THE INVISIBLE HEROES

The Big Picture Challenge
Migrant Workers in Singapore

TEAM 05
Agenda

- Current Situation
- Problem
- Solution
- Initiatives
- Appendix
Current Situation

Large industrial estates in the corners of Singapore have housed armies of unskilled laborers for decades, powering the growth of Singapore’s rapid ascent into one of Asia’s four tigers.

- Increasing labor shortages in the employment of migrant domestic workers.
- Unskilled migrant workers fill a very important gap.
About a third of Singapore’s three-million-strong labour force is non-resident with almost 90% of this comprising of low-wage temporary migrant workers holding work permits or S-passes.

**Industrial sectors**

- construction, shipbuilding and repair, and conservancy and household work

**Coming from countries**

- Philippines, Indonesia, China, Bangladesh, India, Myanmar, Sri Lanka, Thailand, Cambodia, and Malaysia
Problem

Different treatment

- Lower wages and do not receive the same benefits as other workers
- Not have the same work conditions
- Excessive overtime
- Withholding passports
- Not be able to join a union
**Problem**

Negative attitudes from public

- Low-skilled
- Illegal
- Drain on the economy
- Commit crimes
- Threaten the country’s culture and heritage
- Have poor work ethics, not trustful
The Solution
Project Invisible Heroes

Goal: Create acceptance and build public literacy on workers' contribution to Singaporean economy.

Who: Migrant Workers working in construction sites in Singapore.
Objective
• Create compassion and empathy through showcasing workers' stories and facts.

Target Audience
Local communities & Singaporean citizens

Content Type
• #heromoment Workers' Life Story
• Myth-busting Statistics & Facts
• Celebratory posts #thankyoufor
• Workers' Facebook Group

KPI
• Engagement rates (likes, comment, shares)
Campaign Tactics

Tone & Narrative:
- Positive language
- Narrate the story in a way that tells workers are 'people like us'.

Post Frequency:
- 3 posts per week
- 1 story video/week
Objective

- Promote inclusion, social interaction, and community engagement
- Change the mindset: migrant workers are not only laborers; they are writers, singers, musicians, etc.

Target Audience

Local communities, cultural and art centers, the locals

KPI

- Performance of live show and activities
- Engagement rate of social media
- Participation rate of events
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Tactics

- Offline: performance or concert
- Online: live streaming on social media

Relax
Play music
Write poems
Share ideas
Exchange views
Express literature and culture
Initiative 3
Communication Programs

Objectives
- Creating acceptance among peer employees
- Amplifying the outcome of interactions among the migrant community

Target Audience
- Employer Organisations
- Agencies recruiting migrant workers
- Migrant Workers themselves
Erecting the Interface

Worker → Agent → Employer

AGENCIES

Don’t Pay to Earn
Establishing a communication line between agencies and employer construction companies

KPI: Rate of successful agreements

RECI PROCAL MENTORING

Exchange Competencies
Putting workers into dyads for knowledge and experience sharing

KPI: Rating from the dyads, Level of satisfaction

EMPLOYEE AWARENESS PROGRAMS

Relative Engagement
Gradually building a more accepting and engaging environment

KPI: Rate of engagement, individual feedback reports
Team 5

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APPENDIX
Roadmap

- Hire/ Setup Two Project Teams
- Connect with workers through Agencies
- Organize Workers' Day
- Launch Social Media Campaign
- Project Debrief
- Comms Plan Trial 1
- Introduce Comms Plan to Recruiters
The Invisible Heroes

Total Population in Singapore

- Singapore citizens: 61.3%
- Non residents: 29.4%
- PRs: 9.3%
- Work Permit Holders: 41%
- Dependents of citizens/PRs/Work Pass Holders: 17%
- Foreign Domestic Workers: 15%
- Students: 4%
- Employment Pass Holders: 11%
- S Pass Holders: 12%

Non residents: 29.4%
Singapore citizens: 61.3%
Number of foreign construction workers employed in Singapore from 2013 to 2019 (in 1,000s)
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Media & device penetration

- Smartphone: 19.1%
- Television: 17.1%
- Internet: 18.5%
- PC or laptop: 16.9%
- Radio: 10.1%
- Newspaper: 9.7%
- Mobile phone: 4.7%
- Smart phone: 19.1%
- Internet: 18.5%
Regular use of mass media

- Internet: 35.1%
- Television: 26.2%
- Newspaper: 18.1%
- Radio: 14.9%
- Magazine: 5.2%
Sources of information about migrant workers

- Social media: 21.8%
- News reports: 26.3%
- TV programmes: 15.6%
- Family/friends: 14.5%
- At work: 11.8%
- Books: 5%
- Film: 2.7%
- Other: 0.8%
REFERENCES


