

**#SupportNS**

A Guide on  
**How Employers &  
Businesses can Support  
National Service**

Version 01

In collaboration with



# Foreword

## To Support NS is to Secure Our Future

Since 1967, Singapore has conscripted all eligible male citizens and permanent residents to serve National Service (NS). **Today, these Operationally Ready National Servicemen (NSmen) form the backbone of Singapore's defence, and may be our employees, co-workers, or strategic partners.**

NS itself provides the foundation of the peace and stability that employers and businesses enjoy today. **Thanks to the contributions of NSmen, we are able to continue to strive for prosperity and success.**

We, as employers, must do our part to support our NSman employees in their NS commitments, and I urge every one of our valued members to stand behind them. **Your actions can make all the difference to NSmen as they train to keep Singapore secure and be a conducive place to operate businesses** – both today, and in the years to come. You will also be contributing towards promoting an inclusive, supportive work environment that will help us recruit and retain local talent.

It is my hope that this compilation of best practices will help you find new ways to support NS and share the importance of being an NS advocate. By being a supportive employer, you empower your NSman employee to give his best both in NS and at work. Every bit of these efforts adds up to a stronger workforce and a prosperous nation.

Thank you.

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# Understanding NS & NSmen

NS has evolved greatly over the years, and today's NSman must be able to react and respond quickly to new crises. To stay prepared, your NSman employees undergo comprehensive training, and may be called up to refresh their skills regularly. This ensures that they are always ready to keep Singapore stable and secure.

## Why your actions matter:

As their NS duties can sometimes conflict with work commitments, the understanding and support shown by Trade Associations and Chambers of Commerce (TACs) and member companies make a real difference in empowering NSmen to be committed towards NS as well as their work.

## In this section, you'll find out:

- Where you can find information about NS for employers
- Simple ways to stay up to date with NS happenings
- How you can learn more about what NSmen go through



## Getting the latest information and updates

Stay up to date on NS matters, events and happenings.

### Employer Website

Bookmark this site to instantly access employer-specific e-services, information, resources, templates and more. It's the simplest way to find out how you can be a supportive employer, all in one place.

### e-Newsletters and eDMs

For the latest news, the National Service Directorate (NSD) (Secretariat of ACCORD (Employer & Business) Council) will send e-Newsletters and eDMs throughout the year with information on NS-related matters and events, company stories, and helpful ways to support and advocate for NSman employees.

## Learning more about NS

By far the best way to understand NS is to see for yourself what your NSman employees go through!

There are a variety of such events and activities organised specifically for employers. We highly encourage you to invite your TAC staff, council members and member companies to join these events to gain first-hand knowledge of your employees' NS experiences and commitments.



Employers' Visit to an In-Camp Training

Join NSD's next event!



You can find out more about upcoming events on the [Employer Website](#), or email [NSOutreach\\_NS@defence.gov.sg](mailto:NSOutreach_NS@defence.gov.sg) for more information.

# Being Recognised as an Employer of Choice

Across Singapore, businesses and organisations of all sizes and from all industries come up with unique, interesting and creative ways to support their NSman employees. To recognise their achievements and enable them to share their knowledge and experience, the Employer Recognition Scheme was established. Through this recognition, you can position yourself as an employer of choice to existing and potential NSman employees.

## Why your actions matter:

Through the Employer Recognition Scheme, you are recognised for supporting NS and implementing pro-NS practices in the workplace. You can also share your story through publicity efforts such as articles, news features and radio ads to inspire and encourage others to be a supportive employer.

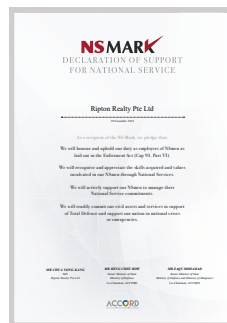
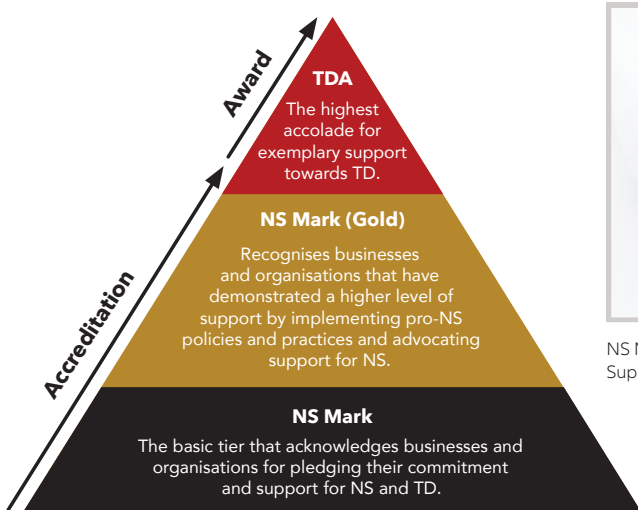
## In this section, you'll find out:

- How supportive employers are recognised for their support
- The benefits of getting accredited

## Be recognised as a supportive employer

With the NS Mark accreditation scheme and the Total Defence Awards (TDA), TACs and their members can not only show support for NSman employees and Total Defence (TD), but also promote their company as having a supportive and inclusive workplace culture.

## From accreditation to award



NS Mark Declaration of Support Certificate



NS Mark (Gold) Certificate



Total Defence Awards Trophy

## Stories of support

Tap or click on the stories below to find out more.

### These companies' NS-friendly policies are so amazeballs you'd rush to work for them



Mothership covers companies with NS-friendly policies



Company showcases an NSman employee's success



Power 98 podcast features NS Advocate and TDA winner



MoneyFM 89.3 invites NS Advocate to share pro-NS company policies



Networking events for supportive employers

# The NS Mark Accreditation Scheme

The NS Mark is a national-level accreditation scheme that guides and acknowledges employers and businesses in demonstrating support and advocacy of support for NS and TD. It was launched in 2016, and comprises two tiers: the NS Mark and the NS Mark (Gold).

Small and medium enterprises, large companies and organisations registered with the Accounting and Corporate Regulatory Authority (ACRA) in Singapore with a valid Unique Entity Number (UEN) or with the Registry of Societies (ROS) are welcome to come on board the accreditation scheme.

## Why your actions matter:

Potential employees or business partners who see that you are an NS Mark-accredited entity may view your organisation more favourably. With a pro-NS culture, NSman employees are more motivated to give their best at work, resulting in greater success for the company. Every organisation that gets accredited also helps shift our corporate culture to be more NS-friendly.

## In this section, you'll find out:

- How to get accredited
- Benefits of being accredited
- Ways to engage TAC members at different stages

## Getting accredited with NS Mark



\*You can apply for NS Mark (Gold) directly without being accredited with NS Mark

## What do accredited companies get?

Selected recipients will be showcased in the Ministry of Defence (MINDEF) collaterals and publicity material. Companies may also display their accreditation status and use the NS Mark logo on collaterals.

## How can your organisation benefit from accreditation?

### NS Mark

- Opportunities to be invited for networking events
- Complimentary use of NS Mark logo on corporate and marketing collaterals
- Opportunities to be featured on NS Mark website

### NS Mark (Gold)

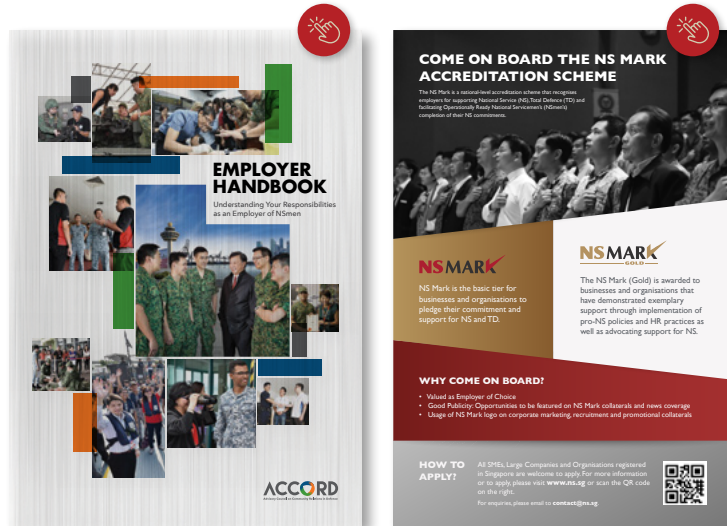
- Complimentary use of NS Mark (Gold) logo on corporate and marketing collaterals
- Opportunities to be featured by MINDEF and the Ministry of Home Affairs (MHA) as role models who share and promote pro-NS policies and practices
- Opportunities to be invited for networking events
- Opportunities to participate in career fairs organised by MINDEF and MHA
- Being recognised as Employer of Choice
- Qualifying for consideration for TDA
- Exclusive privileges offered by various MINDEF Related Organisations (MROs) including MICE packages, F&B discounts, corporate rates for gym membership, as well as customised fitness and corporate team-building experiences

If you have further questions, feel free to contact NSD at [NSDOutreach\\_NS@defence.gov.sg](mailto:NSDOutreach_NS@defence.gov.sg).

## Ways to engage TAC members

### For TAC members who have yet to sign up for NS Mark

- Check which of your members have not signed up for NS Mark yet on the [NS Mark website](#)
- For new members of the TACs, you can include NS-related materials in their welcome kits and/or work with NSD to create more awareness on how to be a supportive employer during your networking sessions
- For existing TAC members, you can send a yearly eDM to non-accredited companies on how to sign up for NS Mark



### For TAC members who have signed up for NS Mark

- Send congratulatory message to newly accredited companies

For members with NS Mark accreditation:

- Encourage them to:
  - Display the NS Mark logo on their website, and configure it to link to the official [Employer Website](#) or [NS Mark website](#)
  - Place the NS Mark logo on their business cards, marketing or recruitment collateral, or social media
  - Include and play [videos](#) with supportive messages about NS during their pre-event segments (e.g. webinars, physical events, tea breaks)
- Send examples of [best practices](#) that they are encouraged to implement and guide them towards attaining [NS Mark \(Gold\)](#)

For members with NS Mark (Gold) accreditation:

- Highlight their stories and actions of support in TAC publications, and send them to NSD so that they can be featured in publicity materials
- Encourage them to share their best practices with non-accredited companies, and guide those companies towards adopting such practices and pledging support for NS



Employer presenting Certificate of Appreciation to his NSman employee on SAF Day



Employers and NSmen commemorating SAF Day together

# Championing Support for NS Year-Round

Supporting NS and NSmen is something that NSD, TACs and their members can do together. NSD provides a variety of platforms, content and opportunities throughout the year to keep employers in the loop about NS-related matters. You can help to promote these messages for an even greater impact.

## Why your actions matter:

Sharing knowledge about NS creates a better appreciation of the roles, commitments, and experiences of NSmen during their NS journey. By establishing a community of NS advocates, we can also ensure NSman employees never have to choose between work and NS commitments.

## In this section, you'll find out:

- Ways to share information about NS
- How to connect TAC members and NSD
- Events you can organise & participate in

## Build knowledge and awareness

Throughout the year, NSD will share NS-related content with TACs via email. These communications can be shared with TAC staff and members either in internal communications, or by posting them on corporate social media platforms.

## Regular content to share

- e-Newsletters and eDMs from NSD
- News and media releases from the [Employer Website](#) and external media outlets and include the hashtag #SupportNS
- Email invitations to Employers' Visits to SAF Camps to allow employers to understand what NSman employees undergo during In-Camp Training
- eDMs which coincide with significant days (e.g. Total Defence Day, SAF Day)

## Create a network of supporters

Over the years, NSD has partnered with many local institutions and organisations to organise outreach events and sharing on employer support for NS. You can work with NSD to provide physical or virtual platforms for these efforts.

These efforts may take the form of inviting NSD to your seminars, talks, AGMs, dialogues, webinars or networking events, or by having NSD conduct question and answer sessions for new members on how to support NS.

## More ways in which companies can partner with NSD



## Participate regularly in events

You can organise or participate in events that promote NS. Such events not only highlight the importance of NS and efforts of NSman employees, but also provide good opportunities to highlight exemplary employers and their practices.

## Examples of commemorative events



# Checklist for Acts of Support

## Stay Informed and Updated

- Employer Website
- Check e-Newsletters and eDMs
- Join NS Employer Events

## Be an Advocate

### • NS Mark Accreditation Scheme

#### NS Mark

- Pledge your support

#### NS Mark (Gold)

- Implement supportive policies and practices
- Apply for NS Mark (Gold) accreditation

### • Engaging TAC members

- Add NS-related materials to welcome kits
- Display NS employer handbook in offices
- Send companies information on how to get accredited
- Encourage members to use logos to show support
  - Use logos on collaterals
  - Place logos on company website and link it to the NS Mark website
- Share good practices from member companies

## Take Action

### • Share information and updates

- e-Newsletters and eDMs from NSD
- News and media releases from the Employer Website
- Email invitations to Employers' Visits
- eDMs which coincide with significant days (e.g. Total Defence Day, SAF Day)

### Invite NSD to events (physical or online)

#### • Organise or participate in NS-related events

- In-house SAF Day Rededication Ceremony
- SAF Day Combined Rededication Ceremony
- National Day Observance Ceremony

#### • Commemorate NS on special occasions

- SAF Day
- National Day

# Resources & Contact Information

Useful resources and external guides

- [Employer Website](#)
- [NS Mark Website](#)
- [Employer Handbook](#)
- [Template for Certificate of Recognition for NS Achievements](#)

Contact us for more information

#### NSD

- Email: [NSOutreach\\_NSD@defence.gov.sg](mailto:NSOutreach_NSD@defence.gov.sg)
- Phone: 6307 5759 / 6307 5695

#### TAC Liaison with NSD

- Name:
- Email:
- Phone:

**Thank you for doing your part for our nation's defence!**

**#SupportNS**