

WELCOME ADDRESS BY MRS ROSA DANIEL, DEPUTY SECRETARY (CULTURE), MINISTRY OF CULTURE, COMMUNITY AND YOUTH AND CHIEF EXECUTIVE OFFICER OF THE NATIONAL HERITAGE BOARD AT THE OPENING OF THE CULTURE ACADEMY'S INAUGURAL THOUGHT LEADERSHIP CONFERENCE ON "THE DIGITAL IN CULTURAL SPACES" ON 7TH DECEMBER 2016 AT 9AM AT THE GALLERY THEATRE, NATIONAL MUSEUM OF SINGAPORE

1 Welcome

Mr Baey Yam Keng, Parliamentary Secretary, Ministry of Culture, Community and Youth,

Ms Yeoh Chee Yan, Permanent Secretary, Ministry of Culture, Community and Youth,

Distinguished speakers and moderators from abroad and Singapore,

Ladies and gentlemen.

A warm Welcome to the Culture Academy Singapore's inaugural thought leadership conference on "The Digital In Cultural Spaces".

Introduction To Culture Academy and Choice of theme for the conference

2 The Culture Academy was established in October 2015 by the Ministry of Culture, Community and Youth to be a platform for thought leadership and to groom the next generation of culture leaders in the Public Sector.

3 Since its inception, the Academy has been holding regular programmes targeted at culture professionals and administrators working in the arts and heritage sectors. These programmes are organised in line with the Academy's three strategic thrusts of Education and capability development; research and scholarship and thought leadership. In this past year, the Academy has reached out to more than 1000 participants through their programmes and has partnered and collaborated with

15 organisations and institutions of higher learning to co-organise programmes as well as tap on their expertise to improve their work. You will be able to find out more about the Academy and its programmes in the academy's brochure found in your conference bags.

About The Conference

4 The conferences organised by the Culture Academy seek to discuss issues that cut across the sector and that are of direct relevance to those of us who are administrators or professionals in this sector. We hope that by providing a common platform for everyone connected to heritage, the visual, performing and literary arts, we can hear and learn from the best in these areas and share ideas and solutions to common problems that we all face. By coming together annually and inviting other experts from the region and beyond, we hope to create communities of practice that will evolve over time and are self-sustaining.

5 As part of this effort, we are also developing an on-line directory of culture experts and administrators who can contribute to us through research, verification of facts or even to explore collaborations and ideas. We call this our very own idea of a "LinkedIn" for culture administrators and professionals. This is still in its embryonic stage and we will be reaching out far and wide to populate this directory over the next few years.

Why the topic on The Digital?

6 Today's conference explores the topic of the digital in cultural spaces as our theme as this is something that the entire world is talking about. Digital technologies have brought on disruptions not only in the business world but even in the cultural sphere. It has presented new opportunities for us to reach out to new audiences

beyond physical and geographical constraints, and especially to the young and tech savvy Gen Ys and Millennials.

7 Many of them are now exploring their identities as an individual and as a member of their community and nation, and they are using technology to help them discover their roots as well as use it to also help others explore theirs. Many have gone into R&D where they are producing gadgets that help us do our work better and more efficiently and also have found ways to engage other youth on culture through digital channels.

8 We need to connect with this youth demographic that will ensure that our collective stories of yesterday and today will be kept for the future. It is nice to have among us today Nanyang Polytechnic students from the School of Interactive and Digital Media, and the students from The Singapore University of Technology and Design. They are here today to showcase their works which will help the efforts of every arts and heritage professional do their jobs more efficiently and accurately and to also document these for posterity.

9 It is not only youths. Another growing market is the baby boomers and active agers as we call them here who are increasingly becoming very tech-savvy and are creating their own digital works, blogs and film, not to mention looking for material on world cultures. You will see some of these works by our active agers later at the National Arts Council's booth.

10 Over the next two days, we are privileged to hear from 15 paper presenters who are experts in their own fields and who have used the digital to engage and bring communities together, or brought out collections from their repositories that never saw the light of day for decades and made these collections easily accessible. We will also

hear from academics, archivists and digital media artists and arts administrators on how they have used technology to bring arts and culture closer to the people they serve and how they have brought back pride in their culture and community.

Concluding Comments

11 With that, it leaves me to thank our Guest of Honour for taking time out from his busy schedule to be here with us.

12 My thanks also to the University of Melbourne for partnering us on this journey and to all the partners who came on board to partner the Culture Academy to make this conference a success either as paper presenters, session moderators or technology showcase partners. I also wish to thank all our sister agencies within the MCCY family for your strong support in making this conference a reality.

13 Thanks also to our 11 volunteers from the Friends of the Museum and the Museum Volunteers who bravely volunteered to help us capture the salient points of all the panel discussions

14 Finally, a big thank you to all our participants for coming and I wish all of you a very fruitful, interesting and intellectually stimulating two days of lively debates and discussions.

15 Thank you.