



**SPEECH BY MR GOH ECK KHENG, CHAIRMAN, SPEAK GOOD ENGLISH MOVEMENT, AT THE LAUNCH OF THE SPEAK GOOD ENGLISH MOVEMENT 2008, 26 AUGUST, 2PM AT METRO, THE PARAGON**

Good afternoon.

Minister Lim Boon Heng

Speak Good English Movement committee members and partners

Ladies and gentlemen

Welcome everyone to the launch of this year's Speak Good English Movement.

1. The Speak Good English Movement is a movement, which means that its objectives cannot be met by its Steering Committee and Secretariat alone. Its success requires the multiplier effect created by the media, partners, sponsors as well as Singaporeans who can speak good English.
2. It is only with such a groundswell that we can hope to meet the aims of the Movement: that is, to encourage Singaporeans to speak good English; grammatically correct English; Standard English that is understood around the world.
3. When the Speak Good English Movement was launched in 2000, the focus was to raise awareness of the importance of speaking good English. What we want to do now is to **encourage people to change their attitude and take action to improve their English.**
4. To help focus our efforts, we have now divided Singaporeans into three broad bands. The first comprises **Singaporeans who can speak Standard English, including those who choose to code-switch.** The second band, which forms our main target group, are **those who cannot yet speak Standard English and are open to improving themselves.** The last band is made up of **those who are not able to speak Standard English and do not see the importance of doing so.**



5. We invite all Singaporeans who speak English well to help us raise the standard of English in Singapore. We can do this by simply being good role models because it is a fact that having good role models is a key to learning languages.
6. For those who cannot yet speak Standard English but are willing to improve their English, the Movement will direct them to resources that will help them do so. For those who are not able to speak Standard English and do not see the importance of doing so, we hope to persuade them to change their attitude and take action to improve.
7. The Speak Good English Movement is very happy to have many active partners which include such diverse organisations as ***METRO, Singapore Polytechnic's School of Business, ComfortDelGro, SMRT, MediaCorp Radio 938LIVE, STOMP, Panpac Education, Singapore Workforce Development Agency, Singapore Retailers Association, Journey Pictures, The Straits Times, Ministry of Education, The British Council, YMCA, TANGS*** and the ***Institute of Technical Education***.
8. I wish to especially thank the Research Advisory Panel who provided their expert advice on the methodology and questionnaire for the Speak Good English Movement survey.
9. I would also like to thank *METRO* for being our hosts today and for championing good English among their staff.
10. I am grateful that each one of you is helping us promote good English in Singapore. Thank you for joining the Movement.
11. I am also grateful to Minister Lim Boon Heng for lending his support to the Speak Good English Movement by being the Guest of Honour at today's launch. His standing in NTUC and many other grassroots organisations will certainly carry the speak good English message to a broad spectrum of Singaporeans. Minister, will you please address us.