



SPEECH BY MR GOH ECK KHENG, CHAIRMAN, SPEAK GOOD ENGLISH MOVEMENT, AT THE LAUNCH OF THE SPEAK GOOD ENGLISH MOVEMENT 2010, 7 SEPTEMBER 2010, 4 PM AT XIN FOOD COURT.

Good afternoon

Minister Vivian Balakrishnan

Speak Good English Movement Committee Members and Partners

Ladies and Gentlemen

Welcome to this year's launch of the Speak Good English Movement.

1. The Speak Good English Movement encourages everyone living in Singapore to use good English as it is our working and common language.
2. This year's tagline for the Movement is: Get It Right!
3. For those who are trying to improve, "Get It Right!" is a motto to remind us that whenever we use English, we should try to use it correctly.
4. For those who are already proficient in English, the tagline is a call to collectively and consciously raise the standard of English in Singapore.
5. Each year, the Speak Good English Movement works with our growing number of partners to provide programmes and opportunities for those who wish to improve their English. Let me highlight just a few:
7. STOMP will launch an Everyday English Worksheet for members of the public to find out their level of English proficiency and help improve their English.
8. RazorTV will be producing "Street Speak", a video series that highlights common problems Singaporeans face when using English.

9. *mypaper* will start a series which profiles young executives whose good command of English has helped them excel in their careers and personal lives.

10. The School Invasion Tour kicks off in January 2011. Homegrown bands, including West Grand Boulevard – who will perform later – will share how good English has helped them bring their songs to a wider audience.

11. The Institute of Technical Education will be compiling an English phrase-book for preschool teachers.

12. Banquet, Kopitiam and Ya Kun have all agreed to put up Speak Good English stickers, posters and banners in their premises.

13. We are thankful for everyone's support.

14. This year, the Speak Good English Movement has created an activist kit to promote good English.

15. A key item in the kit is the "Get It Right" sticky-note pad. Use these sticky notes to correct poor written English. Write the correct expressions on these sticky notes. Paste them on errors so that others may become aware of the mistakes and take action to correct them.

16. You can find a series of "Get It Right" notebooks in the kit. Give these attractive notebooks away to promote good English. You can also use them to jot down the mistakes that you spot and send them to English As It Is Broken at STOMP. There are eight notebooks, each with a specially-designed cover. I would like to thank the seven Singaporean artists who gave of their time and talent for this project.

17. The kit also includes posters and stickers that express common phrases in Standard English. We ask that you put these up in offices, schools or even on toilet doors.



18. Right now, Speak Good English Activists are putting up Get It Right sticky notes at strategic places around Singapore. Over the next few days, we will be giving out notebooks and stickers too. We aim to literally create a good English environment.

19. All of you will be receiving an activist kit this evening. I encourage you to start using it tonight, and in your places of work – especially office canteens – starting tomorrow morning. For those who want extra posters and materials, please approach the people at the reception desk.

20. The Speak Good English Movement cannot improve the standard of English on our own. We need the support of everyone who speaks English well to be role models. We need you to broaden the environment where Standard English is used in our daily lives. With your support, we can make headway in getting more Singaporeans to express themselves in Standard English.

Thank you.