



## Fact Sheet 2006

Quick facts on the Speak Good English Movement 2006

### Objectives

- To raise awareness of what Standard English is.
- To encourage Singaporeans to consciously choose and use Standard English in their daily lives.

### Target Audience

1. **Parents** are important influencers as they can provide a conducive English language-learning environment at home.
2. **Teachers** are role models for students in schools.
3. **Frontline staff** is essential in projecting a positive and professional image of themselves and their organisations.
4. **Youth** have the power to influence their peers.

### About the Speak Good English Movement

The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to:

1. Ensure Singaporeans recognise the importance of speaking Standard English
2. Encourage Singaporeans to speak Standard English

Starting from 2003, the Movement has kicked off annually with a launch followed by year-long programmes and activities, and has succeeded in raising awareness among Singaporeans that speaking good English matters in their work and personal lives.