

# Briefing Session 2025

**28 March 2025**

**National Gallery Singapore**  
The Ngee Ann Kongsi Auditorium & Foyer

A large crowd of people is gathered at night for a Baybeats event. In the background, the Esplanade - Theatres on the Bay is visible, illuminated with green lights. A stage with a large screen displaying the Baybeats logo and dates (18-20 APR 2018) is set up on the right. The crowd is dense, and many people are looking towards the stage.

# Supporting Singapore's Arts and Culture

Welcome Address by  
Ms Teoh Zsin Woon  
Presiding Trustee  
Cultural Matching Fund



# A vibrant and diverse arts and culture landscape

**>1.1m**

ticketed attendance at live performing arts events

**~3m**

Non-ticketed attendance at live arts and culture events

**6 in 10**

Singaporeans attended in-person arts and culture events

**\$67.3 million**

Charitable contributions to Patrons of Arts and Heritage Awards

**94,000 sqm**

Gross GFA of arts spaces tracked by NAC



## **Our Next Bound**

**Growing audiences as a strong domestic support base for Singapore arts and culture**





## Scaling up Arts Education:


- **NAC-Arts Education Programme** in all Government-supported preschools
- **Performing Arts-Based Learning** for all lower secondary cohorts in MOE schools

Expanding access to quality arts experiences in the community through **ArtsEverywhere@CDC**

Encouraging community heritage projects through **Heritage Activation Nodes**

Boosting attendance of local arts and culture activities through **SG Culture Pass**





**Make  
local arts & culture  
more accessible to  
more Singaporeans**



**Opportunities to  
reach new  
audiences**



**Shift mindsets  
towards favouring  
local arts and  
culture**

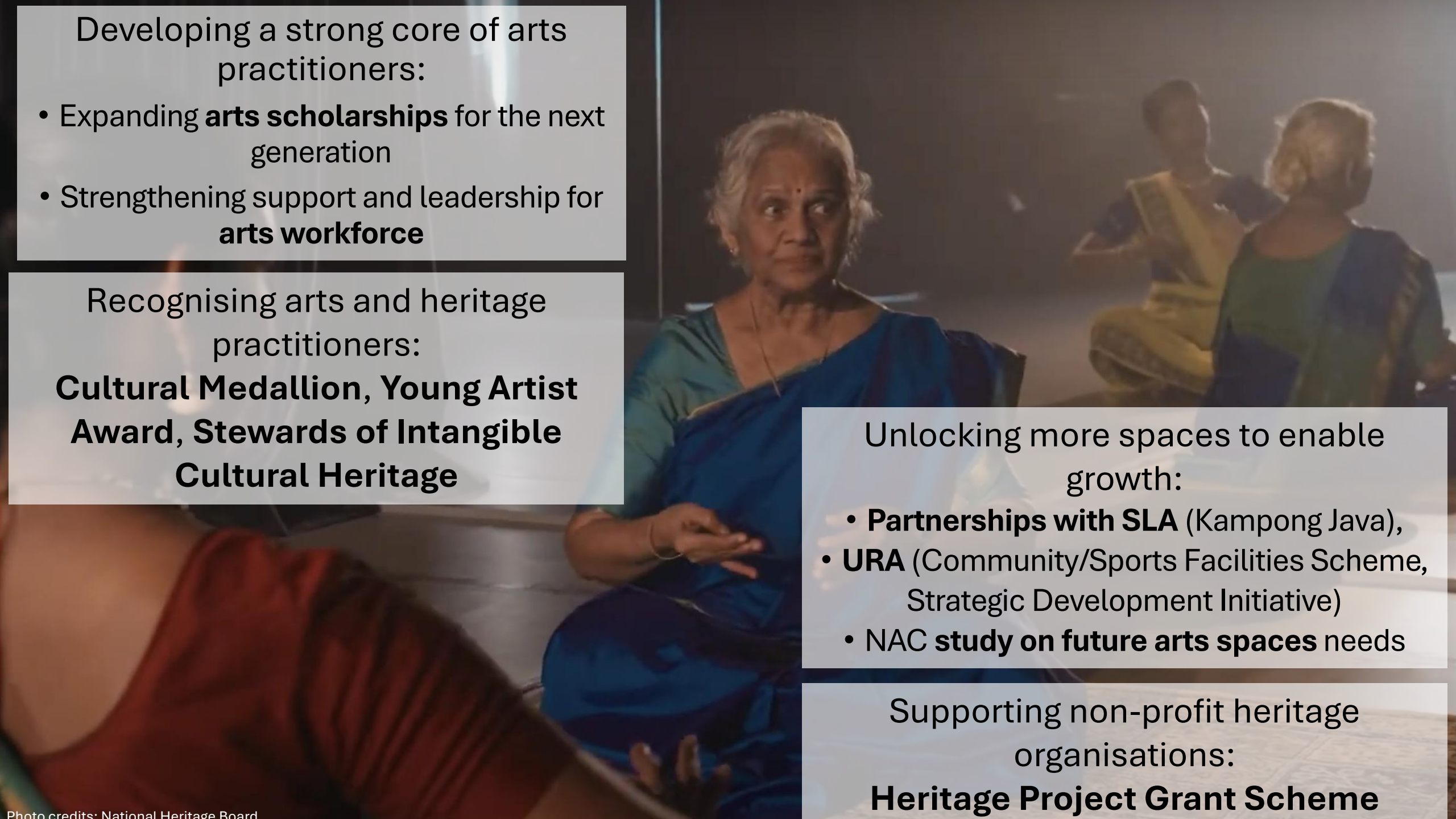




## Our Next Bound

Developing a sustainable and resilient  
arts and heritage ecosystem





Developing a strong core of arts practitioners:

- Expanding **arts scholarships** for the next generation
- Strengthening support and leadership for **arts workforce**

Recognising arts and heritage practitioners:

**Cultural Medallion, Young Artist Award, Stewards of Intangible Cultural Heritage**

Unlocking more spaces to enable growth:

- **Partnerships with SLA** (Kampong Java),
- **URA** (Community/Sports Facilities Scheme, Strategic Development Initiative)
- **NAC study on future arts spaces** needs

Supporting non-profit heritage organisations:

**Heritage Project Grant Scheme**



# Galvanising corporate and private donors for the arts to strengthen the ecosystem

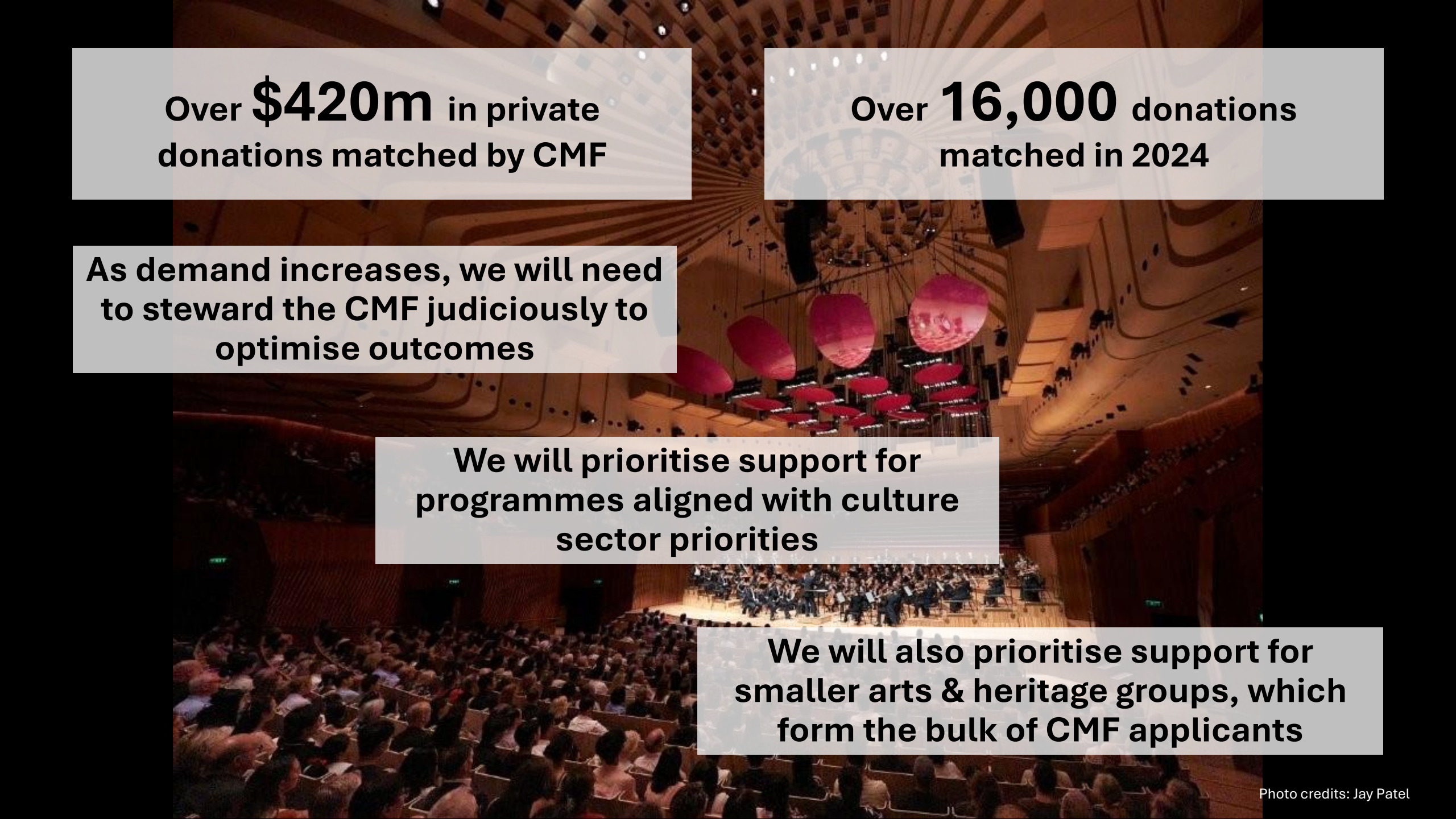
## Cultural Matching Fund

### Recognition for Patrons

- Patron of the Arts Awards
- Patron of Heritage Awards

**250% tax deduction  
for donations to IPCs**





Over **\$420m** in private  
donations matched by CMF

Over **16,000** donations  
matched in 2024

As demand increases, we will need  
to steward the CMF judiciously to  
optimise outcomes

We will prioritise support for  
programmes aligned with culture  
sector priorities

We will also prioritise support for  
smaller arts & heritage groups, which  
form the bulk of CMF applicants





# Working together to further Singapore arts and culture

Photo credits: National Heritage Board