

service  gold

NATIONAL KINDNESS AWARD



2023 Programme Booklet

Co-organised by



FOREWORD



FOREWORD BY **MS MARGARET HENG**

Executive Director, Singapore Hotel Association

I am delighted to extend my heartiest congratulations to all winners of the SHA/SKM Service Gold National Kindness Award 2023. Your kind acts have certainly elevated our service excellence to a new level. You are all outstanding gems and truly the heartbeat of our hospitality industry!

It is really wonderful to know that there are many uplifting stories of our winners who have brought joy to others with their kindness. Some of these narratives are recounted in this specially produced e-booklet that celebrates the 128 winners from 78 participating hotels. I would like to invite you to read through them and be further inspired by their praiseworthy acts of kindness.

I am also happy to share that since 2013, the SHA and SKM have been recognising gracious guests who have shown thoughtfulness to our hotel employees. Their commendable acts go a long way in motivating our hotel employees to continue walking the talk on kindness. I would therefore like to express my sincere appreciation to all our gracious guests for being part of this laudable movement to make kindness an integral part of our lives.

On this note, I would like to acknowledge the Singapore Kindness Movement (SKM) for their unwavering support to help promote and champion kindness in the hotel industry. Without doubt, it has been a very meaningful 29-year journey, and the SHA looks forward to this continued partnership with SKM to build an even kinder culture within and beyond our hotels.

FOREWORD BY **MS MICHELLE TAY**

Director of Programmes and Operations, Singapore Kindness Movement

With great honour, I extend my warmest greetings to all of you on this special occasion in recognising our service stars.

The Service Gold Awards embodies the very essence of what the Singapore Kindness Movement stands for, a commitment to promoting kindness and graciousness in our daily lives. It is a testament to our belief that small acts of kindness can profoundly impact individuals and communities, creating a ripple effect of positivity that extends far beyond the initial act.

In a world often marked by its frenetic pace and digital distractions, it is heartening to witness the enduring spirit of kindness that resides within our community. The Service Gold Awards stands as a beacon of hope, reminding us all that compassion, empathy, and selflessness continue to flourish, transcending the boundaries of time and technology.

Kindness can and should be at the heart of service excellence, even during digital transformation in the hospitality industry. It's about using technology to enhance, not replace, human interactions. While digital tools can streamline processes, they should complement, not replace, the human touch.

Each story within these pages is a testament to the incredible power of the human spirit to uplift and inspire. The Service Gold awardees, through their exceptional acts of service, exemplify the very best of what it means to be greater, one who embraces diversity, extends a helping hand to those in need and celebrates the simple but profound beauty of kindness.

Reciprocity of acts of kindness, is also witnessed as we recognise our gracious guests. These stories remind us that kindness knows no age, race, or occupation. As we read the remarkable narratives of our awardees, let us be inspired to take action in our own lives, to pay kindness forward.

I also want to express my heartfelt gratitude to all the partners, contributors, volunteers, and participants who have made the Service Gold Awards successful. The kinder we are every day, the stronger and greater we can become as a society.

Let's be greater together.





ABOUT THE NATIONAL KINDNESS AWARD SERVICE GOLD

Now in its 29th year running in 2023, the National Kindness Award—Service Gold is jointly organised by the Singapore Kindness Movement and Singapore Hotel Association. It recognises service staff in the Hotel Industry who have displayed exemplary service and gracious behavior in their course of work. This award inspired recipients to continue to shine and influence their colleagues to contribute to a more pleasant and gracious society.

This would also be the 11th year that we are highlighting the element of gracious hotel guests. The recognition for gracious guests serves as a reminder that kindness and graciousness cuts across both ways in the giver and receiver. We have since recognised a number of foreign guests for their graciousness to our hotel staff.

AWARD OBJECTIVES

- To give recognition and honour to hotel service staff who have displayed exemplary service and gracious behaviour at work to help others.
- To encourage the hoteliers to recognise their employees who have gone the extra mile in their work to help others.
- To celebrate kindness in people.
- To motivate and remind everyone that kindness and graciousness cuts across both ways in the giver and receiver.



HISTORY AND BACKGROUND

Established in 1994, the National Kindness Award—Service Gold was inceptioned by the then Singapore Courtesy Council and Singapore Hotel Association (SHA) to recognise and honour hotel staff who have gone the extra mile in their line of duty. This award is a celebration of the triumph in kindness in the hospitality industry. It is open to both the Rank & File and Managerial level of hotel employees who displayed kind acts of courtesy at their workplace.

In 2013, to appreciate the guests who have exhibited exemplary graciousness to the service staff, a new category of 'Gracious Guests' was introduced to thank those who have shown us the importance of reciprocating kindness and graciousness.

Over the years, the National Kindness Award—Service Gold has seen an increase in the number of participating hotels and has recognised over 1500 hotel staff since its inception.



“

Sometimes
it takes only
one act of
kindness
and caring to change
a person's life.

—Jackie Chan

”



OUR

WINNERS

Aloft Singapore Novena	<i>Hazirah Binte Abdul Razak</i>
Aloft Singapore Novena	<i>Lee Yan</i>
Amara Sanctuary Resort Sentosa	<i>Liu Say Kow</i>
Amara Sanctuary Resort Sentosa	<i>Tere Wong Huimin</i>
Amara Singapore	<i>Raymond Foo Chip Koon</i>
Amara Singapore	<i>Oonah Patricia Taylor</i>
Amoy Hotel	<i>Tina Dan Thanh Nguyen</i>
Capella Hotel, Singapore	<i>Bambang Herdany Bin Sabmoe</i>
Carlton City Hotel Singapore	<i>Jaganayagan Ravi</i>
Carlton City Hotel Singapore	<i>Sebua Rodney Deles</i>
Carlton Hotel (Singapore) Pte Ltd	<i>Loh Hai Kwong (Stewart)</i>
Carlton Hotel (Singapore) Pte Ltd	<i>Thivagar A/L Subaiah</i>
Concorde Hotel Singapore	<i>Nur Saffrina Tan Binti Abdullah @ Tan Whey Whey</i>
Concorde Hotel Singapore	<i>Ross Sita Binte Muhammad Nor</i>
Conrad Centennial Singapore	<i>Bala Murugan Sivaji</i>
Copthorne King's Hotel Singapore	<i>Joshua Antini Wilson</i>

GRACIOUS STAFF CATEGORY



OUR

WINNERS

Copthorne King's Hotel Singapore

Mohamed Gadaffi Bin Mohd Juferi

Crockfords Tower

Wong Yik Shan

Crowne Plaza Changi Airport

Magendran Raman

Crowne Plaza Changi Airport

Mohamud Abdul Salam Bin Doros Ullah

Dao By Dorsett AMTD Singapore

Khor Shin Ying

Dao By Dorsett AMTD Singapore

Tan Jun Wen Derrick

Dorsett Singapore

Mohamad Ashraf Ref A 'le Bin Mohamad Ref

Dorsett Singapore

Irene Wong Suet Li

Dusit Thani Laguna Singapore

Evangeline Priya Manivanan

Dusit Thani Laguna Singapore

Francisco Jaypee Adriano

Equarius Hotel

Chong Yoon Hiong Kelly

Fairmont Singapore

Goh Jia Yi Audrey

Fairmont Singapore

Yogeswaran A/L Pamne Selvam

Four Seasons Hotel Singapore

Wong Shou Wei

Furama City Centre

Braberry Keith Nicholas

Furama City Centre

Huang Mei Lan



OUR

WINNERS

Furama RiverFront Hotel	<i>Muhammad Fadzrul Bin Mohamed Sidek</i>
Furama RiverFront Hotel	<i>Muhendrabalan Jeyabalan</i>
Grand Mercure Roxy Hotel	<i>Chan Kah Soon</i>
Grand Mercure Roxy Hotel	<i>Pinugu Gabriel Angelo Rigor</i>
Holiday Inn Express Singapore Katong	<i>Jesly Loo Ai Yin</i>
Holiday Inn Express Singapore Serangoon	<i>Jessica Liau Fui Sing</i>
Holiday Inn Singapore Atrium	<i>Muhammad Aiman Bin Mas'ud</i>
Holiday Inn Singapore Atrium	<i>Suzaila Binti Suhaimi</i>
Holiday Inn Singapore Little India	<i>Hajar Rahim</i>
Holiday Inn Singapore Little India	<i>Mohd Yunus Taufiq Chong</i>
Hotel 81 Dickson	<i>E M K Farhadur Rahman</i>
Hotel 81 Dickson	<i>Toh Siow Hui (Du Xiao Hui)</i>
Hotel Indigo Singapore Katong	<i>Lee Jia Hui</i>
Hotel Michael	<i>Anthony San Ling Wen</i>
Hotel Michael	<i>Jothi Nathan Michael</i>
Hotel Miramar (Singapore) Limited	<i>Nagarajan A/L Murugesan</i>
Hotel Ora	<i>Jersey Low Zi Ying</i>

GRACIOUS STAFF CATEGORY



OUR

WINNERS

Hotel Royal @ Queens (Singapore) Pte Ltd

Maniselvan A/L Krishnan

Hotel Royal @ Queens (Singapore) Pte Ltd

Rohmat Bin Sarmin

ibis Singapore On Bencoolen

Hen Siew Gee (Vicky)

ibis Singapore on Bencoolen

Prabu A/L Bathumalai

InterContinental Singapore

Lee Pei Yi Fiona

InterContinental Singapore

Mugilan N Balakrishnan

Intercontinental Singapore Robertson Quay

Gabbie Chong Xiao Thong

InterContinental Singapore Robertson Quay

Mohamed Hafiz Bin Kamaruzaman

JEN Singapore Orchardgateway by Shangri-La

Ho Khoon Fatt

JEN Singapore Orchardgateway by Shangri-La

Mohamed Zulkiflee Bin Abdul Latiff

JEN Singapore Tanglin by Shangri-La

Kumar S/O Sinamuttu

JEN Singapore Tanglin By Shangri-la

Mohd Ridzal Bin Abu Talip

Lloyd's Inn

Hing Si Wen

Lloyd's Inn

Shahira Binte Asrori

M Hotel Singapore

Ang Siew Yean Amelyn



OUR

WINNERS

M Hotel Singapore

Yap Jia Yi

M Social Singapore

Tan Wei Zheng Darren

Mercure Singapore Bugis

Ganaka Prakash A/L Krishnan

Mercure Singapore Bugis

Ulep Denise Marguerite Cruz

Momentum Hotel Alexandra

Goh Shu Yi Felicia

Momentum Hotel Alexandra

Lew Quek Keong Melvin

Naumi Hotel

Syukran Makmun Bin Amir Hamzah

Oasia Hotel Novena

Indra Devi A/P Rajagopal

Oasia Resort Sentosa

Sabrina Chen Ting Ting

Oasia Resort Sentosa

Siti Hajar Binti Yusaini

One Farrer Pte Ltd

Jeong Jooyoon

ONE°15 Marina Sentosa Cove, Singapore

Lopes Royston Michael

ONE°15 Marina Sentosa Cove, Singapore

Noor Azhar Bin Mustafar

Orchard Rendezvous Hotel Singapore

Muhammad Sufian Bin Arshad

Orchard Rendezvous Hotel Singapore

Sun LiZhong

Pan Pacific Singapore

Muhammad Hafizzuddin

GRACIOUS STAFF CATEGORY



OUR

WINNERS

Park Regis Singapore

Kathiresk Karthigasu

PARKROYAL COLLECTION
Marina Bay, Singapore

Ariane Rodriguez Garcia

PARKROYAL COLLECTION
Marina Bay, Singapore

Mohd Shafik Bin Md Yusof

PARKROYAL COLLECTION
Pickering, Singapore

Baldeo Emmanuel Doon

PARKROYAL COLLECTION
Pickering, Singapore

Wu Tingting Judy

Peninsula Excelsior Singapore,
A Wyndham Hotel

Jumiah Binte Hussin

Peninsula Excelsior Singapore,
A Wyndham Hotel

Lee Yi Xuan

Quincy Hotel Singapore

Cheong Mei Ying

Quincy Hotel Singapore

Norazlina Binte Safie

Raffles Hotel Singapore

Chin Nyit Ching

Raffles Hotel Singapore

*Kaliyapan Perumal @ Kaliyapan
S/O Perumal*

Rendezvous Hotel Singapore

Kelly Scotie E G Hoipau

Rendezvous Hotel Singapore

Mohamed Arshad Bin Ikhwan



OUR

WINNERS

Royal Plaza on Scotts

Mariz Cordova Tarenio

Royal Plaza on Scotts

Teo Ying Xian Elizabeth

Shangri-La Rasa Sentosa, Singapore

Chin Mei Leng

Shangri-La Singapore

Zakiah Binte Mohamed Shah

Sheraton Towers Singapore Hotel

Sandi Lim Beizheng

Sofitel Singapore City Centre

Aung Thu Win, Jimmy

Sofitel Singapore City Centre

Mohammad Airi Bin Ardnan

Soloha Hotel

Noorhakimi Bin Noorhildi

Studio M Hotel

Ng Min Min Stella

Studio M Hotel

Thana Letchmee A/P Suberamaniam

Swissôtel The Stamford

Guan Hongzuo

Swissôtel The Stamford

Julianne Bte Sabtu

The Barracks Hotel Sentosa

Ding Huan

The Capitol Kempinski Hotel Singapore

Jivapriya K Deveras

The Capitol Kempinski Hotel Singapore

Nastassia Pudakevich

The Clan Hotel

Han Jia Yan

GRACIOUS STAFF CATEGORY



OUR

WINNERS

The Clan Hotel

The Fullerton Bay Hotel Singapore

The Outpost Hotel Sentosa

The Outpost Hotel Sentosa

The Ritz-Carlton, Millenia Singapore

The Scarlet Hotel Pte Ltd

The Scarlet Hotel Pte Ltd

V Hotel Bencoolen

V Hotel Bencoolen

Vibe Hotel Singapore Orchard

Vibe Hotel Singapore Orchard

Village Hotel Albert Court

Village Hotel Bugis

Village Hotel Changi

Village Hotel Katong

Village Hotel Sentosa

Village Hotel Sentosa

York Hotel Singapore

York Hotel Singapore

Zhang Hao

Dimaano Purto Lotha

Li Xiao Jie

Muhammad Hafiz Bin Sukor

Resurreccion Katrina Lambino

Puvan A/L Arjunan

Yu Huahao

Phua Seow Leong

Tan Yong Jia

Kwan Yu Fei Cheryl

Nuurul Artiqah Binte Syed Mohdar Al-Mutahar

Eugene Lim Chun Wei

Sophia Lee Ling Faw

Halinah Bte Hassim

Chandran Tayaraman

Mary Rose Mallari Belo

Nur Idawaty Binte Moklas

Gracely Domingo Recto

Thiang Su Wei

“

Because that's what
kindness is.

It's not doing
something for
someone else
because they can't,
but because you can.

— Andrew Iskander

”

GRACIOUS STAFF



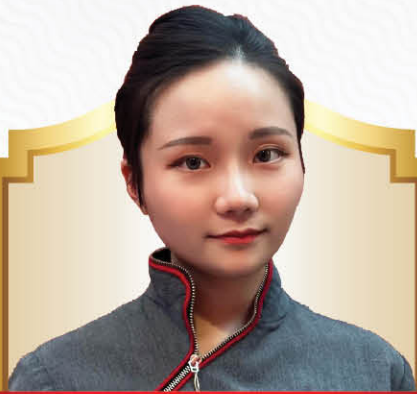
Nominated by: Village Hotel Bugis



Sophia, Housekeeper at Village Hotel Bugis, excels in planning and organizing. She recognises the strengths and unique qualities of her team members, enabling them to shine by providing them with opportunities to showcase themselves. Despite leading the Housekeeping department, Sophia extends her care and affection to other departments. Her perpetual smile never wanes and she effortlessly manages both internal staff and external vendors while maintaining boundless energy and kindness.

Sophia treats everyone with respect and courtesy, demonstrated when she noticed a vendor working without a lunch break. She ordered a Halal meal, personally delivering it. Her actions showcased her thoughtfulness and generosity.

Sophia is a role model of Far East Hospitality, where she learned and enliven our values – the Acts of Grace. Her compassionate leadership, generous co-worker makes her a role model for the hospitality industry.



**Tina Dan
Thanh Nguyen**

**Guest Service
Executive**

Nominated by: Amoy Hotel



Tina's role as a service champion sets a remarkable standard. Regardless of challenges, she consistently rises to enhance guests' experience. Her unwavering kindness is evident through compliments received, whether expressed verbally, via email, or on online platforms like TripAdvisor. Tina excels at diffusing difficult situations, empathetically addressing guest situations with compassion.

A recent incident highlights Tina's exceptional dedication. During a 1.5-month global trip, a guest Mrs. Smith discovered she was pregnant but kept it a secret to surprise her family upon their return. However, she began to bleed during her stay. Tina acted swiftly, arranging a taxi to the hospital and providing the hotel as an emergency contact for Mrs. Smith's husband. Grateful, the Smiths praised Tina for her quick thinking and discretion.

Through their conversation, Tina discovered Mrs. Smith's intense craving for chocolates. Without hesitation, Tina purchased a box of special Japanese chocolates and discreetly surprised her the next day. Mrs. Smith was moved to tears by Tina's extraordinary kindness.

Tina's commitment to exceptional service, even in challenging situations, sets her apart as a true service champion. Her ability to turn crisis into moments of care and compassion leaves a lasting impact on guests like Mrs. Smith.

GRACIOUS STAFF



Nominated by: Hotel Miramar (Singapore) Limited



On June 12, 2023, at approximately 13:24, Nagarajan, a dedicated hotel executive, displayed exceptional kindness and commitment in a critical hotel lobby incident. A 73-year-old guest suddenly collapsed, unconscious but with a pulse, experiencing severe chest pain.

Without hesitation, Nagarajan sprang into action. He initiated CPR and utilized an automated external defibrillator (AED) while awaiting the ambulance, showcasing not only his quick thinking but also his compassion.

When paramedics arrived, they took over with advanced CPR and AED assistance. The guest was rushed to Singapore General Hospital, but sadly, he passed away at 15:17 the same day.

Nagarajan's actions went beyond his job description, reflecting his deep kindness and dedication to guest well-being. His unwavering commitment to providing exceptional hospitality services shone brightly. In adversity, Nagarajan's actions spoke volumes about his character, professionalism, and heartfelt concern for those he served.



**Magendran
Raman**

Stewarding Manager

Nominated by: Crown Plaza Changi Airport



Magendran embodies our hotel's core purpose by consistently exemplifying genuine hospitality. He extends his kindness not only to our external guests but also to our internal guests, particularly his dedicated team members. As the head of the hotel's stewarding team, Magendran maintains a close connection with his colleagues, ensuring their well-being and fair treatment.

Notably, he actively supports two colleagues with disabilities, refusing to relegate them to mundane tasks. Instead, Magendran personally imparts his expertise to them, incorporating them into all available training sessions, briefings, and hotel activities. He maintains regular communication with their families, embracing the role of a caring guardian. His daily interactions with these two colleagues, akin to a paternal figure, beautifully exemplify his unwavering kindness.

GRACIOUS GUEST



Nominated by: ibis Singapore on Bencoolen



Mr. Harry Chua is an esteemed and cherished member of our hotel family, having been a loyal guest since our doors first opened. Over the years, he has graced us with his presence on 45 occasions, consistently selecting the ibis Singapore on Bencoolen as his home away from home whenever he visits Singapore.

Mr. Harry's unwavering patience and sincere interest in our staff have endeared him to us all. He has skillfully forged warm and friendly relationships with our dedicated team, and his familiarity extends to knowing each team member

by name. Without fail, he bestows kind words and tokens of appreciation upon our colleagues across all departments during every visit.

As a testament to his gratitude for the impeccable arrangements made for his stay, Mr. Harry graciously presents snacks and small treats to our staff. He goes beyond being a guest and actively participates in any guest activities we arrange, enthusiastically sharing his experiences and engaging in meaningful communication.

With each return visit, welcoming Mr. Harry feels less like checking in a guest and more like reuniting with an old friend. His presence embodies the spirit of genuine camaraderie that we hold dear at our establishment.



**Mr. Kline,
Wayne Geoffrey**

**JEN Singapore Tanglin
by Shangri-La**

Nominated by: Naveen Edwards



Mr. Kline is one of our valued Diamond members of Shangri-La Circle. Since 2011, he has been with us for a total of 276 nights and most of it are long duration stays. In 2023, Mr. Kline has spent 144 nights in our hotel which he then identifies JEN Singapore Tanglin by Shangri-La as his 3rd Home.

Mr. Kline never fails to genuinely appreciate our staffs' efforts and often motivates them whenever he engages with the Team; he often extends his "Thank you" to our staff with his gracious smile. His amicability in showing the utmost respect and graciousness has gained the hearts of many.

Lastly, we sincerely appreciate Mr. Kline's kind approach to everyone in the hotel and our team unanimously agree that he is a great example for the Service Gold Award - Gracious Guest.

