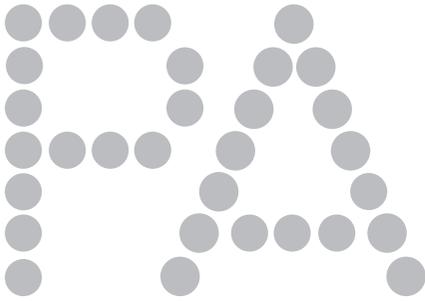


The People's Association
ANNUAL REPORT 2014/15



Vision

A Great Home and
A Caring Community,
where we:

- Share our Values
- Pursue our Passions
- Fulfil our Hopes, and
- Treasure our Memories

Mission

To Build and to Bridge
Communities in achieving
One People, One Singapore

Motto

Bringing People Together

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This report covers the period from 1 April 2014 to 31 March 2015.



*Lee
Kuan
Yew*
1923-2015

Establishing the People's Association
***Our Founding Chairman
& His Legacy***



Mr Lee Kuan Yew chairing the first meeting of the PA Board of Management in 1960.



Setting up the People's Association

Mr Lee Kuan Yew was instrumental in the founding of the People's Association (PA) in 1960. At a time when his government was barely a year old, then-Prime Minister Lee saw the crucial need for racial harmony and social cohesion as well as the importance of bringing the Government to the people, as the foundation for nation building, and PA was formed at his behest on 1 July 1960, with him as Chairman, to help foster these goals.

“

This is the first time in the history of Singapore that a Government sets out to bring itself and its activities to the people. ... no longer is the Government to wait until there is a request from the ground organisations before it acts. It is necessary to keep in constant touch with the people, not only to know what their grievances are but also to inculcate in them social qualities ... in building up our society.

— Mr Lee Kuan Yew, The Straits Times, 26 Apr 1960

GOVT. WILL ESTABLISH A PEOPLE'S ASSN. — LEE

THE Prime Minister, Mr. Lee Kuan Yew, today said that the Government had decided to set up a "People's Association" to keep in constant touch with the people at non-government level.

In this association, he said, representation would be on the one hand from the mass organisations and on the other hand, from the elected political leadership.

Mr. Lee was speaking to the first batch of 14 youths who are undergoing a seven-week leadership training and orientation course at the National Recreation Centre.

Formally opening the class, he said: "This is the first time in the history of Singapore that a Government sets out to bring itself and its activities to the people. You as organisers must bring the Government closer to the people in their recreational, cultural, educational and other group activities."

Separate entities

"In the past, the Government was something distinct and separate. The people and their activities were one entity on the ground and the Government and the administration were something separate over and above, giving orders, downwards. In between were the 'brokers' who acted as middlemen between the Government and the people."

"These were the committees of social, cultural, and other organisations."

The Government would accept or reject their representations, he said.

SINGAPORE, Mon.

Mr. Lee said that part of the process of making the people participate in the Government was for the administrative organs "to grow roots in the hearts and minds by closer participation of the representatives of the Government in the people's social activities."

Keeping in touch

"In other words, no longer is the Government to wait until there is a request from the ground organisations before it acts."

"It is necessary to keep in constant touch with the people not only to know what their grievances are but also to inculcate in them social qualities which will be useful in the building up of our society."

"In the present phase of political development it will be easier to do this at a non-government level. For this reason, we have decided to set up the People's Association."

Present at the opening ceremony were the Minister for Labour and Law, Mr. K. M. Byrne; Parliamentary Secretary to the Prime Minister, Mr. Chan Sun Wing; Parliamentary Secretary to the Minister of Health, Dr. Sheng Nam Chin, and the Director of Social Welfare, Mr. W. S. Woon.



Community Centres and Clubs – Where it all began

To strengthen the bonds in the community, Community Centres (CCs) were set up as focal points in the residential estates and became meeting grounds for people from different races, ages and backgrounds. The CCs offered a wide range of services, ranging from kindergartens and vocational training such as dress-making and cooking classes, to recreational activities such as bodybuilding and table-tennis competitions. As these services and activities are useful and situated conveniently near the community, many residents gathered at the CCs to make use of the services, learn new skills and pick up hobbies. Thus, the CCs became a significant part of the residents' lives and as they went about their daily lives in the CCs, they had the chance to know more about their neighbours and make new friends from the community. In this way, the community spirit was strengthened and the deeper friendships and relationships helped to enhance racial harmony and social cohesion in the community.



Residents gathered at the CC to learn about dress-making.

Starting with just 28 CCs in 1960, 90 CCs would dot the country by 1970. Currently, there are 107 CCs across the island. While the CCs and the programmes have changed through the years, much like PA itself, the fundamental objective of PA and the CCs in connecting people and strengthening communities remain.



“
The CCs serve an immediate social need, in crowded areas providing welcome space and accommodation where people can meet for recreational and other social purposes.

– Mr Lee Kuan Yew, 1966

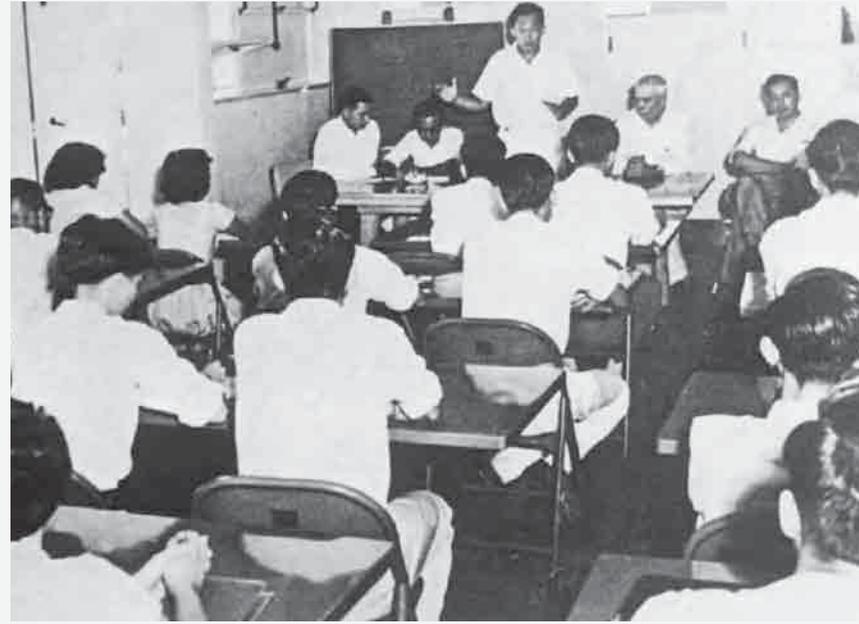


Mr Lee opened the Minto Road CC in January 1960. The Yan Kit CC (now Tanjong Pagar CC) was later opened in December.



Leaders from the Community, for the Community

While CCs serve as focal points in the community, Mr Lee also understood the importance of having good leaders that serve the community. As residents themselves, Mr Lee believed that these community leaders would understand the needs of their fellow residents and be the brokers between them and the Government. Mr Lee played a significant role in setting up the Goodwill Committees. The Goodwill Committees were made up of multiracial volunteers and helped to defuse rising racial and communal tensions by promoting mutual understanding amongst the various races and communities. The Goodwill Committees would go on to become the Citizens' Consultative Committees (CCCs) of today.



Mr Lee formed the PA Youth Movement in 1971

The CCs were also the platform where community leaders emerged. In 1964, the PA appointed local leaders to the CC Management Committees (CCMCs) to encourage residents to take ownership of the CCs, organise activities for residents and raise funds for the community.

The CCC and CCMC members came from all walks of life, and included village heads and representatives from clan, business and religious groups. These community leaders would go on to become our grassroots leaders today, where their responsibilities include promoting community bonding among residents and bringing people closer to the Government.



(Top Left) Mr Lee addressing the Goodwill Committees, precursor of the Citizens' Consultative Committees, in 1964

(Top) The first Women's Sub-Committee was set up in 1967

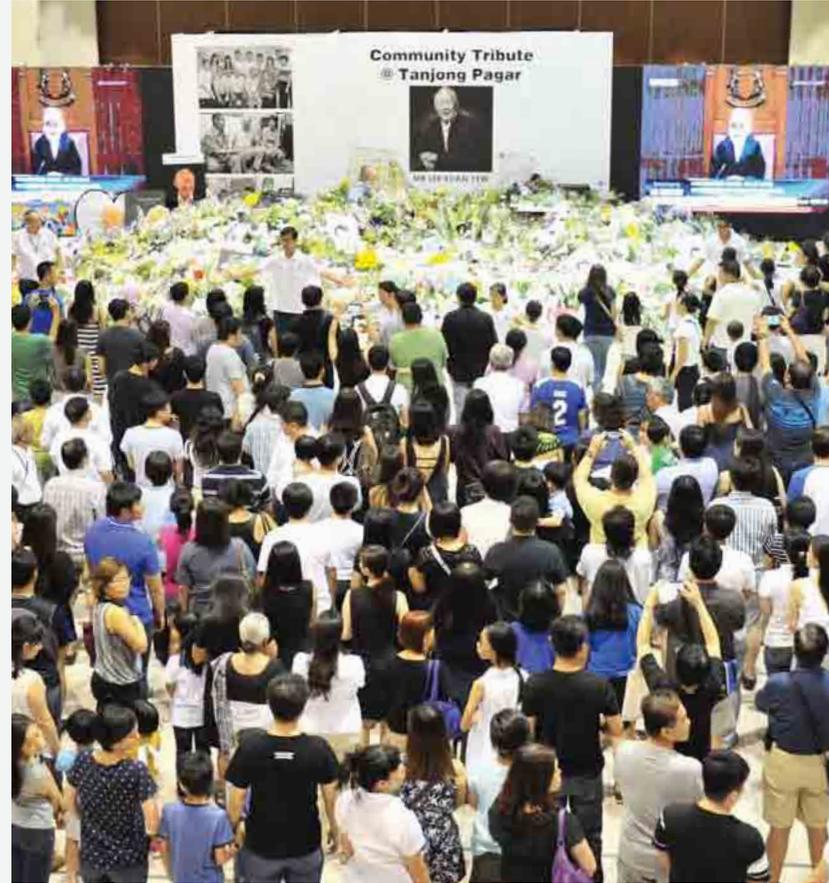
(Left) Mr Lee was behind the formation of the Senior Citizens' Clubs as he wanted to ensure that the needs of the elderly were met. The first Senior Citizens' Club was set up in 1978 at Kallang CC.

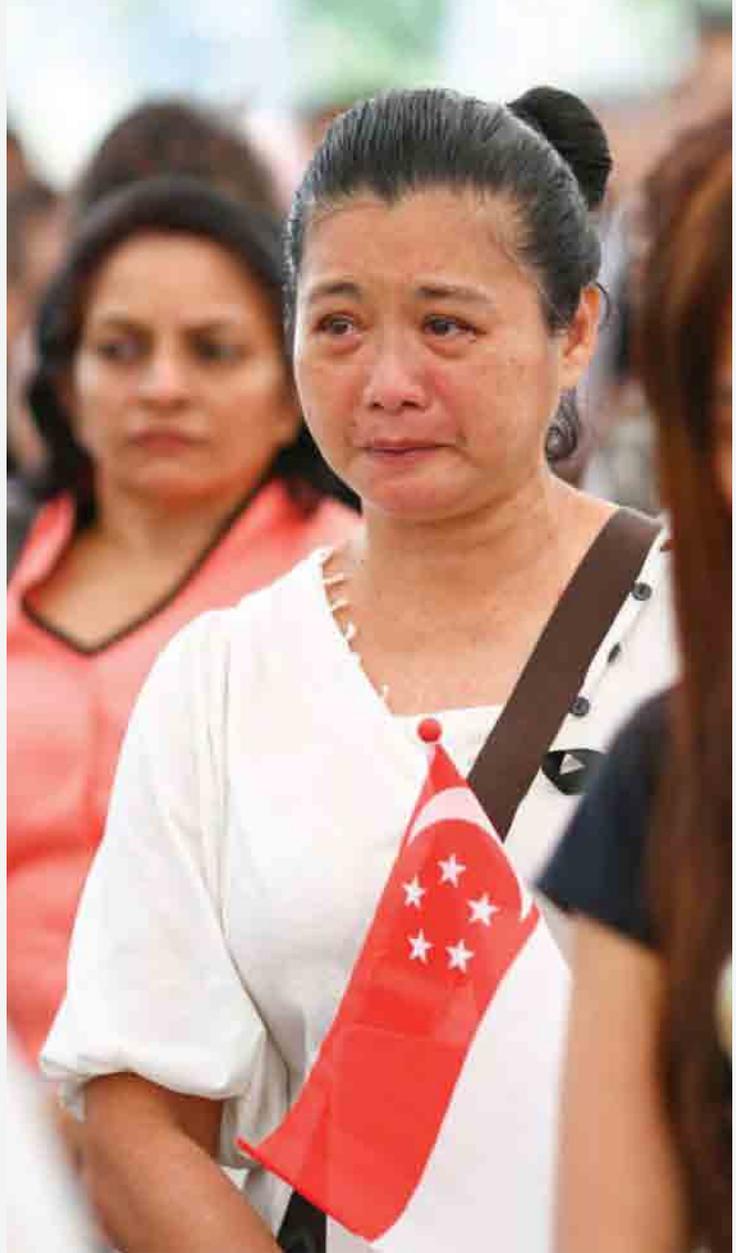


In Remembrance and Gratitude

Our founding Chairman of the People's Association, and founding Prime Minister, Mr Lee Kuan Yew, passed away on 23 March 2015. It was a momentous event which saw the people of Singapore come out in force to grieve for the nation's loss. In order for all Singaporeans to have a place to come together and share their grief and tributes for Mr Lee, PA set up 18 Community Tributes Sites (CTS) across the island, in addition to Mr Lee's Lying-In-State in the Parliament House. A total of 1.2 million Singaporeans paid their tributes to Mr Lee at the CTS. People young and old and of all races and walks of life across the island came together as one to remember the man who embodied the Singapore Spirit of resilience, determination and sacrifice.

About 1.2 million people from all walks of life across the island visited the 18 CTS to pay their respects and show gratitude to Mr Lee.





The 18 Community Tributes Sites (23 - 29 March 2015)

Aljunied GRC
Kovan Hub

Ang Mo Kio GRC
Ang Mo Kio Central Stage @ AMK Town Centre

Bishan-Toa Payoh GRC
Toa Payoh Central CC

Choa Chu Kang GRC
Hardcourt opposite Choa Chu Kang MRT Station

East Coast GRC
Open space @ Bedok Town Centre

• **Holland-Bukit Timah GRC**
Senja-Cashew CC

• **Jurong GRC**
Canopy beside Jurong Regional Library

• **Marine Parade GRC**
Kampong Kembangan CC (Foyer)

• **Moulmein-Kallang GRC**
Hong Lim Park

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• **Nee Soon GRC**
Hardcourt at Blk 749 Yishun Street 72

• **Pasir Ris-Punggol GRC**
Hardcourt next to Sengkang Community Hub

• **Sembawang GRC**
Woodlands Civic Centre Open Space

• **Tampines GRC**
Tampines Community Plaza

•
•
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• **Tanjong Pagar GRC**
Tanjong Pagar CC

• **West Coast GRC**
Blk 442 and Blk 449 Clementi Ave 3

• **Marina Barrage**

• **People's Association HQ**

• **Singapore Botanic Gardens**

•
•



As the community stood shoulder to shoulder under rain and sun, united in our grief, we also saw and felt these values live on in all of us. During the National Mourning Period from 23 March to 29 March, 2015, people came forward to comfort one another as well as help out in whatever way they could. In the immediate days of his passing to his final journey to his resting place, we saw a spontaneous and sustained sense of graciousness in our people – volunteers (and staff) who gave their time freely, ordinary Singaporeans who braved the hot sun, pouring rain and stifling crowds to share the common cause of honouring Mr Lee.

As we remember and show our gratitude to all Mr Lee has done for Singapore, we are further in his debt for inculcating in us an indomitable Singapore spirit that has served us well in critical moments and will continue to do so as we march into the next 50 years. For that, we are forever grateful.





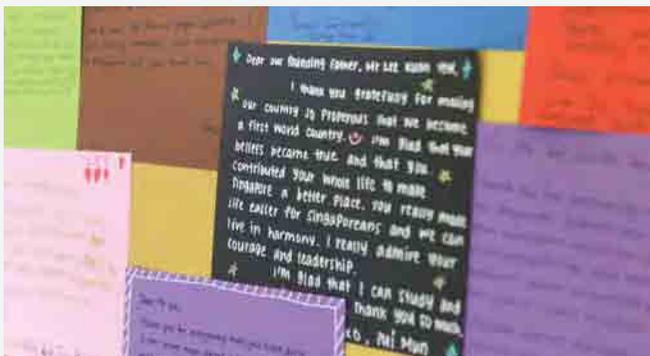
As Mr Lee embarked on his last journey, many Singaporeans lined the streets, while displaying their flags proudly under the rain, to say their last goodbyes.



Our Founding Chairman – The Legacy He Left Behind

Mr Lee's vision and conviction contributed greatly to what Singapore is today. Under his leadership as Chairman of PA, close-knit communities that transcend barriers such as race, religion and language were formed among citizens through activities and programmes that enhance the community spirit and social cohesion. Residents in the community developed strong bonds and trust one another.

The trust between Government and the people that we have today was built on our founding Chairman's determination to bring the Government closer to the people, so that the Government is always aware of the needs of its people and that the people know that the Government is always ready to listen and help. PA and the grassroots movement's work must continue on.



Mr Lee has built on strong foundation for Singapore. As Singapore begins our journey towards SG100, it is our duty to build on this foundation and ensure that we keep the Singapore Spirit alive and strong. We must stay true and expand on our shared values of multi-racialism, resilience and a strong community spirit. A country where citizens place society above self, where the community steps up and works with each other and the government to solve problems and where Singaporeans show care and concerns to fellow citizens.

While our memories of Mr Lee and the events of the National Mourning Period may fade with time, the words and tributes that captured the essence of Mr Lee's contribution to Singapore remain and will serve as a reminder of the past and our promise to create a better future for Singapore.



The People's Association
**CHAIRMAN'S
 MESSAGE**



The People's Association (PA) was established in 1960 by our founding Chairman Mr Lee Kuan Yew. He recognized how important it was for Government to “bring itself and its activities to the people”, “keep in constant touch with the people” and “inculcate social qualities which will be useful in the building up of our society”.

Over the years, the PA and grassroots movement have worked hard to fulfil these roles. They brought different communities together and strengthened our social cohesion and racial harmony. They nurtured the gotong royong spirit among Singaporeans. They supported public institutions to connect better with them and rallied community resources to help the needy.

As Singapore celebrates SG50, we put our success down to three factors: our determination to be a multi-racial society, to be self-reliant while supporting one another, and to keep the faith between Government and the people. The PA and grassroots movement have played integral roles in all these aspects. I thank our grassroots leaders, volunteers and community partners for your contributions towards Singapore's success.

We are now in our next phase of nation-building, as we seek to make the next 50 years better than the last 50. We must keep this Singapore Spirit burning bright as we take our first steps towards SG100. Let us build on our shared values of multi-racialism, resilience, community support and placing society above self that have brought us to SG50. Let us nurture the kampong spirit where Singaporeans look out for one another, where the community steps up and works with one another and the government to solve problems. Let us show our concern for fellow Singaporeans. Our better days are ahead. Together, we can achieve an even brighter SG100.

Lee Hsien Loong
Prime Minister
Chairman, People's Association

" We must keep this Singapore Spirit burning bright as we take our first steps towards SG100. Let us build on our shared values of multi-racialism, resilience, community support and placing society above self that have brought us to SG50. "



CONNECTING PEOPLE ENHANCING COMMUNITIES

Promoting Active Lifestyle For Seniors



Prepared Community, Caring Neighbours



Active Youths, Contributing To The Community

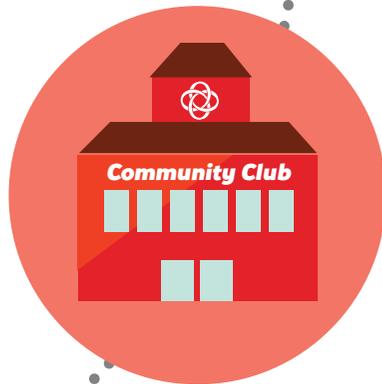




Common Interests,
Binding Passions



Uniting through
Social Causes



Enlarging Community
Space for All



Helping more through
Stronger Networks

COMMON INTERESTS, BINDING PASSIONS

Our home is a place where we can pursue our passions and build shared memories together. That is why many activities and events organised by PA centre around getting residents with similar interests to come together and make friends. Be it Sports, Arts, or other Interest Groups, nothing unites people across various races and cultures more than when they share a common passion.



Community Sports

The thrill and camaraderie experienced when playing sports brings people together, creating shared memories and connections among the participants. Through a wide selection of sports activities and events organised by PA, the Community Sports Clubs (CSCs) and Water Venture (WV) outlets, residents and the community came together to participate in these sporting events, making new friends through their shared passion in sports. Besides reaching out to residents with mixed abilities and ensuring that everyone was involved in the cheer and excitement, some of the community sports events also adopted social causes such as raising money for beneficiaries and incorporating coastal cleanup activities into water sports.



More than 75,000 residents from all walks of life, across 87 constituencies, participated in the One Community Walk, a nation-wide mass walking event.



DPM Teo Chee Hean joining in the kayaking cleanup expedition at Sungei Api Api (Top Photo) as part of Project Blue Wave 2014.



At the Community Sports Festival happening across different constituencies, residents from various age groups, backgrounds and abilities participated in mass sporting activities together.

Community Arts & Culture

Arts and culture activities not only serve as a form of expression, they also allow us to celebrate our unique culture and connection to the community. The different arts and culture programmes organised by PA pull people together in the heartlands, enriching the community's cultural fabric through everyone's artistic and cultural passions.



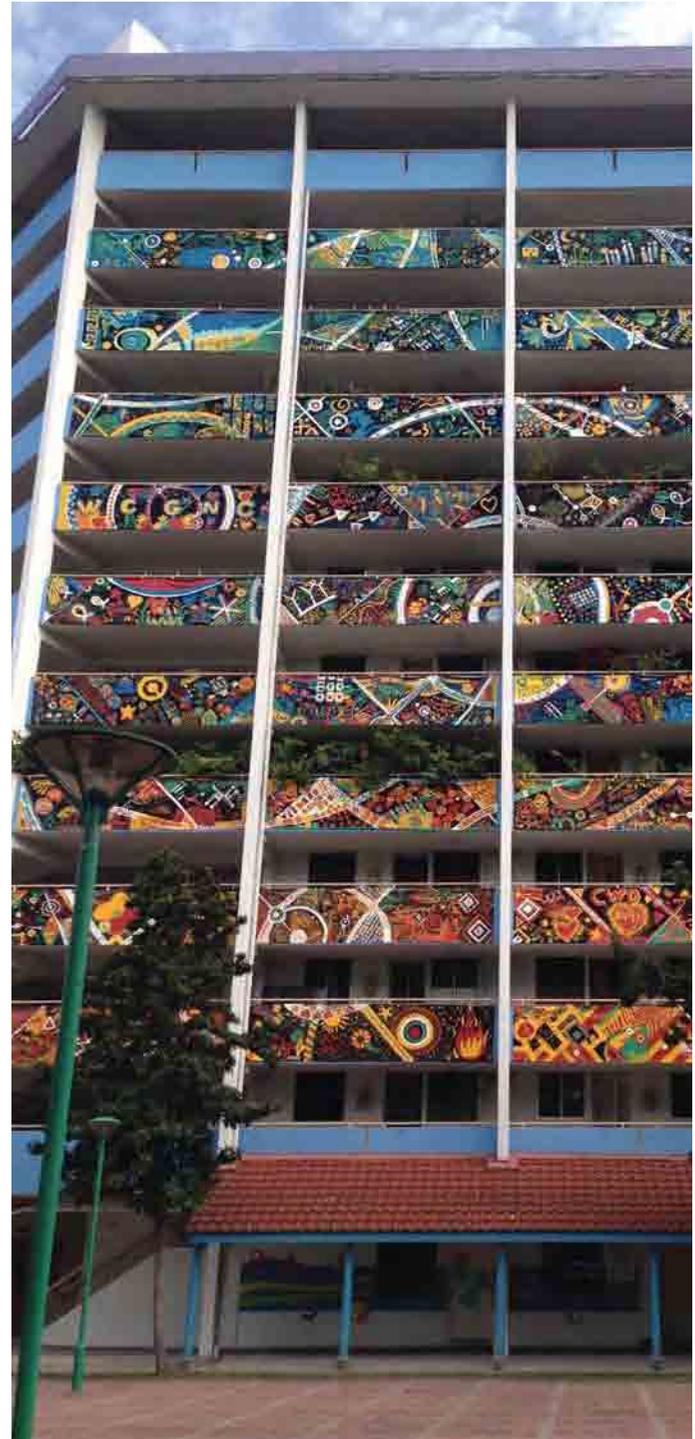
The theme of PAssionArts Festival 2014 was Works of Wonder (W.O.W) which featured large format visual art installations that were co-created by residents and community artists.



Examples included the Rain or Shine Umbrella Installation (below) by Marine Parade residents and the Roots of Tanjong Pagar (right) by residents from Tanjong Pagar and Radin Mas.

(Left) The PAssionArts Festival also saw many art festival villages sprouting up islandwide at various communities. One such example is the Bedok festival village where youths and children had the chance to try out different activities such as batik and mural painting and origami art with their neighbours.

(Below) At West Coast, residents and community partners of West Coast together creating big canvas art paintings as part of their A Peace of Art event. The completed art banners were displayed at the façade of Block 728 West Coast Road (right).

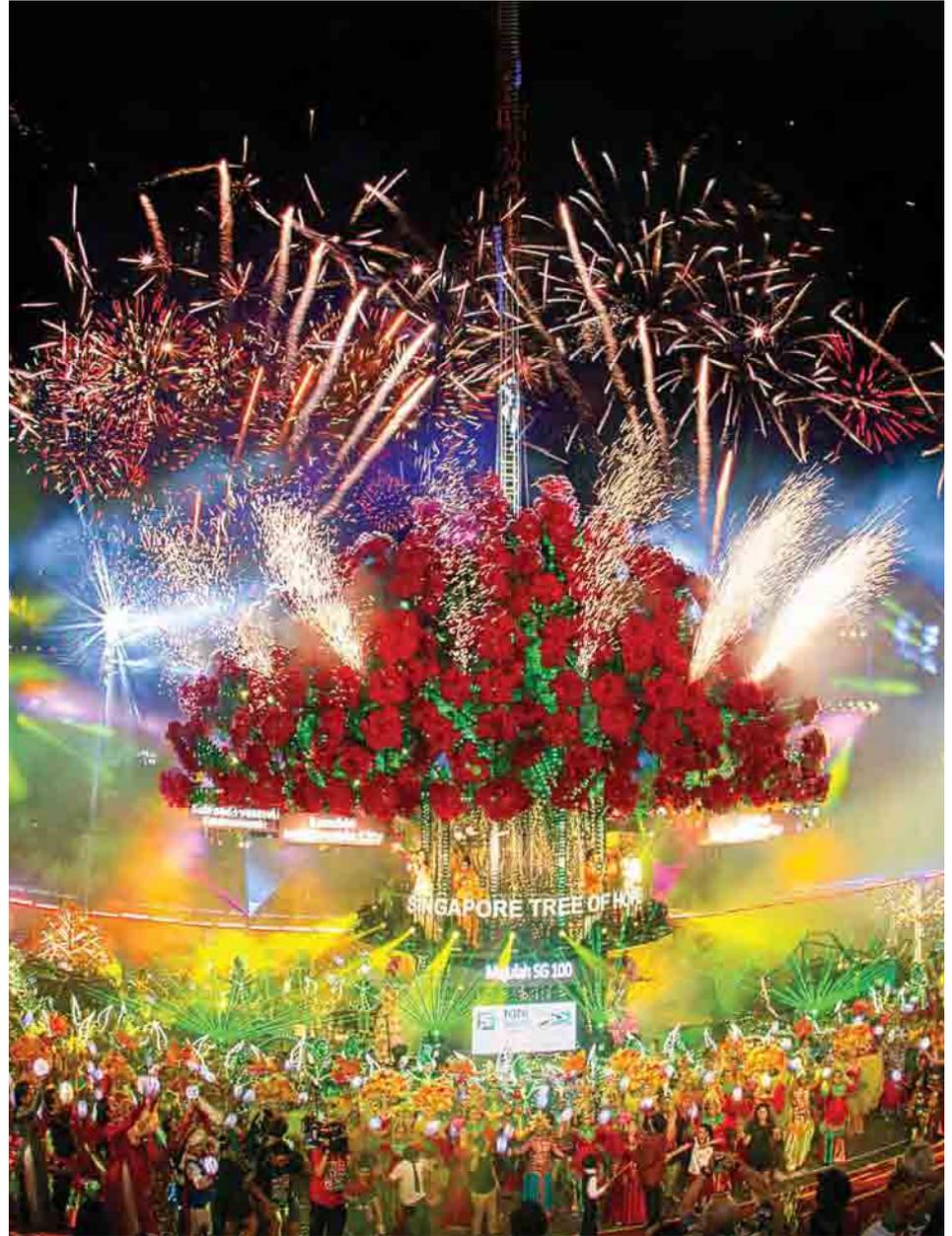




(Top) In celebration of SG50, the theme of Chingay 2015 was “We Love SG” and involved a record 11,000 volunteer performers and 3,000 Parade volunteers from 160 organisations including Community Clubs, Grassroots Organisations, Community Development Councils, other community and corporate partners as well as the international communities. People from different backgrounds performed at the parade, celebrating the colourful diversity and multi-culturalism of Singapore.

(Right) Many children penned down their hopes and dreams for the future of Singapore on the Singapore Tree of Hope – one of the highlights of this year’s Chingay.





As a part of the rousing finale to the parade, Temasek Primary School pupil Aeron Young scaled the 50-metre Chingay Sky Ladder of Dreams which symbolised our youths' pursuit of their dreams for Singapore into SG100.

(Right) The Chingay parade returned to Orchard Road for the first time since 2007 in the form of the Chingay SG50 Night Fiesta. Unlike previous occasions, the fiesta was a street party where spectators were able to interact with the performers and get close to the floats.

(Below) Participants and volunteers at the Chingay SG50 Night Fiesta exchanging the 'We Love SG' Flowers, representing their love and well-wishes for the nation and one another.



Interest Groups

PA brings people with more specific interests together to form Interest Groups (IGs). Be it animals or cooking, when people with similar interests and passions come together, they get to know one another better and become friends – a sure way to build stronger communities among residents.

There are many IGs available to residents with different interests, ranging from Hobby-based IGs to Karaoke IGs and Brisk Walking IGs, etc. Hobby-based IGs are the most popular among residents with more than 1,000 IGs across the island. The IGs include the Gardening IGs, Culinary IGs, Balloon Sculpture IGs and Brick Art IGs.



Young participants trying their hands at balloon sculpting with members from the Balloon Sculpting IG. Balloon sculpting is available both as a course and interest group at PA community facilities.

UNITING THROUGH SOCIAL CAUSES

Everyone has a cause they believe in strongly, whether it is keeping the environment clean, helping those in need or sharing what you have with your fellow neighbours. These causes bring people closer together for the good of the community, making the community and neighbourhood a place of warmth and compassion.



Together with students from Hillgrove Secondary School, Minister Grace Fu and Mayor Low Yen Ling took part in the Clean Up South West! Initiative organised by South West Community Development Council (CDC), which encouraged residents to carry out recycling and green activities.



The Community Farmer's Market, organised by Sembawang GRC grassroots organisations, brought together residents sharing interest in gardening across five Community Gardens, which together produced some 250kg of vegetables. The harvested vegetables were sold to fellow residents, raising about \$6,000 for charity.



The Wecare @ North West – Service Weeks, organised by North West CDC, is an annual event that provides needy households with home improvement services and essentials such as television sets and mattresses.

ENLARGING COMMUNITY SPACE FOR ALL

Our neighbourhood is more than a physical space. It is where people, cultures and events come together to form a caring and warm community. A close-knit community is one where neighbours look out for one another and appreciate everyone's diverse cultures and traditions.

That is why common spaces in the community are important touchpoints for PA and our grassroots organisations (GROs). Through a wide spectrum of activities at community clubs, Residents' Committee (RC) centres and the local market and hawker centres, neighbours of all ages, races and backgrounds come together to build strong communities, strengthening their sense of belonging to their neighbourhood and the nation.

Community Clubs (CCs) serve as the focal point for the community to come together and take part in different activities. In FY2014, five CCs held ground-breaking ceremonies while three CCs completed their upgrading. Residents' needs will be better met with these new CC facilities.



Residents enjoyed the opportunity to try out interesting PA activities and programmes with their family and neighbours when the CC Xpress (bus) and CC Go Carts came right to their doorsteps and their neighbourhoods.

the Upgraded Community Clubs



MacPherson CC was re-opened on 23 August 2014, bringing new vibrancy to the area while preserving MacPherson's rich past with a new art gallery that tells its history through art.



With the re-opening of the **Yew Tee CC** on 17 January 2015, young families living in Yew Tee can enjoy quality family time at the different programmes tailor-made for them, such as cooking classes focusing on healthy dishes at the new culinary studio.



To meet the needs of the community, the upgraded **Nanyang CC**, which re-opened on 18 January 2015, came with an increased sheltered recreational space where residents from popular Nanyang interest groups such as Ukulele and Diabolo will have more space to practise their craft and have fun with their neighbours.



The Community Club Management Committees (CCMCs) celebrated its 50th Anniversary on 21 November 2014. CCMCs play an important role in helping to build, manage, and maintain all our CCs.



Many students made use of the convenient locations and conducive spaces provided by the RC Centres to study for their final examinations, as many of the RCs are just below their homes or a few blocks away. At over 200 RC centres across the island, the RC volunteers adapted their RC centres to become study corners during the examinations period. Some residents volunteered as mentors at the study corners to guide the students in their revision.

ACTIVE YOUTHS CONTRIBUTING TO THE COMMUNITY

As the pioneers of tomorrow, youths play an active role today in building a compassionate and caring community that is committed to the future of Singapore. Through the PA Youth Movement (PAYM) and PA's Youth Executive Committees (YECs) etc., PA seeks to tap on the passions and ideals of youths, facilitate and support causes they care about and help them translate their ideas into actionable projects that contribute to the society.



Youth volunteers collected food donations from residents to donate to the neighbouring old folks' home. This is one of the many activities that were part of the 'Youths Care @ PAYM' service movement to encourage more youths to be involved in community service and connect youths who wanted to be involved in community service, but did not know how to start.



The PAYM Loves Red 2014 saw more than 140 events organised by youths to celebrate National Day with the community. One of these events was the PAYM Loves Red: Our Singapore Day – a partnership between Nee Soon South YEC and Orchid Park Secondary School. The youths organised a carnival to raise funds for its needy students and celebrate the Nation's 49th Birthday. As part of the event, more than 800 youths came together to form a human Singapore flag at Orchid Park Secondary School.



(Above/Right) Elderly residents celebrated National Day with the youths from Aljunied YEC at the PAYM Loves Red: Bakerlicious event, where the youths baked cupcakes and cookies for the elderly.





This initiative by the PAYM to represent the voices of our youths, the “We Love Singapore Flowers Mosaic” was unveiled at the Chingay SG50 Night Fiesta. It featured the ten visions and values voted by young Singaporeans to be most important towards building a better future for Singapore: Active Citizenry; Caring Community; Compassion; Liveable City; Neighbourliness; Optimism; Respect; Safe Environment; Sense of Belonging; Resilience.

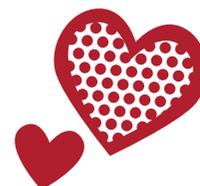
WE ♥ SG



A student curator bringing guests and other students through the history of the grassroots movement. The National Community Leadership Institute (NACLI) launched the Grassroots Heritage Roving Exhibition (GHRE) and Youth Leadership Programmes in July 2014 where student curators are trained by NACLI to share and explain the history of the grassroots movement.



Youths and President Tony Tan Keng Yam designing bears together for charity as part of The President's Challenge at the Service Learning Festival 2014.



PREPARED COMMUNITY, CARING NEIGHBOURS

One's neighbours are often best-placed to look out for one another and render help quickly when needed. To live in neighbourhoods that are safe, caring and resilient, we need to trust our neighbours and be prepared to help one another during times of emergency and remain united.

To build a community that is harmonious and well-prepared, PA organises various programmes that help bring together our diverse communities and ensure that residents are equipped with the necessary skills to safeguard their homes.

For example, our Integration and Naturalisation Champions (INCs) help to integrate new immigrants into the local community while our Community Emergency Response Team (CERT) volunteers ensure that the community is well-prepared during emergencies.



PM Lee Hsien Loong packing the WeCare packs which were distributed during the haze season in June 2014 and contained N95 masks, non-perishable food items and medical supplies that would help the vulnerable and non-ambulant residents living alone better cope with the haze conditions.

Community Emergency Response Team (CERT) volunteers teaching residents how to conduct CPR and use the Automated External Defibrillator (AED). This is part of the Community First Responder Programme, which aims to equip the residents with CPR-AED skills to render immediate assistance to cardiac arrest situations in the heartlands.



Singaporeans and new immigrants performing local songs together. At the One Community Fiesta 2014, 100 local citizens and new immigrants from 7 different countries performed two local iconic community songs, Rasa Sayang and Chan Mali Chan. The One Community Fiesta 2014 brought together some 4,000 locals and new immigrants, celebrating the diversity in backgrounds and nationalities within our community.



Senior citizens, especially those who live alone and have health issues need constant care and concern. Neighbours for Active Living is a health-social integration and community engagement project by South East CDC and Eastern Health Alliance. The project consists of the Friend A Senior Programme where neighbours volunteer to assist seniors who need help and ensure they are well taken care of.

HELPING MORE THROUGH STRONGER NETWORKS

Many corporate and community partners are keen to play their part to bond the community and help the less fortunate. PA works closely with those who share common social and corporate causes with us, allowing us to tap on one another's strengths to reach out to more people. This approach ensures that more help goes out to those who need it and nurtures a more compassionate and caring society.



Together with our community and corporate partners, the SPECTacular Experience provided an end-to-end eye experience to 1,500 low income residents in Sembawang. This is the first time that a holistic eye care programme is made available, which included complimentary eye screening, eye wear and even free cataract eye surgery for the less privileged.



Over 8,800 participants took part in the sixth edition of the POSB Passion Run For Kids and raised more than \$1.1 million for the POSB Passion Kids Fund – which supports the less privileged children in the community through developmental, outreach and engagement programmes.



Residents, especially the poor and needy, can seek free legal advice conveniently via video conferencing through iCounsel, Singapore's first online legal advice portal which came about from a partnership between PA and Jamiyah Singapore.



Central Singapore CDC co-organised The Purple Parade, the largest ground-up special needs movement in Singapore that supports inclusion and celebrates the abilities of persons with special needs. The event featured different performance groups, one of which included Miss Sophie Soon (as pictured), a visually-impaired violinist.



Residents went for health check-ups and learned various ways to maintain a healthy lifestyle at the Community Health Carnival that was organised by the GROs in Aljunied and Hougang, in collaboration with the National Healthcare Group.

PROMOTING ACTIVE LIFESTYLE FOR SENIORS



PA and the GROs serve the needs of specific groups in our community by matching programmes and activities to their interests and needs. Many of the programmes and activities reach out to the seniors in the community so as to ensure that they are well-looked after and continue to lead enriching lives.

Seniors enjoy our active ageing and wellness programmes. Through these activities, they have more opportunities to remain active, fulfil their aspirations and ultimately enjoy their golden years together with their peers. There are also activities where seniors can enjoy together with different members of their family so to help them strengthen intergenerational bonds.

GROs also organise various activities to galvanise women from all walks of life to promote community bonding, nurture the young, and help the elderly. Besides building stronger bonds amongst women of all races, the Women Executive Committee (WEC) activities and programmes also create opportunities for women to participate in community and national affairs.

As residents, particularly the elderly and low-income families, may not know or understand key government policies which may be useful to them, WEC members from the WEC Befriender Programme were trained to help these residents better understand key government policies and schemes starting with the Pioneer Generation package and other relevant initiatives.





(Top) To encourage seniors to pursue their lifelong learning aspirations and lead an active lifestyle, PA launched the Senior Academy for seniors, 50 years old and above, to enrol in affordable senior-friendly programmes such as cooking classes by Celebrity Chefs and learning how to use Mobile Apps and Tablets.

(Right) Families playing with the frisbees they have designed together as part of the month-long "Let PAssion Take Flight 2014" programme, one of the many intergenerational programmes that foster stronger bonds among families and encourage them to develop a greater appreciation of one another.



GATHERING FEEDBACK EXPLAINING POLICIES

Besides bringing people from all walks of life together and creating a harmonious and compassionate community, PA is also the bridge between the people and the Government. Our network of Grassroots Leaders (GRLs) and Advisers play the important role of connecting Government and the people. Already familiar faces in the constituencies, GRLs are able to gather ground feedback on various Government policies and also well-placed to communicate and explain basic information on policies of concern to residents.

Voice of the Silent Majority

Close to the heart of Singaporeans are issues related to their daily lives, ranging from municipal matters such as transport issues, to concerns such as the cost of living. Some residents may not know how to surface their feedback or who to approach for help on these matters. Through regular interaction with them, GRLs reach out to residents who may otherwise find their difficulties unaddressed. By listening and understanding their needs, GRLs reflect the voice of the people to the Government and provide useful feedback and suggestions that will benefit the residents.

Communicating Policies

When major new government policies that directly affect the lives of many Singaporeans are introduced, our grassroots help residents better understand the key basic points of these policies and how they can benefit from them. Working closely with the respective Grassroots Advisers, our GRLs help bring the Government closer to the people by communicating and explaining Government policies to the residents.



Voice of the Silent Majority



Communicating Policies



LISTENING AND UNDERSTANDING

To reach out to different segments of the community and ensure that feedback is gathered from as many residents as possible, GRLs make use of many different engagement platforms to reach out to the residents. Engagement platforms such as regular dialogue sessions, community events and house visits etc., allow our residents, including those who are not mobile, to share their feedback and views on Government's policies ranging from housing to healthcare.

In this way, GRLs and Advisers stay connected with the community and can reflect residents' feedback and aspirations to the Government on community and national issues, including through public consultations and dialogue sessions, as well as forum letters.



The 5 Ways of LISTENING

1. Forums & Dialogues

Students and youths sharing their views and feedback about Budget 2015 to DPM Tharman Shanmugaratnam and other GRLs.



2. Block & Floor Parties

Block and floor parties allow GRLs and Advisers more time to engage residents at a deeper level and listen to their concerns.



3. House Visits

Through door-to-door house visits, residents chat and share their concerns with the GRLs.



4. Neighbourhood Sharing Sessions

Residents sharing their views and concerns with fellow residents and GRLs at sharing sessions organised by the RCs.



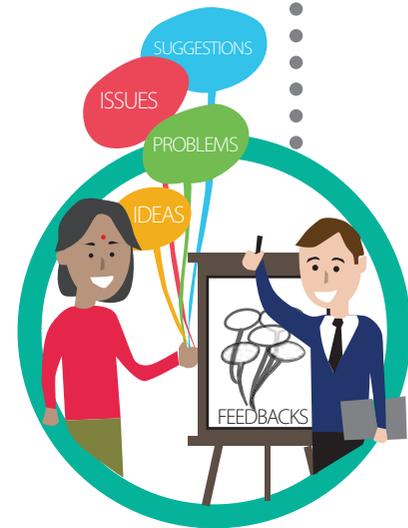
5. ^{Other} Grassroots Events

Residents may take the opportunity during community events to share their concerns and views with GRLs and Advisers that are present.



PROVIDING FEEDBACK AND SUGGESTIONS

With better understanding of their residents' concerns, GRLs represent these views at major policy dialogues at the national level, such as the CPF Dialogues, Post-Budget dialogues and Post-National Day Rally dialogues.



GRLs came together to share their views and suggestions at the **Post National Day Rally (NDR) Dialogue** jointly organised by the Women Integration Network (WIN) Council and the Active Ageing Council.



PA organised **Post-Budget Focus Group Discussions** where GRLs got together to discuss about the key issues highlighted in Budget 2015. Their feedback and suggestions on Budget 2015, based on interactions with their residents, were consolidated and shared with relevant agencies.



Shed more light on funding

BUDGET 2015 outlined a better future for Singaporeans, and one key area of this year's Budget is to provide greater assurance in retirement.

Measures that were announced to strengthen our social security system are a step in the right direction.

The Silver Support Scheme for low-income seniors is particularly heartening ("Silver Support to boost social security net"; Tuesday).

Providing cash supplements to them earlier will help them get on

with their lives without having to worry about their next meal.

However, as a grassroots leader, I am aware of some concerns among residents about the fiscal sustainability of this permanent scheme.

Perhaps, the Government could shed some light on how this scheme would be funded in the long term.

Also, the factors that will be used to determine eligibility should be clear, transparent and fair.

For example, households with a

higher household income do not necessarily translate to better support for the seniors in retirement as there could be many dependants living under the same roof.

Hence, when determining the level of income for the household, it would be more objective to look at per capita income instead.

V. P. Sreevardhanan
Secretary
Ang Mo Kio-Hougang Citizens
Consultative Committee

Some GRLs also took to the media to highlight feedback and suggestions for Budget 2015 which they thought will benefit residents.

Beyond just providing feedback and concerns, GRLs were engaged and consulted by Government agencies on policies, such as MediShield Life and CPF, at different stages of policy-making, where they were able to provide recommendations and suggestions based on their experience with residents.



GRLs attended the **MediShield Life Dialogues**, between June and July 2014, with representatives from the Ministry of Health (MOH) which helped them better understand the key benefits of MediShield Life, so that they could then share the information with residents or help clarify any queries that residents may have.



MediShield Life 'will also benefit Integrated Shield Plan holders'

Grassroots leaders say many Singaporeans want to know if they should keep existing plans

AMANDA LEE
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SINGAPORE – The question of how those holding Integrated Shield Plans (IPs) – a group that makes up 60 per cent of Singaporeans – will be affected by the new MediShield Life is the question on Singaporeans' minds, based on feedback from grassroots leaders so far.

In particular, they wanted to know whether they should still remain on such plans, which ride on top of the basic MediShield scheme. They also wanted to know whether the Government could sustain the "significant support" in the form of permanent premium subsidies for MediShield Life and whether taxes will have to be raised.

Sharing this after a closed-door dialogue session with about 250 grassroots leaders at Pasir Ris-Punggol GRC yesterday, Senior Minister of State (Health and Manpower) Amy Khor assured IP policyholders that they will not be at a disadvantage with the implementation of the scheme.

"In fact, all IP plan policyholders are going to benefit from the implementation of MediShield Life, because they will be covered for life with MediShield Life and for all conditions, including the pre-existing conditions, even if they are excluded from the current IP plans," she added.

The session is the second of 15 sessions reaching out to grassroots leaders to enhance their awareness of Singapore's healthcare system, or-

“All IP plan policyholders... will be covered for life with MediShield Life and for all conditions, including the pre-existing conditions, even if they are excluded from the current IP plans.”

Senior Minister of State (Health and Manpower) Amy Khor



ganised by the Ministry of Health (MOH) with the People's Association.

Dr Khor, who co-chaired the session, noted that some grassroots leaders had asked if they should give up their IPs. Many of them, she added, did not know that the IPs comprises of two components – the MediShield portion, run by the Central Provident Fund (CPF) and the top-up portion, run by the private insurer.

Many were also unaware that the premiums are similarly divided into two portions – one going to the CPF Board for the MediShield pool and the other to private insurers.

"(An) Integrated Shield Plan is a lot more expensive than MediShield

simply because it provides enhanced coverage for higher ward classes," said Dr Khor. "We want to assure IP policyholders that they will not be disadvantaged."

Asked if the Government could manage the proposed standardised IP – aimed at those seeking treatment at Class B1 wards – that is currently under deliberation, Dr Khor said the MOH is working very closely with the Life Insurance Association Singapore as well as healthcare providers.

"We are studying (and) looking into how we can implement the various recommendations of the MediShield Life review committee and we will take all these views and suggestions into consideration," she said.

The dialogue session was also attended by all six Members of Parliament for Pasir Ris-Punggol GRC.

Deputy Prime Minister Teo Chee Hean, who co-chaired the session with Dr Khor, told reporters that grassroots leaders will help the Government to explain the scheme to residents. "It's a major shift, it brings major benefits to all Singaporeans for life and we want to be able to go out to each of our divisions after this and bring the message to them and answer any questions that they may have," he said.

Asked if there were any misconceptions over MediShield Life, Mr Teo Ser Luck, who is also Minister of State (Trade and Industry) and Mayor of North East district, said the grassroots leaders were concerned about what the scheme can offer.

To explain the scheme better, the use of jargon should be avoided, he said, adding that dialects could be useful when engaging older Chinese people.

SOURCE: **Today** (July 14 2014, p19)

During the MediShield Life Dialogues, GRLs also raised questions and feedback about the policy where they felt would concern citizens, which would help the respective agencies in their communication of the policy to the public.

Besides national issues and policies, our grassroots also bring together government agencies and residents to help find community-led solutions for local problems. For example, GRLs from various constituencies worked closely with the Land Transport Authority (LTA) on the **Bus Service Enhancement Programme (BSEP)**, which aimed to increase the number of buses on the road, so as to improve bus network capacity and minimise overcrowding during peak periods.



To ensure that the enhancement in bus services will truly benefit residents, the grassroots reached out to residents across Singapore through different engagement platforms, where they gathered feedback and learned about the issues faced by residents in terms of transport and how the BSEP will be able to help resolve their transport needs.



Deputy Prime Minister Teo Chee Hean, together with Senior Minister of State Josephine Teo, and other grassroots Advisers, engage residents on their transport needs. GRLs organised various engagement sessions so as to listen and understand the transport needs of the residents.



Residents and GRLs trying out a new bus service brought about by BSEP



COMMUNICATING SIMPLY

Residents may find details of Government policies difficult to understand. That is why when communicating policies to residents, PA and the grassroots explored different ways that can help explain the policies in a simpler way to help residents better understand how they can benefit from them.



A short 1-minute video was produced by PA to help residents better understand the Pioneer Generation Package in a simple and light-hearted manner.

Policies Made Simple

Every Singaporean A Valued Pioneer of their Generation

More help for every Singaporean to reach their Full Potential

Creating more paths to success
Brighter future for Polytechnic and ITE graduates
More opportunities for career advancement

I now have more confidence to chase my dreams and be a valuable member of society

Giving you more peace of mind for Retirement

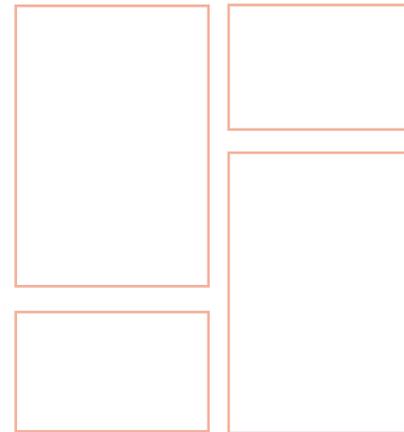
Lease Buyback scheme now for 3 and 4 room HDB flats
New Silver Support bonus for elderly poor
New Option for Partial Lump-sum CPF withdrawal at 65
MediShield Life for subsidised healthcare
CPF Life for safe, steady stream of retirement income

A happy retirement means saving responsibly on top of governmental help

Government agencies Working Closer Together for you

One-stop Municipal Services Office to coordinate government agencies for better service delivery to residents

I can also do my part to make my neighbourhood a better place to live in



Infographics such as the above on the National Day Rally were produced by PA to help residents understand the important points and issues raised



Residents were educated and entertained at the same time with getai performances, exciting quizzes, games and skits to help residents learn about the Pioneer Generation Package.

COMMUNICATING WIDELY

To ensure that essential Government policies and schemes are explained to as many residents as possible, the GRLs organise various communication touchpoints to engage residents. These include events such as chit-chat sessions at void decks, block parties and even kopitiam, and are mostly informal sessions to encourage more in-depth sharing from residents.



Sharing @Void Decks

Sharing sessions held at void decks are popular among residents. The convenient location and familiar faces of their neighbours make these sessions informal and relaxed, making the sessions more engaging and fruitful.



Sharing in different languages

When needed, GRLs will also organise sharing sessions conducted in other languages to reach out to more residents.



Minister Lawrence Wong sharing with Tamil-speaking residents about the PG Package at a dialogue session organised by the Boon Lay Indian Activity Executive Committee.



Minister Masagos Zulkifli interacting with GRLs who are trained to explain the PG Package in Chinese.



Residents asking questions at a PG Package Dialogue held in Malay.

COMMUNICATING PERSONALLY

Besides dialogues and chit-chat sessions, the grassroots also visit residents at their homes to personally share and explain to them important Government schemes and policies. This is particularly useful for non-ambulant residents or those with queries to their individual situations. In this way, the grassroots bridge the distance between Government and the people by explaining and clarifying Government schemes and policies, helping residents understand how they can benefit from them.



Grassroots Adviser Dr Maliki Osman interacting with residents at a private estate. Such regular engagement sessions are held to ensure that all residents, including those in private estates, understand how they can benefit from Government policies.

Door to door visits

GRLs and grassroots Advisers visit residents at their homes to share with them important Government policies and schemes to ensure that the residents understand and can make good use of the schemes.



Hello





Hello



PEOPLE'S ASSOCIATION BOARD OF MANAGEMENT



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Lee Hsien Loong

Prime Minister



Deputy Chairman

Lim Swee Say

Minister, Prime Minister's Office



Secretary-Treasurer

Ang Hak Seng, BBM

Chief Executive Director,
People's Association



Member

Grace Fu Hai Yien

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Second Minister for Environment
and Water Resources; and
Second Minister for Foreign Affairs



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NTUC Central Committee
General Secretary
Singapore Teachers' Union



Member

**Timothy James De Souza,
PPA, BBM**

Trustee
The Eurasian Association,
Singapore

AS AT 31 MARCH 2015



Member

Lawrence Wong

Minister for Culture, Community and Youth; and Second Minister for Communications & Information



Member

Masagos Zulkifli

Senior Minister of State for Home Affairs; and Senior Minister of State for Foreign Affairs



Member

Dr Janil PuthuchearyGrassroots Adviser to Pasir Ris-Punggol GRC
Grassroots Organisations

Member

Abdullah Shafie Bin Mohamed Sidik, BBMPresident
Singapore Silat Federation

Member

Ng Yoke WengMember of Tournament
Sub-Committee
Singapore Badminton Association

Member

Dr Ernest Kan Yaw Kiong, PBMMember
Institute of Singapore Chartered
Accountants

FY 2014 PA CONSOLIDATED FINANCIAL HIGHLIGHTS

Consolidated Statement of Comprehensive Income

During the year, the People's Association (the "Association") recorded expenditure of \$672 million, which was mainly funded by grants received from the Government of \$472 million and operating income of \$189 million.

	FY 2014 \$'m	FY 2013 \$'m
Operating income	189	178
Other miscellaneous gains - net	36	14
Less Expenditure	(672)	(639)
Deficit from operations	(447)	(447)
Grants from the Government	472	540
Amortisation of deferred capital grants	29	34
Total comprehensive income for the year	54	127

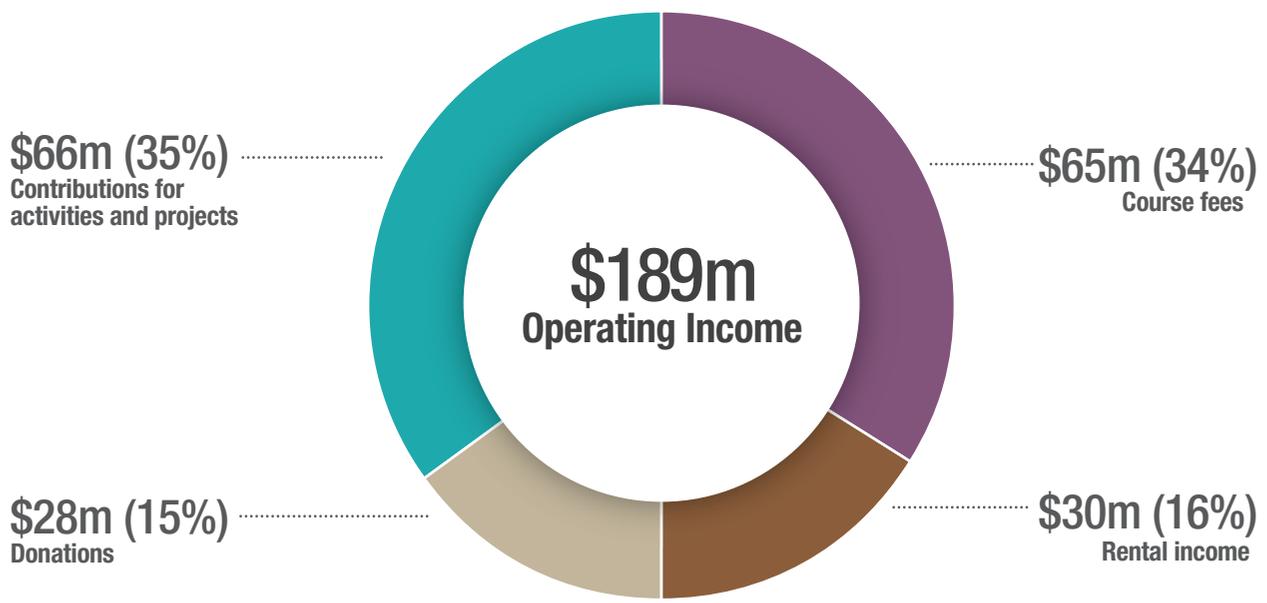
Consolidated Statement of Financial Position

	FY 2014 \$'m	FY 2013 \$'m
Capital	381	182
Accumulated surplus	668*	720
Total equity	1,049	902
Non-current assets	514	445
Current assets	1,023	904
Current liabilities	(226)	(151)
Non-current liabilities	(262)	(296)
Net assets of the Association	1,049	902

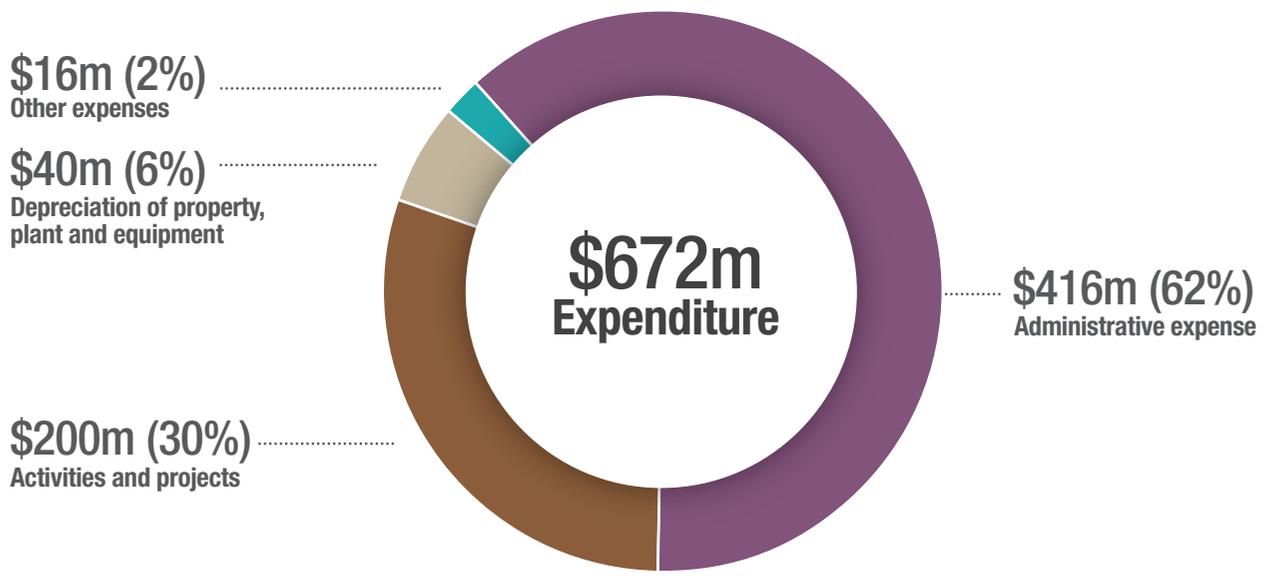
* The Association transferred National Youth Council, which includes the National Youth Fund, and Outward Bound Singapore to the Ministry of Culture, Community and Youth on 1 January 2015.

FY 2014 PA CONSOLIDATED FINANCIAL HIGHLIGHTS

FY 2014 Operating Income



FY 2014 Expenditure



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