

Always
Investing



Dynamic team CEA

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CEA invests in staff to provide diverse personal and professional career growth opportunities for them. By promoting an environment that encourages continuous learning and improvement, CEA seeks to empower its people to pursue excellence and contribute effectively to developing the real estate agency industry in Singapore.

CEA adopts a holistic approach towards staff development to build a dynamic and highly motivated workforce that contributes meaningfully at work and in society. In FY2014, CEA continued to place emphasis on professional development and employee engagement in its journey towards organisational excellence.

HUMAN RESOURCE AND STAFF COMPETENCY

CEA is committed to ensuring high standards of professionalism and employee engagement within the organisation. Professional development of staff was achieved through courses, training and participation in research and study projects. A Code of Conduct for CEA officers was established to clearly spell out expectations of standards of work and personal conduct for public servants. Staff had opportunities to interact with senior management through feedback sessions organised in the year.

CEA gives due recognition and provides opportunity to deserving staff to upgrade themselves. In FY2014, a part-time Master degree sponsorship programme that allows staff to pursue post-graduate studies in local universities was implemented. Staff can choose to study in fields that are relevant to the work done by the Council. Audrey Heng, a legal counsel with CEA, was the first recipient of the sponsorship. She will be pursuing a Master of Science in Real Estate at the National University of Singapore.

In FY2014, Principal Manager (Public Outreach) Chia I-Ling was awarded the Ministry of National Development's EDGE (Executive Development and Growth Exchange) Scholarship to pursue a Master in Public Administration at the Lee Kuan

Yew School of Public Policy. I-Ling is the second officer to receive this prestigious award.

CEA continued to make strides towards building corporate competencies in finance, information technology and human resource management so as to be less dependent on HDB which provided support in these areas during CEA's formative years.



CEA staff, Susimarina Binte Rosli receiving the PS21 Star Service Award from the Head of Civil Service, Peter Ong (Photo: NLB)



The 2014 Minister's Award winning team with the Minister for National Development, Khaw Boon Wan (Photo: URA)

To further strengthen in-house information technology expertise, two Information Technology Officers were seconded from the Infocomm Development Authority of Singapore to provide professional services. Recruitment for human resource staff also started towards the end of FY2014 and will continue in FY2015 to build up capability in the corporate human resource function.

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

Susimarina has been with CEA for almost four years. Her daily responsibilities include serving walk-in customers and attending to enquiries at the call centre. Susimarina was recognised for her dedication and empathy in serving customers and her ability to maintain professionalism at all times – qualities which clearly exemplify the spirit of public service.

On 6 March 2015, two Customer Service Officers, Noryana Binte Yahya and Claire Shen received the 2014 Excellent Service Award - Silver (EXSA) for delivery of quality service. Managed by the Public Service Division and supported by SPRING Singapore, the award aims to develop service models for staff to emulate and create service champions.



CEA staff, Chia I-Ling receiving the MND EDGE scholarship from the Minister for National Development, Khaw Boon Wan (Photo: MND)

QUALITY AND EXCELLENCE AWARDS

On 23 May 2014, Licensing Officer Susimarina Binte Rosli was conferred the PS21 Star Service Award at the Excellence in Public Service Awards Ceremony 2014. The award

CEA received the Minister's Award (Team) 2014 for its initiative on "Effective Approach for Successful Prosecution of CEA Cases". Adopting a team-based approach, CEA's Legal and Investigation divisions developed an end-to-end process for more timely and effective management of the prosecution of cases. The initiative brought about a successful prosecution and disciplinary action framework that resulted in a reduction in the number of complaints against salespersons. It has also improved the complaint management process and raised awareness of CEA's role as a regulator in shaping a more disciplined and ethical industry.

Through CEA's successful prosecutions and disciplinary actions, estate agents and salespersons are now more effectively regulated and disciplined in their conduct of estate agency work.

WORKPLACE EXCELLENCE

In FY2014, internal audits were carried out in the areas of Inspection & Enforcement and Training & Examination. CEA also appointed a new external auditor for the FY2014 financial audit of accounts. In line with public service compliance requirements, rules on casino visits, mandatory block leave and mandatory job rotation were implemented. A revision of the Internal Disclosure Channel policy was also made to include an option for staff to make disclosures to CEA's Audit Committee.

CEA completed a successful transition from the Standard-Operating-Environment (SOE) to Whole-of-Government Infocomm Technology (ICT) infrastructure in FY2014. It also completed a migration from the Service-Wide Hosting Environment (SHINE) platform to the new G-cloud platform, the private cloud infrastructure supporting the Singapore

government's IT requirements. Overall information technology resiliency was also strengthened through subscriptions to Web Defacement Monitoring and Distributed Denial of Service Mitigation services.

STAFF COHESIVENESS

During the year, various social, recreational and community activities were organised to promote staff interaction and bonding. To support CEA's Healthy Lifestyle programme, CEA leveraged the Workplace Health Promotion Grant to conduct health talks on ergonomics and weight management, as well as sports activities such as bowling and futsal. CEA also actively encourages its staff to participate in community building through corporate social responsibility initiatives. In support of the visually impaired, staff experienced "Dining in the Dark" held at the Singapore Association of the Visually Handicapped. During the Community Chest Care & Share Donation Drive, staff generously contributed a total amount of \$2,495. This was presented in the form of a cheque to the Community Chest at the first CEA Staff Cohesion Night on 12 December 2014.



A cheque was prepared for presentation to the Community Chest at the Staff Cohesion Night



Learning and sharing across divisions help build team spirit among staff

ENGAGED OVERSEAS COUNTERPARTS

The Chairman of the Hong Kong Real Estate Services Training Board (RETB) Ir. Kwong Ching-wai, Alkin, JP and a 6-member delegation visited CEA on 15 October 2014. RETB is responsible for determining the manpower situation and training needs of the real estate industry in Hong Kong and comprises members from relevant professional institutions, trade associations, education and training organisations, as well as government bodies such as the Hong Kong Estate Agents Authority.

Hosted by CEA Executive Director Chionh Chye Khye, the delegates were briefed on Singapore's enhanced regulatory regime for estate agents and salespersons, the operations framework of CEA and ongoing efforts related to consumer education and raising industry professionalism. CEA and RETB had a fruitful exchange of ideas on various areas including the licensing system, continuing professional development framework and the training of salespersons.

In line with its corporate objective of excellence in public service, CEA continues to invest in the strengthening of staff competency in specialised areas such as procurement and finance, to ensure good stewardship of the usage of public sector funds.

In FY2015, CEA plans to enhance its corporate planning cycle through the incorporation of risk management assessments and action plans into the annual corporate planning process. CEA will also increase its adoption of information technology to improve work productivity through the setting up of digital storage facilities and data management systems.



Staff attending a health talk



CEA Executive Director, Chionh Chye Khye (left) with the Chairman, Hong Kong Real Estate Training Board, Ir. Kwong Ching-wai, Alkin, JP