

**SPEECH BY MINISTER LIM SWEE SAY,
DEPUTY CHAIRMAN OF THE PEOPLE'S ASSOCIATION
AT THE PEOPLE'S ASSOCIATION AWARDS 2012 AND
PEOPLE'S ASSOCIATION COMMUNITY SPIRIT AWARDS 2012 PRESENTATION
CEREMONY ON SATURDAY, 12 MAY 2012
AT 2.00 PM AT FAIRMONT HOTEL (FAIRMONT BALLROOM,
4TH FLOOR) [RAFFLES CITY CONVENTION CENTRE]**

1 We are very happy to be here this afternoon to give recognition to our grassroots leaders (GRLs) and our partners for the good work that you have done for the community in the past one year and many more.

2 This year, 51 Constituencies have all their grassroots organisations (GROs) achieving the 4-Star Grade Award. This is a record number. We never had so many Constituencies achieving this. In a way, this is the result of the collective passion and commitment from all the GRLs in all these Constituencies. For that, I salute you, on behalf of your residents and of your community.

3 We are also very happy that many of the Constituencies are becoming more innovative. Now they try to do things "Same Same but Different", meaning same objectives, but using different approaches. Today, seven of our Constituencies received the Special Community Project Award.

4 One of our Constituencies decided to reach out to the younger people, the Professionals, Managers, Executives and Technicians (PMETs) in the community. So they decided that one way of reaching out to them, is not directly to them, but through their pets. These people love pets. If we can reach out to their pets, then through their pets, the organisers can reach out to them as well. Our GRLs in Bishan North Community Centre (CC) Youth Executive Committee (YEC) and Toa Payoh Central CC YEC did exactly that. It was a first ever attempt, a very brave one, but it turned out to be a great success, with about 1,000 residents taking part. Many of them were the younger ones, the PMETs, sharing the same passion and interests, which are pets.

The organisers also made good use of the social media platforms to publicise the event. The Facebook page attracted 7,000 followers and after the event, there were 22,000 views of the photographs taken at the event. When these pet owners came together and got to know each other through the event, they shared tips on how to take better care of their pets via the Facebook page. After the event, some of the neighbours organised groups by themselves and walked their pets together. For that, we must say well done to the YEC teams of Bishan North and Toa Payoh Central. Well done!

5 Another example, you are with the Residents' Committee (RC), you have a void deck in your RC and from time to time, you have a problem. Some of the residents keep littering in the place, some of the students keep loitering at the place. What do you do? In fact, there is this group: MacPherson Zone C RC and the RC Youth Chapter. They decided that one way to solve the problem is to get everybody to work together on the solution. So what they did was they brainstormed and came up with an idea. Since they love their void deck so much and wanted to stop the littering and wanted the students to stop loitering. They decided that one way was to put something meaningful, something artistic and something fun, together with the community.

6 Encouraged by their Adviser, Ms Tin Pei Ling, the GROs and the community partners, the RC and the Youth Chapter brought together students from a nearby school, brought children from a nearby kindergarten and residents living in the precinct. What did they do when they came together? They painted a wall mural together. In the process, they developed pride in the community. As a result, they solved the problem of littering and loitering and for that we must say well done to MacPherson Zone C RC and the RC Youth Chapter. Well done!

7 Our vision for the Community 2015 is to build a great home and a caring community. For that, we appreciate the support and the concerted efforts from many communities and corporate partners. Today, we recognise nine of them with the

People's Association (PA) Community Spirit Awards 2012. They are all outstanding partners, but in the interest of time, I can only highlight one or two of them.

8 CapitaLand Hope Foundation is one of them. The partnership between the foundation, PA and the Community Development Councils (CDCs) has helped 5,000 students from the lower income households. Through the "My School Bag" project, the students received CapitaLand vouchers and cash for daily and school necessities. The volunteers and the student leaders even accompanied the students on shopping trips to help to nurture them and to bond them. I understand that some of the student beneficiaries are here today. To CapitaLand Hope Foundation, well done and thank you.

9 GRLs are the critical success factors of the grassroots movement. Without them, we will not have a grassroots movement. Behind them, besides their family support, many of them are very fortunate to have their companies or organisations that are very supportive of their participation. Take for example, Ms Lina Chong, the Chairperson of PA Youth Movement Central Youth Council who is also the Vice-Chairperson of Pasir Ris Elias CC YEC. Lina works for Nanyang Polytechnic and we are very happy that with the strong support from Nanyang Polytechnic, Lina was able to spend a lot of her time to oversee and to lead in many meaningful activities for the youths. Nanyang Polytechnic also provided logistic and manpower support for grassroots activities. For example, the staff volunteers from Nanyang Polytechnic helped to develop a social media platform for Central Singapore CDC to enhance and to expand their outreach. For that, we must say a big thank you to Nanyang Polytechnic.

10 Looking back at the grassroots movement, we have achieved a lot. Yet, looking ahead, there is much more that we want to do to reach out to our community better and to serve our residents better. Guided by our vision for Community 2015, together we strive to expand our outreach from 1 in 3 residents today, to 1 in 2 residents by year 2015. There is a lot of work ahead of us.

11 More importantly, as we expand our outreach, we have to do so in a more inclusive way, the ALL C.A.R.E. way. For these reasons, I am happy to share with you that for the PA Awards 2013 next year, there will be new awards. There will be three categories of awards next year and I want to encourage you to do your very best so that next year we can have even more fun, more recognition in this Awards ceremony.

12 The first award is known as the “WeINNOVATE Award”. There are basically three key roles for PA and the grassroots movement: connecting People to the Government, connecting Government to the People and connecting People to People. So these are the three core roles of the PA and our GROs.

13 In order to remain relevant, we need to keep reinventing ourselves as well as our approaches. In other words, we have to think of new ways of doing things, new ways of connecting people to Government, new ways of connecting Government to People and new ways of connecting People to People.

14 Therefore next year, we are going to present the “WeINNOVATE Award” to encourage and to recognise the GROs for coming up with new, interesting and impactful programmes to enhance our effectiveness in these three core functions.

15 Secondly, we have the “WeCARE Award”. A year ago, we introduced the concept of ALL C.A.R.E., meaning using all Channels, to reach out to residents of all Ages, across all Races, living in all Estates, private and public. Since then, most if not all, constituencies have realigned their outreach efforts and priorities. So next year, we will present the “WeCARE Award” to recognise constituencies for reaching out to residents of all ages, races and estates because only by working together, we can strive for an ALL C.A.R.E. community in every constituency.

16 Last but not least, we have the “WeREACH Award”. While the “WeINNOVATE Award” is targeted at specific programmes and the “WeCARE Award” is for constituencies, this third award is designed to recognise the efforts of individual GROs in their ability, effectiveness and success in reaching out to the residents. I am happy to share with you that starting from next year, hundreds of “WeREACH” awards will include the Neighbourhood Committees, Community Sports Clubs, Community Emergency and Engagement Committees and YECs, so that all of them can be part of the PA Awards Scheme.

17 We hope that these three new awards, “WeINNOVATE”, “WeCARE” and “WeREACH”, will lead to a sharper focus and stronger alignment as we strive for wider and more engaging outreach in our community.

18 I thank you all for your efforts up till now. I also want to thank our GRLs for helping to come up with these new award names.

19 In conclusion, on behalf of PA and all our residents, I thank you for your passion and commitment in serving our community and residents. Please continue with your good work and let us always be resident-centric, widen our outreach, deepen our engagement and do it the ALL C.A.R.E. way.

Thank you very much and see you next year!
