

DETAILS OF PARTNER PROGRAMMES



SPONSOR OF POST-IT® SUPER STICKY NOTES

As a strong advocate of the usage of Standard English, 3M is proud to support the Speak Good English Movement's *Make Good English Stick* campaign with its Post-it® brand of products. Besides acting as a constant reminder to speak good English, Post-it® Super Sticky notes can also be used in fun and innovative ways, through constructing creative wall murals representing different figures of speech such as "like two peas in a pod" and "as wise as an owl", as well as stretching the limits of creativity by using them to fashion stylish garments.

3M

3M is a global innovation company that never stops inventing. Over the years, our innovations have improved daily life for hundreds of millions of people all over the world. We have more than 55,000 products because 3M recognises the value of Research & Development. Some of the notable products include the Scotch® Brand Tapes, Scotchgard™ Fabric Protector, Automobile window treatment films, and of course the legendary Post-it® Super Sticky Notes which will be used for the Speak Good English Campaign. More information is available at www.3M.com.sg



MIND YOUR LANGUAGE WORKSHOPS AT THE LIBRARIES

Ascend – The English Professionals, in support of the Speak Good English Movement, has been conducting a series of workshops at various libraries across the island since 2010.

These workshops focus on the proper usage of grammatical skills and use of English at the workplace. Professionally qualified and trained teachers have been conducting these free workshops for the benefit of local working adults in Singapore.

ASCEND EDUCATION CENTRE

Ascend – *The English Professionals* – is located in the heart of the Central Business District in Singapore. Since 2004, they have been providing high quality, full-time and part-time English certificate courses to adults in small interactive classes of no more than 15 students. All their courses are delivered by professionally-qualified teachers. In addition, they also provide private tuition packages for students and customised training courses for companies to meet their needs.



BooksActually



VENUE SPONSOR FOR MEDIA BRIEFING

As a partner of the Speak Good English Movement, Books Actually is putting its best foot forward to bring the joy of reading to the wider public and show that good speaking skills are attainable with conscious practice and usage.

The act of scanning and absorbing the words from the books that we read has a direct impact upon our language skills and one that can only be honed towards seamless mastery with frequent practice. As the old adage goes, “practice makes perfect”. Good English speaking skills need not be limited to a few but can be equally enjoyed by everyone. In this multi-racial society, English is the common language used to communicate with the people around us.

With this ‘philosophy’ in mind, Books Actually hopes to bring forth the ease of good English speaking skills through the medium of books and the act of reading.

As a new member of this year’s Speak Good English Movement committee, Kenny Leck, Co-Founder of Books Actually, is glad to be the voice that would hopefully resonate with as many individuals as possible. Coming from both a modest family and educational background, he comes from the perspective of the man on the street and language of the heartlanders. At its roots, Kenny views English as a tool for effective communication that can help deepen the understanding between individuals that we meet in our daily lives. Without this ability to communicate, we would only be a traveller in this world, losing opportunities to pick up nuances. As such, Kenny hopes to be able to bring across the message of the importance of speaking proper English language as a common daily habit.

BOOKS ACTUALLY

Books Actually is an independent bookstore specialising in literature books (including obscure and critical works). In our bookstore, you can often find literary trinkets in the form of stationery and other lovely tchotchkes. We publish books under our imprint Math Paper Press. We also hand-stitch notebook and call ourselves Birds & Co.

ENGLISH WORKSHOPS FOR PARENTS

Established for 65 years, the British Council (Singapore) has played a fundamental role in the development of English as one of the primary languages used in our society today. A firm grasp of the language is essential for the appreciation of beautiful works of fiction, poetry, and drama. Mastery of English also allows one to gain a competitive edge in his or her business and professional career, and not forgetting, it is a global language that transcends all continents, races, ages and gender.

This is the reason why the British Council has been proud to have been a long-established partner of the Speak Good English Movement, in more ways than one.

SELF-ASSESSMENT TEST AND SERIES OF WORKSHOPS FOR PARENTS

This year, our English teachers are producing a new Self-Assessment Test that helps students and young adults assess their grammatical and vocabulary levels so they can better understand the areas where their competencies and weaknesses lie in. The British Council will also conduct a series of workshops in October that will guide parents in the teaching of English to their children, such as encouraging them to read, as well as the importance of grammar and pronunciation.

INSPIRING TEACHER OF ENGLISH AWARD

The Teacher Development Centre (TDC) of the British Council (Singapore) also partners the Speak Good English Movement for the Inspiring Teacher of English Award. Every year, our professional Teacher Trainers form part of an observation and interviewing panel with ELIS Master Teachers that assesses the nominees for this prestigious award. The trainers look at the nominees' teaching approaches, their experience and notable achievements, such as how they weave new teaching methods into their lessons to make the learning journey a more exciting one for their students. The TDC has been training teachers in Singapore since 1968 and is currently involved in the Whole School Approach to Effective Communication initiative.

BRITISH COUNCIL

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. In Singapore, the work of the British Council includes teaching English to [adults](#) and [young learners](#); [teacher](#) and [corporate](#) training; [IELTS and other Exams](#); providing the latest information about [studying in the UK](#); promoting British education and training; and demonstrating the innovation, creativity and excellence of [British arts, literature and design](#). We are a non-political organisation which operates at arm's length from government. For more information, please visit: www.britishcouncil.org.sg



WALL MURAL “THINKING OUT OF THE BOX”

This year, Epiphany Education will be putting up a mural at Marine Parade Community Centre with the theme "Thinking Out of the Box". The mural is designed to ask some fundamental questions about the way we view education today and encourage the audience to keep an open mind in order to keep up with today's changing world.

EPIPHANY EDUCATION

Epiphany Education is an education technology, training and development company that deals with learning. We believe that learning should be fun, engaging and most importantly, exciting. We achieve this by creating, packaging and delivering content through games, activities, simulations and digital content. Harnessing the power of technology, we aim to make learning more effective for teachers and students. Combining this with an energetic and sincere team of trainers, we work towards leading every student to their own Epiphany moment. We specialise in working with students from Primary to Tertiary level in areas including Communication, Entrepreneurship, Leadership and Financial Literacy.



MOO-O

EyePower Games, with its flagship product, Moo-O and a new partnership with McGraw Hill Education, will be joining the Speak Good English Movement to help encourage children improve their reading fluency skills and to promote family reading.

Moo-O (with Joy Cowley's stories from McGraw Hill Education)

Moo-O (pronounced as "Moo-OH") which means "puppet" in Mandarin is the world's first immersive digital storybook that engages readers by immersing them in the stories where they assume roles as protagonists, enact the story and personalise and re-create the story in the process. With such a level of participation from readers, the stories come alive. Moo-O has won the acclaim of teachers from countries such as Australia, Canada, New Zealand, Singapore and the United States. This year, through the partnership with McGraw Hill Education, Moo-O users will get to enjoy stories written by well-known children's book author Joy Cowley whose books, such as Mrs Wishy-Washy and Dan the Flying Man, are used in many primary schools in Singapore.

EYEPower GAMES COMPANY

EyePower Games aspires to create a truly participative and collaborative technology platform that can be harnessed to enable users to experience media-enriched immersive environments that enhance learning and collaboration. Capitalising on its unique imaging technology, it produces NewsMaker and Moo-O - targeted strategically for use in the teaching of language arts and language across the curriculum - that have won awards in United States for being outstanding educational software. EyePower Games continues to create impact in the educational software industry through its innovative partnerships of video technology with innovative educational software design that empowers learners of the 21st century.



VENUE SPONSOR FOR LAUNCH

Food For Thought is happy to work with the Speak Good English Movement because we share the view that communication is about clarity. How we speak and represent ourselves make a big difference to us and our community. The more clearly we communicate, the more others outside of Singapore can understand who we are and what we care about. When we speak English fluently, we can help others understand and enjoy all that Singapore offers.

FOOD FOR THOUGHT

Food For Thought transforms community spaces and brings people together to enjoy good food for a good cause. It is part of The Thought Collective, a group of social enterprises that share the common purpose of building up Singapore's social and emotional capital.

ENGLISH PRONUNCIATION WORKSHOPS

In support of the Speak Good English Movement, Jan & Elly English Language School will hold a series of free pronunciation workshops at various public libraries across Singapore. Targeted at parents and teachers, "The ABCs of Pronunciation" advocates better English pronunciation and diction, and teaches participants how to understand and use proper English pronunciation in an international environment.

More information on these workshops can be found at the Speak Good English Movement website at www.goodenglish.org.sg.

JAN & ELLY ENGLISH LANGUAGE SCHOOL

Jan & Elly English Language School offers a full suite of courses for children, taught by a team of experienced international and local educators steeped in the latest research and methodologies.

In 1995, the school became a pioneer in using phonetic transcription as a systematic way to teach correct pronunciation and reading in Singapore. The school's introductory pronunciation workshops for both adults and children under the *Speak Good English Movement* have led to the development of a series of intensive pronunciation workshops for MOE teachers.



WEEKLY TIPS FOR PARENTS

Kids Peak is a language and communication school in Singapore that aims to help preschool children speak more confidently and fluently in English.

We are partnering the Speak Good English Movement as we share the belief that we need to speak up and speak well in our increasingly competitive and globalised world.

Parents are the first teachers and role models for a child. Research has shown that a child's home environment is key when it comes to language and literacy development.

We strongly believe in including parents as partners in our quest to nurture confident and articulate communicators.

So, we have collated a list of bite-sized tips that parents can easily use every week. Learn how to build a child's vocabulary, encourage him or her to speak up, inspire a love for reading, and more.

'SPEAK UP, SPEAK WELL' HOLIDAY CAMPS

Are good communicators made or born? Either way, we believe that all children should have a chance to become more confident and articulate.

For a start, we will conduct holiday programmes for preschool children who may need a little help with English. We will work with the Speak Good English Movement, National Library Board and Community Development Councils to invite some of these children to enjoy our 'Speak up, Speak well' holiday camps at no charge.

To be held in December 2012, these holiday camps will be fun and interactive and will be conducted by our team of well-qualified and passionate teachers. From lively story-telling sessions to dramatic play, the programme will include many opportunities for children to express themselves and to be exposed to good spoken English.



KIDS PEAK

While content is important, it is the delivery that makes the difference. Kids Peak is a language and communication school that enables children to speak up and speak well.

Our weekly English language curriculum is developed by experts in Singapore and the United States, in collaboration with the International Reading Association. It targets preschoolers from 3 to 6 years of age and also aims to help children to switch between Singlish and Standard English with ease.

For more information, please visit www.kidspeak.com.sg

MASTER THE CODE WORKSHOPS AT THE LIBRARIES

The Speak Good English Movement is a long-established national campaign aimed at raising awareness and standards of English in Singapore.

Singaporeans from all walks of life – students, working adults, professionals and naturalised foreigners – need a working knowledge of this language to communicate effectively with one another. In a broader aspect, English serves as a bridge for Singaporeans to connect with the rest of the world in international trade, commerce and industry. Therefore, as the predominant language at home and abroad, a good command of English is critical.

Even with this common understanding, Singaporeans form a mixed bag in their command of this language. The most commonly cited reason is its complexity.

It is for this reason that Languagelab, which specialises in language training and development, has teamed up with the Speak Good English Movement to share that in the complexity of the English language, there's simplicity – in its sounds, structure and meaning.

We start from the basis that there are only these three broad categories and that each has key topics that will go a long way towards ensuring one's mastery of English, without necessarily knowing everything in each of these three broad categories. In short, good English can and should be spoken, easily, quickly and effectively.

In delivering outcomes from our partnership, simplicity of message is key – both in letter and in spirit. This will ensure a broad spectrum of audience and that the beauty of English Language is transmitted.

LANGUAGE LAB

Languagelab is Singapore's premier language training centre specialising in English Language for learners of all ages. Its English Mastery Programmes use an advanced learning system comprising:

- 1) Scientific Assessment - to match learning needs with the right programme.
- 2) Specialists - for the best English training with Language Specialists.
- 3) Software - to support learning through an e-learning portal.



Languagelab is all about language and strives to help people everywhere 'Express Yourself Anew' - its mission statement - in its four centres around the island, or on-site with schools, companies and non-profit organisations, through free workshops and seminars or fee-based training, translation and tutoring services. Currently in its 4th year of founding, it has already provided language-related services to 27 different organisations and trained thousands of students from all walks of life.

THE BASICS OF ENGLISH WORKSHOPS AT THE LIBRARIES

Language Works is an integrated language training centre with teachers and trainers who are native speakers of the English language. We work well to customise courses to match our students' learning needs, fitting to their preferred schedule. We conduct tailored training, courses and workshops in the area of English Language, Communication, Sales and Customer Service to organisations and individuals, helping to create positive change in relationships.

Language Works was created out of a passion for communicating the way we should. To us, communication can be simple, clear and real.

We have seen the growing need for a number of people who are living in Singapore who need help in professional communication used in the workplace. Skills such as listening, speaking, reading and writing are key to a professional's success in both the corporate arena as well as within their social circles. What better way is there but to go back to the basics with the language used in all parts of the business world?

In working with the Speak Good English Movement, we have presented to the audience a series of workshops titled "The Basics of English". These workshops covered various topics from using third-person pronouns and verbs, to the formation of questions, with an emphasis on pronunciation of the most common words. We believe that pronunciation, intonation, and the stress of English play a vital role in determining a speaker's success. We wanted to work towards helping the participants in that area.

The audience was passionate about attending these workshops, and have responded with positive feedback with learning a different part of the English language at every session, especially for using pronunciation correctly. We put in effort in making the workshops as engaging and interactive as possible, enabling the participants to voice their ideas in proper English.

Through these workshops with the Speak Good English Movement, we aim to help Singaporeans in mastering the English language in measured steps. We look forward to more work-oriented content in the upcoming workshops.

LANGUAGE WORKS

Language Works is working with various non-profit organisations in bringing about positive change through communication, towards a better society. Our goal and measured success is when our students relate to the people they work with, and the people they care about, in the most effective manner. We believe that in giving, we create an uplifting energy that we can pass along to people around us.

PHOTOGRAPHS FOR THE MOVEMENT'S POSTERS

This year's posters were shot by momofuku.

MOMOFUKU

momofuku is an amateur photographer who is happy doing two things – street photography and taking portraits of random strangers. He loves this duality of documenting people in their environment undisturbed, as well as approaching and interacting with people for a portrait.

momofuku seeks his occupation in a large services firm and is contented that way. Photography allows him to stay curious about what he sees, and along the way, appreciates what he sees.

For more information, visit <http://http://momofuku.asia/>

FASHION SHOWCASE AND WALL MURALS

The Management Development Institute of Singapore (MDIS), Singapore's oldest not-for-profit professional institute for lifelong learning founded in 1956, has joined hands for the first time with the Speak Good English Movement to encourage Singaporeans to speak universally understood Standard English.

This collaboration involves two creative initiatives:

- 1 Garments created out of sticky notes by students of the MDIS School of Fashion and Design ;
- 2 A sticky note mural created by students of the MDIS School of Media and Communications

MDIS has galvanised a total of 44 students from these two faculties to work on these projects to raise awareness of the importance of speaking good English. The garment designs will be unveiled by MDIS student models at the official launch of the Speak Good English Movement and subsequently exhibited at popular malls while the mural will be displayed at the Jurong Regional Library.

Through this collaboration, MDIS seeks to promote the use of good English among its students, stimulate their creativity and innovation as well as increase the exposure of its students to national campaigns for the benefit of Singaporeans. MDIS believes that working on these projects will nurture good team spirit and build teamwork among its students.

THE MANAGEMENT DEVELOPMENT INSTITUTE OF SINGAPORE

THE MANAGEMENT DEVELOPMENT INSTITUTE OF SINGAPORE (MDIS), founded in 1956, is Singapore's oldest not-for-profit professional institute for lifelong learning. MDIS has two subsidiaries: Management Development Institute of Singapore Pte Ltd (MDIS Pte Ltd) to oversee its Singapore academic operations, and MDIS International Pte Ltd to further its globalisation strategy.

MDIS provides well-accredited courses, seminars and management services and opportunities for individuals to develop professionally through academic programmes in Business and Management, Engineering, Fashion and Design, Information Technology, Life Sciences, Mass Communications, Psychology and Travel, Tourism and Hospitality Management. They are offered in collaboration with highly acclaimed universities in Australia, France, the United Kingdom and the United States of America.



The success of MDIS' graduates is due to the institute's strong commitment to high quality standards of education. The achievement of the 4-year EduTrust Certification awarded by the Council for Private Education in 2010 is a milestone for

MDIS as it attests to the institute's exemplary education and business excellence standards. MDIS is also amongst the first batch of Private Education Institutions (PEIs) to receive the Enhanced Registration Framework.

In September 2008, MDIS set up its first overseas campus in Tashkent, the capital of Uzbekistan in Central Asia, to offer world-class tertiary education to students from the Central Asia region.

MDIS inked a landmark deal with EduCity@Iskandar in June 2010 and is the first Singapore private tertiary institution to make its foray into Malaysia. The new 30-acre campus will be funded internally by MDIS and is expected to take in its first batch of students in 2013.

MDIS has representative offices in China, India, Indonesia, Sri Lanka, Thailand and Vietnam. It is also represented by agents throughout Asia, Africa and the Middle East.



Ministry of Education
SINGAPORE



The Ministry of Education (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.

INSPIRING TEACHER OF ENGLISH AWARD

The Inspiring Teacher of English Award 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.

MINISTRY OF EDUCATION

The Ministry of Education 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.

PATHFINDER

In support of the Speak Good English Movement, Public Libraries Singapore has created a Speak Good English Movement Pathfinder for young people.

The Speak Good English Movement Pathfinder contains various resources you can find in the library that can help you improve your English. Comprising a range of book recommendations, the Pathfinder helps you discover resources that will help improve your English and express yourself better.

The Pathfinder can be found in all public libraries from October 2012.

ENGLISH WORKSHOPS AT THE PUBLIC LIBRARIES

The Public Libraries Singapore has also collaborated with the Speak Good English Movement and its partners in organising a series of workshops on how to improve your English in various public libraries across Singapore. More information on these workshops can be found on the Movement's website at www.goodenglish.org.sg.

NATIONAL LIBRARY BOARD

The National Library Board (NLB) serves as the secretariat for the Speak Good English Movement. NLB oversees both the National Library as well as the Public Libraries. By international convention, the functions of these two kinds of libraries are distinct and well-differentiated.

The NLB's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 1 community children's library, and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant.

The Public Libraries Singapore (PLS) provides a professional and engaging public library service to Singaporeans in their pursuit of lifelong learning and discovery through the network of 22 Public Libraries (including three regional libraries) located conveniently across Singapore. More information on PLS can be found on www.pl.sg

DRAMATISING ENGLISH

Student teachers in Year 3 and 4 who are currently reading Drama at NIE Singapore's Visual and Performing Arts (VPA) Academic Group are focused on providing an alternative to learning the English language through dramatic enactments. The resulting outcomes were to foster greater understanding in the language, promote other learning environments that thereby reinforce a positive attitude towards learning English as well as to promote life skills (such as speech, personal expression, creativity and public-speaking confidence, team work and motor skills) in fun ways.

As Drama Student Teachers from the National Institute of Education (NIE), Singapore, we have embarked on a project with Juying Secondary School where we aim to use drama as a pedagogical tool to encourage students to speak good English through a process of performance building. Our participants comprise two classes of 55 students from the Normal Technical (NT) stream. The initiative focuses on kinetic-aesthetic and experiential learning rather than cognitive, rote-bound conventions that most mainstream English lessons tend to focus on. The students from Juying Secondary School are part of a vibrant culture of dance – particularly, in the area of Hip-Hop style dance, something the school is famous for.

Using Drama, we hope to create a safe, non-judgemental environment where interaction with the performative elements of the language can take place in a fun and stress-free environment. This is accomplished through an eight-week drama workshop that culminates in a public performance at the Jurong Public Library. The performance will provide a platform for the participating students to collaborate and perform folk tales that communicate exemplary social and moral values, in Standard English (of course).

From the angle of social and emotional development, some of our young participants who may experience personal problems such as family, low incomes, and self-esteem issues to name a few, this acts as an outlet from these stresses. Through drama, we also hope that they have the opportunity to conceptualise, translate and objectify their personal issues through safer, calmer and more fun scenarios. We anticipated that transposing their personal issues onto alternate realities full of fictional characters could help them to gain new perspectives and even perhaps, provide hints of solutions to better deal with the matters at-hand more effectively.

Our project could be seen as an intervention that extends conventional English Language Education by incorporating drama pedagogies where experiential learning takes place, with emphasis on social, emotional learning that carries messages of social responsibility. Undertaking this project, we hope to also facilitate a creative experience for these students within the mainstream curricula.

THE NATIONAL INSTITUTE OF EDUCATION (NIE), SINGAPORE

The National Institute of Education (NIE) is an institute of the Nanyang Technological University (NTU), Singapore.

NIE provides all levels of teacher education, from initial teacher education programmes to professional development programmes for in-service teachers and executive leadership programmes for Principals, Departmental Heads and other school leaders. NIE also administers postgraduate programmes that lead to the award of higher degrees in Arts, Education, Physical Education and Science. In addition, NIE also offers part-time programmes that make it possible for current primary level teachers the opportunity to earn a Bachelor of Education degree.

Expanding her wings beyond local shores, NIE is also lauded for programmes such as *Management and Leadership in Schools* (MLS) and *Leaders in Education (International)* (LEPI) by overseas education leaders. In February 2012, top academics from NIE and USA's Teachers College, Columbia University, have jointly collaborated in a *Master of Arts in Leadership and Educational Change* programme focused on moulding candidates from the Asia-Pacific region and beyond into global leaders in education.

NIE, Singapore is a founding member and inaugural chair of the International Alliance of Leading Education Institutes (IALEI), which was first established with seven other world-leading education institutions in August 2007. Currently, the IALEI has seen an inclusion of two new members to the think tank that will influence the education sector globally. Together, they will draw expertise and research in education to generate ideas, identify trends and serve as a collective voice on important educational matters and thus influence policies and practice in education.

The National Institute of Education, Singapore is one of the leading teacher preparation institutions in the world. NIE collaborates with MOE and its schools to transform the teacher preparation system and to ensure it continues to meet changing needs of the education system. NIE also plays an important role in providing education research and research based-pedagogical curriculum and direction to the Ministry and its schools. This is all in line with the mission of the Ministry, which is to mould the future of our nation.

For more information, please visit: www.nie.edu.sg

E-LEARNING COURSES FOR PARENTS AND EDUCATORS

As a parent or educator, there is nothing better than seeing your child fall in love with reading. Helping your child to form this habit early has many benefits as reading stimulates imagination, strengthens memory and grows confidence.

In support of the Speak Good English Movement, NLB Academy (NLBA) will be promoting two E-Learning Courses, “Storytelling to Kids” and “Instilling the Love for Reading in Kids”, recommended for those who work with children, including caregivers, parents, teachers and librarians.

Through the interactive learning activities, you will acquire essential skills to introduce your child to reading and guide them through various stages of reading. You will also learn different storytelling techniques to better engage your child while introducing them to early literacy skills.

NLB ACADEMY

The NLB Academy (NLBA) is the training arm of the National Library Board, Singapore. It was set up as a learning academy in April 2005 to offer continuous learning and competencies development to NLB staff, and to instill independent information-seeking skills in our learners.

We have courses for students from Primary to Tertiary level, adults, educators and library professionals. We also partner with interested people and organisations in producing media literacy, info-literacy and library professional development programmes. More information is available at www.nlba.sg



TIPS ON HOW TO USE POSITIVE LANGUAGE FOR PARENTS

This collaboration with the Speak Good English Movement is focused on promoting the use of positive language by considering 'how' we say things to our children. The tips are based on research from the field of Positive Psychology, which is the scientific study of what makes a flourishing life and how human beings can thrive and achieve self-actualisation.

Targeting parents, these tips encourage them to consider a different approach to talking to their children by focusing on the positives, their strengths and use of good questions to engage and learn more about them.

The tips will be available on the Speak Good English Movement's Facebook page, Twitter page and website.

Positive Education will also be conducting a series of workshops in the library.

POSITIVE EDUCATION

Positive Education is an education business dedicated to equipping members of the school community in the promotion of school and overall student well-being. Through workshops, seminars and talks, Positive Education equips teachers, parents and students with research-based strategies to enrich school culture, teaching pedagogy and student well-being.

The company is founded by Sha-En Yeo, a former teacher and guidance officer with the Ministry of Education. She is also the first Singaporean to receive the Masters of Applied Positive Psychology from the prestigious University of Pennsylvania. She is passionate about education and well-being and with Positive Education, hopes that children, teachers and parents can flourish through education. She is also mum to 3-year-old Sherrie and applies her knowledge in raising and parenting her.

WORKSHOPS FOR WORKING PROFESSIONALS

At the core of Quantico Copywriting's partnership with the Speak Good English movement is our belief in making great communication accessible to everyone. Our goal is to take good English into everyday spaces – in the office and in the home; at work and at play; in the parks and in the malls; and in digital spaces.

Our approach – the regularisation of good English – aims to make better communication instinctive and habitual, while retaining the distinct cultural ethos of everyday Singaporean communication. Our short-term goal with the Speak Good English Movement is to spark good English in professional settings everywhere by conducting public workshops in the heart of Singapore's communities. In the long term, we aim to expand our scope with even more innovative ways of making good English accessible, even aspirational, to all Singaporeans.

QUANTICO COPYWRITING

Quantico Copywriting is passionate about creating rich communication experiences. Quantico is a total services copywriting agency located in Singapore, providing web and traditional copywriting, editorial services, research, and creative direction to organisations who want to supercharge their communication.

We enjoy writing copy that fires up the imagination, and distills communication to its finest form across web, digital and print media. Quantico Copywriting's own brand of free public talks — we call it Qrowd — at the national libraries and community centers are our way of making great communication affordable and accessible to everyone in Singapore's communities. We love writing, and we're great at creating copy that expresses and impresses. At Quantico Copywriting, we're proud of our start-up culture. It keeps us grounded, and personalises our interactions with people.

FASHION SHOWCASE AND WALL MURALS

Raffles Design Institute is delighted to be part of this year's Speak Good English Movement campaign. We have actively introduced the fashion design and wall mural initiatives as part of our curriculum for students from the Graphic Design and Fashion Design Department. This is to encourage creativity and also give students a robust learning experience to help them realise their potential and aspirations.

Our students have chosen appropriate figures of speech such as "like two peas in a pod" and interpreted them graphically to create four wall murals. These wall murals are accessible pieces of art. The public can step back, take a look at the wall mural and guess which figure of speech it represents. In addition, the Fashion Design students have created a total of 10 outfits using sticky notes sponsored by 3M.

ABOUT RAFFLES COLLEGE OF HIGHER EDUCATION

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation ("REC"), the largest private education group in Asia Pacific. RCHE currently operates three education brand names namely, Raffles Design Institute, Raffles Merchandising Institute and Raffles School of Business. The REC Group has an extensive network of 33 colleges in 30 cities across 13 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Philippines, Singapore, Sri Lanka and Thailand.

RAFFLES DESIGN INSTITUTE

Raffles Design Institute (Singapore) was established in 1990 as an educational institution dedicated to the professional design disciplines of Fashion, Interior Design, Interactive Media (Multimedia Design, Animation and Games Design), 3D (Product Design, Jewellery Design and Transportation Design), and Visual Communication (Graphic Design).

RAFFLES MERCHANDISING INSTITUTE

Raffles Merchandising Institute (Singapore) (formerly known as Raffles Merchandising School) was established in November 2006 as an educational institution dedicated to the professional disciplines of Fashion Marketing and Management, Retail Management, and Fashion Communication and Journalism.



BOOKLET ON POSITIVE LANGUAGE

Singapore Kindness Movement (SKM) is pleased to collaborate with the Movement because speaking well is an important element in gracious living. There is a danger that if we do not learn to speak good English, we may degenerate into bad language which will eventually lead to bad manners. Hence Dr William Wan, General Secretary of SKM, has spoken at the Speak Good English Carnival 2011 on “Speaking Well; Living Graciously.” This year, in partnership with the Speak Good English Movement and in collaboration with Sha-En Yeo from Positive Education, SKM will publish a booklet to promote the use of positive language through simple tips revolving around everyday situations.

SINGAPORE KINDNESS MOVEMENT

Kindness is in everyone. The Singapore Kindness Movement (SKM) wants to encourage everyone to start, show and share kindness. We aspire to inspire graciousness one kind act at a time. By sparing a thought for the people around us, we hope to create a gracious society, and make life better for you and me.

STICKY NOTE WALL MURALS AND 'ENGLISH ROCKS' ROCK CANDY

Sticky has taken the figures of speech, "Sweet Dreams" and "Home Sweet Home" and interpreted them graphically. The murals, made entirely out of sticky notes, will be up at our Central and JCube outlets.

In addition, we have sponsored bags of candy that will be given out to guests at the official Launch.

STICKY SINGAPORE

Now, the world's finest practitioners of this traditional craft are in Singapore. What began in Northern Europe all those years ago has been perfected in Australia, and since November 8th, 2008, Sticky Singapore has been wowing Singaporeans who have witnessed first-hand this delicious and spectacular theatrical retail concept that is STICKY. Located at The Central, Cineleisure and Jcube, Sticky is a feast for all the senses. Visit us at www.sticky.com and like our Facebook page www.facebook.com/stickysingapore

Have you had something sticky today?

INSPIRING TEACHER OF ENGLISH AWARD

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education, organises the Inspiring Teacher of English Award – the first national award for English teachers in Singapore schools.

Launched in 2008, the annual award honours teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better.

The award is open to all current English, English Literature and General Paper teachers from primary and secondary schools, junior colleges and centralised institutes. Winners of the award will be announced in October 2012 and up to ten teachers will receive the award.

THE STRAITS TIMES

The Straits Times, the English flagship daily of SPH, has been serving readers for more than a century. Launched on July 15, 1845, its comprehensive coverage of world news, East Asian news, Southeast Asian news, home news, sports news, financial news and lifestyle updates makes The Straits Times the most-read newspaper in Singapore.

The Straits Times also has an online presence at www.straitstimes.com. The site features top stories, blogs and an online forum threads. Also under The Straits Times' umbrella are citizen journalism site Stomp and online television service RazorTV.

For more information, visit www.straitstimes.com.



ENGLISH AS IT IS BROKEN

In partnership with the Speak Good English Movement, STOMP runs the popular online column, English As It Is Broken – available at <http://english.stomp.com.sg>.

Carrying readers' queries on the English language 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.

STOMP and the Speak Good English Movement also launched the 'Say It Right' iPhone app in 2010. It allows users to listen to the correction pronunciation of words that are most commonly mispronounced by Singaporeans. It also lets users access content from the English As It Is Broken website directly on their mobile device.

As a result of its partnership with the Speak Good English Movement, STOMP has also published two books. English As It Is Broken and its second edition have each occupied the top spot in the non-fiction bestsellers lists for close to a year. The first book, launched in Aug 2007, has had more than 6 reprints. The second book topped the charts just 2 weeks after its Aug 2008 launch.

STOMP

STOMP (Straits Times Online Mobile Print) is Asia's leading and award-winning 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 content and interaction with readers.

EXAMINATION PREPARATION WORKSHOPS

The English Channel (TEC) is partnering the Speak Good English Movement for the first time this year to help further the Movement's cause of encouraging better communication through the English language. TEC will conduct a series of workshops focused on the main components of the O Level English examination, including essay writing, reading comprehension and spoken English.

In conjunction with the launch of the Movement 2012, TEC will start off with a workshop for 200 underprivileged students from community organisations such as SINDA, CDAC AND MUIS. The 2-hour workshops will be held on 29 September at Queenstown Public Library. Each workshop will accommodate 200 students. It will comprise a 45-minute lecture, a 45-minute hands-on session and a 30-minute Q&A.

TEC programmes are designed to create an immersive and engaging learning environment for students, where learning happens both in and beyond the classroom. The students are also actively engaged through relevant and stimulating current affairs and topical issues which help them to reason, argue and persuade effectively. The overall aim is to foster greater social cohesion and understanding of different cultures through facilitating communication. At the end of the programme, the students feel that they have gained more than just being prepared for the examinations.

Ms Lorraine Tham, an ex-MOE teacher and a seasoned educator with over 10 years of experience in the industry, is also one of the founding partners at School of Thought, an education-focused social enterprise.

THE ENGLISH CHANNEL

The English Channel is a Singapore-based education company that specialises in English Language training for foreign scholars and international students studying English as a second language. The company believes that language is the basis for meaningful communication and so our mission as English Language specialists is to bridge cultures through the English Language. The English Channel aims to nurture students who can think critically and use the English language to communicate meaningfully.

Founded by an ex-Ministry of Education (MOE) school teacher who taught in the Gifted Education Programme (GEP) and the International Baccalaureate Programme (IB), the company graduates top students in the GCE O Level English and A Level General Paper examinations every year.

For enquiries, please contact Ms Lorraine Tham at lorraine@englishchannel.com.sg

THE THEATRE PRACTICE STORY CHALLENGE

The Theatre Practice, in partnership with the Speak Good English Movement, will be conducting an impromptu story-telling competition aimed at primary and secondary school students.

In this setting, the participants are required to think on their feet and speak confidently in public – life skills that The Theatre Practice advocates through the Story Challenge. Participants will also learn the value of speaking good English to be more expressive and clearly understood by their audience.

Participants are given 15 minutes to come up with a story based on a given theme; 5 minutes before the performance an extra element of the story is given to the participants to include in their narratives. The Story Challenge 2013 is slated to begin in the first quarter of 2013.

THE THEATRE PRACTICE

Born in Singapore 45 years of age, we are slightly older than our nation by more than a month. A vagabond of the world, we are empirically bilingual and cosmopolitan; and time has attested to our unwavering passion for the arts.

Over the years, on the oblique path that we have chosen, we have endured hardships, survived the odds and yet maintained a clean bill of health! We revel in the diversity of our works, from the traditional, contemporary, classics, original, realism to experimental- we have attempted them all. We are strident in our critique of life through our works, and tenacious in putting our beliefs into practice. We entertain without being servile or disrespectful and strive to constantly innovate. As an active advocator of arts education, we have nurtured generations of arts-supporters from all walks of life through our many courses and performances. It is humbling to know that what we have done so far has left an imprint on the lives of many.

Simply put, The Theatre Practice is a company firmly rooted in our home yet fixated on the world, relentless in our strive to seek common grounds in our pursuit of harmony.

This is who we are.

THINGS WE FORGET STICKY NOTES

The artist of THINGS WE FORGET has re-created some of his past works especially for the Speak Good English Movement. These sticky notes can be seen in the Movement's series of four posters.

THINGS WE FORGET

THINGS WE FORGET is a project where an anonymous artist draws an inspirational sticky note and leaves it to its fate in a public place each day in Singapore.

He's been doing this each day for over three years now and the notes are catalogued on his blog <http://thingsweforget.blogspot.com>. The blog has over 60,000 fans on various social media platforms like Facebook, Twitter, Instagram and Tumblr.



COOL IT DOWN!

For the second year running, News For Kids, in partnership with the Speak Good English Movement, will be producing a 10-part editorial series on self-talk.

The series aims to develop healthy conversational skills among students aged 9-14, tapping on tried-and-tested techniques that Child Development Professionals use to help youth. Grounded in Child Development know-how about expressive language development in middle childhood, the series will give special emphasis to emotionally-charged situations and quick-to-anger kids.

An indicative list of topics to be covered is as follows:

- Why human beings talk to themselves.
- Speaking as a form of thinking.
- Taking stock of your self-talk practices.
- Getting to know yourself through self-talk.
- Reframing put downs.
- Formulating confidence boosters.
- Using self-talk to soothe and heal.
- Soliloquies for personal growth.
- Puppetry rehearsals for real life.
- Speech as a projection of your values.

Each instalment in the series of editorial features will comprise an advice column, a real-life example from the news, and an activity to give readers a chance to apply the basic concept being taught.

The series will be carried in *What's Up*, a monthly newspaper for students published by News For Kids, as well as the Speak Good English Movement's website.

WHAT'S UP

News For Kids, publisher of *What's Up* and *Mix Magazine*, is Singapore's only content creator specialising exclusively in communicating current affairs to primary and secondary students. We use our values-driven journalism to create non-fiction



stories for young readers that are not only compelling in their own right, but also have deeper educational messages. What's Up has over 25,000 subscribers in 2012.



YMCA PLAIN ENGLISH SPEAKING AWARDS

The YMCA Plain English Speaking Awards (PESA) is a programme organised by the YMCA of Singapore in partnership with the Ministry of Education, National Library Board and Speak Good English Movement. Open to all Pre-School, Primary, Secondary, Junior College / Centralised Institute / ITE / Polytechnic students, the annual YMCA PESA is a national level speech competition. "Plain English" is defined as spoken English that is simple and easily understood in terms of presentation and content. It involves the use of appropriate words to ensure that a speech is clear and concise in order for the audience to understand it clearly.

Objectives:

1. To promote public speaking in plain English as an important communication skill
2. To provide an avenue for students to sharpen their speaking skills and to build confidence in public speaking
3. To provide an opportunity for students to learn by observing proficient speakers

The first YMCA PESA was held in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition organised in the region with 221 contestants participating in this year's competition. The quality of speeches and English Language standard of the participants have improved tremendously over recent years – a result of the high standards and stringent criteria set by the judging panel, with chief judges provided by the Ministry of Education.

YOUNG MEN'S CHRISTIAN ASSOCIATION

YMCA of Singapore is a voluntary welfare organisation which seeks to serve all members of the community, regardless of race, language or religion through wholesome programmes which are based on Christian principles. YMCA organises 17 structured and sustained YMCA-Tan Chin Tuan Community Service Programmes to enrich the lives of the beneficiaries from 34 partnering voluntary welfare organisations and self help groups. The beneficiaries include the intellectually, mentally and physically challenged, out-of-school youth and youth-at-risk, abused and underprivileged children, the visually and hearing impaired, the elderly and the poor. Some of the other programmes include the YMCA-Lim Kim San Volunteers Programme, overseas community service programmes, rebuilding programmes for disaster-hit communities and YMCA Financial Assistance & Capability for Employment Scheme. YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008. The organisation also owns social enterprises, such as the YMCA International House, YMCA Child Development and Student Care Centres, YMCA School and YMCA Tertiary Education. www.ymca.org.sg

Venue sponsors

FASHION SHOWCASE

Bugis +, Bugis Junction, Millenia Walk, nex Shopping Centre and Wisma Atria, have generously sponsored spaces at their malls for the display of the Post-it® Super-Sticky note fashion garments.

Venue:	Showcase date
nex Shopping Centre	28 September to 7 October
Millenia Walk	9 October to 18 October
Wisma Atria	20 October to 25 October
Bugis +	29 October to 4 November
Bugis Junction	6 November to 11 November

Millenia
Walk *on the finer side*

nex

Bugis
Junction

bugis+

WISMA
ATRIA

FOR STICKY NOTE WALL MURALS

Murals made entirely out of Post-it® Super-Sticky notes will be on display at various locations around Singapore in September and October. These wall murals are based on figures of speech such as “As wise as an owl” and “Great minds think alike”.

Location	Designed by	Date of set-up
National Library	Raffles Design Institute	20 September
National Library	Raffles Design Institute	20 September
Fish & Co (Glass House)	Raffles Design Institute	22 September
China Square Central	Raffles Design Institute	22 September
Sticky (Central)	Sticky Singapore	26 September
Food For Thought (Botanic Gardens)	Food For Thought	26 September
Jurong Regional Library	MDIS	26 September
Sticky (Jcube)	Sticky Singapore	29 September
Bishan Library	Innovate Design	6 October
Marine Parade Community Building	Epiphany Education	6 October



Index of partners

1. 3M
2. Ascend
3. Books Actually
4. British Council
5. Epiphany Education
6. Eyepower Games
7. Food For Thought
8. Jan & Elly
9. Kids Peak
10. LanguageLAB
11. Language Works
12. MDIS
13. momofuku
14. Ministry of Education
15. National Library Board/Public Libraries
16. NIE
17. NLB Academy
18. Positive Education
19. Quantico
20. Raffles Design Institute
21. Singapore Kindness Movement
22. Sticky
23. SPH
24. Stomp
25. The English Channel
26. The Theatre Practice
27. thingsweforget.blogspot
28. What's Up
29. YMCA

Proud venue sponsors:

1. Bishan Public Library
2. Bugis +
3. Bugis Junction
4. China Square Central
5. Fish & Co
6. Food For Thought
7. Millenia Walk
8. National Library Building
9. nex
10. Wisma Atria