

<b>Headline</b>	Speak Good English Movement targets service industry workers		
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SINGAPORE: Workers in the service industry make up 70 percent of all workers in Singapore and they are the target of the **Speak Good English Movement** this year.

Acting Manpower Minister Ng Eng Hen launched the campaign at the Arts House this week.

The interactive drama and story-telling activities lined up for this year's movement make the point that English can be used well both for work, as well as play.

The **Speak Good English Movement** is into its fifth year of encouraging Singaporeans to speak well to be understood.

This year, it aims to encourage working adults, people in positions of influence, parents and teachers to serve as positive role models to speak good English to those around them.

"What we would like to do is to remind Singaporeans that if they speak well, it actually does improve their employability," said chairman David Wong.

"For adults who work in the service industry, it's very important to be able to speak well with your customer, to be able to communicate with a smile, to speak clearly; it creates a much better relationship with your customer," he said.

The movement also partners organisations and key agencies in training workshop initiatives to improve the English language proficiency of all their teachers. This year, a new programme called FLOW, or Functional Literacy For Our Workers, has been initiated by the Workforce Development Agency.

"FLOW is really targeted at the segment of the workforce that has little or no English language literacy and they need this English language to operate some of the machinery and also to do their work," said Dr Yim-Teo Tien Hua, director of national programmes, Workforce Development Agency. - CNA.

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