

Media Release

To News Editors

SAFRA TO EMBARK ON NEW INITIATIVES TO CATER TO NSMEN'S LIFESTYLE NEEDS AND STRENGTHEN TOTAL DEFENCE

SAFRA will do more in the coming years to cater to the learning, fitness and healthcare needs of NSmen and their families, as well as strengthen Total Defence among the community. This comes after a year-long strategic review involving over 1,400 NSmen and volunteers who contributed their views and ideas to chart out new directions for the Association.

Speaking during a visit to SAFRA Tampines on the last day of the virtual Liberty SAFRA Swim for Hope 2020, Senior Minister of State for Defence and President of SAFRA Mr Zaqy Mohamad, spoke on how SAFRA plans to better meet the lifestyle and lifestage needs of NSmen and their families over the next 5 years.

New Directions from SAFRA Strategic Review

Against the current backdrop of economic uncertainty, SAFRA will explore new collaborations with public agencies and educational providers to better cater to the **learning needs** of national servicemen as they transit from full-time national service back to their civilian lives, as well as support their career aspirations by providing more opportunities for them to upskill, reskill and acquire useful industry insights through relevant courses and programmes.

A wider range of fitness and wellness offerings can also be expected to encourage more NSmen and their families to adopt an **active lifestyle**. These range from Mixed Martial Arts (MMA) to dance and aerobics classes. For instance, Amore Fitness programmes were introduced at SAFRA Toa Payoh since September this year, and will also be introduced at SAFRA Tampines from next year. SAFRA will also explore the setting up of gyms beyond SAFRA clubs to provide greater accessibility to its fitness offerings.

New partnerships will be explored to better address NSmen's **healthcare needs**, such as the provision of physiotherapy services and medical screening at preferential rates. Through SAFRA's recent partnership with EQBenefits, SAFRA members are able to enjoy a complimentary 12-month basic health plan (worth \$68) offering preferential rates at over 150 medical, dental and wellness partners. SAFRA also recently partnered SNACK by Income to offer complimentary \$5,000 personal accident insurance coverage, and TRIBE by Income to provide free 6 months child illness and injury insurance coverage, to SAFRA members.

SAFRA will also continue to enhance its suite of membership benefits and leverage technology to enable more targeted outreach to NSmen and provide a more personalised membership experience through the mSAFRA app, which will offer contactless transactions such as the issuance and redemption of e-vouchers and seamless integration with the SAFRA Rewards Programme once enhanced.

SAFRA will do more to support **Total Defence** by leveraging a series of iconic events and programmes to further strengthen social cohesion and psychological resilience among NSmen.

- Over three weekends from 5 to 20 December 2020, a range of Total Defence-themed online and onsite programmes will be introduced by each of the six SAFRA clubs as part of 'Be@SAFRA' to provide opportunities for NSmen and their families to learn more about the six pillars of Total Defence – Military Defence, Civil Defence, Economic Defence, Social Defence, Digital Defence and Psychological Defence.
- SAFRA will also continue to grow its annual SAFRA Entrepreneurs' Marketplace which provides an opportunity for local entrepreneurs to network and showcase their products to the wider community.
- SAFRA plans to organise engagement forums where meaningful dialogues can be conducted on current national topics and Total Defence-related matters with NSmen and their family members.
- Down the road, SAFRA will also organise a series of 'SAFRA Cares' charity activities such as the SAFRA Swim for Hope to provide more opportunities for NSmen and their families to bond through meaningful experiences and foster a stronger community spirit as they lend a helping hand to those in need.

The SAFRA Strategic Review has also mooted several other ideas which are being explored and more details will be shared when ready.

Record participation in first virtual Liberty SAFRA Swim for Hope

A record 4,300 participants took part in the virtual Liberty SAFRA Swim for Hope this year, including many NSmen and their families. A total of \$166,600 was raised for charity, which will go towards helping those in need from three beneficiaries – Autism Resource Centre (Singapore), Singapore Swimming Association's One Team Singapore Fund and the SAF Care Fund.

For the first time, participants were able to swim at their own convenience at any swimming facility islandwide over a period of one month from 17 October to 15 November 2020, and simply log their swim distances online as part of efforts to ensure safety, in view of the Coronavirus Disease 2019 (COVID-19).

The event drew strong support from the Republic of Singapore Navy, with more than 3,300 regulars and national servicemen from Navy Headquarters, Fleet, Maritime Security Task Force, Maritime Training & Doctrine Command, Naval Logistics Command and the Naval Diving Unit participating in the event.

Lending their support to this year's charity swim and to inspire other participants were also home-grown swimming legends Ang Peng Siong, Joscelin Yeo and Singapore's first Olympic Gold Medallist Joseph Schooling, several other national swimmers, as well as double amputee Jason Leong.

Kindly refer to the following for more information:

- Annex A – Fact sheet on Liberty SAFRA Swim for Hope 2020

About SAFRA National Service Association

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of six clubs conveniently located in Jurong, Mount Faber, Punggol, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs are a host of quality membership benefits and activities specially packaged for over 430,000 members (as of 31 March 2020) and their families.

Issued by SAFRA National Service Association on 15 November 2020

LIBERTY SAFRA SWIM FOR HOPE 2020**Fact Sheet**

Organised by SAFRA Tampines, the charity swim event was first introduced in 2011 to provide an opportunity for SAF national servicemen and their families to contribute to charitable causes, while promoting fitness and bonding through swimming. Each year, the event adopts various beneficiaries to help those in need. Last year, the event attracted over 4,200 participants and raised over \$197,000 for charity.

This year, the event is proud to have Liberty Insurance as its title sponsor and is named 'Liberty SAFRA Swim for Hope 2020'. Liberty Insurance has also contributed an additional \$5 to charity for each registered participant, up to the first 3,000 participants.

This is also the first virtual edition to ensure safety for all participants in view of the COVID-19. Funds are raised through registration fees and corporate and individual donations.

Swim Categories

Category	Age	Distance
Resilience	6 years old and above	1 km
Unity Families for Life	1 parent + 1 Child (6 to 12 years old)	1 km
Tenacious	13 years old and above	10 km
Indomitable	13 years old and above	55 km

Beneficiaries**Autism Resource Centre (Singapore)**

ARC(S)'s mission is to help individuals on the autism spectrum maximise their potential in life through advocacy and provision of services in education, employment and empowerment of family caregivers and professionals.

Singapore Swimming Association's One Team Singapore Fund

The Singapore Swimming Association (SSA)'s One Team Singapore Fund will be used to enable Singapore to be a world class aquatics nation with 'Every Singaporean a Swimmer'. The COVID-19 pandemic has impacted the livelihoods of many coaches and the development of swimmers. We also aim to support local swimming coaches in upskilling through free coaching workshops and provide assistance in securing available pool spaces, as well as assist in the training needs of developmental athletes whose families have financial challenges.

SAF Care Fund

The Singapore Armed Forces (SAF) Care Fund is set up to provide additional Support to SAF servicemen who are severely disabled due to military service, over and above MINDEF's existing compensation and welfare frameworks. The Fund enables members of the public to make contributions and show their support to injured servicemen.