

MCCY COS 2018
Together Making Singapore Home
A Caring People • A Cohesive Society • A Confident Nation

Key Initiatives

Arts / Heritage	<p>I. Our SG Heritage Plan <i>(Announcement)</i></p> <p>Our SG Heritage Plan is a comprehensive national blueprint co-created with the community for the future of Singapore’s heritage and museum sector. This inaugural plan sets out long-term objectives until 2030, with a first five-year instalment covering 2018 – 2022. The recommendations of the action plan build on the existing work and achievements of our heritage and museum sector.</p> <p>We will adopt a consultative approach with the community for Our SG Heritage Plan. Over the course of 2016 and 2017, NHB has engaged more than 730 people, including heritage experts, NGOs, academics, practitioners, museum goers, volunteers, educators, youths and students through interviews and focus group discussions.</p> <p>Earlier this year, information about Our SG Heritage Plan was also made available online to the public, and through a travelling exhibition. Close to 34,000 people visited the exhibition and website, and more than 7,300 provided their views through polls or gave their feedback. The conversation continues and will go towards shaping the plan in the long-term.</p> <p>Four key themes have emerged from our engagements thus far:</p> <p>1. <u>Our Places</u></p> <p>The places where we live, work and play in form our tangible heritage. They hold many shared memories, and we must care for them so that our stories can be passed on as we grow and develop as a nation.</p> <ul style="list-style-type: none"> ○ Increasing appreciation and understanding of our heritage through the inclusion and infusion of heritage into everyday spaces (e.g., National Monuments, conserved sites, heritage trails, playgrounds); incorporating heritage considerations into upstream planning, and strengthening research and documentation. <p>2. <u>Our Cultures</u></p>
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	<p>Our traditions and ways of life are a key part of what make us Singaporeans. We must cherish them so that they will continue to evolve and bring meaning to the lives of all Singaporeans, present and future.</p> <ul style="list-style-type: none"> ○ Safeguarding, promoting and transmitting Singapore’s intangible cultural heritage. ○ Introduction of Singapore’s intangible cultural heritage inventory, which will contain our diverse and multicultural intangible cultural heritage elements and allow us to better research, document and promote our intangible cultural heritage. ○ Singapore has ratified the UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, which paves the way for an element of our intangible cultural heritage to be potentially nominated on UNESCO’s Representative List. <p>3. <u>Our Treasures</u></p> <p>Our museums and their collections share the story of Singapore’s history and heritage, as well as our place in the world. We must create and curate these social spaces for diverse perspectives of our story.</p> <ul style="list-style-type: none"> ○ Making museums more accessible and inclusive social spaces; developing and presenting more “curated-by-Singapore” content; building and caring for the National Collection; safeguarding our archaeological heritage. <p>4. <u>Our Communities</u></p> <p>Our heritage is the thread that binds us together as a community, and everyone can play a part in shaping our heritage for future generations.</p> <ul style="list-style-type: none"> ○ Supporting more ground-up initiatives; facilitating inter-community understanding; engaging under-served communities; reaching out through technology; encouraging volunteerism and giving. <p>The full details of Our SG Heritage Plan, including more information on its initiatives, will be launched in April during the Singapore Heritage Festival.</p>
Community	<p>II. SG Cares (Announcement)</p> <p>MCCY is partnering the Ministry of Social and Family Development (MSF) and the Ministry of Health (MOH) to provide better care for the elderly, as well as more holistic social support for the more vulnerable among us, such as those from lower income groups. MCCY is also supporting inter-agency steering and coordination</p>

committees comprising representatives from public agencies and the community, and efforts will focus on three domains:

I. Encouraging corporates to give back

To support our corporate partners in giving back, NVPC will be rolling out **Company of Good (COG) 2.0** which will deepen the engagement of its existing members (of which there are about 1,000), raising standards and strengthening the support network for corporate giving. The Company of Good programme will continue to recognise companies that demonstrate best practices and commitment in corporate giving through its Champions of Good framework. The Company of Good Fellowship, a 5 month-long programme for corporates who want to give back by empowering their top talent, will also be reviewed. An improved version will be launched in 3Q 2018.

There are also efforts to foster sustained partnerships between corporates and social service organisations (SSOrgs). NCSS has also been **restructuring volunteer roles** in various SSOrgs to grow more volunteering opportunities which are suitable for corporate volunteers and which meet the needs of SSOrgs. In 2018, this will be extended to sectors such as Adult Disability Homes, Nursing Homes and Family Service Centres, based on sector needs and scalability of roles. At the same time, NCSS plays a key role **in developing volunteer management resources and growing volunteer management capabilities** in the social service sector.

II. Growing a digital kampong

Technology will be harnessed to catalyse social good, and provide a one-stop avenue where Singaporeans, especially those with the desire to help (but do not know where or how to start), can easily connect with volunteering opportunities. One key initiative is to **enhance Giving.sg and integrate the enhancements into the SG Cares app**.

Giving.sg currently has 125,000 registered volunteers and donors, as well as 480 non-profit organisations. Since it was set up in 2015, it has seen a total of \$98 million in donations and 119,000 volunteer sign-ups. We are bringing the users of Giving.sg onboard SG Cares app, where users can also share their stories and access learning resources. We will better integrate the two platforms to provide a seamless experience for users and build a social network of volunteers and social tech entrepreneurs, where we can share our experiences, learn from one another and serve the community together.

	<p>The next phase will also see the launch of a skills-based volunteerism platform developed by NVPC in partnership with Taproot+ and Empact, to facilitate matching of opportunities, and tap on the skills and expertise of volunteers. In the pilot, so far since November last year, 23 non-profit organisations have signed up and 23 projects published, out of which 2 were matched successfully, involving 16 volunteers offering their skills. NCSS will also be expanding the range of e-learning training modules for volunteers and leading a study to develop a brokering solution leveraging on artificial intelligence / machine learning technology to improve the efficiency of matching volunteers to openings within the social service sector for purpose of scaling to support the movement. Data analytics will also be used to discover un-met needs within the community, and enable individuals to give back in more customised ways.</p> <p>III. <u>Bringing together and supporting local communities to identify, care for and support those in need</u></p> <p>Two locale-based pilot projects have been set up in Bedok and Jurong East, complementing MSF and MOH's efforts to better coordinate and deliver social and healthcare services to residents. The pilots, which are targeted for completion in 2018, will study how to better mobilise community resources, support the community and channel resources effectively to areas of need. We will also explore initiatives to strengthen neighbourliness and the community spirit. Through caring, and looking out for each other, we will be able to strengthen the bonds in our community. The pilot projects will inform us on sustainable and effective ways to coordinate community-based efforts, which can eventually be scaled up nation-wide.</p>
Sports	<p>IV. Active Health (Announcement)</p> <p>Active Health is a national social movement to spur Singaporeans to take ownership of their health and wellness, as well as help one another meet their goals.</p> <p>To kick-start this movement, we worked with Health Promotion Board, SingHealth, National Healthcare Group Polyclinics as well as National University Health System, and piloted the Active Health Lab at Our Tampines Hub last year. About 2,200 people have gone through the on-boarding process, where trained Active Health Experts helped Singaporeans learn more about their fitness levels, and the appropriate type of exercises. The second Lab was launched at Heartbeat@Bedok last month.</p> <p>This year, we will be launching four more Active Health Labs across different regions – in Sengkang, Woodlands, Bishan and Jurong. To reach out to a wider segment of the population, Mobile</p>

	<p>Labs will go into communities. There will also be Active Health markers at upcoming Sports-in-Precinct facilities in HDB precincts. Individuals will be able to monitor their own progress through a mobile app, which will also allow them to connect with family, friends, and other Active Health users for mutual support; and sign up for ActiveSG programmes to stay active together.</p>
Youth	<p>V. Youth Conversations (Announcement)</p> <p>The Youth Conversations will provide a sustained and long term platform for diverse groups of youths to voice their views, discuss issues that concern them, and deliberate and co-create solutions. Through the engagements, youth will have the opportunity to hear the diversity of views among their peers, understand national perspectives and considerations in policy-making, as well as pursue initiatives that they are passionate about.</p> <p>We are working closely with government agencies to identify engagement topics, which could include social diversity; jobs and future economy; housing; environmental sustainability. We will work with government agencies to ensure that the ideas and suggestions from youths are considered as part of the policy-making processes. We will also support youths who wish to follow up on promising ideas through the National Youth Fund.</p>

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Caring, Cohesive, Confident

Arts / Heritage	<p>I. Arts Sectoral Plans (<i>Announcement</i>)</p> <p>Efforts to promote our arts and heritage have yielded good results. Singaporeans’ engagement in the arts and culture has grown. 78% of Singaporeans indicated that they attended at least one arts and culture activity in 2015, an increase from 48% in 2011¹. Visitorship to our museums and heritage institutions reached a record high of over 5.1 million in 2016². Our efforts have also helped the arts to find a place in the hearts of Singaporeans, with 73% of Singaporeans agreeing that the arts helps to improve our lives³.</p> <p>We want to continue these efforts and are drawing up plans for the arts sector that will strengthen our efforts to develop the performing arts, literary arts and visual arts. The review is to outline the vision for each art form, and chart key priorities and initiatives to be put in place for the next five years.</p> <p>Our artists are important partners in helping Singapore’s arts scene grow and flourish. We will be working closely with the national arts and cultural institutions, as well as forming stronger partnerships with our academic institutions, private sector, and non-arts government agencies and community organisations, to achieve our shared vision for the arts sector.</p> <p>We have started engaging our key stakeholders in the arts community on the broad direction of these plans. We will continue the consultations over the next few months, and share our plans in the latter half of this year.</p> <p>While these plans are being reviewed, some initiatives that we will be rolling out this year are a Support Framework for Arts and Culture Freelancers, Public Art, Hear65 and SingLit Book Gift.</p> <p><i>(Details on Public Art and Support Framework for Arts and Culture Freelancers are located under the sections on ‘A Cohesive Society’ and ‘A Confident Nation’ respectively.)</i></p> <p>About Hear65</p>
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¹ Source: *Population for the Arts Survey 2015.*

² Source: *Singapore Cultural Statistics 2017.*

³ Source: *Population for the Arts Survey 2015.*

	<p>The National Music Consumption Survey indicated that Singaporeans are avid music listeners. 6 in 10 listen to music daily. But only 1 in 10 consumes a musical diet that includes Singaporean content. Reasons cited for not listening to Singaporean music include a lack of exposure to home-grown music and a general preference for international music.</p> <p>NAC will be working with Bandwagon to launch Hear65, a nationwide effort to raise the profile of Singapore music. Launching in April 2018, Hear65 will provide an online platform for Singaporeans to discover, listen and discuss Singapore music across genres, languages and decades. A key feature of this website will allow users to browse through articles and reviews of albums by Singaporean musicians (e.g. Aisyah Aziz’s Senyum Saja, Liang Wern Fook’s 细水长流) and filter the comprehensive listing by genre and year of release. Hear65 will also reach out to partners across different sectors to generate conversations on physical or digital channels about Singapore’s music scene. We hope that this collective effort will increase the touch points where Singaporeans can notice and experience home-grown music, and provide Singaporean musicians with the platforms and attention they deserve.</p> <p><u>About SingLit Book Gift</u></p> <p>Our efforts in the literary arts have resulted in a more vibrant scene, with a larger talent base and more literary engagement. There is now a larger pipeline of writing talent and more touchpoints for public to engage in the literary arts such as the Singapore Writers Festival. There is room for us to promote vernacular writing, in Chinese, Malay and Tamil. For a start, all primary and secondary schools will be gifted SingLit books for their libraries. They will be able to select from a curated list covering English, Chinese, Malay and Tamil titles. This is to ensure that the Literary Arts scene is multi-lingual and reflective of our cultural diversity. This will also be a recognition of the contributions of our writers who inspire, influence and create impact. We hope this early exposure to SingLit will translate into a sustained interest in Singapore stories, and be the basis for our children to build shared memories.</p>
Resilience	<p>II. Our Singapore Fund (Update)</p> <p>Our Singapore Fund (OSF) was launched in August 2016, to support ground-up initiatives and projects by Singaporeans that promote a sense of shared Singapore identity and bring communities together. These projects span a wide range of sectors – including the arts, sports, community, environment and learning, and provide a range of volunteering opportunities in different areas.</p> <p>Since the launch, OSF has supported more than 100 projects and reached out to over 200,000 residents. Last year, we also</p>

	extended the grant eligibility to include corporations, apart from citizens and non-profit organisations.
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A Cohesive Society

Arts / Heritage	<p>I. Public Art (<i>Announcement</i>)</p> <p>To cultivate a sense of ownership and participation by Singaporeans, and add character to our visual landscape, NAC will encourage more public art displays in key locations across Singapore. Two signature public artworks will be commissioned to commemorate Singapore’s Bicentennial in 2019.</p> <p>Beyond these commissions, NAC is working closely with public and private partners such as Town Councils, SportSG and NParks to identify a list of sites pre-designated for public art display. To date, 18 sites in sports centres, malls, thoroughfares and lawns in Bedok, Ang Mo Kio, Bukit Panjang, Woodlands and Clementi have been secured. Artists who are inspired by the physical environment of these sites can submit their proposals through the Public Art Trust website. More details will be unveiled in the later part of the year.</p> <p>As part of the Arts in Your Neighbourhood programme, NAC will also continue its efforts to foster appreciation and increase accessibility of public art. The public can expect more Public Art trails and guided tours, as well as public art programmes. The next edition will be held in Ang Mo Kio in March 2018. It will feature performing arts activities, and also be supplemented by four new public artworks alongside its existing visual arts programming.</p>
Community	<p>II. BRIDGE (<i>Update</i>)</p> <p>BRIDGE (Broadening Religious/Racial Interaction through Dialogue and General Education) aims to deepen understanding of the different races and religions among Singaporeans, and build their confidence to engage one another respectfully on sensitive issues of race and religion.</p> <p>In 2018, MCCY will continue working with community partners to extend outreach and enhance sustainability of the programme. To do this, we will:</p> <ul style="list-style-type: none"> • <u>Sustain and scale up key projects to reach key target audiences</u> <ul style="list-style-type: none"> ○ Ask Me Anything, a series of no-holds-barred conferences to deepen understanding of diverse faiths such as Buddhism, Christianity and Islam. We will continue to expand the series to include other faiths, with a strong focus on youth participation. We will also

work with South East CDC to broaden the outreach of its **Common Senses for Common Spaces (CSCS)** interfaith dialogue series to the other CDCs.

- Expand outreach through social media

We will extend audience outreach through social media, leveraging online content such as videos, articles and infographics. We are also working with the IRCCs on a community campaign to highlight the importance of clarifying misconceptions on one another's culture or religion.

- Reach out to and build capabilities of key influencers

To create a culture where Singaporeans can better understand and engage one another on race and religion, we will work with other public agencies and community partners to reach out to key influencers.

III. SGSecure Community Network (Update)

The SGSecure Community Network (SGCN) is a programme under SGSecure, established to strengthen partnerships with religious and community organisations to ensure a strong community response during a crisis. We have worked with Home Team to reach out to nearly 700 participants from over 240 religious organisations through Counter-Terrorism Seminars. We have also engaged IRCCs in all 89 constituencies.

With MCCY's support, religious groups like SOKA, the Catholic Archdiocese, Anglican Diocese and the Presbyterian Churches have conducted SG Secure briefings to their leaders and members to better prepare them for a terrorist attack. SG Secure briefings are also conducted for leaders from religious organisations who may not be members of the IRCCs.

Our plans for 2018 are:

- Partnering the SG Cares movement to introduce **IRCC-SG Cares projects**, bringing community and religious groups together to help those in need
- **Connecting Government with all religious organisations** for better ground-sensing in the event of an incident or crisis
- **Building partnerships with influential religious organisations**, such as organising more Counter Terrorism seminars, to be more crisis-ready
- Introducing **crisis-response table-top exercises** to all IRCCs

Sports

IV. Sports Facilities Master Plan (Announcement)

	<p>The Sports Facilities Master Plan (SFMP) is a key initiative of Vision 2030, the national sports blueprint.</p> <p>The SFMP aims to serve sporting needs at the National, Regional, Town and Neighbourhood levels through new facilities. It also includes the redevelopment of existing public sports facilities.</p> <p>At the Regional and Town levels, we have opened new sports centres at Our Tampines Hub and HeartBeat@Bedok in Aug 2017 and Feb 2018 respectively.</p> <p>Coming up, residents can look forward to:</p> <ul style="list-style-type: none"> • Two new sports centres at Punggol and Sembawang; • Two new play fields at Jurong Lake and Yan Kit; • Six new Sports-in-Precinct (SIP) facilities in Taman Jurong, Nee Soon Central, Tampines North, Keat Hong, Hong Kah North and Bukit Batok; and • More Dual-Use Scheme (DUS) facilities for public use after school hours <p>We will also continue to rejuvenate our existing Sports Centres, such as those in Choa Chu Kang and Delta to meet residents' sporting and recreational needs. Some of these works include refreshed dance studios and enlarged gym floor space.</p> <p>We are also studying the introduction of more novel sporting features at our sports centres. For example, converting the outer lanes of the running tracks into cycling tracks such as at the Jurong West Sports Centre.</p>
	<p>V. ActiveSG (Announcement)</p> <p>As the national movement for sport, ActiveSG provides affordable and accessible opportunities for social mixing through its wide range of sport programmes and activities. There were nearly 1.4 million ActiveSG members as at Dec 2017. Visitorship to our sports facilities has also reached 16.9 million.</p> <p>Since 2016, we have launched 10 ActiveSG Academies and Clubs. To date, we have reached out to around 25,000 participants of different ages, races and backgrounds.</p> <p>We plan to roll out eight more Academies and Clubs – Aquatics, Canoeing, Dance Fit, Gymnastics, Martial Arts, Table Tennis, Volleyball and Youth Sports.</p>
<p>Youth</p>	<p>VI. OBS (Update)</p> <p>OBS@Coney is part of the National Outdoor Adventure Education masterplan announced at Budget 2016, to build resilience and ruggedness in our youth. While the development of the new campus is underway, MOE and MCCY started phasing in students for a 5-day OBS mixed cohort camp from 2017. Last year, the MOE-OBS</p>

	<p>Challenge brought together 6,000 youths from diverse backgrounds to work together and harness one another's strengths to overcome challenges in the outdoors. The programme has been well-received and will continue to expand, and to include the entire Secondary 3 cohort after the new OBS@Coney campus is ready.</p> <p>While we are expanding activities progressively on Coney Island for OBS, we are mindful to minimise environmental impact as well as maintain the quality and safety of our programmes. OBS will ensure that the campus will be sensitively developed to minimise impact on the environment, including adopting eco-friendly designs and integrating nature in the development.</p> <p>We will share more information on the design of the campus, along with environmental mitigation measures with the public later this year.</p>
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Ministry of Culture, Community and Youth