

## **SID Fundamentals Series Social Enterprise Director Fundamentals**

Organised by:	Singapore Institute of Directors
Designed for:	Aspiring, new and existing board members of Social Enterprises
Date:	<b>Friday, 31 Aug 2018</b>
Time:	<b>9.00 am to 1.00 pm (Registration starts at 8.30am, inclusive of lunch)</b>
Venue:	Catholic Centre, Level 3, 55 Waterloo Street, Singapore 187954
CPD hours:	4 hours
SID Member:	S\$390 (excl. GST) / S\$417.30 (incl. GST)
Non-SID Member:	S\$520 (excl. GST) / S\$556.40 (incl. GST)

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It is one thing to be a shareholder or a senior executive of a company but being a director of a company is really something else. The role comes with formal duties, legal obligations, coupled with risks and potential liabilities. Directors have to ensure that their companies conform to rules and regulations, and at the same time create value for its stakeholders.

The challenges of being a board member becomes even more pronounced when the organisation is a social enterprise – a hybrid between a commercial company and a non-profit or charity. Do the rules of commercial organisations apply (since the social enterprise is a business) or do those of charity and nonprofits apply (since the social enterprise has a social mission)? Do directors of social enterprises get paid like commercial companies or are they pure volunteers as in nonprofit boards? How do directors balance the push and pull between “doing good” and “doing well” in a social enterprise?

This introductory session will be an engaging one as it is conducted at a social enterprise café where you will come up close and personal with those who are experienced as directors in the commercial, nonprofit and social enterprise sectors. They will cover essential aspects of:

- The social enterprise landscape including the social enterprises of NTUC.
- The directorship landscape including a sharing by one social enterprise of its structure and practices.
- Director’s duties, responsibilities, liabilities and benefits.
- Joining a social enterprise board.
- The director's journey.

So, if you have the desire to serve on the board of a social enterprise or have just started on one, this course would be a good course to provide you the insights on the workings, risks and value of being on the board of a social enterprise.

**Programme**

<b>Time</b>	<b>Agenda</b>	<b>Speaker</b>
8.30am – 9.00am	Registration	
9.00am – 9.05am	Introduction	Willie Cheng
9.05am – 9.30am	The Social Enterprise Landscape in Singapore	Alfie Othman
9.30am – 10.00am	The Social Enterprise Landscape in Singapore and My Directorship Journey	Perry Ong (CEO, NTUC Foodfare)
10.00am – 10.30am	The Director Landscape	Willie Cheng
10.30am – 10.45am	Coffee Break	
10.45am – 11.45am	Duties, Responsibilities and Liabilities	Dr Wilson Chew
11.45am – 11.55am	Rewards and Benefits	Wong Su Yen
11.55am – 12.05am	Joining a Social Enterprise Board	Wong Su Yen
12.05pm – 12.25pm	My Directorship Journey	1. Willie Cheng 2. Dr Wilson Chew 3. Wong Su Yen
	Q & A Session	All
12.25pm – 12.30pm	What's Next?	Willie Cheng
12.30pm – 1.00pm	Networking Lunch	
1.00 pm	Programme Ends	

## About the Speakers

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### Mr Perry Ong

Mr Perry Ong is the Chief Executive Officer of NTUC Foodfare Co-operative Ltd, a role he has held since January 2008. He holds an MBA (Distinction) from the University of Birmingham in UK and completed the Advanced Management Programme from INSEAD. He was headhunted by NTUC to head its cooked-food business. At the age of 35, he became one of the youngest CEOs in NTUC social enterprises' (SEs) history.

Within one year upon joining, he led the Co-operative to be awarded the Top 100 SMEs Award 2008 by Dun & Bradstreet and Standard Chartered Bank, in recognition of its achievement as one of the best performing companies in Singapore, Malaysia, Thailand and Indonesia. In 2010, he orchestrated a 100% acquisition of Wang Café, a leading coffee & toast chain in Singapore and subsequently grew the business and profits by more than 300% within 3 years.

Mr Ong led the Co-operative to be the first, and to-date the only co-operative in Singapore to be awarded the most prestigious social enterprise award – The President's Challenge Award – Social Enterprise of the Year (Commendation) in 2013. Additionally, he developed and implemented a set of retail branding strategy that helped Foodfare to win the Top Brand Award (Foodcourt category) in 2014, 2015 and again in 2016 at the prestigious Influential Brands Awards. Similarly, Wang Café was also awarded the Top Brand Award (Asian Café) in 2015 and again in 2016 by Influential Brands Awards. Today, the Co-operative is the largest F&B operator in Singapore in terms of the number of stalls under management, totalling close to 1200 stalls.

Mr. Ong served as a Deputy Chairman of the Singapore National Co-operative Federation (2010 – 2017) and is a member of the Assumption Pathway School's F&B Advisory Panel.

### Mr Willie Cheng

Mr Willie Cheng is the chairman of the Singapore Institute of Directors.

He is a former managing partner of Accenture. He retired in 2003 and currently sits on the boards of several listed and private companies as well as nonprofit organisations. He is particularly active in the nonprofit sector and his nonprofit/social enterprise boards include NTUC Health, SymAsia Foundation, apVentures, Catholic Foundation, and CHARIS.

He has extensively written about corporate governance and the nonprofit sector. His books include Doing Good Well, Doing Good Great, and The World That Changes The World.

Mr Cheng is a Fellow of the Institute of Singapore Chartered Accountants (ISCA), a Fellow of the Singapore Institute of Directors (SID), and an Honorary Fellow of the Singapore Computer Society.

### **Dr Wilson Chew**

Dr Wilson Chew is a council member of the Singapore Institute of Directors.

Dr Chew is a Partner at PwC Singapore where he specializes in Strategy in the Entrepreneurial & Private Clients practice in the firm.

In 2012, Dr Chew was appointed to the board of Swee Hong Limited, an infrastructure and civil engineering company listed on the Singapore Exchange. He also serves on the board of the National Arthritis Foundation, a charity with the Ministry of Health.

In 2008, Dr Chew was awarded the Asia Brand Leadership Award for his outstanding contribution to the applied knowledge of brand strategy in management science. He has authored three books: Transforming Your Business into A Brand: The 10 Rules of Branding, Killer Differentiators: 13 Strategies to Grow Your Brand, and B2B: 10 Rules to Transform Your Business into A Brand.

Dr Chew holds a Doctorate in Business Administration from the University of South Australia, an MBA from the University of Strathclyde Graduate Business School (which he currently serves as a visiting lecturer), an Executive Diploma in Directorship from SMU/SID and successfully completed the Corporate Board Leadership program at Harvard Business School. He lectures at SMU's Lien Centre for Social Innovation and served as one of the university's advisors in the Wharton-SMU-IBM Business & Industry Insight Program.

### **Ms Wong Su Yen**

Ms Wong Su Yen is a Council Member of the Singapore Institute of Directors.

She is the Chairman of the Board of Nera Telecommunications; and a member of the Board of Directors at MediaCorp, Yoma Strategic Holdings, NTUC First Campus, and the National Kidney Foundation.

Previously Ms Wong was the Singapore Chairman at Marsh & McLennan Companies and the ASEAN Managing Director at Mercer. She brings over twenty years' experience in business strategy, strategic human capital development, organisation transformation, operations redesign, and risk management. She has advised clients across Asia since 1995 and was previously based in the United States, Thailand, Korea, and Hong Kong.

Ms Wong is an active member of the Young Presidents' Organization and Women Corporate Directors. She was named to The Agenda Compensation 100: Top Board Candidates with Pay Setting Skills.

## **Mr Alfie Othman**

Alfie Othman has had a successful banking career of over twelve years in the banking sector. Alongside his private sector work, Alfie has devoted significant time to the public sector and civil society. Alfie is also recognized as a Social Enterprise practitioner within Singapore.

At present Alfie heads the Singapore Centre for Social Enterprise, raiSE. raiSE, was set up to raise awareness on social entrepreneurship and raise support for social enterprises (SE) in Singapore. raiSE hopes to strengthen the social enterprise sector in Singapore and encourage the growth of social enterprises as a sustainable way to address social needs. raiSE has gained support from its multiple stakeholders in the Government, community and corporations. In particular, raiSE has secured up to \$30 million in funds from multiple stakeholders to grow social entrepreneurship over the next 5 years through grants and impact investments.

Alfie initiated the formation of the first urban microcredit scheme in Singapore. The Micro Credit Business Scheme was launched in Nov 2011. It aims to serve the under bank in Singapore to support their micro business initiatives.

## **REGISTRATION**

Please register online at [www.sid.org.sg](http://www.sid.org.sg) by **24 Aug 2018**.

Should you require assistance, contact us at:

The Secretariat

Tel: 6422 1188

Fax: 6422 1199

## **TERMS AND CONDITIONS FOR SID COURSES/EVENTS**

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

### **COURSE/EVENT REGISTRATION**

A participant is successfully enrolled for the course/event once an invoice is generated.

### **NO CANCELLATION**

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

### **NO-SHOW**

There will be strictly no refund of fees for no-show.

### **REQUEST FOR REPLACEMENT OR DEFERMENT**

Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

1. Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.
2. Deferment of a course to the next scheduled date (for same course) is subject to at least 10 working days prior notice in writing. Deferment is only allowed for half day and full day courses run by SID. An administration fee for each deferment of S\$50 (for half day course) and S\$100 (for full day course) shall apply.

### **CANCELLATION OF COURSE/EVENT BY SID**

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

### **CPD HOURS**

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

### **CAR PARK COUPONS**

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

## **PAYMENT POLICY AND OPTIONS**

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment

Log in to your account at [www.sid.org.sg](http://www.sid.org.sg)

Select invoice to pay at “My Open Invoices”.

2. Cheque Payment

Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)

Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912

Attention to: Finance Department

3. Telegraphic Transfer

Bank Name: DBS Bank Limited

Branch: Raffles Place Branch

Bank Code: 7171

Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2

Swift Code: dbsssgsg

Reference: Please quote invoice number

(Note: All bank charges are to be borne by the applicant)