



**EMBARGOED TILL:
2.00PM | SEPTEMBER 10, 2009**

CONTACT: Lee Jin Jin
Council for Third Age
+65 6478 5047
jinjin.lee@c3a.org.sg

Arti Mulchand
Ogilvy Public Relations
+65 6213 7847
arti.mulchand@ogilvy.com

Elly Spinweber
AARP
+1-202-434-2560
espinweber@aarp.org

THREE SINGAPORE EMPLOYERS WIN 2009 AARP INTERNATIONAL INNOVATIVE EMPLOYER AWARDS FOR AGE-FRIENDLY EMPLOYMENT PRACTICES

Housing & Development Board, National Healthcare Group, and Royal Plaza on Scotts emerge as forerunners in designing policies and practices promoting the employment and retention of older workers

Singapore – AARP, the U.S.-based non-profit organisation representing nearly 40 million older Americans, and Council for Third Age (C3A), an independent body that promotes active ageing, today announced the three Singapore winners of the 2009 AARP International Innovative Employer Awards. The award, designed to promote innovative human resource and workforce practices around the world, recognised Singapore’s [Housing & Development Board](#), [National Healthcare Group](#), and [Royal Plaza on Scotts](#) among ten international award winners.

“Now in its second year, the AARP International Innovative Employer Award focuses global attention on the need to retain mature and experienced employees to keep a competitive edge in today’s marketplace,” said AARP Chief Operating Officer Thomas C. Nelson. “The innovative workforce practices our winners are employing today are creating the roadmap for tomorrow’s workplace.”

AARP worked on the programme with a network of international collaborating organisations with expertise on age and employment issues. C3A, as the lead organisation in Singapore promoting active ageing, worked with AARP to identify Singapore-based applicants, which represented both private and public sectors. AARP then chose the three winners from among the applicants.

“C3A collaborated with AARP to identify progressive employers who have put into practice innovative programmes that help older workers stay meaningfully engaged in the workplace. These organisations demonstrate how their various age-friendly policies and practices, ranging from recruitment and flexible work arrangements to lifelong learning and training, have benefited the older workers under their employment, and also have helped younger employees to plan ahead. We are encouraged that this year there was a noticeable jump in the quality of applicants, with a greater number of entries from Singapore making the finals,” said C3A Chairman Gerard Ee. “We encourage more Singapore employers to step forward, apply for the 2010 awards, and potentially be recognised for their industry-leading employment policies. Like the winners over these two years, we hope more Singapore employers will implement such innovative practices.”

From a pool of worldwide applicants, AARP selected ten companies and organisations for their ground-breaking workplace policies. The 2009 winners represent four countries and a wide range of industries. The non-Singaporean winners will be announced on September 21, 2009.

The AARP International Innovative Employer Awards are open to all non-U.S.-based employers. Candidates are vetted to ensure that practices meet the needs of mature workers. Key areas of consideration include: recruiting practices; opportunities for training, education and career development; workplace accommodations; alternative work options, such as flexible scheduling, job sharing, and phased retirement; employee health and retirement benefits; and retiree work opportunities.

Besides C3A, the following organisations with expertise on age and employment issues collaborated with AARP on the award: 50&Piú (Italy); BAGSO (Germany); CARP (Canada); DaneAge (Denmark); DDN – The Demography Network (Germany); The Gerontology Institute at Dortmund University (Germany); and TAEN – The Age and Employment Network (United Kingdom). Joining C3A to promote the awards in Singapore are Ministry of Manpower, National Trades Union Congress, Singapore National Employers Federation and Singapore Workforce Development Agency.

The winning Singapore organisations of the 2009 AARP International Innovative Employer Awards will be honoured at the Awards luncheon held in Orchard Hotel Singapore on September 10, 2009. Minister in Prime Minister’s Office, Mr Lim Boon Heng, will be the Guest-of-Honour for this event.

AARP *The Magazine* will feature the AARP International Innovative Employer Awards in its November-December issue, available in homes September 24. The article will also be online at www.aarpmagazine.org.

For more information about the AARP International Innovative Employer Awards, please visit: www.aarp.org/bestemployers. For information on the 2010 application for Singapore employers, please visit: www.c3a.org.sg/aarpawards.

About Council for Third Age (C3A)

Set up in May 2007, Council for Third Age is an independent body that promotes active ageing, so that seniors can achieve a better quality of life in all the six dimensions of wellness – social, intellectual, physical, vocational, emotional and spiritual. The Council plays a leadership role in driving the thrust towards creating an active ageing culture in Singapore, and partners businesses and community organisations to develop products and services that fulfil the aspirations and interests of seniors.

About AARP

*AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP *The Magazine*, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 33 million readers; AARP *Bulletin*, the go-to news source for AARP's 40 million members and Americans 50+; AARP *Segunda Juventud*, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.*

#-#-#