

CIMB: Krista Childcare Centre



CIMB Group is a leading ASEAN universal bank, the largest Asia Pacific (ex-Japan) investment bank and one of the world's largest Islamic banks.

The Group is headquartered in Kuala Lumpur, Malaysia, and offers consumer banking, wholesale banking, Islamic banking and asset management. It is the fifth largest banking group by assets in Southeast Asia, and at the end of September 2013, had over 40,000 staff and approximately 13 million customers.

The Group's retail banking branch network is the widest in the region, with

more than 1,000 retail branches in Malaysia, Indonesia, Singapore, Thailand and Cambodia.

Overview

On 2 January 2014, CIMB Group in partnership with Krista Education Sdn Bhd opened Krista Childcare Centre @ MBC at the Menara Bumiputra-Commerce building at Jalan Raja Laut, Kuala Lumpur. The childcare centre is one of the first centres to be opened on the fifth level of a building as the childcare guidelines within the jurisdiction of Dewan Bandaraya Kuala Lumpur (DBKL) outline that a childcare facility must only reside on the ground, first or second level of any building. However through the exceptional dedication of their team in ensuring the safety and welfare of the children, they successfully obtained the approval to establish the childcare centre.

Objective

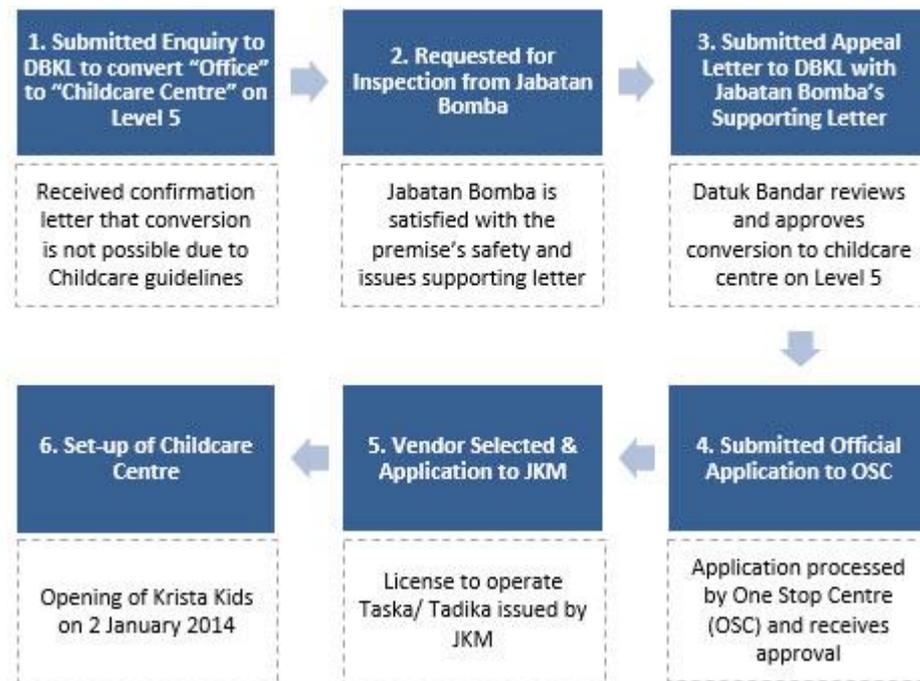
Aligned with the Group's Employee Value Proposition, the conceptualisation of the childcare centre emerged during a discussion between Dato' Sri Nazir Razak (then Group Chief Executive Officer) and Branch Managers. They believed that establishing a childcare centre would support working parents in managing their work and family commitments as well as encourage further parent-child bonding. Implementing a childcare centre within close proximity of the office would provide working parents with convenience and ease of mind.

Initiatives

Unlike the set-up of other corporate childcare facilities, CIMB took an unconventional approach by focusing their efforts on obtaining approval from DBKL and Jabatan Bomba first prior to their application to DBKL's One Stop Centre (OSC) and Jabatan Kebajikan Masyarakat (JKM).

Their aim was to demonstrate their commitment in ensuring the children’s safety and welfare through their comprehensive safety procedures and practices. The team recognised that without the support of DBKL and Jabatan Bomba, a direct application to OSC and JKM would have resulted in a rejection due to strict compliance to the childcare guidelines. From planning to set up, the project duration spanned over one year.

CIMB Childcare Implementation Journey



Work Health Safety System

CIMB’s success in launching a childcare centre on the fifth level can be attributed to their robust safety policies and procedures which are managed internally by their dedicated Facilities Management team. The team recognised that the key to obtaining approval from DBKL, Jabatan Bomba and JKM was to demonstrate that the company had the capacity, capability and facilities to manage the safety and well-being of the children in the event of an emergency situation. As part of the Jabatan Bomba inspection, the Facilities team was able to demonstrate the following emergency and safety practices and systems:

- Multiple Exit Points from the fifth level
 - 3 Emergency Exit Doors with Staircase
 - Bomba Lift
 - Escalator
- Robust Emergency Evacuation Policy & Training
 - Policy together with appointed internal Emergency Response Team (e.g. Floor Marshall, Incident Manager)

- Special squad of wardens comprising staff from level 3, 5, 6 and 7 who would be assigned to support the childcare minders and teachers in the event of an emergency
 - Annual fire drill and evacuation training
 - Comprehensive Fire Protection System
 - Annual fire drill and evacuation training
 - Smoke detectors
 - Heat detectors
 - Pressurised fans
 - Sprinklers
 - Fire Extinguisher
 - Hose reels
- Clinic in front of the childcare centre

Once satisfied with the emergency and safety practices and systems, Jabatan Bomba issued a letter to support CIMB's application for a childcare centre to be established on the fifth level which was used in the appeal to DBKL and subsequently, application to JKM.

Krista Education Management & Learning Delivery

The childcare centre is operated and managed by Krista Education Sdn Bhd which manages various pre-schools and early childhood education centres across Malaysia. Krista Kids' mission is to proactively participate in the development of childhood education services in order to nurture and enrich the lives of children.

Their learning programmes follow their CAPABLE approach which focuses on providing children with values and intellectual skills in the areas of learning academic foundation, practical experiences, assessments and exploratory endeavours.

Childcare Facility

Krista Childcare Centre @ MBC can accommodate 40 to 60 children depending on their ages which is in line with JKM's childcare minder and child ratio. Prior to the set-up of the childcare centre, a childcare survey was launched to all employees in Kuala Lumpur to determine the needs of employees, including the age group of their children who may need childcare centre.

While the childcare predominantly manages children between the ages of 1 to 4 years, Krista may make exceptions for babies or on a case-to-case basis.

The opening hours for the facility are between 7:30 am to 6:30pm. Parents will be charged additional fees after 6:30 pm in an effort to encourage parents to spend more quality time with their children.

Childcare Subsidy

CIMB currently subsidises the facility and utilities to allow for lowered monthly fees for employees estimated at a discount of 40%-50% in comparison to external childcare centre fees, depending on location. The subsidy is intended to provide parents with the best value for quality services. Payment of fees by parents is managed through Krista Education Sdn Bhd and remains at a flat rate for children of all ages.

Outcome

Since the opening of CIMB's childcare centre in January 2014, over 20 children have enrolled in the childcare centre and are managed by 7 childcare minders. The centre continues to receive queries from parents regarding the childcare services and enrollment. The feedback from parents has also been positive which was also seen prior to the launch of the centre when parents were asked to register their interest in the childcare centre.

To continue to support the welfare of parents across CIMB Group, the Group is currently exploring opportunities to expand their childcare centre to other offices to enable more parents to balance work and family commitments.

Success Factors

- Strategy & Objectives
 - Strong leadership
 - Top Management Influence
 - Organisation alignment
 - HR Policies & Procedures
 - Cultural & Organisational Alignment
 - Strong corporate branding
 - Communications – internal & external
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Awards

- 2013: "Life at Work Award", Ministry of Women, Family and Community Development and TalentCorp Malaysia
 - 2013: Best Company to Work for in Asia, HR Asia
 - 2013: Malaysia's 100 Leading Employers Award: Best Innovation on Campus
 - 2013: Malaysia's 100 Leading Employers Award: Best Internship Experience
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Website

www.cimb.com