelle Chui

Human Resource Manager, NFC
My First Skool Human Resource Business Partner

“ My journey with NFC has been a fulfilling one where I have been given opportunities to contribute through various roles. It is a privilege to work with a team of dedicated HR professionals and passionate leaders, committed to building capabilities and inspiring young lives. ”

Award Achievements

 **Asia Pacific HRM Congress Awards 2011**
– Organisation with Innovative HR Practices

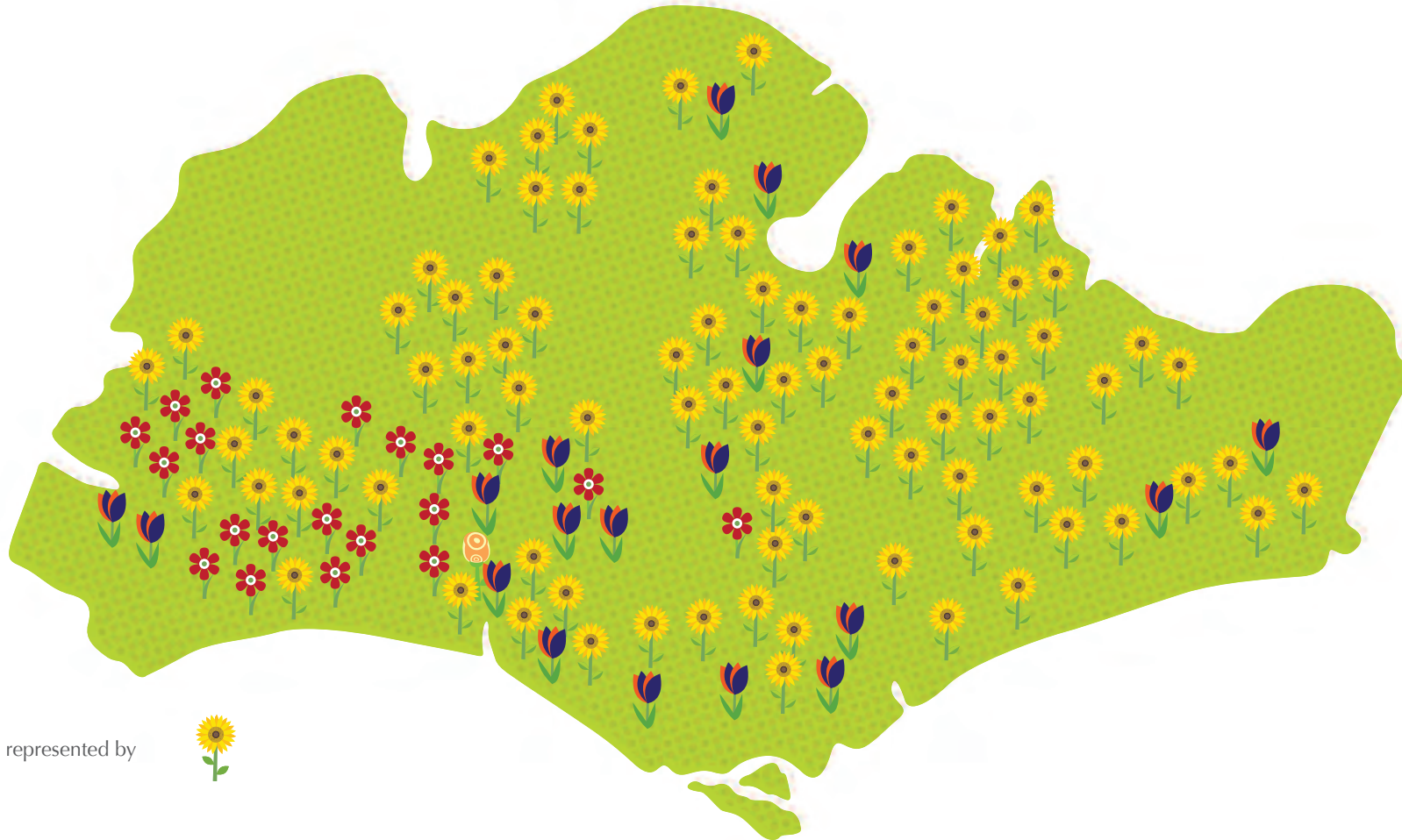
 **The Singapore HR Awards 2011**
– Leading HR Practices in Manpower Resourcing & Planning Award

 **The Singapore HR Awards 2011**
– Leading HR Practices in Compensation & Rewards Management Award

 **Social Enterprise Association Corporate Awards 2011**

Our Network of Centres

As at 31 May 2012



represented by



represented by



The Caterpillar's Cove
Child Development and Study Centre

represented by



represented by





An **ntuc** Social Enterprise

NTUC First Campus Co-operative Limited

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