

Media Release

For Immediate Release

ORBA LAUNCHES FIRST PRECINCT-WIDE HEALTH INITIATIVE AIMED AT ORCHARD ROAD WORKFORCE

Singapore, 23 March 2018 – All workers in Orchard Road will have access to free health screenings, workouts and workshops as part of a first precinct-wide health initiative launched today by the Orchard Road Business Association (ORBA) to create a healthier workplace at Orchard Road. Dubbed as *Work Great on A Great Street*, the initiative is ORBA's first strategic, long-term collaboration with the Health Promotion Board (HPB) to bring healthy living to the doorsteps of the Orchard Road workforce, through a series of health events and programmes.

Supporting Singapore's move towards a healthier lifestyle as highlighted by Prime Minister Lee Hsien Loong during last year's National Day Rally, ORBA brings the fight against diabetes to one of Singapore's largest retail districts. Many of the programmes are tailored primarily for employees in the retail and food services sector, which has a high prevalence of mature workers, and where employees usually work shift hours or have unstructured work patterns.

Mr Mark Shaw, Chairman of ORBA, said: "We are proud to be the first precinct in Singapore to support national efforts in promoting healthier living at the workplace. With seven out of every 10 residents in the workforce¹, it is an opportune time to take the message and the practice of health and fitness to workplaces.

"ORBA exists to champion the interests and welfare of businesses and stakeholders along Orchard Road, and helping our population keep fit and stay healthy is critical to our members' success. We call on everyone who works and lives on Orchard Road to join in the activities. They have little excuse not to, as we have designed the activities to take place at their doorsteps at a time when they are off work.

"We also hope that through this initiative, Singaporeans will come to see Orchard Road, not as just a great shopping destination, but also a lifestyle hub for health and wellness."

Work Great on A Great Street focuses on offering activities that cater to the demographics of workers along Orchard Road, based on their age, work nature and work hours. The initiative was conceptualised to allow employees to conveniently step out from their workplaces – retail shops, restaurants, cafes and hotels – to participate in the

¹ <https://www.hpb.gov.sg/workplace/useful-information-for-organisations/tripartite-oversight-committee-on-workplace-health>

health activities.

Mr Sim Beng Khoo, Director for HPB's Workplace Health & Outreach, said: "We are excited to support ORBA in its efforts to bring healthy living closer to the working population in Orchard Road. In our Health Promotion Board findings, we have seen that the average Singaporean tends to put on weight after entering the workforce, due to sedentary lifestyles and unhealthy diets, increasing the risk of obesity and chronic diseases such as diabetes. Collaboration with partners like ORBA, therefore, enable us to extend our health promotion programmes to more workers within a well-connected precinct, building supportive environments for both physical health and mental well-being as well as a tobacco-free lifestyle. This allows the various companies and employees in the precinct to benefit from the demand aggregation of programmes for greater cost efficiency and wider variety of programmes and enjoy convenient access to health programmes."

Started in October 2017, the health programmes under this initiative have attracted nearly 8,000 people who participated in more than 160 activities in the last eight months. A popular event was the SingTel Christmas Walk last December, which saw close to 300 SingTel employees walking from the SingTel ComCentre to Ngee Ann City for a workout session at the Christmas Village.

ORBA has conducted health coaching sessions for Orchard Road workers to help them learn easy exercise techniques to improve their strength, balance and flexibility. Workers from the cleaning, security, retail, hospitality and food services sectors have benefitted from these sessions.

Work Great on *A Great Street* is expected to gain momentum over the coming months with regular health and wellness activities. More than 100 workout sessions and other activities including cooking classes have been planned for the rest of the year, conveniently located at various points along Orchard Road and in partnership with several landlords and tenants at the precinct.

For example, free health screenings and workshops will be conducted throughout the year by experienced medical professionals from the initiative's Exclusive Medical Partner, Singapore Medical Specialists Centre (SMSC), a premier multidisciplinary specialist centre located on Orchard Road in Paragon.

Miss Michelle Lim, Chief Operating Officer of SMSC, said: "We are happy to play our part in supporting this initiative to promote healthier lifestyles among Singaporeans.

"We hope that participants will find the health talks educational and will return to their workplaces with useful tips

to share with their friends and families, and they will apply them consistently for a transformative and healthier lifestyle.”

“Supplementing these efforts, ORBA is offering basic complimentary health screening to all who work on Orchard Road with SMSC as the Exclusive Medical Partner. The clinic is conveniently located on Level 9 of Paragon.”

The health talks cover various health topics, ranging from healthy eating to health issues pertinent to Singaporeans, as well as different ways to remain healthy amidst a hectic lifestyle. Participants have given feedback that they found the talks informative and some have since been inspired to maintain a healthy diet and exercise more regularly.

Said Amanda Chong, General Manager from ABC Cooking Studio Singapore (Exclusive Culinary Partner), “It’s been an honour and pleasure to be part of the initiative promoting a healthier lifestyle to all who work on Orchard Road. ABC Cooking Studio always values homecooked meals. We believe eating healthier is the foundation for a healthier lifestyle. Through the workshop, we simplify the cooking process so that participants can learn how to prepare nutritious homecooked meals without the hassle!”

For further information on Work Great initiatives, please visit www.orchardroad.org/workgreat.

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA’s mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as “Christmas on A Great Street”, “Fashion Steps Out”, “Rev-Up @ Orchard”, and “Pedestrian Night” to attract visitors and tourists to Orchard Road. Its annual award-winning “Christmas on A Great Street” marks the start of the year-end festive season in Singapore, illuminating the city’s

foremost shopping and entertainment district with sparkling lights and colour.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are about 120 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.