



Fully Engaged in Enabling Excellence

CEA's most valuable asset is its people. Developing its staff to maximise their potential and capabilities will enable them to fulfil the Council's pivotal role in advancing the real estate agency industry in Singapore.

↖ *A nurturing workplace fosters staff interaction and team spirit*

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A nurturing work environment that supports employee engagement and professional development is important for an effective organisation. CEA strives to create a dynamic and energised workplace that enables staff to fulfil their aspirations and pursue excellence in their work. In FY2013, CEA enhanced its knowledge management infrastructure and implemented various schemes for staff suggestion and service recognition to encourage innovation and service excellence.

HUMAN RESOURCE

In FY2013, CEA implemented a Service Recognition Scheme to recognise staff who have rendered quality and effective service to the public. Staff who receive public compliments for delivery of high service standards are given commendation by CEA management.

To encourage the contribution of ideas for work improvement and productivity enhancements, a Staff Suggestion Scheme was initiated with rewards for staff whose suggestions are implemented.

An enhanced flexible working hours scheme and telecommuting was also launched in the year. This is to enable staff to meet family needs and personal goals outside of work life, and help alleviate the stress of commuting during rush hours.

CEA is a corporate participant of the Ministry of National Development (MND) Family Scholarship Programme. One of its outstanding staff, Joseph Kiong, was awarded the prestigious MND postgraduate scholarship to pursue full-time studies for a Master in Public Administration/General Management in 2014. The scholarship aims to groom staff for higher responsibilities and fulfil their career aspirations. A diploma scholarship was also awarded

to student Atikah Bte Zainuddin in support of her studies at the Singapore Polytechnic. She will join CEA after completing her course.

STELLAR PERFORMANCE

On 29 May 2013, Customer Service Officer Basheer Ahamed Sirajdeen was conferred the PS21 Star Service Award at the Excellence in Public Service Awards



CEA staff, Joseph Kiong receiving the MND EDGE scholarship from the Minister for National Development, Khaw Boon Wan (Photo: MND)



CEA staff, Basheer Ahamed Sirajdeen receiving the PS21 Star Service Award from the Head of Civil Service, Peter Ong (Photo: PSD)

Ceremony 2013. The service award recognises public officers and members of the public who have contributed to better service delivery and outcomes for Singapore.

Deen, as he is known to colleagues, was part of the pioneer team when CEA started operations in October 2010. Armed with a friendly disposition and extensive

knowledge of the real estate agency regulations, he never fails to impress customers with his excellent service.

“ Patience, when attending to both complaints and enquiries from the public. And of course, going the extra mile whenever possible. ”

- Deen when asked for his secret to providing good service

In the course of his work, Deen has received both written and verbal compliments for his professionalism and commitment in serving his customers.

CEA received the Minister’s Award (Team) 2013 from the Minister of National Development, Khaw Boon Wan for its initiative on “Raising standards in the real estate agency industry through qualification assessment, examinations and continuing professional development”.

Within a short span of time after CEA’s formation, the Policy & Planning team rolled out a series of initiatives to raise professionalism of the industry. A scheme for the assessment and approval of course providers to



The 2013 Minister’s Award winning team from CEA with the Minister for National Development, Khaw Boon Wan (Photo: MND)

conduct the Real Estate Salesperson (RES) and Real Estate Agency (REA) courses was implemented. At the same time, a system was established to appoint examiners to set questions and administrators to conduct the RES and REA examinations. The team also developed the Continuing Professional Development (CPD) framework to ensure that the salespersons' professional knowledge is up-to-date through attending CPD courses. A second framework was set up to assess the local private and foreign education qualifications of new entrants.

WORKPLACE EXCELLENCE

To achieve organisational efficiencies, CEA continued to develop its knowledge management tools with structured documentation of the internal processes.

CEA also participated in the government's efforts towards a smooth transition from the current Standard ICT Operating Environment (SOE) to the Whole-of-Government (WOG) infrastructure project. These efforts contribute collectively towards creating an efficient environment that empowers staff to strive for work excellence.

The Council embarked on the development of a risk management framework in FY2013. Through this framework, CEA is able to systematically identify key risk factors in different areas of work, formulate risk measures and implement risk management strategies. Such an approach is consistent with enhancing good corporate governance.



CEA Executive Director, Chionh Chye Khye and the CEO of Hong Kong Estate Agents Authority, Augustine Ng



Staff interacting with the Minister for National Development, Khaw Boon Wan

CEA conducted the annual Learning Needs Analysis for staff and also considered staff for training in areas which are relevant to the needs of the organisation. A group of officers was sent for training in facilitation skills so as to enhance their capability in conducting focus group discussions with members of the industry. In addition, officers who deliver presentations at public seminars were sent for training in public presentation skills.

For leadership training, CEA sent officers to attend the Governance and Leadership Programme at the Civil Service College. Promising young officers were sent to the MND flagship programmes such as the MND City Excel Programme and the MND Edge Programme, which focused on leadership development and principles of governance and public policy.

In line with the Public Service Code of Conduct, CEA issued an organisation Code of Conduct in March 2014 that guides officers in their official conduct and in their interaction with stakeholders, such as industry players, vendors and consumers.

CEA VISITORS

CEA welcomed the visit of the Minister for National Development, Khaw Boon Wan on 6 May 2013. Hosted by CEA President, Greg Seow, the programme included a briefing on the plans and challenges of CEA and a tour of the office. The Minister acknowledged the efforts and progress made by CEA in regulating the industry and encouraged CEA to be

firm and fair in its regulatory actions. He said it was the right approach for CEA to engage the industry in various workgroups and initiatives to develop the sector and educate consumers. Staff interacted with the Minister over tea and shared with him their work experiences at CEA.

The Chief Executive Officer of the Estate Agents Authority, Hong Kong, Augustine Ng, made a courtesy call on CEA on 3 September 2013. He was hosted by CEA Executive Director, Chionh Chye Khye, who shared about the regulatory regime for estate agents and salespersons, operations framework and efforts to raise the professionalism of the industry and to educate consumers. CEA also thanked the Authority for sharing its regulatory experience prior to CEA's formation, which had contributed significantly to the regulatory framework implemented in Singapore.

As part of his tour to the various MND statutory boards, the Minister of State for National Development, Desmond Lee visited CEA on 27 September 2013. He was hosted by CEA Executive Director, Chionh Chye Khye and briefed on the structure and operations in CEA.

CONTRIBUTIONS TO THE COMMUNITY

CEA launched its first corporate social responsibility (CSR) project with a "Home Visitation cum Distribution of Groceries" charity event on 13 August 2013. In collaboration with the Salvation Army Family Services



Bags of groceries for distribution to the needy



Visit to CEA by the Minister of State for National Development, Desmond Lee

Support, CEA staff bought, packed and distributed food items to low-income seniors aged 70 and above living in the Bukit Merah area.

A week before the Lunar New Year, staff undertook a second CSR project on 24 January 2014 to bring festive cheer to the needy seniors living in 1 and 2-room rental flats in the Bedok and Ang Mo Kio estates. Staff distributed groceries, New Year goodies and red packets to 100 beneficiaries from two charity organisations, Lions Befrienders and Thye Hua Kwan Moral Society.

CEA also contributed to the President's Challenge 2013 charity drive. Staff donated generously to the record \$75,000 raised by MND and its statutory boards during the event.

In the year ahead, CEA will build upon its value assets and organisational strength. Structured training roadmaps will be introduced to meet the training and development needs of its officers. It will also enhance the corporate functions and operational processes, build greater resiliency in its IT infrastructure, and advance knowledge management through use of IT and documentation of work procedures.