

Fact Sheet 2005

Quick facts on the Speak Good English Movement 2005

Objective

To encourage Singaporeans to come forward to play a leading role in helping others be more confident in the use of proper English so as to be better understood.

Target Audience

1. **Parents and Teachers** - as good English role models for children and students
2. Those in "Leadership" Positions – "**leaders**" in **organisations** (managers and supervisors from the human resource, staff training, and corporate communications departments in corporations) who can set good examples and work practices on good English that can be passed on to their colleagues
3. **Frontline Staff** – staff who have "face-to-face" dealings with customers. These include frontline staff from the hotel, retail and tourism industries. Such workers must make a conscious effort to speak good English so as to project a positive and professional image of themselves and their organisation
4. **Youth** - youth respond better to their peers. Thus, peer support from youths who speak good English is a good influence for the young

About the Speak Good English Movement

The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to:

1. Ensure Singaporeans recognise the importance of speaking Standard English
2. Encourage Singaporeans to speak Standard English

Starting from 2003, the Movement has kicked off annually with a launch followed by year-long programmes and activities, and has succeeded in raising awareness among Singaporeans that speaking good English matters in their work and personal lives.