

2025 ANNUAL GENERAL MEETING PRESIDENT'S ADDRESS BY DR GRACE CHEW

On behalf of the Executive Board, it is both an honour and a privilege to present this year's President's Address as we reflect on our journey and set our sights firmly on the future.

PrimeTime stands today as more than an association — it is a dynamic and evolving platform for professional women with diverse backgrounds and nationalities in Singapore. It is a place where ambition is nurtured, connections are forged, and a powerful sense of belonging thrives. Whether navigating career transitions, building new networks, or seeking purpose and growth, PrimeTime continues to be a catalyst for transformation and opportunity.

When this Board commenced its term in May 2025, we were met with a number of structural and organisational challenges that required immediate focus. We began without a full leadership team, however, within the first month, we successfully established a full Board, appointing key roles including President, Vice Presidents, Secretary, Treasurer, Events Director, Volunteer Director, Memberships Director and Programmes Director. As the year progressed, the Board continued to evolve in response to changing circumstances. Following the departure of Event Director in Oct 2025, we strengthened our leadership by appointing Vedika Poonamalle as our Event Director. Through a deliberate process of consolidation, we stabilised the Board and ensured continuity of leadership.

As we look back on the past term, we do so not only with pride in what has been established, but with a deep appreciation for the resilience, adaptability, and commitment demonstrated across our community.

From Challenge to Momentum

The past year began with structural and organisational branding and reflection led by Lisa Watson to test our agility. Yet, what could have slowed us down instead became a defining moment. We responded decisively — strengthening leadership, stabilising governance, and aligning around a shared purpose.

This ability to transform challenge into momentum reflects who we are: a community grounded in collaboration, driven by purpose, and united by a belief in the power of women supporting women.

A Strategy Rooted in Purpose

Our work continues to be guided by four strategic pillars — not as static priorities, but as dynamic levers shaping our future:

- **Deepening Engagement**

We are building a more connected, inclusive, and responsive community — one where every member feels seen, valued, and empowered to contribute. We have leveraged on WhatsApp Community to send 1-to-1 direct message to the members to quickly gained traction. It's become a valuable real-time platform for connection, updates, and informal support.

- **Strengthening Foundations**

By enhancing operational efficiency, governance, and systems, we are ensuring that PrimeTime remains sustainable, scalable, and resilient in an evolving landscape.

- **Expanding Strategic Partnerships**

Collaboration remains central to our growth. By strengthening alliances, we amplify our impact and extend opportunities to our members. We deepened collaborations with key partners, including:

- SCWO, AmCham and BoardAgender offering members access to broader networks and initiatives. Building relationship with SID and other embassies and chambers.
- Expat Living and LaunchPad – valued allies in promoting shared missions and increasing our community’s visibility.
- Our venue partners – The American Club, So France and M&S Cafe– for their ongoing hospitality and support.

- **Driving Purposeful Evolution**

We are intentional about how we grow — prioritising relevance, quality, and innovation while staying true to our mission.

- Launching Special Interest Group (SIG) AI to be a platform for exploration, learning, and leadership.
- Refocusing SIG Entrepreneurship – As the entrepreneurial landscape continues to evolve, so too must the way we support and empower women within it.

Together, these pillars are not just guiding our actions — they are shaping a future-ready organisation.

FINANCE

For the financial year ended 31 December 2025, the Association recorded a deficit of \$5.3k, an improvement from the \$8.1k deficit in the previous year, reflecting continued cost discipline.

Total income for the year was \$41.3k, compared to \$47.9k in 2024, primarily due to lower event and membership-related inflows. Despite this, overall performance remained within expectations as the Association continued to prioritise prudent financial management and sustainability.

In view of lower revenue, the Association maintained a disciplined approach to cost management during the year. Expenses were closely monitored and controlled across key areas, while ensuring the continued delivery of events and meaningful engagement for members.

During the year, targeted pricing and participation initiatives were introduced to support event attendance and revenue generation. These included early bird discount codes to encourage earlier registrations, as well as “bring-a-friend at member rate” incentives to broaden outreach and improve participation. Early observations indicate that these initiatives have positively influenced registration behaviour and engagement levels.

While the Association remains financially stable, with cash reserves of \$69.5k as at year-end, we continue to operate in an environment of rising costs and evolving member expectations. As such, the focus remains on strengthening revenue streams, enhancing value for both events and members, and maintaining disciplined cost management to ensure long-term sustainability.

The Treasurer will provide further details in the Financial Report, including a deeper analysis of the Association's financial performance and position.

MEMBERSHIP

PrimeTime welcomed over 20 new members during the year, sustaining the diversity of its membership base. As of end April, we have 116 members across 30 nationalities, spanning a range of backgrounds, professions and industries. This diversity reinforces PrimeTime's unique position as a globally minded and inclusive community for professional women in Singapore.

The membership renewal rate improved from 23% (at the 2025 AGM) to 32% this year. New memberships, however, saw a notable decline, driven in part by the growing number of communities and events (online and in-person), competing for the time and attention of existing and potential members.

We drove membership engagement through targeted campaigns: member referrals to Flagship events at member pricing, direct one-to-one WhatsApp outreach to members, and the "Board Members in the Spotlight" social media series. These initiatives contributed to stronger engagement in the final quarter.

EVENT

Events remain at the heart of PrimeTime's mission — and this year, our Events Team, together with our dedicated SIG Chairs, delivered an exceptional and diverse calendar of over 54 events during the 2025–2026 term. Their creativity, energy, and commitment have been instrumental in curating experiences that are not only engaging, but also meaningful and relevant — reflecting our ongoing mission to empower women across all stages of their personal and professional journeys.

Our programming spanned a wide spectrum — from thought-provoking masterclasses such as "The Human Edge: Women, AI, and Building a Future That Matters" with ex-Bloomberg anchor Angie Lau and Siok Siok Tan and "The Spark Lies Within", an exclusive talk with Dr. Tanvi Gautam, to more social and experiential events, including Dance Empowerment, Speed Networking, Book Club Series, Mental Wellness and Art and Craft to ensure a balance of learning, connection, and enjoyment.

This breadth of programming reflects our commitment to offering something for every member — whether focused on career advancement, personal development, wellness, or meaningful connection within a supportive community. Listening closely to our members, we placed greater emphasis on creating space for genuine connection. Our flagship events were reimagined to encourage deeper conversations and stronger relationships. Wellness and

personal growth remained key pillars of our event strategy. From Forest Bathing to workshops on Understanding Your Child Brain, we curated experiences that support the holistic well-being of our members.

Our weekly Coffee Connect gatherings continue to thrive — especially which have become a welcoming entry point for newcomers to Singapore. These informal meetups play an important role in fostering inclusivity, bringing together women from diverse backgrounds and nationalities, and strengthening our globally minded community.

The dedication and passion of our Event Director, Event Coordinator and SIG Co-Chairs have been instrumental in elevating the PrimeTime experience. Their efforts have not only enriched our programming, but also strengthened our position as a vibrant, inclusive, and forward-looking professional network. We extend our sincere appreciation for their creativity, commitment, and tireless contributions. Through their work, they have delivered a year of events that has been both impactful and deeply meaningful for our community.

VOLUNTEER

PrimeTime remains, at its core, a volunteer-driven community. The progress and achievements of the past year would not have been possible without the continued dedication, passion, and generosity of our volunteers.

We extend our sincere appreciation to every volunteer who has contributed their time, energy, and expertise. Your willingness to support one another and give back to the community reflects the true spirit of PrimeTime. Over the past year, our volunteer network remained stable, reaching a peak of 43 volunteers and maintaining 36 active volunteers. This underscores the critical role volunteers play in sustaining and growing our community, while also reflecting a steady interest among members to contribute in meaningful ways.

It has been particularly encouraging to see more women stepping forward, bringing fresh perspectives, new ideas, and innovative approaches to supporting fellow members. At the same time, we recognise an opportunity to further deepen engagement and participation across our volunteer community, ensuring that contributions remain active, impactful, and sustainable.

The establishment of a dedicated Volunteer Team marked an important step in strengthening this pillar of our organisation. We introduced more structured onboarding processes, including Board welcome sessions and one-on-one onboarding for new SIG Co-Chairs. In addition, proactive engagement initiatives such as Volunteer Connect events have helped foster stronger connections and collaboration.

This year also saw the launch of a new SIG, AI. This initiative, led by a member with deep expertise, reflects our continued commitment to evolving with the needs of our community. By introducing AI as a key area of focus, PrimeTime is strengthening its positioning in supporting women with relevant, future-ready capabilities.

Looking ahead, strengthening volunteer engagement remains a key priority. Volunteering with PrimeTime is not only an opportunity to contribute to a diverse and supportive network, but also a platform for personal growth and leadership development. We have seen

encouraging examples of individuals building confidence, expanding their skills, and forming meaningful connections through their involvement.

PROGRAMME

The PrimeTime Evolve Series is a signature programme designed to empower women to thrive, lead, and flourish — across mind, body, and career. It reflects our commitment to supporting women as they step into more confident, purposeful, and reimagined versions of themselves.

- **Programme Overview**
The Evolve Series is a curated six-part journey running from September 2025 to May 2026, with one session delivered every two months. Each session is led by expert speakers and supported by our Special Interest Groups (SIGs), ensuring both depth of expertise and relevance to our community.
- **Programme Journey**
The series is intentionally designed to address the multidimensional needs of professional women today:
Completed Sessions:
 - She Thrives – Exploring Ayurvedic nutrition and holistic approaches to health and wellbeing
 - Authority Redesigned – Equipping mid-level professionals with practical tools and strategies to strengthen leadership presence*Upcoming Sessions:*
 - Mind & Momentum – Addressing mental health, imposter syndrome, and workplace bias
 - Purpose & Power – Exploring legacy, impact, and values-driven leadership
 - Flourish – Creating space for reflection, connection, and future vision alignment
 - Style of Success – Building executive presence, confidence, and a compelling personal brand

Together, these sessions form a holistic development pathway — supporting women not only in their professional growth, but in their overall wellbeing and leadership evolution.

March–April 2026 – Mentorship Programme Activation

In alignment with our commitment to continuous development, we launched a targeted marketing initiative to expand participation in our Mentorship Programme. This included outreach encouraging members to step forward as mentors, alongside a call for mentees seeking guidance and growth.

MARKETING

The Marketing Team has been instrumental in shaping how PrimeTime is seen, experienced, and connected — elevating our visibility, strengthening communication, and bringing our brand to life with clarity and purpose. Through strategic innovation, marketing continues to enable a vibrant, inclusive, and deeply connected community.

External Marketing

This year, we began a refresh of our brand — from its core foundations to every touchpoint.

Key highlights include:

- We updated our brand guidelines and developed a clearer, more consistent communication style that better reflects the values of our community. As a result, our Instagram following grew by 25%, driven by stronger design and more thoughtful storytelling.
- We partnered with photographers to build a more professional and cohesive visual image.
- We introduced new content series — Meet the Board, Meet the Leaders, and Meet the Members — to bring greater visibility to the people behind our community.

In the coming year, we aim to continue this direction and showcase even more of the voices and faces that define PrimeTime.

Internal Marketing

Internally, our focus has been on strengthening engagement and improving the consistency and effectiveness of member communications.

Key achievements include:

- Transitioning to more structured and predictable communication through monthly targeted event EDMs, and post-event surveys.
- Creation and publication of 42 event pages, supporting greater visibility and accessibility of our programming.
- Launch of PrimeTime's first 1-to-1 direct WhatsApp Community in February 2026 — a significant step toward enabling real-time engagement, with nearly half of members already participating. The channel has supported our February and April flagship events and the 2026 AGM.
- Delivery of 65 email campaigns, achieving an average open rate of 46% and a click-through rate of 2%.

While these results align with industry benchmarks, we have set clear ambitions to further elevate performance toward higher internal targets, reflecting our commitment to continuous improvement.

To support this, we streamlined communication efforts by consolidating mailings, optimising content structure, and focusing on more value-driven messaging — ensuring that communications are both relevant and impactful.

Structure & Synergy

As we look ahead, we are evolving our marketing structure to better support strategic alignment and operational efficiency. In 2026-2027, the Marketing function will transition from separate Internal and External roles to a single, integrated Marketing Director position with the support of a marketing team members. This shift is designed to strengthen cohesion, ensure consistency in brand voice, and enable more effective execution across all channels.

To support this model, we are exploring a structure that includes Deputy Directors for Internal and External Marketing — balancing focused delivery with unified strategic direction.

Looking Ahead: A Bold and Intentional Future

As we step into the 2026–2027 term, our focus is clear: to build on this momentum with intention and ambition.

We will:

- Leverage data and insights to better understand and serve our members.
- Continue evolving our programmes to meet the changing needs of professional women.
- Strengthen our voice and visibility as a leading women’s network in Singapore.
- Cultivate leadership at every level — within our Board, our volunteers, and our membership.

Our goal is not simply to grow — but to grow with purpose, relevance, and impact.

A Collective Achievement

None of this progress would be possible without the unwavering dedication of our volunteers, the leadership of our Board, the support of our partners, and the trust of our members.

You are the heartbeat of PrimeTime.

We also honour the legacy of those who came before us — especially our founder Juanita Woodward— whose vision continues to guide and inspire us. Her belief in the power of community and sisterhood remains as relevant today as ever.

Closing

As we transition into a new chapter, I am filled with confidence and optimism. PrimeTime is not only well-positioned for the future — it is ready to lead, to innovate, and to inspire.

Together, we will continue to connect, empower, and elevate — shaping not only our own journeys, but the future of women in our community and beyond.

Dr Grace Chew
President PrimeTime 2025-2026