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**ADDRESS BY MR ONG TENG CHEONG, SECRETARY-GENERAL, NTUC
AND CHAIRMAN, NTUC CLUB AT THE OFFICIAL REOPENING OF
THE STRIKERS LOUNGE ON 11 NOVEMBER 1991 AT 7.00 PM**

NTUC Club had a modest beginning. When the Club started operation four years ago, it had only this lounge, a Jackpot room and a billiard room. Within six months of the Club's operations, it was apparent that such facilities were very much appreciated by our members, and they wanted more. So we move on to set up another branch in Jurong in 1989.

The objectives of the Club are firstly to provide social and recreational facilities for union members and their families to meet and enjoy, and secondly to promote and maintain the fraternity among our past and present union members and union supporters. It is important that we must not forget those who have supported the labour movement. NTUC Club has therefore made provision to allow retirees who had been union members in the past to enjoy the benefits of the trade union movement through the Club. We encourage them to join the Club. I am pleased to know that a large number of the regular patrons of this branch are retirees.

Over the last four years, this Shenton Way Club has continuously upgraded and expanded its facilities to meet the increasing demands and expectations of our members. It is not enough to just provide good facilities. It must also provide good standard of service. I would like to see the Club organise more social activities to meet the different needs of the members. A good club is not determined by the facilities alone, but more important is the quality of management. Good management

must be creative and active enough to make members feel that this is "Their Club", and make them want to visit the club regularly.

This latest round of renovation has further improved the ambience and the surrounding of the Club. It is now a place where you would be proud to bring your friends and families to. We must upgrade the image of the Club continuously. This is important because it will also upgrade the image of the trade union movement. It is the Club's philosophy to plough back surpluses to improve the Club. To provide and upgrade these facilities and services at affordable prices to our members is indeed a challenge to the Management of the Club.

With more than 200,000 members, the NTUC Club is now probably the largest membership organisation in Singapore. But to ensure the continued success of the Club, the support and co-operation of the members is crucial. It is now my pleasure to declare this renovated branch of NTUC Club open, and wish all of you an enjoyable evening.

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