

EXPANDING  
NETWORKS  
DEEPENING  
ENGAGEMENT  
THE PEOPLE'S ASSOCIATION

ANNUAL  
REPORT  
20<sup>17</sup>/<sub>18</sub>



EXPANDING  
NETWORKS  
DEEPENING  
ENGAGEMENT

PEOPLE'S ASSOCIATION ANNUAL REPORT FY2017/18

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THIS REPORT COVERS THE PERIOD FROM 1 APRIL 2017 TO 31 MARCH 2018.

# PEOPLE'S ASSOCIATION CHAIRMAN'S MESSAGE



## Lee Hsien Loong

Prime Minister  
Chairman, People's Association



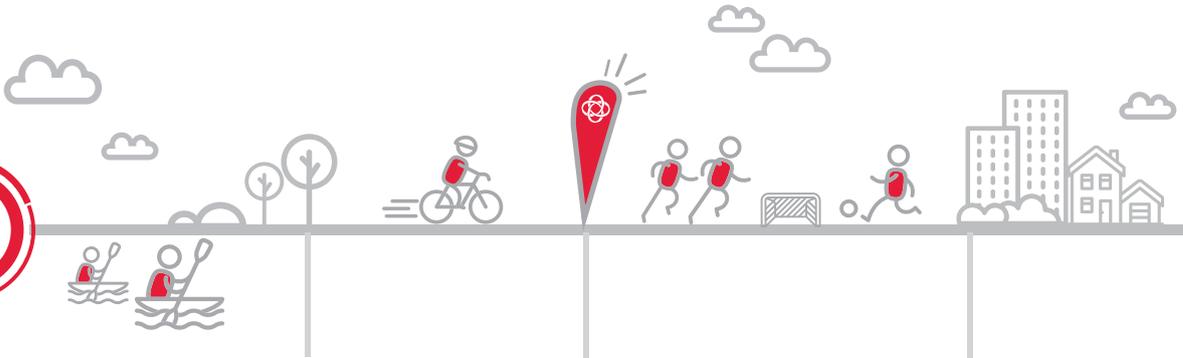
The People's Association (PA) was established in 1960 to bring different communities together, build social cohesion, cultivate racial harmony and strengthen trust between the Government and the people.

Nearly 60 years later, this mission is more important than ever. As a small and open nation-state, Singapore is vulnerable to external forces. Our society relies on the global economy, but is also vulnerable to its vagaries. People worry about the impact on their livelihoods from rapid advances in technology. Our social compact is under stress from shifts in sociocultural norms, an ageing population, and a more diverse society.

To remain effective, PA will develop new techniques to engage different segments of society, and strengthen social cohesion and trust. Together with the grassroots movement, we will engage new partners even as we deepen relationships with residents and existing partners, including non-grassroots networks and communities. Together, we will help keep the Government close to the people, and in touch with their aspirations, concerns and sentiments.

I thank our grassroots leaders, volunteers and community partners for your selfless dedication and commitment to PA's mission. Together with our fellow Singaporeans, let us continue to build a harmonious and united Singapore.





“To remain effective, PA will develop new techniques to engage different segments of society, and strengthen social cohesion and trust.”



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# REACHING OUT AND DEEPENING RELATIONSHIPS

As the People's Association (PA) and the grassroots movement continue to bring residents together and connect them through community activities, we also create opportunities to deepen relationships among neighbours.

The grassroots movement led the Embracing PArthood Movement because we understand that new parents may face challenges bringing up their children. So, we created platforms for community partners, government agencies and families in the neighbourhood to support new parents by celebrating the birth of new Singaporean babies within the community. School-leaving youths who need help in career planning could look to PA as we enabled them to kick off their career confidently. In turn, they did their part by giving back to the less fortunate and vulnerable through various projects in the community.

We continue to build a deep and collective spirit of helping each other to succeed, with deeper engagement through our Indian and Malay Activity Executive Committees, and our women volunteers who went beyond the call of duty to serve the community.

Forging deeper bonds within the community and staying connected – only then can we keep the “kampong spirit” alive.



PA serves PMETs through initiatives that help them in achieving their aspirations. PA held the ground-breaking of its second specialist Community Club (CC), **imPact @ Hong Lim Green** - a new one-stop fitness and lifestyle club that will offer an array of specialised programmes that will appeal to PMETs – on 27 August 2017.



PA partnered the National Trades Union Congress (NTUC) to form a career support initiative, **Todo Todo**, launched on 30 April 2017, reaching out to PMETs and fresh graduates to offer a strong network of industry professionals and businesses from different sectors to support the career programmes.

Similarly, **MySkillsFuture.sg portal** was launched on 29 October 2017, to guide young Singaporeans in charting their learning and career paths with offline support in the form of the SkillsFuture Advice workshops held at community venues such as CCs and Residents' Committee (RC) centres by SkillsFuture SG and the five CDCs.



Youths did their part for the community as they participated in projects as part of PA Youth Movement (PAYM)'s **PAYM Loves Red Campaign and Community YOUthCare Festival**. About 65,000 youths participated in over 70 youth-driven community projects. They helped the elderly and needy residents refurbish their homes and ran food collection and distribution drives, amongst other projects.



PA believes in engaging youths at a deeper level to do more for the community together. The inaugural **Youth Executive Committees (YECs) Networking Session with Friends** was held on 21 October 2017, and PAYM brought 102 YECs and 42 youth groups together.



Initiatives such as **FABulous Creations @ Chua Chu Kang** organised by Chua Chu Kang GROs and supported by PA's Project We Care – FABulous Workgroup help keep youths-at-risk off the streets through culinary art. The initiatives build up their confidence and self-esteem and in turn, they gave back to the community by whipping up delicious meals for the elderly on 11 November 2017.



The **Embracing Parenthood Movement**, launched on 8 April 2017 was a community effort that supported the Government's effort to work towards a society where marriage and parenthood are achievable and celebrated. Young families could mingle while community partners could engage parents to share information on parenting and family bonding through neighbourhood activities. Babies born in 2016 were given a commemorative "PAssion Baby" Card, personalised with a family photo, as well as a curated Play.Bond.Grow gift.

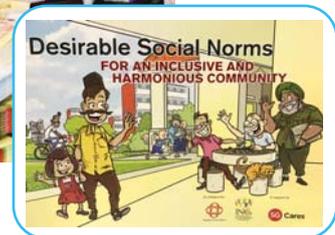


PA's **Women's Executive Committees (WECs)** celebrated their 50th anniversary on 6 May 2017 by launching "**50 Years of Sugar, Spice and Selfless Sacrifice**" which captured the key milestones of WECs over the decades and heart-warming stories of how members enriched the lives of women and others in the community. Women also waged war against diabetes in the first-ever PA "Women's Health Carnival – WIN Against Diabetes" on 2 April 2017. Fifty recipes of different cuisines were shared in the hope of inspiring women and their families to eat and live healthily.

PA's Malay Activity Executive Committees Council (MESRA) launched the **PA SHIOK Series** on 20 January 2018, offering exciting classes and lifestyle programmes, so that residents from all walks of life could interact and get to know each other better.



PA's **Malay Activity Executive Committees (MAECs)** as well as the **Indian Activity Executive Committees (IAECs)** celebrated **40 years** of promoting cohesion within the community and racial harmony with the wider Singapore community on 30 July 2017 and 6 January 2018 respectively. They fostered bonds within their community and built bridges with others, contributing to racial harmony and social cohesion.



To instill deeper appreciation of Singapore's diverse cultures, social norms and values, the **PA Integration Council** launched a Comic Guide illustrating the 30 Desirable Social Norms at Tampines Group Representation Constituency's (GRC) **One Community Fiesta 2017** on 23 September 2017.

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# COMING TOGETHER AS ONE, CARING FOR **OUR COMMUNITY**

As our world continues to change, the People's Association (PA) and the grassroots movement continue to adapt and respond to the changing needs of our residents.

In our quest to build a cohesive community, we seek and bring together diverse corporate partners and volunteer groups, and residents from both our public and private estates. Whether we are rallying residents to safeguard the peace, joining forces with other groups to help out within the community, or coming together to celebrate our diversity, we continue in our role of strengthening the community so as to contribute towards nation building.

Together, we work to serve the less fortunate and vulnerable. And build a better home for all.

**Project Sunshine**, launched on 29 October 2017 and **“Jalan with Your Buddy”** programme launched on 25 November 2017 helped to build an inclusive community. Both programmes saw Neighbourhood Committees (NCs) and Corporates sponsoring groceries, clothes and household items which residents in need could select. Such efforts create a more caring society and enhance the lives of the less fortunate.



The **SGSecure Pledge**, launched on 15 July 2017, urged residents to commit to safeguarding Singapore should an emergency strike our shores. The Pledge also identifies residents who are willing and able to work with our grassroots organisations during a crisis.



To meet the changing needs of younger residents, 240 **RC Thematic Corners** were set up in April 2017 to refresh and strengthen RC programmes. These Thematic Corners were decided based on feedback from residents during house visits by grassroots volunteers, providing families and neighbours with the relevant facilities, courses and space to encourage them to mingle and make friends.



**Chingay 2018** held on 23 and 24 February 2018 attracted about 200,000 spectators. Audiences were dazzled by more than 6,500 local and overseas performers at **"Cultural Funtasy"**, in a highlight of our rich multi-ethnic and cosmopolitan culture. The parade travelled an extended 1.5km route down to the River Hongbao celebrations for the first time which culminated with a free street carnival.

We constantly review our programmes to reach out to a more diverse population. In an increasingly ageing society, we do our part to promote active lifestyles for active agers. Active agers can participate in a broader suite of water sports and lifestyle activities through **Silver WaVe**. We also look after their mental well-being by addressing their concerns and enabling our seniors as Singapore progressed towards Smart Nation. The PA Senior Academy rolled out a new **"Certificate in Seniors for Smart Nation"** programme from November 2017 where they could pick up simple coding skills.



LandArts @ Bishan-Ang Mo Kio Park, kick-started **PA PassionArts Festival 2017**, held from 1 July to 9 August 2017 and brought together residents and artists who co-created LandArts.

Residents enjoyed over 500 art activities and programmes island-wide, including visual art displays and performing arts. The Festival brought quality, fun and participative community art to all members of the public.





More than 40,000 residents from all walks of life learned more about racial and social harmony, through the wide array of activities and sports offered at the second edition of the **Community Sports Day** on 23 July 2017, organised by the PA Community Sports Club (CSC) Council. Residents made many new friends and spent meaningful time together.



**Singapore Community Games (SCG)** kicked off at Keat Hong CC and lasted from 11 March to 13 May 2018. The sixth edition of the multi-sport competition brought sports to the heart of the community and connected residents of different ages and races through a shared passion for sport. SCG 2018 encouraged social mixing by expanding its outreach to corporations and Voluntary Welfare Organisations (VWOs).



To show our appreciation to our national servicemen and to commemorate 50th anniversary of National Service, PA Grassroots Organisations (GROs) rallied the community and organised 52 appreciation ceremonies from 9 April 2017. In line with **NS50** theme "From My Generation to Yours", national servicemen, including father-and-son pairs were invited to the appreciation ceremonies to receive their NS50 Recognition Package.

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# LISTENING, RESPONDING, ASSURING

Building a strong community and cohesive nation requires regular two-way communication between the people and the Government. With a network of 1,800 Grassroots Organisations (GROs) managed by volunteers, the People's Association (PA) lends a listening ear to the needs and interests of residents.

We hold candid conversations with grassroots volunteers and residents, communicating policies more simply, widely and personally, so that residents can be assured about the intent of Government policies and how best they can benefit. In turn, our grassroots volunteers reflect the voice of the people, offering fresh perspectives and insights, making for a more responsive Government.

As the bridge between the Government and the people, we organised many post-National Day Rally dialogues with grassroots leaders and residents on topics ranging from diabetes to Smart Nation. PA's Malay Activity Executive Committees Council (MESRA) and its MAECs as well as our Indian Activity Executive Committees Council (Narpani Pearavai) and its IAECs conducted dialogue sessions with the Malay/Muslim and Indian Community leaders to discuss the **PM's National Day Rally** and the impact on their communities.





PA jointly organised **Kapi Talks** with the Ministry of Manpower and Workforce Singapore and with the Housing & Development Board to heighten awareness of the importance of re-skilling for lifelong employability and on the affordability of housing and housing policies and processes respectively.



Five **Post-Budget Dialogues** were organised by the Malay Activity Executive Committees Council (MESRA) in March 2018. These decentralised and smaller scale sessions enabled 550 Malay grassroots volunteers from MESRA and other grassroots organisations to share opinions and feedback on Budget 2018.



Grassroots volunteers in **Communications Workgroup** helped lead resident-centric approaches of sharing policy information with relevant groups of residents. These efforts helped to ensure that residents were aware of the intent of Government policies and knew where to get help should they require it.

Singapore's oldest CC, **Tiong Bahru CC**, reopened on 23 July 2017 after it was rejuvenated to better meet the lifestyle needs of the community. The iconic red brick building facade and the two former air raid shelters were retained, following calls from residents to preserve them.



**Our Tampines Hub**, Singapore's largest integrated community and lifestyle hub officially opened on 6 August 2017, with 12 government agencies under one roof to serve the needs of residents.



Residents in Leng Kee asked for more space and to be able to take up classes such as cooking and arts & craft. So, the upgraded **Leng Kee CC**, which reopened on 7 October 2017, had a new culinary studio, sky garden, sheltered basketball court and more classrooms.



The upgraded **West Coast CC** reopened on 18 November 2017, with improved facilities and programmes for young families and youth. Residents can enjoy a sheltered basketball court, a mini-theatre and even two new link-bridges that connect the CC to the West Coast Hawker Centre and West Coast Plaza.

**Heartbeat @ Bedok**, conveniently located at Bedok Town Centre, was officially opened on 4 February 2018. It co-locates under one roof other community facilities such as Bedok Public Library, Bedok Polyclinic and a Senior Care Centre to offer greater convenience to residents.



PEOPLE'S ASSOCIATION

# BOARD OF MANAGEMENT

AS AT 31 MARCH 2018

## CHAIRMAN



**Lee Hsien Loong**  
Prime Minister

## DEPUTY CHAIRMAN



**Chan Chun Sing**  
Minister for Trade and Industry

## SECRETARY-TREASURER



**Desmond Tan Kok Ming**  
Chief Executive Director  
People's Association

## MEMBERS



**Grace Fu Hai Yien**  
Minister for Culture,  
Community and Youth



**Masagos Zulkifli**  
Minister for Environment  
and Water Resources



**Dr Janil Puthuchery**  
Senior Minister of State,  
Ministry of Transport &  
Ministry of Communications  
and Information



**Sam Tan Chin Siong**  
Minister of State,  
Ministry of Foreign Affairs &  
Ministry of Social and Family  
Development



**Eric Low Siak Meng,  
JP, BBM (L)**  
Managing Director  
Generic Consulting Pte Ltd



**Wong Yew Meng, BBM**  
Retired Audit Partner  
PricewaterhouseCoopers,  
Singapore



**K. Thanaletchimi**  
President  
Healthcare Services  
Employees' Union



**Timothy James De Souza,  
PJJ, BBM, PPA (P)**  
Trustee  
The Eurasian Association,  
Singapore



**Eddie Lee Choy Peng,  
JP, BBM (L)**  
President  
National University of  
Singapore Society



**Ng Yoke Weng**  
Member of Tournament  
Sub-Committee  
Singapore Badminton  
Association



**Jeyaraj Benjamin William**  
Secretary General  
Singapore Red Cross Society

## FY 2017 PA CONSOLIDATED

# FINANCIAL HIGHLIGHTS

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

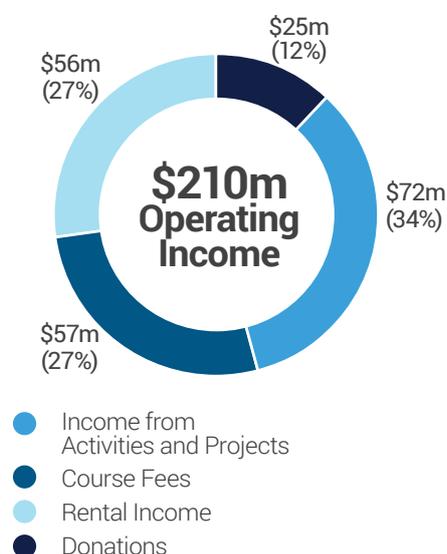
During the year, the People's Association (the "Association") recorded expenditure of \$792 million, which was mainly funded by grants received from the Government of \$583 million and operating income of \$210 million.

	FY 2017 \$'m	FY 2016 \$'m
Operating income	210	208
Other miscellaneous gains - net	41	44
Less Expenditure	(792)	(773)
<b>Deficit from operations</b>	<b>(541)</b>	<b>(521)</b>
Grants from the Government	583	610
Amortisation of deferred capital grants	24	25
<b>Total comprehensive income for the year</b>	<b>66</b>	<b>114</b>

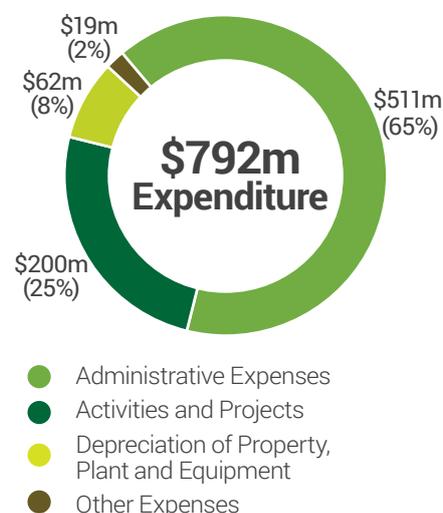
### CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	FY 2017 \$'m	FY 2016 \$'m
Capital	1,279	1,060
Accumulated surplus	942	876
<b>Total equity</b>	<b>2,221</b>	<b>1,936</b>
Non-current assets	1,093	985
Current assets	1,659	1,490
Current liabilities	(315)	(309)
Non-current liabilities	(216)	(230)
<b>Net assets of the Association</b>	<b>2,221</b>	<b>1,936</b>

### FY 2017 OPERATING INCOME



### FY 2017 EXPENDITURE





**People's Association**

PEOPLE'S ASSOCIATION  
9 KING GEORGE'S AVENUE SINGAPORE 208581

[WWW.PA.GOV.SG](http://WWW.PA.GOV.SG)