



METRO (PRIVATE) LIMITED

Metro began its retail operations with its first store in High Street in 1957 and is now a household name in Singapore. What began as a family business has developed in the last 51 years into a complex but innovative listed corporation with diverse business activities in the region. The retail arm of Metro Holdings Limited, Metro (Private) Limited presently operates a chain of three Metro department stores (Metro Paragon, Metro Sengkang & Metro Woodlands), a chain of specialty stores (Accessorize) in Singapore and four department stores in Jakarta, Indonesia, covering over 80,000 sqm of retail space (approximately 20,000 sqm in Singapore). In Singapore, it has a workforce of approximately 420.

Metro is committed to people and service excellence and places great emphasis on human resource training and development as a strategy to achieve customer-focus objectives and goals. For its investment in its people and having a comprehensive system in place for the training and development of its associates, Metro was awarded the People Developer Standard Award in September 2001, 2004 & 2008. Metro also received the Life Long Learning Award in 2007.

Creating Opportunities for Learning and for Associates to Develop Basic Language Skills

- WISE English

As far back as 1990, Metro has recognized the importance of language training to help its frontline associates overcome language problems and to gear them for increased training participation and job progression within the Company. Immediate supervisors, through appraisal sessions, coaching sessions, morning briefings, etc., also encouraged these associates to improve their English language skills through participation in BEST and WISE programmes. The Worker-Improvement through Secondary Education (WISE) English Language classes, Level 1 to Level 4, were conducted during working hours and examination leave was granted to the associates. Close to 100 associates have benefited from a total of 170 WISE English Language training places. The successful completion of this programmes enables our associates to upgrade their basic education in English Language up to GCE 'N' level and qualify them for further education and training.

For its continuous effort in upgrading the quality of its workforce through the WISE English Language Programme, the Institute of Technical Education (ITE) conferred Metro the special Company Award in 1996 and again in 2003.

- Other English Language Programmes

Effective Spoken English classes are also organised in-house with external trainers. This includes phonics training.

Periodically, associates are also sent for the following English Language programmes:

- Certificate in Effective Business English & Communication
 - Certificate in Practical English
 - Effective Writing Skills
- English Language ...one of the key focuses in its 2005 Customer Centric Initiative Journey

When Metro embarked on the Customer Centric Initiative (CCI) in the 2005, one of the major focuses in this journey was to improve the language proficiency of its frontline associates. A total of 55 associates (close to 40% of frontline associates with lower secondary and below education) were trained at Linguaphone Education Pte Ltd on the topic of conversational English. To enhance learning effectiveness, various modes of training for the English Language were deployed:

- Class room training with 24 contact hours with professional trainers
- Audio Learning through CD with textbooks as reference
- On-line learning Modules for six months

Alongside the language training and to make the training more accessible, a language lab was set up in 2006 in each of the stores to provide these associates with added opportunities to learn and practice the language.

Facilities available in the language lab include:

- a) Linguaphone Textbooks and CDs.
- b) Workplace English for wholesale & retail trade with accompanying audio CD.
- c) Internet access to English websites like the Speak English Movement website to check word meanings and pronunciations.
- d) Fashion-related magazines and reading material which are placed in the lab to encourage reading.
- e) Mini tutorials for associates to receive help and coaching from managers.



All associates are encouraged to use these facilities to improve their English proficiency and thereby develop their confidence in interacting with the customers and professionalism in the job.

The need to improve spoken English among staff has intensified especially with older workers with education levels of secondary school and below and more foreign workers joining our workforce. These associates are scheduled to attend a structured Basic English programme at the language lab with the department managers as their coaches. To review and encourage improvements in their conversational proficiency, the Department and Branch managers conduct oral conversations using role play scenarios of day-to-day work situations as well as quizzes on work processes, policy & procedures and product knowledge to coach and to reinforce learning.

Programmes

In support of the Speak Good English Movement, Metro will continue to work at raising the standard of the English Language, particularly spoken English of its frontline associates and also to promote lifelong learning. With the help of Workplace Literacy (WPL) training that the organisation is embarking on, and the support and resources that are available, Metro's target is for all the associates to improve by at least 2 levels in the English language WPL assessment.

SINGAPORE RETAILERS ASSOCIATION

Singapore Retailers Association (SRA) was founded in 1977, by 10 leading retailers, and is a founding member of the Federation of Asia-Pacific Retailers Associations. We presently have more than 300 corporate members who account for approximately 75% of Singapore's total retail market turnover.

As the independent representative voice of the retail industry, the SRA works very closely with SPRING Singapore, the government lead agency for retail, and other government ministries and statutory boards for the benefits of retailers.

The SRA is the organiser of:

- 1) The Great Singapore Sale
- 2) The Singapore Retail Industry Conference
- 3) The Retail Security Conference
- 4) The Retail Industry Awards and Scholarships
- 5) The SRA Golf Tournament
- 6) Retail training via our Institute for Retailing
- 7) The annual Retail Industry Ball
- 8) The Retail Industry Mystery Shopping Programmes

Programmes

In response to the recent interest for the need to improve the English language capabilities of our service workers, the Singapore Retailers Association will be launching a new training programmes targeted specifically at raising the levels of spoken English amongst frontline retail staff. *Service English for Retail Professionals* is a programme that is strongly supported by SPRING Singapore, and aims to help retail workers gain confidence in their ability to converse in English during their interactions with customers. This programme will be launched in October 2008.

SINGAPORE WORKFORCE DEVELOPMENT AGENCY

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives.

Programmes

The Singapore Workforce Development Agency (WDA) is supporting the Speak Good English Movement by offering Singaporeans an opportunity to ascertain their English language proficiency through its Employability Skills System (ESS).

The Workplace Literacy (WPL) series is a core component of ESS, and covers listening, speaking, reading and writing skills. The WPL aims to upgrade the English language proficiency of our workforce. Based on eight levels spanning a 250 point scale, WPL covers basic, intermediate and advance levels corresponding to the academic qualifications of GCE 'N' & 'O' levels and beyond. WPL levels 4 and 5 have been accepted as an alternate proxy to the GCE 'N' & 'O' levels respectively by 317 employers and training institutions.

WDA has partnered with the Movement and National Library Board to **make it possible for members of the public to assess their language proficiency at no cost in selected libraries**. To ascertain their language proficiency, **Singaporeans and permanent residents (PRs) can take the WPL Computer Adaptive Test (WPL-CAT) test for free at four public library branches at Ang Mo Kio, Tampines, Jurong, and Bukit Merah from 27 August to 21 September**. After taking WPL-CAT, individuals who want to improve their English further can sign up for WPL training at the same libraries at a fee of \$50. WDA's efforts to promote language proficiency among workers will also be carried out through partnerships with employers. Metro and Tangs are just two of the latest retailers who have committed to send their staff for WDA training courses.

Details of WPL-CAT at libraries:

Tampines Regional Library	– 27 to 29 August 2008
Jurong Regional Library	– 27 to 29 August 2008
Ang Mo Kio Community Library	– 8 to 10 September 2008
Bukit Merah Community Library	– 17 to 19 September 2008



TANGS

One of Singapore's best-loved shopping destinations, TANGS is a prominent player in the retail industry that constantly keeps abreast of new trends and changing consumer needs. Through the creative store design, unique merchandising concepts and strong marketing campaigns, TANGS continues to push boundaries, set new benchmarks and raise the bar for service excellence within the industry.

Programmes

In support of the Speak Good English Movement, TANGS has collaborated with Singapore Workforce Development Agency (WDA) as part of the Workplace Literacy initiative, to encourage frontline staff to communicate better through the use of Standard English.

TANGS will invest in English training programmes to help staff improve their level of English proficiency. Taking WDA's Workplace Literacy and Numeracy (WPLN) assessment as a benchmark, TANGS will encourage staff to attain a Level 6 in proficiency.

This is one of the initiatives TANGS has undertaken to improve service quality and help in the career development of the staff.



938LIVE MEDIACORP RADIO

MediaCorp Radio leads the local broadcasting industry by providing the best audio entertainment and offering up-to-the minute news and information. As a people-oriented business, MediaCorp Radio is committed to meeting the varied listening needs of Singapore with her rich and diverse culture.

MediaCorp Radio operates 13 local FM stations, including 6 English stations, 3 Chinese stations, 2 Malay stations, 1 Indian station and an International Channel. MediaCorp Radio also offers discerning listeners interference free and CD sound quality music through its Digital Radio service. From its inception as a single radio station in 1936, MediaCorp Radio has grown to become the largest radio network in Singapore.

MediaCorp Radio is the radio arm of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp has over 55 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit www.mediakorpradio.sg

Programmes

In collaboration with the Speak Good English Movement and National Library Board, 938LIVE produces the fortnightly [English@Work](#) E-newsletter which reaches out to its listeners on the usage of good English. The E-newsletter contains tips for better communication, a pronunciation guide to commonly mispronounced words, a book review segment as well as trivia on the English language. Listeners to 938LIVE are also encouraged to ask questions on grammar which are then addressed by specialists in the English language.

As an extension of the "Communicate Confidently" series in the 938LIVE [English@Work](#) E-newsletter, "Communicate Confidently" provides valuable tips on a host of topics for executives, businessmen and managers. Some of the topics covered so far include: 'Handling Questions During Presentations', 'How to Keep Public Speaking Fear at Bay' and 'Telephone Communication Skills'.



Visit 938LIVE.sg to sign up for English@Work and tune in to 'Communicate Confidently' on 938LIVE at these times:

Saturdays : 8.55am/3.55pm/6.55pm/9.55pm

Sundays : 6.55am/9.55am/6.55pm/9.55pm

This programme is produced for 938LIVE by the Division of Communications & Media Management, Temasek Polytechnic.



MOOVE MEDIA

Moove Media is the award-winning advertising arm of ComfortDelgro. It offers a range of advertising platforms including buses, taxis and rail stations.

Programmes

ComfortDelGro, which has been supporting the Speak Good English Movement for four years running, is sponsoring several double-deck bus advertisements this year to create greater public awareness of the Movement's message. The advertisements are due to run for six months starting in September 2008.



Creating Possibilities, Inspiring Always



SMRT MEDIA

SMRT Media, part of SMRT Investments Pte Ltd, offers one of the largest out-of-home advertising networks in Singapore with its island-wide network of 65 SMRT stations, more than 100 SMRT trains, close to 900 buses and 3,000 taxis. With some two million trips generated on SMRT's network of trains, buses and taxis daily, SMRT Media's advertising network provides a comprehensive platform for advertisers to reach out to the mass population. For more information, visit SMRT's web site at www.SMRTMedia.com.sg.

SMRT Investments Pte Ltd, the investment arm of SMRT Corporation Ltd, manages all commercial business related to properties and media.

Programmes

SMRT and SMRT Media are sponsoring advertising media space in high-traffic MRT stations as well as advertising panels in 20 trains to publicise the Movement's message. The advertisements will reach out to the vast commuting public and will run for 3 months starting in September 2008.

For more information, please contact:

Lydia Ang

Manager, Community Affairs

Corporate Marketing and Communications

Tel: 6331 1091

Email: lydiaang@smrt.com.sg

For media queries, please contact:

Bernadette Low

Manager, Media & Publicity

Corporate Marketing and Communications

Tel: 6331 1143

Email: bernadettelow@smrt.com.sg

STOMP

STOMP (Straits Times Online Mobile Print) is Singapore's number one citizen journalism and social networking website. Set up by The Straits Times to engage with its readers online and offline, it has set new benchmarks for user-generated material. STOMP integrates content and activities in the three platforms of print, online and mobile. These three platforms will enable STOMP to interact and engage with Singaporeans in exciting new ways.

Programmes

In support of the Speak Good English Movement, STOMP runs the popular online column on the English language, *English As It Is Broken* – available at <http://english.stomp.com.sg>. Containing reader submissions of queries on English and answers provided by an English Language Panel, *English As It Is Broken* is an entertaining and invaluable resource on English language usage in a local context.

As a result of the phenomenal success of the bestselling first *English As It Is Broken* book, STOMP has once again partnered with the Speak Good English Movement and Panpac Education Pte Ltd to publish *English As It Is Broken 2*, the sequel to the popular first book. With brand new never-before-published material in the same fun and light-hearted style of the first edition, *English As It Is Broken 2* will undoubtedly be as popular as it is useful for Singaporeans.

THE STRAITS TIMES

The Straits Times is one of the region's oldest and most respected English-language daily newspapers. It is the flagship publication of the publicly listed Singapore Press Holdings group. First published on July 15, 1845, The Straits Times is the most widely read newspaper in Singapore with 1.3 million readers. The Sunday Times, which is produced by the same team of journalists, has a circulation of about 400,000.

Programmes

The Straits Times has partnered with the Speak Good English Movement with the support of the Ministry of Education to organise the *Inspiring Teacher of English Award* – the first national award for English teachers in Singapore schools. This award recognises teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better. This award is open to all in-service teachers of English (including Literature and General Paper) from primary and secondary schools, junior colleges and centralised institutes. Up to ten teachers will each receive a \$2,000 cash award and a trophy. Winners of the award will be announced in October 2008.

BRITISH COUNCIL

The British Council is the UK's international organisation for educational opportunities and cultural relations and the world's leading cultural relations organisation. The British Council builds engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. We operate in 110 countries and territories worldwide and have been in Singapore since 1947. The areas we focus on in Singapore are arts, science, education, English language teaching and UK examinations services. The British Council is non-political organisation which operates at arm's length from the government. Our patron is Her Majesty the Queen.

Programmes

The British Council will contribute web resources for members of the public at <http://www.britishcouncil.org/singapore-english-courses-online-resources.htm>. Additionally, the British Council will hold workshops for parents at various National Library Board public libraries in the later half of 2008 to promote the Movement's message. The British Council will also support the Movement by being part of the evaluation process for the Inspiring Teacher of English Award.

JOURNEY PICTURES PTE LTD

Journey Pictures is one of Singapore's foremost production companies, creating blue chip TV and film content across the documentary, news and current affairs and factual entertainment spaces. Journey's programmes have consistently garnered creative awards from international TV and film festivals, among them the Rome International Film Festival, the New York TV Festivals as well as Film Academia Olomouz (Prague).

Its recent documentary, *Born Again Buddhists*, a co-production between Journey Pictures and Discovery International, was the most nominated programmes at the 12th Asian Television Awards, nabbing three of four top prizes including best director and best cinematography.

Helmed by award-winning journalist and former CNN anchor Lian Pek, Journey Pictures has just launched *Mad About English*, the first made-by-Singapore documentary feature to be released commercially in three of Singapore's key cinema chains - Shaw, Golden Village and Cathay. Named "Critics' Choice" by The Straits Times, the film has won glowing reviews from a host of English and Mandarin entertainment press.

Programmes

Journey Pictures has teamed up with the Speak Good English Movement to further spread the Speak Good English message to the public by holding special film screenings and talks for the Movement's various target community groups, among them the Singapore Retailers Association, the Singapore Workforce Development Agency, the People's Association, the Ministry of Education and Nexus. Journey Pictures and the Speak Good English Movement believe the film underlines the importance of speaking good English in an entertaining and non-pedagogical fashion - making the message more easily accessible to the man-in-the-street.



Ministry of Education
SINGAPORE



MINISTRY OF EDUCATION

The Ministry of Education (MOE) directs the formulation and implementation of education policies. It has control of the development and administration of the Government and Government-aided primary schools, secondary schools, junior colleges, and a centralised institute. It also registers private schools. More information on the MOE can be found on www.moe.gov.sg.

Programmes

MOE continues to work with all schools to continually develop the quality of English among our young and is committed to a longstanding partnership with the Speak Good English Movement.

Two recent new initiatives are:

1. The Inspiring Teacher of English Award (ITEA) that recognises and rewards outstanding and inspiring teachers of English in our schools. This is organised by the Speak Good English Movement and The Straits Times with the support of MOE.
2. The official launch of East Zone Centre of Excellence (COE) for English Language at Tanjong Katong Girls' School encapsulates our school's determination to foster a love for and eloquence in the English Language among our students. (Details below)

Centre of Excellence:

The East Zone Centre of Excellence (COE) for English Language at Tanjong Katong Girls' School was officially launched on 5 August 2008 by Mrs Tan Ching Yee, Permanent Secretary for Education. It aims to foster continual improvement in the teaching and learning of English Language in East Zone schools.

The mission of the COE is to **“nurture the love for the English language”**. The vision is to be the **“heart of a dynamic community dedicated to nurturing confident and effective communicators of English”**. In line with the vision and mission, the tagline of the COE is **“Love EL”**.

The COE has organised 2 competitions – a Public Speaking Competition for secondary schools and Storytelling Competition for primary schools involving the use of Koobits software. The COE has also worked with external partners to create exciting authentic learning opportunities for students such as the *Channel NewsAsia* Learning Tour to Beijing and the Junior Broadcasters' Workshop at MediaCorp Radio. Other activities in the pipeline include workshops on the effective teaching of grammar and a learning journey to the British Council.



To extend its reach to more teachers and students in the East Zone, the COE has recently launched a website: <http://www.tkgs.moe.edu.sg/coeezel/>. The website will facilitate the sharing of best practices, showcase students' EL works and highlight key learning points from the many talks and workshops which will be conducted for teachers and students.

For more information on the COE, please contact:

Khoo Ming Fern

Tel: 94760710

khoo_ming_fern@moe.edu.sg

NATIONAL INSTITUTE OF EDUCATION, SINGAPORE

The National Institute of Education (NIE), Singapore is currently Singapore's sole initial teacher preparation (ITP) and key teacher professional development (TPD) institution in Singapore. NIE, Singapore is also the inaugural chair and member of the international alliance of leading education institutes in the world since 2007. We graduate close to 3000 new teachers each year, with another 2000 enrolled in higher degree programmes (Masters' and Doctoral degrees). At the same time, we also provide an extensive range of teacher professional development courses for about 15000 teachers every year.

NIE is also known for our flagship leadership programmes for school principals known as the Leaders in Education Programmes (LEP) which embraces the vision of transformational leadership and seeks to create new knowledge, insights and understandings and to challenge educational leaders' thinking so that they can become champions of innovation in their school domains. An international version of the programmes, the Leaders in Education Programmes International (LEPI) caters to international educational leaders and managers from the region and beyond. In the past year, NIE has teamed up with Temasek Foundation to provide teacher education and educational leadership programmes for the region namely, in Vietnam and the Philippines.

Programmes

- (a) The Speak Good English Movement website continues to feature International Phonetic Alphabet (IPA) sounds and symbols compiled by NIE, Singapore. This webpage features audio clips to help users learn how to pronounce consonants and vowels using phonetics. Visit <http://www.goodenglish.org.sg/site2/pronunciation-lessons/index.php> to view this resource.
- (b) Compulsory Speak Good English Movement forum for ALL graduating primary school teachers across the three initial teacher preparation programmes: This year, apart from a short briefing by the Speak Good English Movement secretariat on SGEM's theme for 2007 (Rock Your World) and National Library Board resources for teachers, we featured Speak Good English Movement 2007 Activist, Rai, an ex-teacher from Raffles Junior College, who spoke on why speaking good English is important to him as a musician and teacher. Rai also gave a short performance of his songs he had composed and written. NIE will continue to organise this forum for graduating teachers of 2009 aligning its forum with the Speak Good English Movement 2008 theme.
- (c) An interactive digital media educational game on pronunciation will be launched in September-Dec 2008 in the form of a CD Rom. This CD Rom can be used as a self-access tool for students and aims to help them familiarise themselves with the IPA sounds and symbols through a fun and interactive medium.



NATIONAL LIBRARY BOARD

The National Library Board (NLB) serves as the secretariat for the Speak Good English Movement. Established on 1 September 1995, the National Library Board's mission is to provide a trusted, accessible and globally connected library and information service so as to promote a knowledgeable and engaged society.

Programmes

In support of the Speak Good English Movement, NLB has partnered with the Speak Good English Movement and its partners, Regional Language Centre, Magdalena and Jan & Elly in organising a series of talks and workshops for parents and students in various library branches. NLB has also partnered with the Singapore Workforce Development Agency to make it possible for members of the public to assess their English language proficiency at no cost in selected libraries.

For more information on these programmes, please refer to the appropriate partner programme information sheet.

NGEE ANN POLYTECHNIC SCHOOL OF FILM AND MEDIA STUDIES

About the School of Film & Media Studies (FMS)

The School of Film & Media Studies (FMS) pioneered the training of media professionals in Singapore and has since trained arguably Singapore's largest alumni network in media and media education. FMS launched the first local Mass Communication Diploma programmes in 1989 and in 1993, became the first local institution to offer the Diploma in Film, Sound & Video. The School charted other milestones when it introduced the Advanced Diploma in Film Production in 1999 and the Diploma in Digital Visual Effects in 2007.

In addition to filmmaking, broadcasting and journalism, FMS is highly regarded in the creative services fields. The School was inducted into the Institute of Advertising Singapore as an institutional member in 2004. FMS students have won top prizes in the Association of Accredited Advertising Agents Singapore (4As) Crow Bar Awards and the 2007 PRISM Excellence Award for Best Student's Project presented by the Institute of Public Relations Singapore. To meet the growing demand for skilled talents in the creative services industry, FMS recently launched its Diploma in Advertising & Public Relations with the first intake of students scheduled to commence studies in April 2009.

About Ngee Ann Polytechnic

Ngee Ann Polytechnic is one of Singapore's leading institutions of higher learning, offering both business-related and technology-based diploma and advanced diploma programmes. The polytechnic aims to provide relevant, balanced and value-added curricula by creating an effective teaching and learning environment. A key thrust for the polytechnic is forging partnerships with industry and other institutions in order to keep students close to current industry and market practices. Communication programmes aimed at building greater self-confidence, self-esteem, and fluency of expression through the development of speech and language skills.

Programmes

The School of Film & Media Studies has been a firm supporter of the National Library Board and its activities, most recently having its final year Mass Communication students pitch their ideas for a three-year Speak Good English Movement as part of their Integrated Marketing Communication elective coursework.

FMS is looking forward to extend this partnership with the Speak Good English Movement in the near future with more collaborations planned.

PANPAC EDUCATION PRIVATE LIMITED

Panpac Education is a wholly owned subsidiary of Times Publishing Group and one of Singapore's leading educational publishers. As the publisher of EPB and Pan Pacific with over 60 years of combined publishing experience, Panpac Education has established itself as a major publisher of textbooks, teaching aids and resources, learning programmes and other educational materials. Our textbook packages are used in more than 25 countries including Australia, China, Pakistan, Vietnam, West Indies, United States and United Kingdom.

Programmes

We are pleased to be given the opportunity to collaborate once again with The Straits Times, STOMP and the Speak Good English Movement to publish *English As It Is Broken 2* – the long-awaited sequel to the bestselling first book.

Featuring a compilation of readers' queries and answers from English Language Panellists provided by the Speak Good English Movement, the light-hearted and humorous style of the sequel will sit well with fans of the first book. To highlight the importance of speaking and using good English in our daily lives, the book is organised into topics that Singaporeans can relate to: shopping, eating, work life woes, courtesy, traffic and parking problems etc.

English As It Is Broken was No. 1 on the Sunday Times non-fiction bestsellers list for 10 months. To date 26,000 copies have been sold and the book has recently gone into its 7th reprint. We are confident that the sequel will be equally well received and prove to be a useful resource to anybody who aspires to speak as well as write better English.

SINGAPORE POLYTECHNIC SCHOOL OF BUSINESS

Singapore Polytechnic is the most established polytechnic with a student population of 15,000 full-time and 2000 part-time students. It offers a comprehensive range of courses ranging from business, IT, engineering, maritime, life sciences, communication and design.

Programmes

In support of the Speak Good English Movement, Singapore Polytechnic School of Business students conducted an extensive market survey to evaluate the effectiveness of the Movement. The findings from this benchmark survey have helped the Movement chart out its future plans.



YOUNG MEN'S CHRISTIAN ASSOCIATION

Young Men's Christian Association (YMCA) of Singapore is a Christian organization, affiliated worldwide, which seeks to serve and enrich all members of the community, regardless of race, language or religion, through wholesome programmes, to develop body, mind and spirit, which are based on Christian principles.

Programmes

YMCA of Singapore has just successfully concluded its 22nd YMCA Plain English Speaking Awards (YMCA PESA) competition. This event is organized by YMCA of Singapore in conjunction with the Ministry of Education, National Library Board, and the Speak Good English Movement.

YMCA PESA aims to provide an avenue for students to sharpen their speaking skills and to build confidence in public presentation. YMCA PESA also aims to provide an opportunity for students to learn by observing proficient speakers and to promote public speaking in plain English as an important social and academic skill.

YMCA PESA began in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition held in the region with 203 schools/institutions participating in this year's competition. In addition, for the very first time, YMCA PESA winners will be representing Singapore to compete against the best speakers from Thailand and Hong Kong in a regional competition.

YMCA PESA has categories of participation ranging from pre-school to tertiary institutions, ensuring that the effort to raise the standard of spoken English reaches widely across all levels. The quality and standard of the participants have been improving tremendously over recent years – a direct result of the high standards set by the panel of judges with chief judges provided by the Ministry of Education.



Institute of Technical Education



INSTITUTE OF TECHNICAL EDUCATION

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and principal authority in developing national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "One ITE System, Three Colleges" Model of Education, ITE governs three Colleges, comprising ITE College Central, ITE College East and ITE College West

Programmes

As part of the ITE's holistic education approach to **Hands-On**, **Minds-On** and **Hearts-On** learning, we view effective communication as an important enabler to the development of our students' technological, methodological and social skills.

The Speak Good English Movement (SGEM) is an ongoing initiative at ITE with the aim of encouraging our students to communicate well. The initiative can be summarized succinctly in 3 phrases: **"Speak Up"**, **"Speak Out"** & **"Speak Well"**. The objective of the SGEM-related activities is to enhance the oral competence of our students and encourage the use of Standard English, in both formal and informal interactions. Our SGEM activities may be classified under the following categories:

1. Workshops - Presentation Skills, Story-Telling, Drama, etc
2. Performances - by local theatre companies
3. Oratorical Contests - College & National Level, such as PESA
4. College Events – such as the Speak! Carnival where students set up language game booths, put up skits and perform songs which they have written.

Through these fun and non-threatening platforms, students will learn what it means to understand and be understood.

At the coming SGEM 2008 Launch on 26 August, two of our Business School students, Muhammad Hairulanuar Bin Bohari and Nurrizkin Isdianti Bte Rased, will perform a song which they have written. The song is entitled "The Way To Go".

For more information, please contact:

Loretta Chong

Course Manager, Lifeskills Department

Tel: 6580 5502

Email: loretta_chong@ite.edu.sg

JAN & ELLY ENGLISH LANGUAGE SCHOOL

At Jan & Elly, we are only interested in one thing – making our English lessons fun. We discovered long ago that when the lessons are fun, students are more willing to participate and participation is what makes a student successful in mastering the language. When students can read and write better, they become more confident and that leads to better achievements in other areas of life. It is this virtuous cycle that makes all of us at Jan & Elly live and breathe our motto of 'Good Fun, Great English'.

Programmes

Jan & Elly will conduct a series of workshops in National Library Board public libraries around the island on English pronunciation awareness especially highlighting the most commonly mispronounced English words by Singaporeans. We are also linking up with the Speak Good English Movement's website to share our knowledge on the learning of the English language focusing on tips and strategies for parents.

Workshop details:

Bukit Batok Community Library	- 11am 4 November 2008
Sengkang Community Library	- 11am 20 November 2008
Bukit Panjang Community Library	- 3pm 20 November 2008
Bishan Community Library	- 3pm 21 November 2008

For more information, visit www.goodenglish.org.sg.

MAGDALENA (SINGAPORE)

Magdalena (Singapore) comprises a group of local arts practitioners that aims to promote learning and networking amongst women in the creative arts. Its formation was inspired by the international network of women theatre practitioners, The Magdalena Project.

Magdalena (Singapore) aims to: encourage and promote the work of women in the creative arts, particularly in the performing arts; Provide opportunities for women to practice their craft, showcase their own work and experiment with different forms/disciplines; Enable women to come together to share and learn from one another; encourage dialogue between artists and the community through community and educational outreach programmes; Facilitate the networking of women artists, not only within Singapore, but also with women artists in Southeast Asia and the rest of the world.

Magdalena (Singapore) organised the first international women's contemporary theatre festival in Singapore, Crossroads 2006, and has also organised workshops and a series of events called Women's Open Space which features readings, poems, and work-in-progress showings of women's creative/performance work.

Programmes

In October 2008, Magdalena (Singapore) will present a workshop and a storytelling session for the Speak Good English Movement. The storytelling session features Verena Tay, a well-known playwright and storyteller. She will tell stories that take a light, satirical look at life in Singapore, including two stories adapted from Aesop's Fables into a Singaporean context. This will be held at National Library Board's library@esplanade at 5pm on 11 October 2008.

The second activity we will present in October at library@esplanade is a workshop called *Spot the Singlish*, which aims to raise awareness about the different registers of Singapore English – from Singlish to Standard Singapore English – by using role-play and excerpts from an original Singapore script “Just Late” by Dora Tan. The play “Just Late” will be staged as part of Magdalena (Singapore)'s play project “Blood Binds” at the OCBC Singapore Theatre Festival from 21 – 23 August 2008.

For more information on the talk, visit www.goodenglish.org.sg.



REGIONAL LANGUAGE CENTRE

The SEAMEO Regional Language Centre (RELC) is a leading language teacher education centre under the Southeast Asian Ministers of Education Organization (SEAMEO). One of the fifteen specialist centres set up by SEAMEO, RELC is the Government of Singapore's contribution toward language education in the region.

Set up in 1968, SEAMEO RELC has an established reputation for providing quality courses from short teacher training courses with focused themes to a Masters course conducted in conjunction with the National University of Singapore. SEAMEO RELC also offers customized English proficiency courses designed to meet the needs of specific groups of people. Course participants come from varied backgrounds and are of different ages, including many high-ranking government officials from Asian countries.

Programmes

In support of the Speak Good English Movement, RELC has partnered with the Movement and National Library Board to present a series of 3 talks on Standard English. These talks, held at various libraries, are aimed at parents who wish to obtain information and suggestions on how to be good English language role models for their children.

The first talk 'Using Standard Spoken English at Home' was held at Woodlands Regional Library on 24 July 2008 and the second talk 'Ten Best Ideas to Teach Your Children to Speak Good English' was held at Sengkang Regional Library on 21 August 2008. One more talk will be presented at Ang Mo Kio Community Library.

Details of upcoming talk:

'What Every Parent Needs to Know About Standard Singapore English'

Venue: Ang Mo Kio Community Library

Date/Time: 18 September 2008, 7.30pm

To register for this talk, please email your name and contact details to info@goodenglish.org.sg.

For more information on the talk, visit www.goodenglish.org.sg.



SCHOOLS DIGITAL MEDIA AWARDS

The Technologies for Learning Branch of the Educational Technology Division (TFL/ETD) in the Ministry of Education experiments on the innovative use of technologies and media resources for education as well as drives the development of pedagogically sound, effective and innovative ICT resources for teaching and learning. To build media capacity in schools, TFL has been organising the Schools Video Awards (SVA) since 1999, a video competition targeting both students and teachers. In 2007, SVA was re-branded as Schools Digital Media Awards (SDMA) to include the animation and audio categories.

Programmes

In support of the Speak Good English Movement, TFL/ETD has included a Speak Good English theme in the SDMA competition which is open to primary and secondary schools, junior colleges and the centralised institute since 2007 to promote the Speak Good English Movement. This year, the theme is *English As It Is Broken*. Students can use material from the popular *English As It Is Broken* online column on STOMP (www.english.stomp.com.sg) and the bestselling *English As It Is Broken* book as inspiration for their entries.

To encourage pupils and teachers to create and submit either a video, audio or animation entry, the SDMA organised workshops on media production and invited supporters such as the Speak Good English Movement to present information on the Movement and inform the schools about the resources they could tap on for inspiration and content.

COMFORTDELGRO

ComfortDelGro is the world's second largest land transport company with a total fleet size of more than 41,000 buses, taxis and rental vehicles. It operates in seven countries – Singapore, China, the United Kingdom, Ireland, Australia, Vietnam, and Malaysia – giving it the broadest footprint among its international peers. Currently, overseas ventures account for 44% of Group turnover. The Group aims to derive 70% of its total turnover from overseas within the next five to seven years.

Programmes

ComfortDelGro, which has been supporting the Speak Good English Movement for four years running, is sponsoring several double-deck bus advertisements this year to create greater public awareness of the Movement's message. The advertisements are due to run for six months starting in September 2008.



SMRT CORPORATION LTD

SMRT Corporation Ltd is Singapore's premier multi-modal transport service provider offering integrated island-wide transport services. It delivers safe, reliable and friendly travel for commuters through its comprehensive network of 51 MRT stations, the Bukit Panjang Light Rail System, as well as a fleet of over 3,000 taxis and 800 buses. In addition, SMRT leverages its experience and unique strengths to offer maintenance consultancy and project management services for railway systems, as well as commercial and advertising space within its transport infrastructure.

Programmes

SMRT and SMRT Media are sponsoring advertising media space in high-traffic MRT stations as well as advertising panels in 20 trains to publicise the Movement's message. The advertisements will reach out to the vast commuting public and will run for 3 months starting in September 2008.

For more information, please contact:

Lydia Ang

Manager, Community Affairs

Corporate Marketing and Communications

Tel: 6331 1091

Email: lydiaang@smrt.com.sg

For media queries, please contact:

Bernadette Low

Manager, Media & Publicity

Corporate Marketing and Communications

Tel: 6331 1143

Email: bernadettelow@smrt.com.sg