



THE 18TH
SINGAPORE
HR AWARDS

AGENDA

► Overview of The 18th Singapore HR Awards

Objectives & Benefits

New Awards Format

Categories and Criteria

Judging Procedure

Panel of Judges

Application & Report Submission Process

We Recognise Singapore's Leading Human-Centred Companies and Individuals

- This year, at SHRI's flagship HR Awards, we commemorate our 60th Anniversary with the theme: Honouring the Past, Inspiring the Present, and Enabling the Future.
- Anchored in this spirit of celebration, our 2025 theme - "The Trail Blazers" - pays tribute to HR professionals and organisations whose unwavering commitment to innovation, progressive people practices, and transformative leadership continue to shape the future of work.
- We honour those who lead with vision, inspire with purpose, and blaze new trails in advancing the HR profession.
- In a 4-month long journey, SHRI will lead the community in humanising and innovating the future of HR through refreshed award categories and give recognition to all leading companies who have demonstrated breakthrough practices and implementations in HR practice.
- The 18th HR Awards sets the standard in HR practices and give industry recognition to companies for achieving the Gold, Silver or Bronze standards.
- SHRI will begin to actively promote the submission of entries from June onwards, concluding with an awards ceremony "Leading with Purpose, Driving Impact" to be scheduled on 23 September 2025.



OBJECTIVE OF THE AWARDS

In its 18th iteration, the SHRI HR Awards proudly returns as a regional benchmark for HR excellence – honouring organisations and professionals who are reshaping people practices, championing innovation, and building a resilient workforce for the future.

This year's celebration is especially significant as SHRI marks its 60th Anniversary, with the theme: Honouring the Past, Inspiring the Present, and Enabling the Future. Anchoring this milestone is our 2025 focus - "The Trail Blazers: Leading with Purpose, Driving Impact" – which recognises HR leaders and organisations whose bold vision and people-first strategies are powering workplace transformation.

Recognising companies that have achieved Gold, Silver, or Bronze standards, the Awards continue to uphold Singapore's legacy in advancing human capital excellence. As a leading HR membership body, SHRI remains committed to spotlighting those who contribute meaningfully to Singapore's progress by developing its most valuable asset – its people.

At the much-anticipated Presentation Ceremony, the HR community will come together to celebrate impactful achievements and honour those making a lasting difference in the field of HR.

Join us as we celebrate the past, inspire the present, and enable the future of HR – together.



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BENEFITS OF THE AWARDS

SHOWCASE OF BEST PRACTICES

The Awards provide a platform for HR professionals and organisations to share and celebrate successful initiatives, inspiring others to adopt or adapt these best practices to address diverse business challenges.

RECOGNITION

The Awards recognise HR professionals and organizations as champions of both employers and employees, highlighting their commitment to exceptional HR and people management strategies that drive excellence.

HONOUR

The Awards honour HR professionals and organisations for their outstanding contributions to HR in the workplace and workforce, i.e. quest in developing and championing excellent HR and people-centred practices that meet business and employee needs, fosters a great sense of pride and accomplishment amongst all in their organisations.

INSIGHTS

Through established "Standards," the Awards offer valuable insights into effective HR and people management practices, creating opportunities for continuous learning and professional growth.

ASSESSMENT PROCESS

Recipients of The Singapore HR Awards are evaluated against rigorous criteria by a panel of esteemed industry leaders.

AWARDS FORMAT



Organisations awarded the **gold** standard in a category demonstrated that their initiative met at least 90% of the criteria and delivered significant results aligned with their business objectives.



Organisations awarded the **silver** standard in a category demonstrated that their initiative met 75% to 89% of the criteria and delivered significant results aligned with their business objectives.



Organisations awarded the **bronze** standard in a category demonstrated that their initiative met 60% to 74% of the criteria and delivered significant results aligned with their business objectives.

AWARDS FORMAT

These Categories are open to the following types of organisations and will be judged and awarded respectively:

- Small and Medium Enterprises (SME) & Start-Ups
- Not-for-profit & Public Sector
- Large Enterprises & MNCs

CATEGORIES AND CRITERIA

Categories	SMEs & Start-ups	MNC	Not-for-profit & Public Sector
People-Centred Awards			
1.Excellence in Employee Experience and Well-being Award	Applicable to all organisations		
2. Excellence in Learning & Development, Coaching, and Mentoring Award			
3.Excellence in Talent Management & Acquisition Award			
4.Excellence in Total Rewards and Recognition Award			
5. Excellence in People Policy and Design Award			
Innovation (Technology) Award			
6. Excellence in Transformation & Innovation Award	Applicable to all organisations		
Human-Centricity Award			
7.Excellence in Workplace Culture & Engagement Award	Applicable to all organisations		
Excellence: Non-Nominated Award			
8.Best-in-class - People-Centred, Innovation & Human-Centricity	Best of SME	Best of MNC	Best of Govt, Non-Profit
9. Best CEO [NEW]	Individual Award		
10. Best HR Leader [NEW]			
11. HR Young Guns [NEW]			

Categories are open to the following types of organisations:

Small and Medium Enterprises (SME) & Start-Ups | Not-for-profit & Public Sector | Large Enterprises & MNCs

HOW WILL YOU BE ASSESSED?

Criteria	Weightage (%)
Summarising main challenge and context	
1. Has the problem statement been framed clearly?	20%
2. Understanding of business strategy	20%
Solutions	
Ability to address immediate needs as the key factor: Assessment of immediate, short term, mid- and long-term benefits.	20%
Scalability of the solutions - what is the overall long-term impact?	20%
Practicality in Implementation – Identification of risk mitigations, stakeholders involved, and covering at least 70% of workforce to be meaningful and impactful	20%

▶ **Key deciding factors of a winner:**

- **Impact**
- **Scalability**
- **Transformational**

▶ PEOPLE-CENTRED AWARDS:

1. Excellence in Employee Experience and Well-Being Award

Award Name:

"Excellence in Employee Experience and Well-being Award"

Employee experience and well-being are crucial in today's competitive environment.

Companies prioritising these aspects attract top talent, boost productivity, and improve performance. Employees thrive in supportive work environments.

This category celebrates initiatives that impact organisational goals and foster a positive work culture, inspiring others to enhance employee experience and well-being.

CATEGORY SPONSOR: HEALTH PROMOTION BOARD (HPB)

Areas should encompass:

1. Employee well-being initiatives and programmes:

Through mental health support, wellness programs, and work-life balance policies.

2. Technology and digital solutions:

Enhance employee experience and facilitate remote and flexible working arrangements.

3. Learning and development programmes:

Supports employee skills development, career advancement, and their overall well-being and satisfaction.

4. Corporate social responsibility and sustainability initiatives:

Promotes a positive impact on the community and environment, aligned with organisational values and culture.

5. Workplace design and environment:

Focus on creating a comfortable and safe physical environment that supports employee well-being, productivity, and flexibility.

6. Employee engagement strategies:

Through feedback mechanisms, recognition and reward programs, and opportunities for career development and growth.

7. Workplace Health Promotion* and safety policies and practices:

Ensures the physical safety and well-being of employees in the workplace.

8. Employer branding and reputation:

Promotes the organisation's commitment to employee well-being and experience, and enhances its ability to attract and retain top talent through workplace health promotion.

9. Leadership and management practices:

Prioritise employee well-being and experience through communication, coaching, mentoring, flexible work arrangements, and leadership support beyond policies.

▶ PEOPLE-CENTRED AWARDS:

1. Excellence in Employee Experience and Well-Being Award

Criteria	Milestone (Additional Requirements by HPB)
1	Please provide details of at least <u>two</u> programmes and/or events that demonstrate coverage. Supporting documents, such as event photos or programme detail screenshots, should be provided.
5	Please provide examples of such implementations (e.g., ergonomic workstations, standing desks, exercise facilities such as gymnasium, end-of-trip facilities such as showers). Supporting documents, such as photos of the facility, should be provided.
7	<p>Please share how your organisation has invested in workplace health and encouraged participation. Select all applicable options below. (For each option that you have selected, provide documentation as supporting evidence)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dedicated funds set aside for health and wellbeing <input type="checkbox"/> Dedicated health and wellbeing committee set up <input type="checkbox"/> Time off granted to employees for health and wellbeing activities <input type="checkbox"/> Subsidies given for health activities, interest groups, or relevant studio/gym memberships <input type="checkbox"/> Others, please specify: _____ <p>Please provide details of at least <u>two</u> examples with supporting documentation (e.g. snapshot of email circulation, eDMs, announcements in company intranet).</p> <p>*(A Workplace Health Promotion (WHP) is defined as any programme, policy or practice by your organisation to improve the health and wellbeing of employees)</p>
8	Please provide details of at least <u>two</u> examples with supporting documentation.
9	Please provide details of at least <u>two</u> examples with supporting documentation. (e.g., Senior management involvement in the implementation of health programmes or policies, or written statements of support, or their participation in programmes)

▶ PEOPLE-CENTRED AWARDS:

2. Excellence in Learning & Development, Coaching, and Mentoring Award

Award Name:

"Excellence in Learning & Development, Coaching, and Mentoring Award"

Learning and development with coaching and mentoring are essential for a successful organisation. They help employees gain skills, improve performance, and enhance job satisfaction. This award recognises organisations committed to effective learning and development initiatives.

We celebrate programmes that impact employee performance and career growth while contributing to organisational success, inspiring a culture of continuous learning for resilient future businesses.

Areas should encompass:

1. Learning and development

programmes and initiatives: Focus on employee skills development and career advancement, aligned with organizational strategic goals and objectives.

2. Coaching and mentoring

programmes: Provide personalized support and guidance to employees to help employees achieve goals and enhance performance.

3. Leadership development

programmes: Train leaders and managers, to develop skills for effective team management, with emphasis on early start and integration into other talent management strategies.

4. Career development opportunities:

Offer job rotations, stretch assignments, and mentoring programmes, that support employees in their career aspirations and development.

5. Technology and digital solutions:

Enhance learning and development experience, through online learning platforms, microlearning, and gamification.

6. Performance management systems and processes:

Supports employee development and growth, including regular feedback, goal setting, and performance reviews.

7. Collaboration and knowledge-sharing initiatives:

Focus employees to learn from each other, share best practices, and foster a culture of continuous learning and improvement.

8. Evaluation and measurement:

Effectiveness of learning and development programmes, including assessment of employee learning and impact on business outcomes.

▶ PEOPLE-CENTRED AWARDS:

3. Excellence in Talent Management & Acquisition Award

Award Name:

"Excellence in Talent Management & Acquisition Award"

Talent attraction and acquisition are crucial for success, focusing on external hires and nurturing internal talent with transferable skills.

This award honours organisations with innovative strategies that boost performance and growth.

We celebrate initiatives that bridge skill gaps and enhance internal talent, inspiring others to adopt comprehensive talent management and build a diverse, skilled workforce.

Areas should encompass:

1. Strategy Effectiveness

Evaluation of the overall talent acquisition strategy, its alignment with organizational goals, and its effectiveness in attracting top talent

2. Innovation

Use of innovative approaches, tools, and technologies in the recruitment process.

3. Candidate Experience

Quality of the candidate experience throughout the recruitment process

4. Development Programs

Quality and comprehensiveness of employee development programs, including training, mentorship, and career progression opportunities

5. Impact on Employees

Evidence of the positive impact on employee performance, engagement, and career advancement

6. Innovative Practices

Implementation of innovative practices in talent development

7. Diversity Programs

Quality and effectiveness of diversity and inclusion programs

8. Impact on Workforce

Evidence of increased diversity in the workforce and improved inclusion practices

9. Brand Strategy

Effectiveness of the employer branding strategy in attracting and retaining talent.

10. Ethical Practices

Adherence to ethical standards and practices in all talent management and acquisition activities

11. Stakeholder Engagement

Involvement and satisfaction of key stakeholders, including employees, management, and external partners



▶ PEOPLE-CENTRED AWARDS:

4. Excellence in Total Rewards and Recognition Award

Award Name:

"Excellence in Total Rewards and Recognition Award"

Total rewards go beyond pay and benefits, including recognition and career growth. This award honours organisations excelling in total rewards.

We celebrate initiatives that enhance employee satisfaction, engagement, and retention while supporting strategic goals. These efforts inspire others to adopt comprehensive total rewards, fostering a motivated and loyal workforce.

Areas should encompass:

1. Compensation strategies:

Aligns with the organisation's strategic goals and objectives, including market benchmarking, pay for performance, and variable pay plans.

2. Benefits programmes:

Supports employee well-being and work-life balance, including health and wellness, retirement, and leave policies.

3. Total rewards communication

strategies: Effectively communicates the value and impact of compensation and benefits programmes to employees, fostering engagement and motivation.

4. Technology and digital solutions:

Enhances the total rewards experience, such as online compensation and benefits statements, self-service tools, and mobile applications.

5. Compliance with all relevant legislation, regulations, and industry best practices:

Related to compensation and benefits, ensuring legal and ethical compliance.

6. Design and development of total rewards programmes:

Considers the organisational culture, values, and strategic goals, meeting the needs and preferences of employees.

7. Evaluation and measurement of the effectiveness:

Total rewards programmes and initiatives, assessing employee satisfaction, engagement, retention, and business impact, with leadership fostering open, honest conversations.

8. Flexibility and adaptability:

Total rewards programmes to meet changing business needs and employee preferences, while also ensuring sustainability and long-term focus.

9. Collaboration and partnership with external stakeholders:

Benefits providers and industry associations, to continuously improve and innovate total rewards programmes and initiatives.

▶ PEOPLE-CENTRED AWARDS:

5. Excellence in People Policy and Design Award

Award Name:

"Excellence in People Policy and Design Award"

People policy and design acknowledges the well-crafted people policies which plays a role in attracting, retaining, and developing talent. Keeping up to date with mandated policies but not limited in designing policies that address the diverse needs of the workforce, ensure compliance with legal and ethical standards, and contribute to a culture of trust, engagement, and high performance.

This award recognises organisations and individuals who have demonstrated outstanding achievements in the creation, implementation, and optimization of people policies and designs that foster a positive, productive, and supportive work environment

Areas should encompass:

1. Workplace Flexibility:

Policies on flexible scheduling, including the process in obtaining and managing employee consent in line with the updated FWA's policy

4. Fair Recruitment and Employment:

Championing Fair Employment Practices

7. Diversity and Inclusion:

Initiatives promoting diversity and inclusion, and outcomes of these initiatives

2. Impact on Work-Life Balance:

Demonstrated improvement in employee work-life balance and productivity through Future of Work Programs

5. Zero-Tolerance Policy:

Documentation and enforcement of a zero-tolerance policy towards workplace harassment

3. Industrial Relations:

Strengthening tripartite collaboration and enhancing competitiveness and social progress for the benefit of both employers and workers

6. Localisation of Policies:

Successful adaptation of global HR policies to fit the regional or domestic context

▶ INNOVATION (TECHNOLOGY) AWARD:

6. Excellence in Transformation & Innovation Award

Award Name:

"Excellence in Transformation & Innovation Award"

This category acknowledges the importance of adapting to changing market conditions, technological advancements, and evolving workforce needs. It highlights those who have made significant strides in upskilling, reskilling, and redesigning jobs to ensure the workforce remains competitive, agile, and resilient.

This award celebrates efforts that enhance workforce capabilities, foster inclusive growth, and align with innovative initiatives. The focus is on transformative actions that prepare the workforce for future challenges, improve productivity, and contribute to the overall economic development of Singapore.

Areas should encompass:

1. Creativity

Use of innovative and creative approaches in transforming the workforce

2. Relevance: Overview of the transformation initiatives to current and emerging workforce challenges and trends

3. Integration: Seamless integration of transformation initiatives with overall organizational goals and Workforce Singapore initiatives

4. Development Programs: Quality and comprehensiveness of employee development, upskilling, and reskilling programs

5. Impact on Employees: Evidence of the positive impact of development programs on employee capabilities, morale, and career progression

6. Support Systems: Availability and effectiveness of support systems such as training resources and mentorship programs

7. Redesign Initiatives: Innovative job redesign initiatives that improve productivity and job satisfaction

8. Employee Involvement: Involvement of employees in the job redesign process

9. Contribution to National Goals: Contribution to national goals such as skills development, employment growth, and inclusive workforce strategies

▶ HUMAN-CENTRICITY AWARD:

7. Excellence in Workplace Culture & Engagement Award



Award Name:

"Excellence in Workplace Culture & Engagement Award "

Workplace culture and employee engagement drive organisational success by creating a positive, productive environment that fosters well-being. This award recognises excellence in workplace culture and engagement.

We celebrate initiatives that improve employee satisfaction, engagement, and retention, contributing to strategic goals. These efforts inspire a people-centred approach to performance, creating a resilient, high-performing workplace.

Areas should encompass:

1. Employee recognition and reward:

Programmes that celebrate employee achievements and contributions, fostering a culture of appreciation and gratitude.

2. Employee engagement surveys:

Measure and assess employee satisfaction, engagement, and retention, providing feedback for continuous improvement and optimization.

3. Work-life balance policies and

practices: Support employee well-being and flexibility, promoting a healthy and productive work environment.

4. Leadership development

programmes: Promote effective and empowering leadership, fostering a culture of trust, accountability, and communication.

5. Employee development and

training programmes: Promote continuous learning and growth, fostering a culture of innovation and excellence.

6. Workplace communication strategies

and practices: Promote transparency, feedback, and dialogue, fostering a culture of collaboration and alignment.

7. Health and safety policies and

practices: Promote employee health and safety, promoting a culture of care and responsibility.

8. Organisational values and mission:

Reflect and inspire a positive workplace culture, promoting a culture of purpose and meaning.

9. Continuous improvement and optimisation of workplace culture and

engagement initiatives: Leverage feedback and data to enhance the employee experience and business outcomes - contributing to the organization's strategic goals and objectives.

► EXCELLENCE: NON-NOMINATED AWARD

Award Name:

- ***"Best-in-Class: People-Centred, Innovation & Human-Centricity"***

This category is a non-nominated Award. Award winners will be selected by the judges based on the submission from the HR Practices Award.

The Award is bestowed to organisations and individuals that have achieved overall effectiveness in their HR and people management practices, thus contributing to the needs of businesses, the profession, employees, industry and the nation.

This category is open to the following types of organisations and individuals and will be judged and awarded respectively:

- Small and Medium Enterprises (SME) & Start-Up
- Not-for-profit & Public Sector
- Large Enterprises & MNC

JUDGING PROCEDURE

Judging Round

Three judges will be assigned to assess respective categories per sector. Evaluation is based on submitted evidences that supports the applications.

Notification

Selected organisations will be notified for Virtual Clarification from their submission.

Virtual Clarification

Judges will interview shortlisted companies for a 15 mins Q&A via Zoom.

18th SHRA Gala Night

Final results of Gold, Silver and Bronze Standards recipients will only be announced at The 18th Singapore HR Awards Presentation.

APPLICATION

Type	Application Fee*	
	SHRI Corporate Member	Public
Start-Up/ Not-for-Profit	S\$200 per category	S\$300 per category
SME	S\$300 per category	S\$400 per category
Public Sector/ Large Enterprise/ MNC	S\$400 per category	S\$500 per category

*Application fee not including 9% GST

*Application closes on 02 August 2024

ELIGIBILITY REQUIREMENTS

▶ Entry Requirements - Not-for-Profit

- A society under the Registry of Society (ROS); or
- A company limited by guarantee (CLG) under the Accounting and Corporate Regulatory Authority (ACRA); or
- A trust under the Office of Commissioner of Charities (COC)

▶ Entry Requirements - Start-Up

- Be a Singapore-based company with core activities carried out in Singapore
- Be incorporated under ACRA for less than 5 years
- Be able to evidence substantial innovative and intellectual content for its products and/ or services and/ or applications
- Have high growth potential

▶ Entry Requirements - SME

- Qualification based on Enterprise Singapore's definition of SMEs
- Turnover less than S\$100 million or 200 employees

▶ Entry Requirements - Public Sector/ Large Enterprise/ MNC

- Be a Singapore-based company with core activities carried out in Singapore
- Be incorporated under ACRA for more than 5 years

SUBMISSION PROCESS

**Submission Deadline:
11 July 2025, 2359 Hours**

1. Submit via online submission via this [link](#).
2. Items to submit:
 - **Executive summary writeup report of HR Initiatives**
 1. Writeup should contain an executive summary of the HR Initiative/ Programme for the participating category.
 2. Maximum length of the report is 2,000 words for each Award submission (excluding charts, diagrams, appendices, tables, references, etc.).
 3. Up to five supporting documents to prove the results/ evidence of your Initiative/ Programme. Supporting Documents can be in word doc/ ppt (i.e. photos, data analysis, videos etc.).
 4. Each file upload should be capped at 500MB each
 - **All organisations are encouraged to prepare for the Virtual Clarification session in advance**
 - Shortlisted organisations will be announced two weeks prior to the Virtual Clarification.

QUICK TIPS



SHOW evidence of continuous improvement (especially in the past year)



LINK initiatives to results via analytical metrics', tables, charts



REINFORCE reports with measures of positive trends and quality



FOLLOW the report format - be concise and succinct

THINGS TO AVOID:



PLAGIARISM

Using work without credit



REPEATED REPORTS

From the previous submissions



COPY & PASTE

Reports for multiple categories



DEVIATE

From the report requirements



NO EVIDENCE

Of positive trends, measures or results

TIMELINE

11 July 2025

Close of nomination applications & report submission

15 July 2025

First round of Judging

28 July to 01 Aug 2025

Notice to organisations for Virtual Clarification Session (if any)

04 Aug to 08 Aug 2025

Virtual Clarification Session for Shortlisted Organisations (if any)

18 Aug to 22 Aug 2025

Notice to Shortlisted Awardees

23 Sept 2025

The 18th Singapore HR Awards Gala Presentation

CONTACT US

For enquiries, please contact:

SHRI Events Team

thesingaporehrawards@shri.org.sg

WA: +65 8288 8713

THANK YOU!