Inspiring Dreams,
Envisioning Tomorrow

Annual Report 09/10

**Ministry of Information,
Communications and the Arts**

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Ministry of Information,
Communications and the Arts

Inspiring
Mica

ACTING MINISTER'S MESSAGE

MESSAGE FROM MR LUI TUCK YEW

I have been with MICA for over a year and it has opened my horizons to the interesting and diverse portfolios that MICA takes charge of. The vibrant landscape of our arts, heritage, media, library, infocomm and design sectors, is credit to the good team we have at MICA.

Inspiring Passion

We have kept the goals of the Renaissance City Plan III well in sight and we will continue to strive towards developing Singapore into being a home where arts and culture strengthen Singapore's liveability and distinctiveness. We announced in March 2010 that we would embark on an Arts and Culture Strategic Review (ACSR) to further the plan for Singapore's next phase of cultural development until 2025. The ACSR Steering Committee will identify strategies to mould distinctive peaks of excellence that would differentiate and distinguish Singapore as a global city. The review would also chart comprehensive talent development pathways that could nurture the creative capacity of people at all levels, from casual practitioners to star talents.

There have been distinct markers of cultural vibrancy in the past year. I am happy to note that the Singapore Arts Festival 2009 saw an encouraging turn out of over 800,000 attendees, with overall attendance for ticketed events reaching 92.5 per cent. Other statistics also point to encouraging signs. There were more than 35,000 arts and cultural activities, as well as 46 changing exhibitions in the National Museums in 2009. On average, Singaporeans had a choice of 81 arts and cultural activities and events on any given day. The museums attracted more than 2.82 million visitors, which is a healthy increase from 2008's 2.62 million visitors. This goes to show that Singaporeans are warming up to the idea of making the arts and culture a part of their lives.

Going forward, the arts and culture landscape can only become more vibrant. One project that we will see materialise in the near future is the National Art Gallery. Sited at the City Hall building and the old Supreme Court, it aims to be an international hub and research centre for Southeast Asian visual arts. Amongst others, it will include a Singapore Gallery that is dedicated to showcasing Singapore's rich art heritage, as well as a unique Children's Museum, the first of its kind in Southeast Asia, that will be specially designed and programmed for schoolchildren and families. This is definitely something exciting to look out for in time to come.

In the area of arts talent development, we were excited when the School of the Arts began its new school year at its new campus at Zubir Said Drive in January 2010. With a student population of close to 600, and many more wanting to sign up at the school, it is heartening to see more parents gaining confidence in the viability of an education in the arts.

Inspiring Industries

In the infocomm, media and design sectors, MICA continues to support industries in employing the latest innovation-driven technologies and also to leverage on the infrastructure in place.

In terms of infrastructure, the next big step in the Intelligent Nation 2015 (iN2015) masterplan is the introduction of the Next Generation Nationwide Broadband Network. We have started installing the fibre optic cables in homes across the nation and we are on track to having the entire nation covered by 2012. We are looking forward to the possibilities that this key national infocomm infrastructure can open up. The changes will not only benefit businesses in Singapore but will also transform the way we work, live, and play. But as we reap the benefits of technology, we must continue to ensure

ACTING MINISTER'S MESSAGE

everyone is included. The Silver Infocomm Initiative continues to provide senior citizens in Singapore with support and programmes to help them adopt a digital lifestyle. We will be seeing more Silver Infocomm Junctions and Hotspots rolled out in the future. Senior citizens can rest assured that there will be support when they embark on their digital journey.

With the launch of the Singapore Media Fusion Plan (SMFP) in 2009, the media sector will look forward to growth in areas such as the development of local media content, expanding the reach of Singapore media companies overseas, and nurturing cutting-edge innovation. The Media Training and Attachment (META) programme launched under SMFP, will provide local talents with valuable hands-on training with local and overseas media companies, further supplementing our media talent pool. The Interactive Digital Media sector continues to grow at a healthy pace. As of March 2010, the Interactive Digital Media Programme Office has funded 52 R&D projects, attracting a total of $65 million in investments committed locally.

Inspiring Connections

Beyond physical connections, the work of MICA also looks at emotional connections and strengthening the rootedness of Singaporeans. To help Singaporeans overseas stay connected to home, a special showcase during the Singapore Day 09 in April saw some 12,000 Singaporeans experiencing a slice of home in London. Fostering a society that is gracious, kind and caring is no easy task in any society. The Singapore Kindness Movement and Singa the Courtesy Lion continue to be part of MICA's efforts to encourage Singaporeans to be kinder and more considerate to each other.

Envisioning Tomorrow

We will continue to build on the solid foundations in the varied portfolios at MICA. I would like to express my appreciation and gratitude to all our partners and stakeholders in their continual support for MICA's efforts to develop Singapore into a distinctive global city, as we look forward to a confident future.

PERMANENT SECRETARY'S MESSAGE

MESSAGE FROM MR CHAN YENG KIT

MICA has grown from strength to strength in the past year and we have seen good progress in our various areas of work. We have seen the genesis of some new initiatives while maintaining and improving our ongoing programmes. We will continue to work with our partners and stakeholders to ensure that our respective sectors remain vibrant.

As part of our Information portfolio, MICA continues to support agencies across the whole-of-Government in their efforts to reach out to Singaporeans and communicate Government policies, through new media and traditional communications platforms. We do this by providing research findings, workshops, strategic counsel and consultation. We also second Information Officers to government agencies. Such coordination also ensures that a unified voice resonates in Government communications. In line with our efforts to enhance whole-of-Government communications, the total number of Information Officers has grown by more than 30% from 94 at the beginning of FY08 to 126 at the beginning of FY09. With the increasing demand from other agencies for our Information Officers, the number of Information Officers posted to other public agencies has also increased steadily from 31 in FY08 to 44 in FY09.

In the area of staff satisfaction, the Employee Engagement Survey in 2009 showed that MICA officers are more engaged and satisfied at work, compared to a previous survey conducted in 2006. To further enhance communication between senior management and MICA staff, the MICA Townhall was introduced in October 2009 to keep officers updated about the latest organisational developments and upcoming initiatives. Such Townhall sessions have been well-received by MICA staff. In terms of staff recognition, we have introduced the MICA Core Values Award in January 2010 to affirm officers who have best displayed the core values of Professionalism, Passion, Creativity and Connectedness. The recipients of the Award were nominated and voted for by their colleagues.

MICA has continued to place great emphasis on providing ample development opportunities for our officers. We have developed the learning roadmaps for our support officers, and enhanced the Lifelong Learning Programme to encourage staff to pursue continuous learning. There has also been a visible increase in the cross-posting of officers across the MICA Family in the past year as part of our talent management efforts to provide officers with exposure to areas outside MICA HQ.

I would like to express my heartfelt gratitude to all of my colleagues in MICA HQ and our statutory boards for their hard work and dedication for the past year, as well as express my appreciation to our partners and stakeholders for their support. May we have many successful years ahead in working together towards our vision of shaping a Creative People, Gracious Community and Connected Singapore.

MICA'S 50TH ANNIVERSARY

Mica's 50th anniversary

2009 marked the 50th Anniversary of both Singapore's self-governance and of MICA. In honour of this milestone, this section will trace the history of MICA, which was originally named the Ministry of Culture.

MICA: The first 20 years

The Formation of the Ministry of Culture

On 21 November 1958, Singapore obtained self-governance with the signing of its own Constitution. Under the new administration, defence and external affairs remained under the purview of the UK government. The Prime Minister and the Ministers of the new Government were sworn-in and appointed at a ceremony held at 4pm on 5 June 1959, at the City Hall.

Group photograph of Prime Minister Lee Kuan Yew (right) and his ministers after the swearing-in of the new Government at City Hall. From left: Yong Nyuk Lin, Minister for Education, Ong Eng Guan, Minister for National Development, S Rajaratnam, Minister for Culture, Ahmad Ibrahim, Minister for Health, Ong Pang Boon, Minister for Home Affairs, Dr Goh Keng Swee, Minister of Finance, Dr Toh Chin Chye, Deputy Prime Minister, K M Byrne, Minister for Labour and Law, Lee Kuan Yew, Prime Minister

Mr S Rajaratnam was the first Minister of Culture. He assumed the responsibilities for public relations, press, cultural activities and the state annual report. The Ministry was established to:
• Create a sense of national identity
• Eliminate communal divisions and attitudes
• Propagate democratic values, conducive to the ultimate creation of a more just society
• Promote widespread acceptance of the National Language
• Propagate awareness of the ultimate objectives of complete independence through merger and the ideals of a democratic socialist way of life

The Ministry was tasked to manage mass media and promote multilingualism to promote cultural harmony, with particular emphasis on encouraging use of the National Language. Cultural activities, such as the National Loyalty Week and the Aneka Ragam Rakyat or People's Cultural Concerts, were promoted to overcome communal barriers and foster national loyalty.

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MICA'S 50TH ANNIVERSARY

First People's Cultural Concert

"…new phase that the people of Singapore has entered into, and their determination to live together in peace and harmony, in tolerance and understanding of each other's differing cultures, ways of life…"

Speech by then Prime Minister Lee Kuan Yew
Aneka Ragam Ra'ayat on 9 Dec 1959

When Singapore achieved statehood in 1959, the newly-appointed government knew that a sense of national identity would be vital to the development of a strong and unified nation. The Ministry of Culture decided to present a cultural concert that would bridge understanding and acceptance between the different races of Singapore. This was called the **Aneka Ragam Ra'ayat** or People's Cultural Concert.

The typical *Aneka Ragam Ra'ayat* programme was multi-racial, with representatives from all four major cultural streams. At an *Aneka Ragam Ra'ayat*, you could listen to Chinese opera, tap your feet to the strong beats of Indian dance, get serenaded by western classical tunes as well as watch the intricacies of Malay traditional dance. The last Aneka Ragam Ra'ayat was held in 1963.

TV Singapura Begins Broadcast

"Television was first introduced to Singapore in February 1963. In the first one-and-a-half years, over 54,000 sets had been licensed... And those who cannot afford to own sets can see television in all the community centres in Singapore."

Speech by Minister for Culture S. Rajaratnam at the
Foundation Stone Laying Ceremony of Television Singapura
20 November 1964

Television Singapura was first launched as a pilot monochrome service on 15 February 1963. Less

than two months after, on 2 April 1963, a regular service (Channel 5) was established with extended transmission hours. On 23 November 1963, a second channel (Channel 8) was introduced, and transmission hours were further extended.

The inception of broadcast media provided an effective means to reach out to the people. Through Radio and Television, citizens in thousands of homes and community centres were able to follow the events of national

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MICA'S 50TH ANNIVERSARY

importance that took place in 1963, such as the Southeast Asia Cultural Festival and the General Elections on September 21.

The First National Language Month

"…through that common language ultimately we will become a common nation with one cultural milieu to bind its people through history and a common experience."

Speech by then Prime Minister Lee Kuan Yew at the National Language Month concert, 23 April 1965

When Singapore was still a part of Malaya, the government felt that it was important to promote the use of a common national language: Bahasa Melayu, so that various races could communicate well with one another. The National Language Month was launched on 23 April 1965 by the Ministry of Culture to encourage more people to learn the national language in pursuit of a shared national identity. The opening ceremony, which was held at the Victoria Theatre, was graced by his Excellency, Yang di-Pertuan Negara, Yusof Ishak.

Inaugural FM service for Radio Singapura
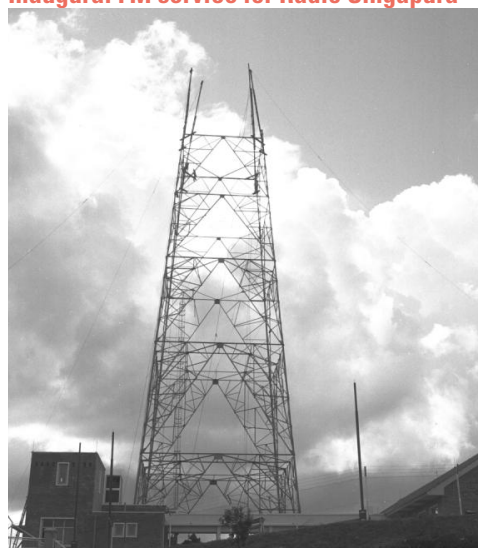
On 17 July 1967, the FM Service for Radio Singapura was inaugurated as the increase in high-rise building construction had a negative impact on the reception of AM broadcasts. By the 1970s, four FM radio stations had been established.

Radio Singapura provided a 4-channel service on the medium wave, FM and shortwave bands. Each channel operated for 14-18 hours daily between 6.00am and midnight. The station provided a domestic broadcasting service to nearly two million people and also reached others outside the Republic through shortwave transmissions.

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Minister for Culture, Jek Yuen Thong tours the colour television studios of Radio Television Singapore on 18 April 1974

Launch of Colour TV Service

Television Singapore introduced its first pilot colour TV service on 1 August, 1974. The conversion of its monochrome service to colour was done through the adoption of the 625 Phase Alternation Line (PAL) colour system.

Initially, colour programs were transmitted for only four hours on weekdays and six hours on weekends. Television Singapore started telecasting its newsreel, which was of 15 minutes' duration, in colour from November 1974. In May 1975, when a fifth TV studio was commissioned, some local productions were made in colour.

National Courtesy Campaign

"We must teach children and adults to be courteous to each other. We want to be courteous because life will be better for all."

Speech by Prime Minister Lee Kuan Yew at the launch of the National Courtesy Campaign, 1979

1979 saw the launch of the National Courtesy Campaign, which was conceived and inaugurated by then-Prime Minister, Mr Lee Kuan Yew. The principal objective of the campaign was to create a pleasant social environment through the inculcation of courteous and considerate behaviour among Singaporeans. The campaign adopted "Make Courtesy our Way of Life" as the slogan.

The campaign was inaugurated on June 1, 1979 and was conducted for two months with the support of all sectors. The public sector and different constituencies played key roles in spreading the courtesy message to over 100,000 civil servants and respective constituents. In addition, the Ministry of Education also implemented a separate five-year special project to promote courtesy in schools.

Since March 2001, the National Courtesy Campaign has been officially subsumed under the Singapore Kindness Movement.

MICA'S 50TH ANNIVERSARY

Section 2: Adding colour to our recollections

National Day Parade telecast "live" in 1980

In the early days of our nation's history, people did not have the privilege of watching "live" broadcast of major events such as National Day. All that changed, however, with the advent of modern broadcast technology, which allowed people present at events or in their homes to share a common framework of experience. The first event to be broadcast "live" on television was the 1980 National Day Parade. The broadcast brought together 14,000 people who took part of the parade with the rest of the citizenry who enjoyed watching the float procession and fireworks displays from their homes. The fireworks display was staged at the Marine Centre Reclamation Site and lasted about an hour.

Twenty-six government bodies, statutory boards and industrial organisations participated in the float procession, which presented the country's different social, cultural, economic and industrial sectors. It was held on 9 and 10 August 1980, progressing through the city, as well as major housing estates.

Formation of MITA

On November 28 1990, the Ministry of Culture went into the next phase of its evolution. The Ministry of Information and the Arts (MITA) was formed to unite and synergise the Information Division of the Ministry of Communications and Information, the Cultural Affairs Division of the Ministry of Community Development, and other associated departments and statutory boards.

MICA moved from PSA Building to the current MICA Building (above) in 2000

Succeeding years saw the formation of the National Arts Council (NAC) in 1991, the National Heritage Board (NHB) in 1993, the Singapore Broadcasting Authority (SBA) in 1994 and the National Library Board (NLB) in 1995. These became MITA's statutory boards.

MITA was led by BG (NS) George Yeo as Acting Minister, who was later succeeded by Lee Yock Suan in 1999.

In 2004, MITA's name was further amended to become the Ministry of Information, Communication and the Arts (MICA), as we know it today.

MICA'S 50TH ANNIVERSARY

Singapore Cable Vision

Singapore Cable Vision (SCV) completed its $600 million nationwide broadband network in September 1999, offering more than 40 channels of quality international programming, 24 hours a day. SCV also carried selected cable TV services via UHF (Ultra-High Frequency) and MMDS (multi-point, multi-channel distribution system).

In line with the government's Singapore ONE (One Network for Everyone) program, SCV launched its broadband service on 29 December 1999. The service provided high-speed, 24-hour internet access as well as a host of multimedia applications via cable modem.

Esplanade - Theatres on the Bay

Created to be Singapore's premiere performing arts venue, the Esplanade – Theatres on the Bay was launched during a 3-week gala festival that began on 12 October 2002. Nearly 1,300 artists from 22 countries showcased their artistic exuberance in 70 productions and 600 free events. Affectionately known as the "Durian" because of its spiky roof, the Esplanade stands near Marina Bay at the mouth of the Singapore River. Its world-class facilities include:

- A 1,600 Concert Hall designed by Russell Johnson of ARTEC Consultants
- A 2,000-seat Theatre spread over four levels
- A 220-seat Theatre Studio for experimental theatre and dance
- A 250-seat Recital Studio for chamber music, solo recitals, cabarets and jazz concerts
- library@esplanade –the country's first performing arts library
- A 300-metre waterfront with outdoor space for activities and performances
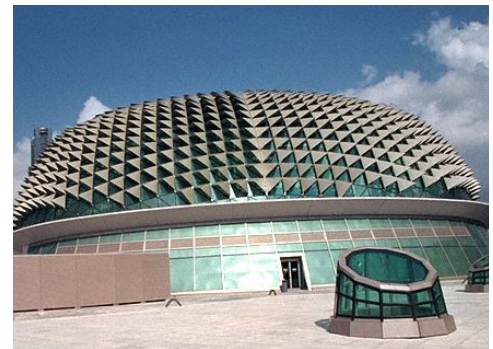
Opening of the Asian Civilisations Museum

On 1 March 2003, Prime Minister Goh Chok Tong officially opened the doors of the relocated Asian Civilisations Museum (ACM) at the Empress Place Building. The event hosted over 2,000 local and overseas guests.

The ACM was originally curated at the old Tao Nan School on Armenian Street, which is now the Peranakan Museum. The original ACM was founded in 1997, although the institution traces its roots to the British-established Raffles Library and Museum and its collections. It was created to showcase and celebrate the diverse Chinese, Malay, Indian and Islamic/West Asian cultures which contributed to Singapore's unique cultural landscape today.

Photographs courtesy of the National Archives of Singapore

Inspiring Mica

MANAGEMENT TEAM

• **RADM (NS) Sim Gim Guan**
Deputy Secretary, Info and
Corporate Management

• **Mr Chan Yeng Kit**
Permanent Secretary

• **Mr Lui Tuck Yew**
Acting Minister

• **Mr Sam Tan**
Parliamentary Secretary

• **Ms Susan Loh**
Director, Arts and Culture
Development Office

• **Mr Liew Choon Boon**
Senior Director,
Industry and the Arts

• **Mr Lee Suan Hiang**
Executive Director, Arts and
Culture Development Office

• **Ms Carol Tan**
Director, Resilience and
Marketing Division

MANAGEMENT TEAM

■ Not in this photo : Mdm Yeong Yoon Ying,
Press Secretary to Minister Mentor

• Mr Ho Tong Yen
Director, Special Duties and
Press Secretary to Senior Minister

• D K U Menon
Senior Consultant,
Public Communications Consultancy

• Mr Woon Wee Jai
Senior Consultant,
Public Communications
Consultancy

• Ms Sulosana Karthigasu
Senior Consultant,
Public Communications
Consultancy

• Mr Chng Ho Kiat
Director, Organisation
Management Division

• Ms Alice Fung
Director, Corporate Services
Department

• Mrs Julia Hang
Director, Corporate
Communications Division and
Press Secretary
to Acting Minister

• Ms Tham Yee Wern
Director, Information
Technology Department

MANAGEMENT TEAM

• Ms K. Bhavani
Director, Public
Communications Division

• Mr Jeffery Ho
Executive Director,
DesignSingapore Council

• Mr Tan Yew Soon
Director,
Information Plans Division

• Mr Chen Hwai Liang
Director, Media Relations
Division, Press Secretary to
Prime Minister

• Mr Muhammad Hanafiah
Director, Industry Division

MISSION & VISION

Vision:

Creative People, Gracious Community, Connected Singapore

Mission:

To Develop Singapore as a Global City for Information, Communications and the Arts, so as to Build a Creative Economy, Gracious Community and Connected Society with a Singaporean Identity rooted in our Multicultural Heritage.

ARTS & HERITAGE

TOWARDS A DISTINCTIVE & LIVEABLE CITY

2009 was marked by the blossoming of initiatives under the Renaissance City Plan (RCP). These initiatives further strengthened Singapore's pre-eminence as a "best home" where arts and culture enliven the city's distinctiveness and liveability. In its third phase, the RCP encourages a whole-of-government approach to arts-related business development, talent development and the creation of distinctive districts. Through innovative arts and cultural development, MICA, the National Heritage Board (NHB), the National Arts Council (NAC) and the National Library Board (NLB) worked closely together to cultivate a gracious and inclusive society.

RCP III continues to be driven by three key outcomes:

1) Developing and showcasing **distinctive cultural content** focused on Singapore and the wider Asia

2) Developing a **dynamic arts and culture ecosystem**, including business and technical professions that support content creation

3) Fostering greater **people and private sector engagement** in participating and giving to the arts and culture

THE NEXT PHASE OF CULTURAL DEVELOPMENT

During its Committee of Supply (COS) debate in March 2010, MICA announced that it would embark on a major Arts and Culture Strategic Review (ACSR) to plan for Singapore's next phase of cultural development until 2025.

This review will build upon two major arts and culture masterplans – the 1989 report of the Advisory Council on Culture and the Arts (ACCA), as well as the current series of Renaissance City Plans initiated in 2000. While these masterplans have been instrumental in shaping Singapore's vibrant cultural ecosystem, the ACSR will fundamentally re-evaluate our strategies to engender a quantum leap in our arts and cultural landscape. This will clearly distinguish us from other emerging global cities, and further strengthen our national identity and sense of belonging.

OUTCOME 1: DISTINCTIVE CULTURAL CONTENT

A) Developing Cultural Vibrancy

The NAC and NHB continued to build public appreciation of the arts and culture. In 2009, there were over 35,000 arts and cultural activities, and 46 changing exhibitions in the National Museums. On average, Singaporeans had a choice of 81 arts and cultural activities on any given day.

Singapore Arts Festival 2009

The **Singapore Arts Festival 2009** presented 26 core productions and over 500 free outreach events and activities to over 800,000 attendees at 30 different venues and sites. Fourteen of the 26 core productions were sold out, and the overall house attendance for ticketed programmes reached a high of 92.5%.

Three local works, namely Body Swap featuring Joavien Ng under the Forward Moves platform, *Visible Cities* written by Chay Yew and *Dream-Work/Dream-Home* were co-commissioned for international

Inspiring Passion

ARTS & HERITAGE

Singapore Art Show at Raffles City

Student Art Competition Winners at the Singapore Art Show

Festivals and shown in Singapore before being toured to various other cities.

Singapore Art Show

The third edition of the **Singapore Art Show (SAS09)** was held from 21 August to 4 October 2009. Developed around the theme "Art is _____", it sought to invite, entice and trigger responses to the idea of art. This national exhibition platform for Singapore-based visual arts practitioners featured 650 artists and 6,000 artworks in 40 events and 64 public outreach programmes. It attracted over 270,000 visitors.

SAS's flagship event, the **Singapore Art Exhibition**, was organised along a spectrum of themes celebrating diverse expressions from local artists. It garnered some 470 entries via an open call, from which 29 were featured. SAS2009 also launched the *Public Art Showcase,* an initiative dedicated to raising awareness of art in public spaces across the island.

National Heritage Board Museums

NHB museums and heritage centres attracted more than 2.82 million visitors in FY09, a 7.63% increase over the previous year's 2.62 million visitors. The Museum Roundtable – a grouping of 53 private and public museums chaired by NHB – successfully attracted 6.97 million visitors in FY09, a growth of 5.92% from FY08 visitorship. Major exhibitions include the following:

• The **National Museum of Singapore** showcased its blockbuster *Quest for Immortality – The World of Ancient Egypt* from December 2009 to April 2010.

• The **Singapore Art Museum** shone the spotlight on its most iconic collection of contemporary artworks with *Classic Contemporary: Contemporary Southeast Asian Art from the Singapore Art Museum Collection* from January to May 2010.

• The **Asian Civilisations Museum** hosted the Asian debut of a dazzling array of 402 exquisite jewelled works of art from Mughal India -- one of the wealthiest and most powerful

Baba Bling at the Peranakan Museum

dynasties in the world – with *Treasury of the World: Jewelled Arts of India in the Age of the Mughals* from February to June 2010.

Inspiring Passion

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• The **Peranakan Museum** dazzled its visitors from May to December 2009 with *Baba Bling: The Peranakans & Their Jewellery*, a showcase of Peranakan treasures and heirlooms ranging from functional jewellery pieces to ornate gems dating back to the 19th century.

National Art Gallery of Singapore Project

The **National Art Gallery of Singapore** project aims to be an international hub and research centre for Southeast Asian visual arts. Principal consultants Studio Milou Architecture and CPG Consultants Pte Ltd have finalised the design of the building, which will feature several spaces where visitors can enjoy free access. These include the Singapore Gallery, which will be dedicated to showcasing Singapore's rich art heritage. It will also include the first Children's Museum in Southeast Asia, which will be specially designed and programmed for schoolchildren and families. Singaporeans and visitors will also enjoy a large rooftop plaza with many public spaces that are populated with a variety of restaurants and art installations, pumped alive with public programmes. Construction will commence soon at the City Hall and Former Supreme Court buildings, which are slated for public re-opening in 2014.

The National Art Gallery of Singapore has been actively conducting research and gallery design work in preparation for the opening. Over the past year, it organised several exhibitions at the Singapore Art Museum featuring a first-ever exhibition on Asian realist art, as well as work by Singaporean artists, including Anthony Poon and Yeh Chi Wei.

B) Creating Original Content

Financial Support from NAC

NAC provides a holistic support framework for arts development, including financial and infrastructure support, as well as talent and capability development. NAC's direct funding to artists approximated $16.5 million in 2009. This included direct grants, arts housing subsidies, commissioning fees for new works, and funding for international presentations. NAC's arts housing scheme continues to provide workspace to over 90 artists and arts groups, with a rental subsidy of over $2.9 million annually.

Arts Creation Fund

In 2009, the **Arts Creation Fund** identified 20 new projects ranging from theatre productions to Chinese fiction novels as its beneficiaries. These projects reflect distinctive characteristics of the Singaporean identity, arising from our multi-cultural and Asian context.

C) Collaborating Internationally

Venice Biennale

For the 5th consecutive year, Singapore participated in the **Venice Biennale 2009**, which is widely considered as one of the most prestigious contemporary visual arts events in the world. The Singapore Pavilion, featuring visual artist Ming Wong, welcomed 37,000 visitors. For the first time, Singapore was awarded a "Special Mention" by the International Venice Biennale Jury.

From L - R Tang Fu Kuen, Ming Wong, Lim Chwee Seng

ARTS & HERITAGE

Singapore-France Cultural Cooperation Agreement

The **Singapore-France Cultural Cooperation Agreement** signed in 2009 focuses on promoting and encouraging the development of exchanges, artists-in-residency programmes and cooperative activities in the fields of the arts and culture. Under the Agreement, Singapore welcomed several French artists to the Singapore Arts Festival in May 2009, writer Dai Sijie to the Singapore Writers Festival in October 2009, and the *Christian Lacroix: Costumier* exhibition to the National Museum of Singapore from March to June 2009. Singapore also featured a series of classic and contemporary films at the renowned Centre Pompidou from December 2009 to March 2010. All the programmes were well-attended and reinforced Singapore's positioning as a Global Arts City.

From October 2010 to January 2011, Singapore will showcase its arts and culture in Paris. Called *Singapour Festivarts*, this showcase will be anchored by the Peranakan *Baba Bling* exhibition at the Musée du Quai Branly. The exhibition is under the co-patronage of French President, Mr Nicolas Sarkozy, and Singapore Prime Minister, Mr Lee Hsien Loong. It will be complemented by screenings of local films, performances featuring local artists and arts groups such as the Singapore Chinese Orchestra, as well as workshops and hands-on activities to promote Peranakan culture.

China Cultural Centre (CCC)

A Memorandum of Understanding (MOU) on the establishment of the CCC was signed between Singapore and the People's Republic of China in November 2009. The MOU states the intent of both countries to foster exchange and cooperation in the fields of arts and culture. The establishment of the CCC is a timely event in the run-up to 2010 - the 20th anniversary of Singapore-China diplomatic ties.

The CCC will serve as a centre for the promotion of traditional and contemporary Chinese arts and culture, and offer an array of information services, performances, exhibitions, lectures and workshops to Singaporeans, visitors and tourists from all walks of life.

International Arts Residency Programme

Following the announcement of the **International Arts Residency Programme** in February 2009, NAC has secured, significant partnerships with prestigious overseas residences. Key programmes that were initiated in 2009 included a 12-month residency with the notable International Studio Programme at Künstlerhaus Bethanien Berlin (KB) by local artist, Chua Chye Teck, and a five-year partnership between NAC and Ecole Phillippe Gaulier (EPG), a renowned Parisian theatre school that will offer a nine-month residency at EPG to a local arts practitioner annually.

OUTCOME 2: DYNAMIC ARTS & CULTURAL ECOSYSTEM

A) Growing the Industry

Assistance in Infrastructure for Museum (AIM)

The **Assistance in Infrastructure for Museum** (AIM) is an NHB initiative that seeks to make prime State properties available for the promotion, development, operation and management of integrated museum and art facilities. Two such properties, which were made available by the NHB and Singapore Land Authority (SLA) in October 2008 through a joint Request-for-Interest (RFI) were

ARTS & HERITAGE

awarded in 2009. These are: 222 Queen Street, which was awarded to Daniel Teo & Assoc Pte Ltd (DTA) and the property at 27A, 30A and 30B Loewen Road, which was awarded to the Linda Gallery.

Conservation and Preservation

The **National Archives of Singapore** (NAS) and **the Heritage Conservation Centre** (HCC) continue to play an instrumental role in capturing and preserving Singapore's heritage. The HCC, which safeguards NHB's museum collections, has completed its upgrade with more storage space for the country's priceless art and heritage collections.

In the area of monument protection, a new **Preservation of Monuments Act** (PMA) that strengthens the monument protection framework came into effect on 1 July 2009. In a bid to consolidate and encourage better synergy in our national preservation efforts, the Preservations of Monuments Board (PMB) merged with NHB from 1 July 2009. Under the NHB, PMB will continue with its commitment to preserve Singapore's architectural heritage. In November 2009, it announced the preservation of six new national monuments.

B) Developing Capabilities

Noise Singapore Festival

In its fourth year, the **Noise Singapore Festival** remains dedicated to unearthing new creative talents and profiling the work of young artists in Singapore. The 2009 Festival Showcase at level One@Far East Plaza saw about 1,700 works of art, design, photography and music on display, laid out in the form of a 'Noise Concept Store'. Using media-based

Noise Concert at Esplanade

platforms and technology to channel the artistic impulses of the youth, the festival harnessed the internet to call for submissions and exhibits. Nearly 2,000 aspiring artists uploaded a record 11,000 artworks to the festival website.

Singapore Writers Festival 2009

More than 100 writers, from Singapore, Asia and the West were showcased at the **Singapore Writers Festival 2009 (**SWF) through a variety of outreach programmes and Festival events. It attracted over 27,000 attendees, the festival's highest attendance recorded to date. For the first time in its history, the Festival also focused on younger audiences. Through collaboration with the Ministry of Education, various literary

Neil Gaiman at the Singapore Writers Festival

associations and numerous schools, the festival was able to encourage exploration of different genres through children's literature. Multi-disciplinary events, such as film screenings, dramatised reading and book launches also continued to be features of the festival.

ARTS & HERITAGE

SPH-NAC Golden Point Award

The SPH-NAC Golden Point Award (GPA) is Singapore's premiere national creative writing competition. It aims to identify and nurture new creative writing talent through enrichment grants presented to the top-prized winners and to create a conducive environment for creative thinking and literary expression in Singapore. In the spirit of multi-cultural inclusivity, GPA is also the only national literary writing competition to have two main categories – short story and poetry – in the four major languages of Singapore.

Held in conjunction with the Singapore Writers Festival 2009, GPA received an impressive 560 entries from 453 participants.

C) Enhancing Specialised Arts Education

School of the Arts (SOTA)

The **School of the Arts (SOTA)** is Singapore's first pre-tertiary school offering an integrated arts and academic curriculum targeted at developing young talents in the arts. The school commenced its 2010 academic year at its new state-of-the-art premises at Zubir Said Drive. It saw 1,000 pupils audition for the 200 places offered in its new academic year, nearly double the number of applicants it received the previous year. With the new intake, SOTA now has a total student population of 586 pupils.

In 2009, SOTA students showcased their talents in numerous major events and competitions, which include the President's Charity Concerts, the National Piano and Violin Competition, and a six-month exhibition at 8Q-SAM. These performances further entrench SOTA in the arts and cultural landscape of Singapore.

OUTCOME 3: ENGAGING THE COMMUNITY

A) Providing Arts Education for All

NAC's Arts Education Programme (NAC-AEP)

To ensure that students enjoy continued access to good quality arts programmes, NAC worked with partners like MOE and the Singapore Totalisator Board to implement professionally-delivered, quality arts education programmes in schools. In 2009, schools joined 2,396 programmes under the **Arts Education Programme** (AEP), which benefitted more than 327,000 students. The programmes ranged from dance, music and theatre to visual arts, film and multimedia. NAC also presented the National Arts Education Award to nine primary schools in the same year.

National Arts Education Award

In 2009, 31 schools participated in the **National Arts Education Award** (NAE), 11 of which were first-time participants. Nine primary schools received the accolade in recognition of their excellent arts practices and programmes.

In its 7th year, the NAE Award recognises and rewards schools that consistently incorporate the arts in their curriculum and provide vibrant and sustainable opportunities for their students to maximise their potential in arts and culture development. The Award and its framework will undergo a systemic review in 2010 to ensure continued relevance in recognising schools that put in place good structures for holistic arts education.

ARTS & HERITAGE

B) Building Community through the Arts and Culture

Arts Outreach

NAC conducted regular community outreach programmes in 2009 to bring the arts and culture to the public, including:

District Arts Festivals corresponding to the five districts in Singapore were conducted as part of the NAC-People's Association (PA) 2006 Memorandum of Understanding (MOU) to jointly develop community talent, nurture arts interest groups and create platforms for community engagement by integrating arts into community life. The Southeast District Arts Festival 2009, for instance, provided the community with opportunities to engage spontaneously in the arts through community performances, competitions, exhibitions and workshops that catered to residents of all ages.

As part of the Festivals, the Esplanade continued to organise community centered outreach programmes, such as *Pesta Raya* (Malay Festival of Arts), *Kalaa Utsavam* (Indian Festival of Arts), and *Huayi* (Chinese Festival of Arts), to appeal to our multi-cultural communities.

The **Arts for All Community Engagement Plan** continued to enhance arts outreach in the heartlands through broad-based ***ArtReach*** programmes that provide the community with access to quality arts events, and ***ArtLink*** programmes that were targeted at different segments of the population. NAC worked successfully with community partners to organise Arts Community Tours that brought activities and performances, such as traditional Chinese percussion music and different genres of percussion music, to various community clubs.

Heritage Outreach

The NHB and its museums and institutions have not only enhanced Singapore's attractiveness as a Global Arts City, they have also fostered a sense of community, national identity and rootedness by celebrating and showcasing our nation's heritage. To encourage a greater museum-going and heritage-loving culture among the community, the NHB put together an exciting array of heritage outreach initiatives and programmes that reached out to more than 6.56 million participants, a 4% increase over 6.31 million participants in 2008. The NLB also took on a larger role in promoting public engagement with our heritage through independent exhibitions and partnerships. Highlights of these programmes include:

Singapore Heritage Festival (SHF) 2009 was a 12-day NHB event held from 15 July to 26 July 2009. It attracted a record-breaking 2 million participants. Its tagline *"Who's Your Neighbour?"* provided a platform for Singaporeans, New Citizens and Permanent Residents to celebrate the vibrant cultures of the people who call Singapore home. Through satellite festival hubs that were strategically situated in six malls across Singapore and a variety of programmes, such as vernacular concerts for Chinese, Malay, and Indian music-lovers, SHF2009 successfully penetrated into the heartlands and engaged schools, youths and the online community.

Minister Vivian Balakrishnan at the Opening of the Singapore HeritageFest 2009 (2nd from right)

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The Second Decade – Nation Building in Progress: 1975 – 1985. Following the success of *10 Years that Shaped a Nation* in 2008, NAS launched *The Second Decade*, its second nation-building travelling exhibition that traces major national policies and events in areas such as foreign relations, defence, and education during our nation building years from 1975 to 1985. The special exhibition attracted more than 56,000 visitors with its stopovers at shopping malls and community clubs around the island.

Night Festival 2009

Night Festival 2009 took place at the Bras Brasah precinct over two pulsating nights in July and attracted 60,000 visitors. In its second year, NHB's *Night Festival* showcased local talents with *Bersama Hijau*, a spectacular opening show by 80 local performers, as well as interactive art installations by Singaporean artists. The Festival transformed this popular daytime haunt of students and aspiring artists into a glittering scene of lights, sound and creativity. Both public and private heritage and arts venues came together to create an iconic event that proved irresistible for locals and tourists alike.

Parliamentary Secretary Mr Sam Tan at the Colours of Heritage (last row, third from left)

Colours of Heritage was NHB's museum-on-wheels initiative. It travelled across the island and into the heartlands, libraries, community clubs, schools and kindergartens from October 2009 to March 2010. Housing an exhibition that featured cultural themes close to Singaporeans' hearts, NHB's travelling heritage bus *Colours of Heritage* welcomed about 16,000 visitors including children and senior citizens. Its highlights included wedding customs, local favourite dishes as well as childhood games from bygone years.

Vignettes in Time: Singapore Map and History Through the Centuries, an exhibition held jointly by NLB, private map collector Mr Lim Shao Bin and the Singapore Heritage Society from August to December 2010, was the largest ever local showcase of Singapore maps. Attracting over 110,000 visitors, this exhibition offered rare glimpses of 120 maps that reflected how cartographers, mariners and town planners saw Singapore through the years from the arrival of the British to the immediate post-World War II period.

C) Encouraging Cultural Philanthropy and Sponsorship

Sponsorship and Donations

NAC and NHB continually promote existing forms of recognition like the Double Tax Incentive Scheme, the Approved Museum Scheme and the Public Art Tax Incentive Scheme. NAC also supports public and private organisations wishing to incorporate the arts into their commercial or philanthropic

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activities by helping them develop or implement arts-focused programmes, while NHB continues to enhance its donor relations management and Heritage Philanthropy Advocacy programmes.

Patron of the Arts and Patron of Heritage Awards

In 2009, 315 sponsors, comprised of 266 organisations and 49 individuals, received the celebrated **Patron of the Arts Award** for their generous contributions of $34.6 million in cash and kind to the arts in 2008. The **Patron of Heritage Award** was also awarded to 60 cultural benefactors who contributed close to $11 million worth of donations and loans towards heritage causes around the country. Amongst them were the generous donations of historical documents, art pieces and photographic materials by Mr Koh Seow Chuan and a donation of Peranakan nonya-ware, embroidery and heirloom pieces by Mr Sunny Chan.

Acting Minister Lui Tuck Yew (first row, 2nd from left) with the recipients of the Patron of Heritage Awards

D) Advocating the Arts and Culture

Cultural Awards (2009)

The **Cultural Medallion** was instituted in 1979. It is the highest accolade awarded to individuals who have attained artistic excellence. In 2009, Angela Liong (Dance), Tham Yew Chin (Literary Arts), Lan Shui (Music) and Ang Ah Tee (Visual Arts) received the prestigious Cultural Medallion from the President S R Nathan for their artistic distinction. To date, 97 artists have received the Medallion.

The recipients of the 2009 **Young Artist Award** were Anthony Chen (Film), Boo Junfeng (Film), Han Yew Kwang (Film), Ho Tzu Nyen (Visual Arts), and Donna Ong (Visual Arts). The award recognises artists aged 35 and below who have demonstrated artistic excellence. It has been conferred on 101 artists to date.

Research, Statistics and Communication

The 2009 NAC **Population Survey on the Arts** showed that 2 in 5 Singaporeans attended at least one arts and cultural event in 2009, up from 1 in 3 in 2005. Singaporeans' level of participation and engagement in the arts has also increased steadily over the years. Beyond attending arts events, the number of Singaporeans who are learning and taking up an arts activity in their personal time, or volunteering for the arts, has doubled from 1 in 10 in 2005 to 2 in 10 in 2009.

CULTIVATING A GRACIOUS SOCIETY

MICA, together with the **Singapore Kindness Movement**, language councils and agencies such as NAC, NHB and NLB, continues to develop ideas and initiatives to sustain a gracious and learned society.

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Deputy Prime Minister Teo Chee Hean speaking at the launch of SGEM 2009

Minister Mentor Lee Kuan Yew at the launch of the Speak Mandarin Campaign

Reading Marathon for **READ! Singapore 2009**

Speak Good English Movement

The **Speak Good English Movement** (SGEM) 2009 was themed 'Impress. Inspire. Intoxicate' and was launched by Deputy Prime Minister Teo Chee Hean. The 2009 launch featured highlights such as English language pronunciation and awareness workshops. The campaign also partnered STOMP, *The Straits Times'* citizen journalism website, on the '*Fix That Sign*' initiative. This campaign engaged the public in recognising and submitting badly-worded public signs along with proposals for grammatically correct versions. It successfully collected 400 submissions over a three-month period.

Speak Mandarin Campaign

The **Speak Mandarin Campaign** (SMC) in 2009 involved a series of programmes and activities to showcase the finest in Chinese culture and language. Its objective was to encourage Chinese Singaporeans to embrace speaking Mandarin and appreciate Chinese culture and language through lifestyle activities. SMC also introduced **The Chinese Challenge**, which was a nationwide contest involving a series of quiz questions ranging from language to Chinese history and popular culture.

READ! Singapore 2009

READ! Singapore 2009 engaged nearly 29,000 people through 300 activities. Themed 'Dreams and Choices', it aimed to encourage Singaporeans to stay focused on their goals despite challenging times. READ! Singapore 2009 also introduced new initiatives to promote fiction reading, including a record-breaking 144-hour reading marathon, which consisted of over 400 participants reading continuously over a course of six days. A new short-story writing competition entitled 'Youth Writers Awards Asia 2010' was also organised to recognise young writers in the region.

ARTS & HERITAGE

10,000 & More Fathers Reading!

10,000 & More Fathers Reading!

10,000 & More Fathers Reading! is a campaign that encourages father-children bonding through reading. The campaign cast a spotlight on 15 reading ambassadors from all walks of life, including Neil Humphrey and MP Seah Kian Peng, to inspire fathers to read with their children. In its third year, campaign activities included storytelling sessions and parenting workshops. NLB also worked with the Women's Initiative for Ageing Successfully (WINGS), primary schools and PAP Community Foundation kindergartens on the 'Read a Story with my Dad!' book review project, in which children and their fathers were encouraged to jointly review books that they've read together.

National Library Board Initiatives

As part of NLB's efforts to continually widen its collections and services, NLB undertook an extensive digitisation initiative to enrich its patrons and users' experience by delivering greater access to knowledge and information.

NLB began the trial of its **myLibrary** application on the popular social networking site Facebook in December 2009. This application enables Facebook users to access library services on their online social space while sharing recommendations with their social networks. myLibrary is the first application in the world to seamlessly integrate library accounts and services with a social networking site.

To address shifting reading trends and segmented learning needs, NLB launched the **Quest** programme, which aims to make reading and book-borrowing more appealing to reluctant young readers through the use of enticing collectible cards. 60 collectible cards, each carrying a part of a fantasy adventure story, were redeemable with library loan receipts. To date, 70,000 children have read the Quest story and 1.5million cards have been redeemed through loans of about 2 million books.

Rolled out in January 2010, **NewspaperSG** is an NLB initiative that provides convenient access to a digital archive of Singaporean and Malayan newspapers that date back to 1831. Users are able to access archived news content from 17 Singaporean newspapers, including *The Straits Times* (1845-2006) and *The Singapore Chronicle and Commercial Register* (1831-1836). Since its launch, NewspaperSG has attracted nearly 30,000 visitors and 400,000 page views a month.

Similarly, a partnership was struck between NLB and the Composers and Authors Society of Singapore to digitise the Society's music collection for access through **MusicSG**, a digital archive of locally composed music from the 1940s and later.

ARTS AND CULTURE DEVELOPMENT OFFICE

The Arts and Culture Development Office (ACDO) was established to broaden and deepen support for arts and culture, while enhancing engagement with stakeholders to elevate cultural ownership, patronage and philanthropy. To engender this spirit of giving, ACDO strives to create a network of champions for arts and culture from the public, private and community sectors; and seeks to build a robust arts and cultural sector with strong professional skills.

STRATEGIC FRAMEWORK

Promoting Cultural Philanthropy

To encourage donations and volunteerism from the members of the public, a new, one-stop cultural philanthropy portal was created. The first of its kind in Asia, www.give2arts.sg allows donors to choose their preferred beneficiaries from over 80 arts and culture charitable groups or make a donation to a general Arts and Culture Development Fund.

Building Stakeholder Relationships

ACDO initiated strategic partnerships with several arts organisations, government agencies and industry associations to jointly cultivate potential donors and generate more support for arts and culture. A database was also developed to capture information and make managing relations with potential donors and other key stakeholders more systematic and efficient.

Building Partnership and Increasing Collective Impact

ACDO partnered with Keppel Corporation to hold "Keppel Nights" — the first sustained ticket subsidy scheme in Singapore. This private-public partnership aims to cultivate new audiences for the arts and culture in Singapore by making performances and events more accessible and affordable for the public. To date, some 12,500 people have availed of the 50% subsidy to enjoy 150 shows.

Cultivating Champions and Leaders

To cultivate potential arts and culture patrons and opinion leaders, ACDO initiated a series of stakeholder engagement programmes. ACDO is also studying the feasibility of establishing a Foundation Roundtable to create a collective voice that would champion and advocate cultural philanthropy.

Providing Research, Advocacy and Facilitation

The Arts and Culture Development Fund was created to consolidate donations benefiting the arts and culture in general. Projects funded will include research on the arts and culture sector and projects that promote cultural advocacy.

ACDO also worked with different groups to set up foundations, IPCs, charities, arts familiarisation programmes and donations.

Ministry of Information,
Communications and the Arts

DesignSingapore Council Report

The mission of the DesignSingapore Council is to develop Singapore into a global city where design innovation drives economic growth and enhances the quality of life.

Launched on 26 May 2009, the strategic blueprint of the DesignSingapore Initiative Phase 2: 2009-2015 (Dsg-II) will guide national policy in developing our design capabilities and embedding design across various industry clusters.

A three-pronged strategic approach is taken -- firstly, to develop capability for a globally competitive cluster; secondly, to enable enterprises to leverage good design for economic growth, quality of life and the environment; and thirdly, to drive innovation and design intellectual property creation to stay ahead of the curve.

DEVELOP CAPABILITY FOR A GLOBALLY COMPETITIVE DESIGN CLUSTER

International Market Development

The **Overseas Promotion Partnership Programme** (OPPP) grant provides financial support to Singapore-based designers and design companies who aim to showcase their products/designs at international design trade events. These include the Milan Furniture Fair, State of Design in Melbourne, Maison&Objet in Paris and the WHITE Creators Exhibition in Tokyo. The DesignSingapore Council supported 37 companies in 2009. As a result of their OPPP-supported participation in Milan, Outofstock's furniture pieces have been licensed to companies with global reach such as Ligne Roset (France), Bolia (Denmark) and Foundry (Singapore).

From 23 to 27 November 2009, Singapore hosted the **26th Icsid World Design Congress and General Assembly** at the Suntec City Convention Centre. Themed *Design Difference - Designing Our World 2050,* the three-day congress brought together design leaders who engaged congress delegates to collectively chart a series of propositions for a desirable future. Over 800 delegates, representing 299 organisations from 40 countries, attended the congress. The **Icsid Design Education Conference** was also held on 22 November 2009 at Temasek Polytechnic. It drew some 240 delegates, representing 110 organisations from 35 countries.

DesignSingapore supported the **Saporiti Design Award competition**, which provided Singapore designers with a rare opportunity to conceptualise designs for leading Italian interior design and furniture company, Saporiti Italia. Nine Singapore designers and design firms were shortlisted for this competition, which was part of the Singapore Design Festival 2009. The winning design, titled *All the World's a Stage,* by Ministry of Design Pte Ltd (MoD) was a luxury tower to store and showcase luxury items. It was announced at an Award Ceremony held on 20 November 2009 at the Saporiti Italia showroom, where the Italian Ambassador to Singapore, Dr Folco de Luca Gabrielli, presented the awards. The prototype of the winning design was later produced by Saporiti Italia and presented at the Museum of Fondazione Arnarldo Pomodoro, during the Milan Furniture Fair 2010.

The **Singapore-Denmark Cooperation Programme on Design to Improve Life** promotes design between both countries, shares knowledge on *Design to Improve Life* and creates business opportunities for Singapore and Danish designers and design-led businesses. Under the Memorandum of Understanding (MOU), detailed planning and execution of the programme is to be undertaken by DesignSingapore Council (for Singapore) and INDEX: (for Denmark).

One of the first initiatives under this MOU was the establishment of Singapore as the inaugural INDEX: Partner City. The biennial INDEX: Award presents the best examples of *Design to Improve Life,*

DesignSingapore Council Report

and provides access to the underlying processes, thinking and people. It awards the world's largest design prize, worth €100,000, for five winning designs. As the first INDEX: Partner City, Singapore hosted the INDEX: Award Exhibition in November 2009 as part of the Singapore Design Festival.

Professional Development

Intoduced in 2008, the **Industry Association Development Scheme (IADS)** which aims to enhance the role of design industry associations in developing and promoting their respective disciplines. A long-term objective of this scheme is to help enhance each industry association's secretariat capabilities, in order to serve the needs of its members better in areas like benchmarking, developing new industry capabilities and identifying new international markets.

In 2009, DesignSingapore awarded four IADS grants. One of the recipients was the Association of Accredited Advertising Agents (4As). It received an IADS grant for organising the Crowbar Awards, an international creative award for students that attracted over 1,000 entries from 26 schools, and showcased the winners during an award ceremony and exhibition.

DesignSingapore Council facilitated the signing of a MOU for the formation of a **Singapore Design Alliance** among eight of Singapore's design sector associations. They include the Association of Accredited Advertising Agencies, the Design Association of Singapore, the Interior Design Confederation Singapore, the Singapore Furniture Industries Council, the Singapore Institute of Architects, the Singapore Institute of Landscape Architects, the Singapore Institute of Planners and the Textile and Fashion Federation. The MOU was a significant milestone, being the first time that a platform for building capabilities through cross-disciplinary collaboration, networking, resource-sharing, promoting and marketing Singapore design internationally has ever been formed.

The overseas grant of the **Capability Development Programme** (CDP) aims to enhance the international exposure, experience and networks of designers and design students in Singapore through international internships, attachments, workshops, school exchanges and other overseas programmes. In 2009, the DesignSingapore Council supported 29 designers.

The **DesignSingapore Scholarship** aims to groom Singapore's future design leaders through undergraduate and postgraduate education at the world's top design institutions. Six DesignSingapore Scholarships were awarded: one undergraduate and one postgraduate in US colleges, one undergraduate and two postgraduates in London institutions, and one undergraduate at the National University of Singapore.

ENABLE ENTERPRISES TO LEVERAGE GOOD DESIGN FOR ECONOMIC GROWTH, A BETTER QUALITY OF LIFE, AND THE ENVIRONMENT

Design for Enterprises

Design for Enterprises (DFE) is a national strategy created by the DesignSingapore Council, SPRING Singapore and International Enterprise Singapore to help locally-based enterprises understand the value of design, and how it can impact business competitiveness and growth. It uses a three-pronged approach that targets enterprises at different levels of design capably:

- *Design Touch* comprises broad-based education and outreach workshops, seminars and clinics for enterprises unfamiliar with design. It aims to raise awareness of the value of design

DesignSingapore Council Report

as a strategic business tool. Assistance schemes are provided to encourage design innovation and support enterprises in taking the first step towards a more design-driven business.

• **Design Engage** provides assistance to design-ready enterprises which are building design capabilities, seeking breakthroughs in their business, and integrating strategic design thinking holistically into their processes, operations and strategies. Grants are provided to support the strategic adoption of design innovation.

• **Design Excel** offers platforms and programmes to showcase and nurture enterprises which have reached a high level of design maturity, to foster excellence in design management and thought leadership.

As part of Design Touch, the DFE Centre was founded as a one-stop resource centre to serve the design needs of enterprises. The Centre was launched on 18 September 2009 and has assisted 89 unique companies through hotline, email and walk-in consultations. A total of 406 participants from 206 different companies have taken part in 14 Design Touch Activities, while 18 companies have signed up for the Design Engage Programme.

Design in Clusters

The **Design2050 Studios**, a platform created as a "gateway to the future", was commissioned by the DesignSingapore Council in mid-2009.

The platform generated key content for Singapore's open-source knowledge base that will be hosted at the National Design Centre. Led by nine internationally-renowned design leaders, Design2050 Studio teams developed design propositions for their vision of life in 2050, with the goal of initiating practical, open source roadmaps for a sustainable future. The Studios' multimedia presentations premiered at the **Icsid World Design Congress 2009** in the form of plenary and parallel workshop sessions over three days.

The nine design leaders and their 2050 propositions were:
- Mr Chris Bangle, Chris Bangle Associates: *Personal Emotional Mobility 2050;*
- Mr Chris Luebkeman, Arup Group: *Life @ 1 Planet in 2050… or Naught;*
- Mr Richard Hassell & Mr Wong Mun Summ, WOHA: *Architects Save The World And Bring Joy To Millions: Singapore 2050;*
- Mr Stefano Marzano, Philips Design: *Healthcare 2050;*
- Mr Bill Mitchell, MIT: *Reinventing the Automobile 2050;*
- Ms Toshiko Mori, Toshiko Mori Architects: *Blindspots in Design 2050;*
- Mr Ravi Naidoo, Design Indaba: *Protofarm 2050;*
- Mr David Nelson & Mr Stefan Behling, Foster + Partners: *Sustainable Cities 2050;*
- Mr Feng Zhu, FZD School of Design: Entertainment 2050

Up to two DesignSingapore scholars and designers were also attached to each Studio team as Studio Coordinators under DesignSingapore's Capability Development Scheme.

Design Excellence

The **President's Design Award** is the highest accolade for Singapore designers and designs. Established in 2006, the Award recognises excellence across all design disciplines, including advertising design and visual communications, architecture and urban design, fashion design,

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furniture design, interior design, landscape design, and product and industrial design. It is jointly organised by the DesignSingapore Council and the Urban Redevelopment Authority.

There were four *Designer of the Year* recipients in 2009, namely Mr Koichiro Ikebuchi, Mr Chris Lee, Mr Look Boon Gee and Mr Tham Khai Meng. The seven recipients for *Design of the Year* were the Genexis Theatre, Henderson Waves, Paper Fold, Republic Polytechnic, The Met (Bangkok, Thailand), Urband Origami and X-Halo Breath Thermometer.

The **Singapore Design Festival 2009** was held from 20 to 30 November 2009, with a total of 104 festival activities presented across 44 different venues and four festival hubs located at The City Hall, ION Orchard, VivoCity and Suntec City. The festival included 104 unique partners, of which 26 were international partners from 14 countries (Australia, Belgium, Brazil, Denmark, Indonesia, Italy, Japan, Germany, Poland, South Korea, Sweden and the EU Commission, Switzerland, Taiwan, and the United Kingdom). Four sponsors (ION Orchard, Vivo City, The Arts House and New Majestic Hotel) came on board for the festival, contributing an estimated \$115,000 value in sponsorship for venues and services.

Key festival events included the opening ceremony for the festival, the inaugural *Portfolio Show for Young Designers,* the *President's Design Award 2009* Award Ceremony and Exhibition, the *Icsid World Design Congress,* the Icsid Design Education Conference and Exhibition, the *INDEX:Award 'Design to Improve Life' Exhibition,* the Korea Good Design Selection Exhibition and the Japan Good Design Exhibition.

The festival activities attracted more than 172,000 visitors and audience feedback showed that 80% of the festival audience were 'satisfied' with the festival's activities and 20% were 'very satisfied'. Visitors appreciated the fact that the festival encouraged people to think more about design and highlighted the intrinsic value of design.

CORPORATE DEVELOPMENT

DesignSingapore International Advisory Panel (IAP) Meeting

The DesignSingapore IAP, chaired by Mr Edmund Cheng, met for their annual meeting from 17 to 20 November 2009. The other six members comprised Mr Chris Bangle (Managing Director, Chris Bangle Associates), Mr Steve Hayden (Vice-Chairman, Ogilvy & Mather Worldwide), Mr Toyo Ito (Architect, Toyo Ito & Associates), Mr Toshiyuki Kita (Product Designer, Studio Toshiyuki Kita), Mr Dick Powell (Co-founder, SeymourPowell) and Mr Dick Powell (Co-founder, SeymourPowell). Four international guests, namely Ms Paola Antonelli (Senior Curator, The Museum of Modern Art, New York), Mr Jacob Holm (President & CEO, Fritz Hansen, Denmark), Mr Hael Kobayashi (Digital Entertainment Executive and Member of the Jury and Senior Advisor, INDEX:Award of Denmark) and Dr Darlie Koshy (Director General, Education and Training, Apparel Export Promotion Council, Haryana, India) also participated in the discussions.

The discussion centred on *Developing a Globally Competitive Design Cluster,* with a focus on the Healthcare industry. The panel shared insights on the value that design can bring to the healthcare cluster and how it can play an integral role in shaping future healthcare systems. They recommended that design in healthcare be centred on innovation beyond process planning and physical objects – to bring about a harmonic experience for all participants in the process, from healthcare professionals to patients and their families.

Inspiring Industries

INDUSTRY

Another facet of MICA's work is to sustain and enhance Singapore's role as a premier regional hub for infocomm, media and creative pursuits. Working collaboratively with its various stakeholders, MICA continually delivers strong support for industries by building critical infrastructure and developing innovation-driven programmes.

INFOCOMM TECHNOLOGY

Infocomm remains one of our most significant growth areas, showing strong performance in 2009. Despite the instabilities of the global economy, revenue for the sector rose to $62.7 billion, compared to $58.1 billion in 2008. Manpower also increased by 1.3%, with 140,800 people employed in the sector.

Concurrently, infocomm usage rose to new heights in 2009. Our mobile phone penetration rate, which has always been one of the highest in the world, rose to 137.4%. The household broadband penetration rate also increased by 5% to 80%, while the percentage of businesses leveraging on broadband access rose from 65% to 69%.

Globally, our infocomm capabilities continued to be recognised by international organisations. Singapore was ranked first in the Waseda University World e-Government Ranking (2010) and the IMD World Competitiveness Yearbook Ranking (2010), and second in the World Economic Forum (WEF) Global Information Technology Report (2010). We also numbered among the top 10 countries in the WEF Global Competitiveness Index Ranking (2009) and in the Economist Intelligence Unit's Benchmarking IT Industry Competitiveness (2009) study.

KEY INFOCOMM DEVELOPMENTS IN 2009

Developing our Next Generation National Infocomm Infrastructure (Next Gen NII)

Significant progress was achieved in the development of a next-generation broadband system that will support our nation's economic and social development. The Next Gen NII encompasses two key areas: the Next Generation Nationwide Broadband Network (Next Gen NBN) and the Wireless@SG service.

Next Gen NBN roll out

Next Generation Nationwide Broadband Network (Next Gen NBN)

The Next Gen NBN is an ultra-high speed network that will deliver broadband access speeds of 1 Gigabits per second (Gbps) and above to every home and building in Singapore by 2012. As of end-March 2010, the Next Gen NBN has been deployed in 28% of the country's homes and businesses.

Acting Minister Lui Tuck Yew at the event to mark the first home reached for the Next Gen NBN

Inspiring Industries
INDUSTRY

Wireless@SG

Launched in December 2006, Wireless@SG provides high-speed internet access to over 1.6 million subscribers. Recent developments in the service include an increase in speed to 1Mbps and new services, such as Seamless and Secure Access, the Wireless@SG Connect application, and a Centralised Location-Based Engine that will support a host of services that rely on location information.

The Singapore Internet Exchange (SGIX)

The SGIX reinforces Singapore's position as a regional infocomm hub by promoting greater and more efficient internet interconnectivity, both within Singapore and to external internet providers. Because of its more efficient connection platform, SGIX has attracted regional and international carriers who now use Singapore as a hub for internet traffic. As of March 2010, SGIX has attained a total of 15 members.

Harnessing Infocomm across the Economy

In November 2009, the Infocomm Development Authority (IDA) awarded its Call-for-Collaboration to five companies who will spearhead the deployment of CEPAS-compliant POS terminals in the transport sector.

In addition, MICA recognises the vital role that SMEs play in nation-building and economic growth. The SME Infocomm Package (SIP) was launched in June 2008 to help SMEs establish a presence on the worldwide web. Since then, over 4,100 SMEs have benefited from this initiative.

Connecting the young and old through ICT

Building a More Inclusive Society

Believing that all segments of society should have equal opportunity to benefit from the Internet, MICA launched the NEU PC PLUS programme to help low-income households with school-going children or disabled family members access the web. To date, over 29,000 households have benefited from the programme, which was revamped in June 2009 to increase the qualifying income cap and reduce the co-payment requirements, among other enhancements.

At the other end of the age spectrum, Singaporeans aged 50 and above were able to avail themselves of affordable training to enhance their digital knowledge and skills through the Silver Infocomm Initiative. Over 150,000 senior citizens have participated in the program at eight silver Infocomm Junctions. Fourteen Silver Infocomm Hotspots were also set up in accessible locations to provide free IT facilities for seniors.

Inspiring Industries

INDUSTRY

Enhancing Infocomm Security

To counter the growing risks posed by cyber-security threats, new initiatives under the Infocomm Security Masterplan 2 (MP2) were introduced at the Annual Information Security Seminar 2010 on 22 March 2010. MP2 aims to make Singapore a secure and trusted hub by providing a secure and resilient Internet infrastructure, improved public sector infocomm security capabilities, and enhanced infocomm security awareness and adoption.

MEDIA

To complement ongoing growth strategies for the media sector, a new national blueprint called the Singapore Media Fusion Plan (SMFP) was launched in 2009. The plan will focus on developing local content, nurturing cutting-edge innovation, and supporting Singapore media companies in overseas expansion.

Becoming a World-class Media Hub

Media investment in Singapore reached a record S$1.5 billion in 2009, with participation from high-profile media funds like ImageNation Abu Dhabi and the Hyde Park Entertainment Group. In addition, the World Intellectual Property Organisation (WIPO) partnered MDA in establishing an Arbitration and Mediation Center as well as an Expedited Arbitration Scheme for Film and Media Disputes.

The Media Training and Attachment (META) programme was launched under the SMFP to provide local talent with valuable hands-on training. META facilitated the attachment of trainees to local and overseas media companies offering learning opportunities in the fields of animation, broadcast, film, games and interactive media.

Strengthening Interactive and Digital Media

As of March 2010, the Interactive and Digital Media Programme Office (IDMPO) has funded 52 R&D projects and attracted over $65 million in investments. More than 150 innovative ideas for services, tools and applications in the fields of Games, TV, Books, and Virtual Worlds were also received through Calls for Proposals (CFPs) made under the Future of Media initiative.

Singapore's MDA and Sweden's Centre of Visualization sign MOU on 15 June 2009

Forging Stronger International Ties

As of March 2010, 15 film and TV co-productions have resulted from international co-production agreements. These include the Singapore-Australia 3D film *BAIT*, and the animated series *Rob the Robot* by One Animation and Amberwood Entertainment (Canada).

Inspiring Industries

INDUSTRY

Building Trade and Exchange Platforms

The two local marquee events for the media industry – BroadcastAsia (BCA) and the Asian Television Forum (ATF) – continue to draw the crowds. BCA attracted 647 exhibiting companies, including 60 new ones, as well as more than 9,000 local and international trade visitors. In its tenth year, the ATF's credentials as a premier regional television trade market were further enhanced by the participation of more than 700 companies and a 20% jump in programming sales to US$88.7 million.

In line with MDA's Media-in-Learning initiative, the first Serious Games Forum was held on March 2010. It brought together more than 120 delegates to discuss the creation and use of games in areas such as healthcare, education and public policy.

Enhancing Media Regulation

To ensure fair and effective media regulation, the Political Films Consultative Committee (PFCC) was created to advise the Board of Film Censors regarding the approval of political films. MDA is also reviewing the content standards and classification ratings used with different media platforms, in order to facilitate the cross-over of multi-platform content. It is also exploring the best means to achieve seamless transition from analogue to digital broadcasting. This will allow our industry players to keep pace with our ASEAN neighbours and will stimulate the development of new digital content and services.

Ministry of Information, Communications and the Arts

Inspiring Connection

Inspiring Connection

PUBLIC COMMUNICATIONS

The Public Communications Division (PCD) delivers strategic and pro-active Whole-of-Government (WOG) public communications support on national issues. By providing strategic counsel, the PCD aligns and synergises messages across ministries to ensure a unified voice in Government communications.

Strengthening Government's Public Communications

PCD holds monthly meetings with the Directors of Information in the various ministries and statutory boards to strengthen the network of public communication within the government. It also supports WOG public communication initiatives, which includes major events.

Working with various ministries, the division conducted 17 formal surveys and snap polls to assess public perception of the government and the effectiveness of government communications on key policies and programmes, such as the National Day Rally and Budget 2010. It provided important benchmarks that will help streamline public communications.

The www.gov.sg portal was also revamped in 2009 to allow the public to get the latest government news updates and information from a single platform. The portal also serves as a convenient gateway to search across all government websites, and access information resources such as the calendar of government events and directory of public agencies and officers. An iPhone application was also developed to enable mobile users to receive news updates on-the-go.

In conjunction with the Ministry of Finance and IDA, MICA spearheads the Website Transformation Strategy (WTS), which aims to create a vibrant, engaging and integrated government Internet landscape. The WTS will assist agencies in developing WOG-aligned websites by establishing standards and sharing best practices, tools, common infrastructure and services. To this end, PCD is working closely with various public agencies to develop a Web Competency Framework which will equip public officers with the skills-set to build useful, high-quality and user-friendly websites.

PCD also completed an e-Information Maturity Framework study under the iGOV2010 masterplan, which included developing a set of standards to help officers improve web content delivery and quality on government websites. Seminars and workshops reaching out to a total of 290 public officers were conducted in FY09.

Building Crisis Communications Capabilities

During the H1N1 outbreak in April 2009, PCD facilitated WOG public communications, including coordinating regular Directors of Information meetings and setting the overall strategic direction for public communications. It also commissioned seven surveys to monitor public sentiments and to identify possible emerging issues.

In late 2009, PCD led a strategic study team on crisis communications. The team completed its study in early 2010 and identified major crisis scenarios that were likely to confront Singapore. Risk assessments were then done on each of these scenarios, and crisis communications plans are being drawn up.

Inspiring Connection
PUBLIC COMMUNICATIONS

Recommendations were also made on how to improve MICA's crisis communications capabilities. PCD is working with other MICA divisions to put these recommendations into practice and is engaging other government agencies, ministries, and private sector entities to help build linkages that will be useful in the event of a crisis.

The division also reviewed and updated the www.crisis.gov.sg website to enhance readability and accessibility of information in the event of a crisis. A second phase of upgrading, which will make the site more interactive, is being planned.

Nurturing Community Preparedness

In 2009, PCD took on the additional role of driving the Community Engagement Programme (CEP) for the Arts and Media Cluster. This programme aims to develop networks of trust across communities and sectors, building more resilience in the face of possible terrorist incidents.

To raise awareness of possible threats and to build understanding and support among Arts and Media community leaders, MICA organised several workshops to discuss the challenges inherent in managing communal tensions, and the media's role during a crisis. These included a second run of the forum theatre play 'Trick or Threat', and, for the first time, a series of crisis situation training sessions for local radio DJs.

MEDIA RELATIONS

Fostering Closer Media Partnership

The Journalists Visit Programme (JVP) is an integral part of MICA's efforts to cultivate better ties with journalists from around the world. Under this programme, two significant initiatives were undertaken in 2009.

The first was the Russian JVP which welcomed four senior journalists from established Russian print and broadcast media. The second initiative was a one-off Asia-Middle East Media Roundtable, which enabled journalists from MICA's ASEAN and Middle-East JVPs, among others, to exchange views on the global economic crisis, public policy and good governance, and media cooperation between Asia and the Middle East.

Facilitating the Media's Participation

For the APEC Leaders Week held from 8 to 15 November, MICA planned and managed the International Media Centre and facilitated media coverage and accreditation of about 2,200 local and international journalists registered for the meetings and Leaders Retreat. It also provided advice on media coverage and journalist accreditation for other government events.

Young Reporters' Training Camp (YRTC)

In honour of the inaugural Youth Olympic Games (YOG) held in Singapore, MICA organised three sessions of the Young Reporters Training Camp (YRTC) for selected youths from Singapore and around the world who aspired to cover the events of the YOG. Each camp spanned 10 days, including journalism workshops and visits to our cultural and tourist attractions.

Inspiring Connection

RESILENCE AND MARKETING

The Resilience and Marketing Division (RMD) focuses on building affinity for Singapore amongst citizens and the international community by positioning the country as a vibrant global city to live, work and play. The Division also works with the public, people groups and private sectors on programmes that will help nurture a gracious, rooted and resilient nation.

Synergising National Marketing Efforts

To strengthen Singapore's global brand positioning, MICA co-chairs the National Marketing Action Committee (NMAC) with the Ministry of Trade and Industry (MTI).

NMAC spearheads development of a national marketing platform to achieve a consistent and compelling Singapore brand. It also serves to align and synergise the marketing efforts of government agencies to ensure coherent and consistent communications. This is done by integrating country-level messaging in key communications and initiatives targeted at the international community. Some of the initiatives supported by NMAC include the 2009 World Cities Summit, the 18th Asia Pacific Parliamentarians Forum, the International Centre for Settlement of Investment Disputes (ICSID) Congress and the National Integration Council's Citizenship Ceremonies.

Supporting Mega Events

RMD was involved in integrated marketing and branding for APEC Singapore 2009. Efforts ranged from the production of the Leader's Attire (designed by Singaporean Mr Wykidd Song) worn by the 21 leaders for the iconic group photo; the artistic gifts for the various Leaders, Ministers and Spouses; collaterals for all delegates; and street and venue dressing.

RMD also worked closely with the Singapore Youth Olympic Games Organising Committee (SYOGOC) to create a holistic profile of our nation as the host country for the Singapore 2010 Youth Olympic Games which was to be held in August 2010. The RMD supported the Singapore Showcase by profiling our arts and culture in five international cities during the Journey of the Youth Olympic Flame city celebrations. The aim was to provide international participants and audiences with a positive perception and memorable impression of Singapore.

APEC leaders dressed in the unique Leader's Attire created by local designer Wykidd Song

National Marketing Resources

The **National Marketing Portal** provides a one-stop marketing resource site for government agencies and statutory boards. The site fosters an integrated national approach in marketing Singapore by providing updates on national marketing issues and new marketing projects; shares

RESILENCE AND MARKETING

accessibility to marketing resources from all government agencies, including photos, rankings and relevant reports; and encourages the exchange of national marketing knowledge and resources.

LIVE@SG, an interactive online platform on www.sg, was launched on 15 March 2010 to enable family, friends and fans of Singapore to share interesting anecdotes and facts about Singapore being a vibrant place to live, work, learn and play. LIVE@SG received positive media coverage and generated more than 23,000 page views and 600 comments from residents and fans of Singapore in six weeks. In addition, www.sg also clinched the silver award at the 2009 international W3 awards, along with the Merit Award for the Singapore Government Web Excellence Awards.

The RMD was also instrumental in producing *Where Worlds Meet,* a collection of marketing collaterals that reflect Singapore's status as a cosmopolitan hub and a respected player in the international arena. This range of collaterals, along with the *Going Global Sutra* and the *Come Walk in our Shoes* pictorial were distributed to over 10,000 delegates and media during the APEC Leaders' Week, providing a holistic introduction to various facets of Singapore and its people.

Ong Keng Seng's Diaspora, a collaboration between Theatreworks and the Singapore Chinese Orchestra, at the Edinburgh International Festival

Enhancing Mindshare through Cultural Diplomacy

RMD staged the **Singapore Showcase in Edinburgh** to showcase Singapore's artistic and cultural accomplishments. It was held at the Edinburgh Festivals, a world-famous annual performing arts festival held from 14 August to 16 September 2009.

The showcase opened with Mr Jeremy Monteiro's "Singapore Swing" concert at the Edinburgh Jazz & Blues Festival. It also featured Mr Andrew Lum at the Edinburgh Mela Festival and Mr Ong Keng Sen's production of "Diaspora", a collaboration between Theatreworks and the Singapore Chinese Orchestra. Established Singapore Writers Ms Suchen Christine Lim, Mr Simon Tay and Professor Edwin Thumboo also participated in the Edinburgh International Book Festival.

RMD has also supported other cultural diplomacy showcases, such as the 2009 Singapore International Water Week and the ARTSingapore 2009 Gala Opening. The RMD also worked together with the Singapore International Foundation (SIF) to support the Singapore Encore in Dubai and Brussels.

Nurturing Rootedness and Fostering Integration

In support of the National Integration Council, RMD leads the Working Group for Media. It rolled out various initiatives on media channels and public platforms to promote learning and appreciation of other races and cultures, encourage social acceptance, and celebrate the importance of unity and the community spirit. In April 2009, the Working Group supported the launch of *Crossroads*, a weekly segment in *Lianhe Zaobao*, which aims to help immigrants better integrate into Singaporean society by featuring news and issues of concern to these new immigrants.

Inspiring Connection

RESILENCE AND MARKETING

RMD also created unique collaterals and held a special showcase to reach out to overseas Singaporeans during **Singapore Day 09** in London, United Kingdom, on 25 April 2009. Around 12,000 overseas Singaporeans participated in the event.

Through the web portal, **mysingapore.sg**, the RMD also reached out to local and overseas Singaporeans through exclusive online content, such as *Singapore Swing – A Jazz Collection of Singapore Songs*. The album, made in collaboration with Cultural Medallion winner Mr Jeremy Monteiro, is a collection of 12 familiar Singaporean tunes performed jazz style.

Nurturing Resilience

Students visiting the "Coping with Vulnerability" poster exhibition

Volunteers giving out free flowers on World Kindness Day

The *Coping with Vulnerabilities: The First 50 Years – Posters From Our Past* exhibition was launched on 3 September 2009 at the National Library. This unique exhibition provided a glimpse into Singapore's history focused through the prism of national security. It traced the diversity of challenges the country has faced over the years.

The exhibition travelled around four national libraries, two polytechnics and the Singapore Discovery Centre. It was viewed by over 69,000 visitors.

Held in conjunction with the National Community Leadership Institute, the second and third **Youth Resilience Camps** (YoReCa) accommodated over 160 students from various secondary schools. Originally planned as an annual camp to be held in June, overwhelming positive response from the schools led to a third camp being organised in November 2009. Participants were given the opportunity to role-play various crisis scenarios that helped them better understand their roles in national security.

Fostering Graciousness

The **Singapore Kindness Movement** (SKM) and Singa the Courtesy Lion returned to the spotlight with the launch of Project Gracious in April 2009 to encourage Singaporeans to be kinder and more considerate to others. With events such as S*ingapore Kindness Month*, the *Kindness Cheerfest*, *A Happy Journey Starts Like That* campaign and *World Kindness Day*, SKM continues its ongoing mission to promote kindness and graciousness.

Inspiring Connection

INFORMATION PLANS

Information Policy

By developing robust media and content regulatory policies, the Information Policy (IP) arm of IPD aims to provide quality and diverse content choices for Singaporeans, while, at the same time, safeguarding the preservation of national interests and societal values. Two key initiatives under IP are the Censorship Review Committee (CRC) and the Inter-Ministry Cyber Wellness Steering Committee (ICSC).

Censorship Review Committee

In September 2009, the Government convened the Censorship Review Committee (CRC) to conduct a mid-term review of our content regulatory policies and standards. Previous CRCs were convened every 10 years. However, this CRC review is being conducted mid-term in order to keep pace with rapid technological and societal changes in today's media landscape.

The CRC conducted a nationwide survey and focus group discussions with community and industry groups to integrate diverse viewpoints and feedback into its recommendations. Some of the issues tackled by the CRC include public education and parental empowerment with regard to media literacy and cyber wellness; harmonisation of content standards across various mediums; the introduction of a PG13 rating for films; industry co-regulation in classifying videos; and promoting a tripartite relationship between the public, industry and regulators in order to protect the young from inappropriate content.

Inter-Ministry Cyber Wellness Steering Committee

The Inter-Ministry Cyber Wellness Steering Committee (ICSC) was set up to coordinate national efforts to foster cyber wellness for Singaporean youth. MICA and MOE will be jointly contributing a total of $10 million over five years, from 2009 to 2013, to support the work of ICSC.

The committee recognises that a multi-pronged, collaborative approach involving the community is necessary to effectively reach out to our youth. Hence, on 30 October 2009, ICSC launched its first public Call for Proposals for projects that promote cyber wellness and new media literacy among our youth when using the Internet, mobile and other emerging technologies.

The community's response to the call for collaboration was very encouraging. The ICSC received a total of 32 proposals from the public, people and private sectors. The supported proposals have been progressively rolled out since February 2010, and will reach out to youth, parents and educators. Examples of these initiatives include:
(1) Cyber wellness education programmes for primary, secondary and post-secondary school levels;
(2) Cyber wellness camps;
(3) Counselling services; and
(4) A nationwide outreach campaign by the Media Development Authority (MDA) to nurture Cyber Street Smart Kids.

INFORMATION PLANS

The ICSC is also supporting the CyberWIZ camp, organised by the Institute of Mental Health, to provide intervention and education to parents and children who need help breaking away from computer addiction.

Communications Research

The Communications Research (CR) arm of IPD was established to build knowledge and capabilities on information management and communications-related issues, trends and developments. By researching on local and global public communications issues, CR can help government public communicators stay abreast of industry developments.

CR also produces a monthly Communications Digest covering topics that range from crisis communications to media relations, public relations and new media.

New Media Communications

The New Media (NM) arm of the Information Plans Division, MICA, guides and supports public sector agencies across the whole of government in building understanding and capabilities on the use of new media for public communications.

NM conducts research on new media issues and developments, such as social media platforms and emerging technologies, and case studies on how these platforms are used for government communications, crisis communications, national marketing, public education, public outreach and more.

NM also develops new media training programmes and partners the Civil Service College in planning and running new media training for public servants at all levels. NM also facilitates cross-agency sharing of knowledge and real-life experiences in the use of new media, and provide opportunities to learn from the best practices of the private and people sectors.

NM has developed guidelines and best practices to support and enhance new media communications initiatives across the government. NM has also provided consultancy and technical support to ministries and government agencies on new media communications.

Our public sector agencies have increasingly introduced new media initiatives, which include the use of popular social media platforms such as Facebook, YouTube, Flickr and Twitter for public communications and engagement, and have also experimented with emerging new media platforms.

Inspiring
Quality

Inspiring Quality

ORGANISATION MANAGEMENT

ORGANISATIONAL EXCELLENCE

MICA Innovation Jam 2009

Each year, MICA promotes its innovation programme to encourage staff in MICA and various Statutory Boards to exercise their innovativeness and creativity. This initiative promotes cross-agency collaboration and enables the prototyping of new ideas. Three unique ideas were awarded seed funding during the three-day Innovation Jam workshop held in June 2009, namely:
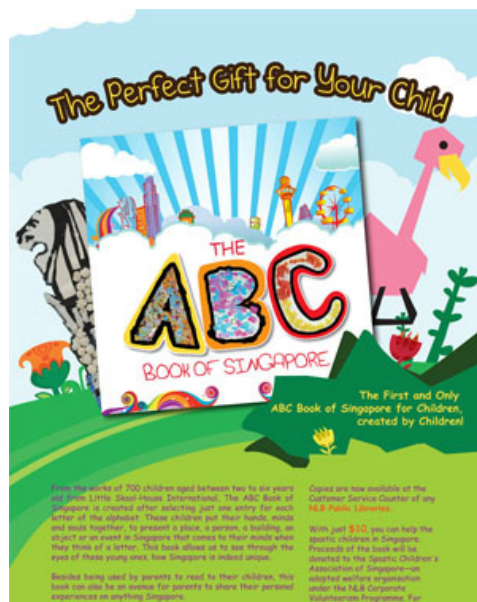
• **The ABC Book of Singapore.** Led by the National Library Board, this community project drew on the inborn creativity and imaginations of pre-school children to showcase our nation's unique heritage and culture. This colourful book uses the children's writing, arts and crafts to define places, people, buildings or events associated with letters of the alphabet. The book has been officially launched on March 6, 2010, and proceeds from the book will be donated to the Spastic Children's Association of Singapore.

• The "**Creative Writing Programme**". is a pilot programme that aims to provide creative mentorship of secondary students interested in the genres of poetry, drama and prose by an established local arts practitioner. Their creative works would be compiled and published.

• **ArtSparks**. Targeted at young children aged 5-7 years old, this innovative Art Appreciation program introduces famous European paintings and artists, as well as *Nanyang* style paintings and artists, to children. Stories and games will be used to stimulate interest and learning, and a fun board game using elements of Nanyang style artists and paintings will be created especially for the children.

MICA Innovation Fiesta 2009

The Innovation Fiesta 2009 on 27 August 2009 showcased and celebrated the innovation achievements of our MICA officers. Over 400 officers from MICA and various Statutory Boards participated in the event, with the 1st Prize for Best Innovation Team going to the "Learning on the Move" project team from the Infocomm Development Authority of Singapore (IDA)

Best Innovation Team from the Infocomm Development Authority of Singapore

Inspiring Quality

ORGANISATION MANAGEMENT

Other Innovation Initiatives

To further encourage innovation and creative thinking, MICA also organised three Innovation Speaker Series workshops, which attracted a total of 240 participants. An innovation trip was also organised for 40 staff who paid a visit to the Media Development Authority's (MDA) new facility at SingaporeMediaFusion@one-north to learn about the MDA's plans to transform Singapore into a global media city.

Innovation Fiesta 2009 Committee Members

Enhancing Staff Communications and Engagement

MICA introduced various initiatives to promote better efficiency and teamwork through effective staff communications:

> • The **MICA Townhall** was introduced in October 2009 as a communications platform. It aimed to encourage communication between Senior Management and officers from all levels, as well as keep officers updated about our latest organisational developments and upcoming initiatives. The MICA Townhall is organised every six months. Two Townhall sessions have been conducted and were well received by MICA staff.

> • MICA conducted the **Employee Engagement Survey** in June 2009 to assess the level of staff engagement in the organisation and to identify strengths and areas of improvement. The survey showed that MICA officers are more engaged and satisfied at work, in comparison to the results of a previous survey conducted in 2006.

> • The **MICA Core Values Award** was introduced in January 2010 to recognise officers who best exemplified the core values of Professionalism, Passion, Creativity and Connectedness. MICA officers were invited to nominate and vote for their colleagues.

Promoting Work-Life Integration

To get the best out of its people, MICA believes that maintaining a healthy balance between professional and personal pursuits is a critical differentiator in staff engagement, talent attraction and staff retention. To ensure that MICA's Work-Life initiatives address the various needs of our staff, MICA conducted a Work-Life survey for its officers. Based on the results of the survey, MICA developed progressive work-life initiatives such as allowing staff to telecommute up to two days per month and to take time-off on Friday afternoons to participate in healthy lifestyle activities. Officers were also treated to programmes such as health talks, Inter-Divisional games, social activities and family-events like Kids Day Out.

Knowledge Management Initiatives

Three Riverside Chats were organised to provide an opportunity for middle managers from across the MICA Family to interact and dialogue with senior management on a variety of key strategic topics. Invited speakers included Mr Benson Phua (Chief Executive Officer/National Arts Council), (RADM)

ORGANISATION MANAGEMENT

Ronnie Tay (Chief Executive Officer/IDA) and Mr Low Kee Hong (General Manager of the Singapore Biennale 2008). Nearly 220 officers attended the Riverside Chats.

The Committee of Supply and the International Relations System were created to facilitate collaboration and enhance the effectiveness of MICA's work processes across MICA's Family agencies. These systems allow users to capture, archive and share information more efficiently.

MICA also began developing the Knowledge Enterprise System to facilitate information retention, search and transfer. This will include the web-based e-Submission and e-Registry System.

PERFORMANCE EXCELLENCE

MICA conducted an extensive review of its Corporate Outcomes and Key Performance Indicators during the Strategic Planning exercise held in November 2009. The Corporate Planning Cycle is now aligned with the Whole-Of-Government Strategic Planning & Performance Management Cycles.

Inspiring Quality

FINANCIALS

Financial Data

Operating Expenditure

Agency	FY09 Actual ($)	FY10 Budget ($)	Variance ($)
MICA HQ	55,151,360	76,306,550	21,155,190
"MICA-HQ - Transfers to other organisations"	44,198,067	46,504,550	2,306,483
National Arts Council	66,161,711	57,146,500	(9,015,211)
National Heritage Board	94,249,361	98,360,500	4,111,139
National Library Board	162,136,820	168,184,200	6,047,380
Infocomm Development Authority	75,064,058	112,153,600	37,089,542
Media Development Authority	1,095,519		(1,095,519)
Total	498,056,897	558,655,900	60,599,003

Explanation for the Variance

Increase in overall operating budget of MICA is to cater for development of the arts, heritage and design sectors as well as higher budget needed to fund YOG-related initiatives under MICA.

FINANCIALS

Development Expenditure

Agency	FY09 Actual ($)	FY10 Budget ($)	Variance ($)
MICA HQ	83,257,938	32,345,500	(50,912,438)
National Arts Council	3,410,000	30,780,000	27,370,000
National Heritage Board	24,978,802	5,226,900	(19,751,902)
National Library Board	16,338,588	13,992,200	(2,346,388)
Infocomm Development Authority	16,336,641	335,835,000	319,498,359
Media Development Authority	22,000,000	29,860,000	7,860,000
Total	**166,321,969**	**448,039,600**	**281,717,631**

Explanation for the Variance

Increase in development budget is mainly due to government's support for key projects such as the Next Generation Nationwide Broadband Network and Singapore Media Fusion Plan.

INTERNATIONAL RELATIONS

In FY 2009, MICA continued to further specific interests in the arts, broadcast and infocomm, media, and design sectors by establishing and leveraging on MICA-family wide international engagements across all countries, regions and international organisations.

Two significant developments in MICA's international relations engagements in FY2009 included the inaugural France-Singapore Forum meeting in Paris, France in October 2009 and the signing of a Memorandum of Understanding (MOU) between MICA and the World Intellectual Property Office (WIPO) in July 2009.

Acting Minister Lui Tuck Yew, as the co-Chair of the France-Singapore Forum, officiated at the inaugural meeting which aimed to strengthen the linkages between the peoples of France and Singapore. The MICA-WIPO MOU, in line with Singapore's status as a secure intellectual property and arbitration hub, provided for an arbitration and mediation mechanism for the resolution of disputes involving film works endorsed by WIPO.

CREDITS

The Ministry of Information, Communications and the Arts would like to thank its HQ divisions, agencies, committees and all others for their support in FY2010.

MICA Agencies
Infocomm Development Authority of Singapore
Media Development Authority Singapore
National Arts Council
National Heritage Board
National Library Board

List of MICA Committees for e-AR 2010

Advisory Committee for Chinese TV and Radio Programmes (ACCESS)
Advisory Committee for English TV and Radio Programmes (PACE)
Advisory Committee for Indian TV and Radio Programmes(IPAC)
Advisory Committee for Malay TV and Radio Programmes(MPAC)
Advisory Panel for Seniors
Arts Consultative Panel
Board of the Singapore Arts School Limited
Broadcast, Publications & Arts Appeal Committee (BPAA)
DesignSingapore Council
DesignSingapore International Advisory Panel
Economic Strategies Committee Sub-Committee 5
Esplanade Board Members
Films Appeal Committee
Films Consultative Panel
Industry Development Panel
Infocomm Development Authority Board
Internet and Media Advisory Committee (INMAC)
kidsREAD Advisory Committee
Malay Heritage Foundation
Malay Language Council
Media Development Authority Board
MICA Government Parliamentary Committee
MICA GPC Resource Panel

National Arts Council
National Arts Gallery Steering Committee
National Design Centre Steering Committee
National Heritage Board
National Library Advisory Committee (NLAC)
National Library Board
Preservation of Monuments Board
President's Design Award Steering Committee 2009
Promote Mandarin Council
Public Libraries Advisory Committee (PLAC)
Publications Consultative Panel
READ! Singapore 2009 Steering Committee
Singapore Film Commission
Singapore International Foundation Board
Singapore Kindness Movement
Singapore Memory Steering Committee
Singapore Tyler Print Institute Board of Directors
Speak Good English Movement
Stamp Advisory Committee
Tamil Language Council
The Esplanade Company Limited
The Library Fund Board of Trustees
The Old Parliament House Board