



# The Singapore HR Awards 2012

*Bringing Leading People and Practices to the fore*

## INFORMATION FORM

Organised yearly by Singapore Human Resources Institute (SHRI) and into its 10<sup>th</sup> edition, The Singapore HR Awards 2012 celebrates leading organisations and HR practitioners in their drive for impactful human capital strategies. As one of SHRI's signature events, it serves as an excellent platform to promote and recognise excellence within the HR profession in Singapore by highlighting leading organisational HR practices and HR individuals (CEOs, HR Leaders, HR Entrepreneurs, HR Professionals and HR Executives).

Through The Singapore HR Awards, leading HR trailblazers and people management practices are honoured. New benchmarks and standards for the HR profession are also developed. Each Leading Singapore HR Award is a distinct recognition by Singapore's HR professional body to mark the successes and accomplishments of our people managers, thus further emphasising the importance of Singapore putting human capital as a key business outcome.

Apply now for The Singapore HR Awards! Showcase your organisational leading HR practices! Recognise your CEO, HR Leader, HR Entrepreneur, HR Professional and HR Executive for their exemplary HR practices!

For more information, please visit our website at [www.shri.org.sg](http://www.shri.org.sg), contact SHRI at 6438 0012, or email Shawn Tan at [shawn@shri.org.sg](mailto:shawn@shri.org.sg).

### Application Process

1. Information sessions for interested participants:  
24 November 2011: 4:00pm – 5:30pm SHRI Training Room 9
2. Application form Submission: 28 November – 16 December 2011
3. Report Submission: 19 December 2011 – 20 January 2012

#### Report Format:

- The report should include a one page executive summary
- The report should be double spaced, using font type Arial with a font size of 12, on single side of an A4 sized paper
- The maximum length of the report (excluding charts, diagrams, appendices, tables, references, etc) is 2500 words, for each category submission

4. For report submission, please kindly submit:

- 6 sets of hardcopies supporting documents and 2 sets of PDF supporting documents in CD-Rom (for 1-3 category submissions)
- 7sets of hardcopies supporting documents and 2 sets of PDF supporting documents in CD-Rom (for 4 or more category submissions)

Send to:

**The Singapore HR Awards 2012 Secretariat  
Singapore Human Resources Institute  
2 Serangoon Road, Level 6, The Verge  
Singapore 218227**

5. Interviews to be conducted for shortlisted nominees: 13 February 2012 to 27 April 2012

6. Judging and Notification of shortlisted winners: Late May 2012

7. Announcement of Winners at The Singapore HR Awards 2012 Presentation Gala Night: 6 July 2012

For more information, please visit our website at [www.shri.org.sg](http://www.shri.org.sg), contact us at 6438 0012, or email us at [shawn@shri.org.sg](mailto:shawn@shri.org.sg).

### **Corporate HR Champion Award category**

This Award is conferred to organisations which have achieved the Corporate HR Awards on at least 3 occasions. The organisation should have demonstrated continuous, effective, creative and proactive HR and people management practices in the many areas of HR to be considered a role model, yardstick and 'champion' for others to emulate.

### **Corporate HR Award category**

The Corporate HR Awards are bestowed upon organisations that have achieved overall effectiveness in their HR and people management practices, thus contributing to the needs of businesses, the profession, employees, industry and the nation. These organisations would have demonstrated effective, creative and proactive HR and people management practices in at least 4 of the *Leading HR Practices* categories (*These practices are further explained under the Leading HR Practices category*). Organisations should also be conferred at least 1 Leading HR Practices Award each in both the Leading HR Practices and Special Category Awards to be eligible for the Corporate HR Award.

### **HR Advocate Award category**

This Award serves to recognise organisations which have been conferred the Leading HR Practices Awards in a particular category for 3 years within a period of 5 consecutive years. (Eg. Leading HR Practices in "Learning & Human Capital Development" in 2005, 2007 and 2009). The term "Advocate" is used to accord organisations which have shown drive, support and excellence in improving a particular area of HR, thus setting new benchmarks and standards as a role model for others to emulate.

## **Leading HR Practices Award**

The Leading HR Practices Awards are bestowed upon organisations that have achieved overall effectiveness in their HR and people management functions, thus contributing to the needs of businesses, profession, employees, industry and the nation.

### **Leading HR Practices in Manpower Resourcing & Planning Award**

This Award emphasises staffing, manpower planning, deployment, recruitment and selection strategies and programmes that seek to achieve the effective utilisation and acquisition of resources to meet business needs.

### **Leading HR Practices in Strategic HR Award**

This Award emphasises the strategic aligning of HR and business objectives and incorporating of a sound and effective change management process in the organisation. This Award also focuses on how HR has significantly influenced business decisions and at the same time, value-add to the business.

### **Leading HR Practices in Performance Management Award**

This Award emphasises the measurements and management of performance of employees and business, and how metrics are developed and used to improve and award performance.

### **Leading HR Practices in Learning & Human Capital Development Award**

This Award emphasises areas of training and development programmes that allow employees to learn, share and acquire knowledge that would enable them to perform and contribute more effectively to businesses, as well as to increase their employability.

### **Leading HR Practices in Talent Management, Retention & Succession Planning Award**

This Award emphasises areas and efforts place on talent identification, management and retention, as well as on related programmes to develop and nurture potential successors to ensure continuity in business.

### **Leading HR Practices in Employee Relations & People Management Award**

This Award emphasises areas of good programmes and systems that improve intra-and-inter relationships between and among the employees, employer and union. This Award also looks into programmes that the organisation has in place to ensure that supervisors and managers are managing their departments effectively and establishing good working relationships and team work.

### **Leading HR Practices in Compensation & Rewards Management Award**

This Award emphasises compensation, salary, benefits and rewards management programmes and systems that meet business needs, such as cost effectiveness, business growth, retention, performance etc.

### **Leading HR Practices in Regional / International / Global HR Award**

This Award recognises cross-city or cross-border HR initiatives that have delivered business results in two or more different cities or countries. It emphasises good HR practices that have enabled the organisation to regionalise and internationalise in order to bring the Singapore brand abroad. It also looks into strategies that embrace diversity at the workplace and at the same time, makes the most of cross-city/cross-border synergies which are flexible enough to achieve its ends in markets with differing needs.

### **Leading HR Practices in E-Human Resource Management Award**

This Award emphasises areas where technology is used to enhance effectiveness and productivity of the HR department, and at the same time, meet the needs of the business and employees.

### **Leading HR Practices in HR Communications and Branding Award**

This Award emphasises how the HR function communicates policies and changes to employees to establish and obtain clear understanding and buy-in, as well as on the role that HR communications plays in employee branding and change management strategies that ensures business success.

## ***Special Category Award***

The Special Category Awards serve to support current national initiatives. Awards will be bestowed on organisations that have developed effective and innovative programmes, achieving effectiveness in the areas listed below.

### **Leading HR Practices in Quality Work-Life, Physical & Mental Well-Being Award**

This Award emphasises programmes that seek to help employees achieve effective quality work-life, through balancing work and personal life in order to increase employee satisfaction, productivity, performance and retention. It also seeks to inform employees of health-related issues and matters and at the same time, provide a platform and/or programmes that enable employees to have good physical and mental health.

### **Leading HR Practices in Workplace Safety & Health Award**

This Award emphasises programmes and systems that seek to ensure high health and safety standards regulated by the Workplace Safety & Health Act to ensure workplace health and safety for the employees.

### **Leading HR Practices in Corporate Social Responsibility Award**

This Award emphasises the organisation's commitment to behave ethically and contribute to economic development, while improving the quality of life of the workforce, their families, local community, society and the environment at large. To be considered effective, corporate social responsibility must be an integrated part of the day-to-day business operations.

### **Leading HR Practices in Fair Employment Practices Award**

This Award highlights the organisation's good practices in supporting fair employment. The organisation has to show evidence that recruitment and selection of employees are based on merit and it provides employees with equal opportunity for training and development. It has to demonstrate that employees are fairly rewarded based on their ability, performance, contribution and experience. The organisation also has to put in place a progressive human resource management system that ensures fair treatment of all employees. It also has to abide by labour laws and adopt the Tripartite Guidelines, which promote fair employment practices.

### **Leading HR & Management Consultancy Service Provider Award**

This Award emphasises the high level of effective and excellent consultancy services provided by consultancy firms to organisations and HR departments.

### **Individual HR Award**

The Individual HR Awards serve to recognise individuals whom have shown significant efforts in contributing to the HR needs of business, profession, employees, industry and the nation.

### **Leading CEO Award**

This Award is bestowed upon a CEO who demonstrates the ability to support, champion and endorse effective and innovative HR practices in the organisation that addresses employee and organisational needs. The CEO should also illustrate personal leadership and integrity in driving diversity and flexibility in the organisation.

### **Leading HR Leader Award**

This Award is bestowed upon an individual who demonstrates outstanding leadership capabilities to oversee, conceptualise, initiate and implement innovative HR practices that position the HR function as an effective strategic business partner that contributes to the success and achievement of his / her organisation's business strategy and goals. This Award is open to all individuals who have a minimum of 10 years of working experience in the HR field.

### **Leading HR Entrepreneur Award**

This Award emphasises the various areas and instances where the HR practitioner has duly demonstrated creativity and entrepreneurial spirit to become an entrepreneur in the provision of excellent HR services to his/her organisation and the HR fraternity. This Award is open to all individuals who have a minimum of 6 years of working experience in the HR or HR-related field.

### **Leading HR Professional Award**

This Award is bestowed upon an individual in a managerial capacity who demonstrates the ability to conceptualise and implement innovative HR practices that address the issues of human capital management and development. The individual has demonstrated qualities of leadership in the highest professional manner to the benefit of his/her organisation, and in doing so, contributes to the development of people who are closely integrated with the organisation's business strategy. This Award is open to all individuals who have a minimum of 8 years of working experience in the HR field.

### **Leading HR Executive Award**

This Award is bestowed upon an individual in a non-managerial capacity who demonstrates the ability to communicate and implement innovative HR practices, and who successfully addresses issues of human capital management. The individual has demonstrated potential for high levels of contribution and leadership, and in doing so, contributes to the development of people who are closely integrated with business strategy. This Award is open to all individuals who have a minimum of 3 years of working experience in the HR field.

## **Report Requirements for *Leading HR Practices Awards***

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Reports for each of the Leading HR Practices Award should essentially answer the following questions:

1. A brief description of how the leading HR Practice has contributed in making a difference to the organisation / profession. Please also attach the relevant documents (e.g. organisation's newsletters, brochures, video/CD, write-ups and/or testimonials) to support your application.
2. Why do you think these HR practices are innovative and creative?
3. How have these HR practices contributed to meeting your employees' needs?
4. How have these HR practices contributed to the organisation's needs?
5. How have these HR practices contributed to the profession/ industry / community and / or country?

Submit any relevant documents to support your application for the specific Leading HR Practices Awards category. The documents can be any of the following:

***(Please submit 6 hardcopies and 2 soft copies of each document, in PDF format, saved in a CD-ROM for submission of 1-3 categories, and 7 hardcopies and 2 soft copies of each document, in PDF format, saved in a CD-ROM for submission of 4 or more categories)***

- Employee / Orientation Handbook
- HR Operating Procedures
- HR Policies Manual
- Documents of programmes and events held or implemented
- ROI for the various initiatives and programmes
- Organisational Climate Report
- Organisation Chart
- A commendation letter by a customer (Applicable only to "Leading HR & Management Consultancy Services Provider")
- Any other documents / testimonials (Eg. Corporate Videos, Online-portals etc.)

## Judging Criteria – Corporate, Leading HR Practices and Special Category Awards

### A. Communication

- ☞ Demonstrates good business facilitation and management of multiple stakeholders/business segments to achieve outcomes in HR initiatives
- ☞ Articulates clearly, employee value proposition and its linkage to broader business and HR goals
- ☞ Possesses proven track record for providing good feedback channels and review programmes for HR initiatives

### B. Innovation

- ☞ Implements new or improved HR practices for the organisation
- ☞ Involves in innovation & improvement of HR initiatives

### C. Contribution to Organisation & Business Needs

- ☞ Aligns HR initiatives with business objectives
- ☞ Implements action plans relating to current economic/industry trends
- ☞ Develops HR initiatives focusing on main stakeholders of organisation
- ☞ Flexible in introducing tailored HR initiatives to suit different business needs
- ☞ Achieves good/improved financial performance indicators (e.g. ROI, staff turnover, claims etc) through implementation of HR initiatives
- ☞ Possesses proven track records of having effectively managed a substantial change agenda

### D. Contribution to Employee Needs

- ☞ Develops mechanisms that involves employee participation in HR initiatives
- ☞ Implements HR initiatives which have anticipated employee demands and needs
- ☞ Efficiently managed culture gaps / changes arising from implementation of HR initiatives
- ☞ Demonstrates on-going corporate citizenship and commitment to improve employees' well-being
- ☞ Possesses proven track record of providing strong executive team support and good employee working relations
- ☞ Achieves good/improved non-financial performance indicators (e.g. employee satisfaction, engagement, morale etc) through implementation of HR initiatives

### E. Contribution at Industry / National Level

- ☞ Implements HR initiatives which better industry / competitor standards
- ☞ Achievements and contributions at the industry / national level in furthering HR initiatives
- ☞ Support governmental HR initiatives

## Application for Individual HR Awards Category

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This application must be entered by the individual vying for the Award. Alternatively, an individual may nominate another individual to enter. If you are nominating someone else for entry, please complete and submit the nomination form.

Submit any relevant documents that would support your application for the specific Award category. The documents can be any of the following:

- ☞ A detailed resume / CV outlining the achievements of the applicant
- ☞ A performance appraisal report
- ☞ Detailed HR Project Information
- ☞ Commendation letter by current and past employers on work performance
- ☞ Commendation letter by staff / HR Department / customers (if relevant)
- ☞ Organisational Climate report
- ☞ Any other documents that support the application

## Judging Criteria – Individual HR Awards Category

The individual must demonstrate and achieve the following:

### A. *Personal Attributes & Professional Development*

- ☞ Demonstrates good rapport and continuously builds networks with related professionals/ organisations
- ☞ Business-savvy, with good knowledge of HR
- ☞ Constantly upgrades and acquires new business and HR knowledge in a continuous way to add value to themselves and the profession
- ☞ Responsive, flexible and adaptable to internal and external changes
- ☞ Shows resilience and perseverance, self-motivated and responsible

### B. *Contribution to Employee Needs*

- ☞ Fosters good employee relations, promotes employee satisfaction and talent retention
- ☞ Exhibits exceptional business facilitation and manages stakeholders to achieve outcomes (applicable only to “Leading CEO”, “Leading HR Leader” and “Leading HR Professional” Awards)
- ☞ Improves the well-being of fellow employees
- ☞ Encourages and attends to employee contributions and feedbacks
- ☞ Inspires and motivates his/her staff through progressive staff development and self-improvement programmes (applicable only to “Leading CEO”, “Leading HR Leader” and “Leading HR Professional” Awards)

### C. *Contribution to Business Needs*

- ☞ Reduces costs and improves on employee productivity
- ☞ Aligns HR with organisational objectives and business needs
- ☞ Effectively implements HR practices through good change management process to ensure effectiveness to achieve sustaining solution
- ☞ Enhances the image and effectiveness of the HR function that serves business needs through action plans/strategies relating to current trends
- ☞ Enhances company’s image through sound and innovative HR programmes
- ☞ Effectively communicates his/her vision and directions of the business
- ☞ Possesses proven track record of having effectively managed a substantial change agenda

### D. *Contribution at Industry / National Level*

- ☞ Actively involves in community service on behalf of organisation
- ☞ Provides excellent service to the HR fraternity, internal departments and other organisations through sound HR services and solutions
- ☞ Possesses good reputation in furthering HR standards in Singapore and/or overseas

## Panel of Judges

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The judging panel of The Singapore HR Awards 2012 is made up of distinguished judges and advisors from the business and HR arenas. The Panel would evaluate and decide on the winners based on the stated Awards criteria. Members of the Panel include senior HR practitioners, representatives from the relevant government bodies, supporting organisations, academia, unions, professional associations, and SHRI Executive Council.

## Why Enter?

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### Your entry / nomination would yield you / your organisation the following benefits:

- Emphasise the critical role of HR for organisational success
- Project your organisation as the employer of choice
- Receive coverage and be profiled in Human Capital Magazine and appropriate media
- Assist you to gain an insight into your HR department's performance
- Raise the profile of your group's activities within your organisation
- Give due recognition and honour to your organisation and department that have contributed significantly to human capital management and development

## Terms & Conditions

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- These Awards are open to all CEOs, human resource practitioners, organisations and departments.
- Employees of sponsors and judges would be allowed to be nominated. For the judge whose organisation is nominated, he / she will not be eligible to submit a vote for that organisation.
- Incomplete entries would be disqualified.
- The judges' decision is final and no correspondence would be entertained.
- All Award recipients are required to share in one of SHRI Events (within a period of 10 – 12 months).
- All prizes that are not collected within one month from the date of notification would be forfeited. Prizes are neither transferable nor exchangeable for cash.
- Application closes on **16 December 2011 at 6pm.**
- Administration Fee applies for the following:
  - \*S\$350 (1-3 category submissions)
  - \*S\$600 (4-6 category submissions)
  - \*S\$800 (7 or more category submissions)*\*Amount only applicable to SHRI Corporate Friends*
- All award recipients would be required to take up at least 1 Award Package upon conferment of Award.

*Payment can be made via cash or cheque. Cheque payment can be made payable to "SHRI".*

## Enquiries

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Please visit our website at [www.shri.org.sg](http://www.shri.org.sg), or contact us at 6438 0012, or email Shawn at [shawn@shri.org.sg](mailto:shawn@shri.org.sg).