

# **DETAILS OF PARTNER PROGRAMMES**



## **WORKSHOPS AT THE LIBRARIES**

Ascend, The English Professionals, has been in collaboration with the Speak Good English Movement since January 2011.

Ascend has conducted various English workshops in libraries across the island to adults. At the workshops, Ascend teachers covered topics on various grammar skills that students enjoyed tremendously.

In 2013, Ascend is looking forward to conducting more English workshops around the island, with a focus on working adults.

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## **ASCEND EDUCATION CENTRE**

Ascend – *The English Professionals* - located in the heart of the Central Business District in Singapore.

Since 2004 Ascend has been providing high quality Full-Time & Part-Time English certificate courses to adults in small interactive classes of no more than 15 students. All the courses are delivered by professionally qualified teachers.

Ascend also provides private tuition packages for students and customised training courses for companies to meet their needs.

### **BRINGING THE MOVEMENT'S MESSAGES TO THE HAWKER CENTRES**

The National Environment Agency (NEA) was instrumental in helping the Speak Good English Movement bring its messages to the hawker centres.

Building on their close contact with the hawkers, the Movement's representatives were able to speak to hawkers and convince them to come onboard on a very special initiative.

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### **NATIONAL ENVIRONMENT AGENCY**

Formed on 1 July 2002, the National Environment Agency (NEA) is the leading public organization responsible for improving and sustaining a clean and green environment in Singapore. The NEA develops and spearheads environmental initiatives and programmes through its partnership with the People, Public and Private sectors. It is committed to motivating every individual to take up environmental ownership and to care for the environment as a way of life.

By protecting Singapore's resources from pollution, maintaining a high level of public health and providing timely meteorological information, the NEA endeavours to ensure sustainable development and a quality living environment for present and future generations.

### **ABOUT BRITISH COUNCIL**

Established for 65 years, the British Council (Singapore) has played a fundamental role in the development of English as one of the primary languages used in our society today. A firm grasp of the language is essential for the appreciation of beautiful works of fiction, poetry, and drama. Mastery of English also allows one to gain a competitive edge in his or her business and professional career, and not forgetting, it is a global language that transcends all continents, races, ages and gender.

This is the reason why the British Council has been proud to have been a long-established partner of the Speak Good English Movement, in more ways than one.

### **SELF-ASSESSMENT TEST AND SERIES OF WORKSHOPS FOR WORKING ADULTS**

This year, our English teachers are producing a new Self-assessment Test that helps working adults assess their grammatical and vocabulary levels so they can better understand the areas where their competencies and weaknesses lie in. The British Council will also conduct a series of workshops in September that will guide working adults on the use of English.

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Teacher Development Centre (TDC) of the British Council (Singapore) also partners the Speak Good English Movement for the Inspiring Teacher of English Award. Every year, our professional Teacher Trainers form part of an observation and interviewing panel with ELIS Master Teachers that assesses the nominees for this prestigious award. The trainers look at the nominees' teaching approaches, their experience and notable achievements, such as how they weave new teaching methods into their lessons to make the learning journey a more exciting one for their students. The TDC has been training teachers in Singapore since 1968 and is currently involved in the Whole School Approach to Effective Communication initiative.

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### **BRITISH COUNCIL**

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. In Singapore, the work of the British Council includes teaching English to [adults](#) and [young learners](#); [teacher](#) and [corporate](#) training; [IELTS and other Exams](#); providing the latest information about [studying in the UK](#); promoting British education and training; and demonstrating the innovation, creativity and excellence of [British arts, literature and design](#). We are a non-political organisation which operates at arm's length from government. For more information, please visit: [www.britishcouncil.org.sg](http://www.britishcouncil.org.sg)



### **MOO-O**

EyePower Games, with its flagship product, Moo-O and its school partner, CHIJ Our Lady of Good Counsel (OLGC), will be joining the Speak Good English Movement to promote good reading skills by co-organizing the inaugural Moo-O Awards on 9<sup>th</sup> September 2013.

### **Moo-O**

Moo-O (pronounced as "Moo-OH") which means "puppet" in Mandarin is the world's first immersive digital storybook that engages readers by immersing them in the stories where they assume roles as protagonists, enact the story and personalise and re-create the story in the process. With such a level of participation from readers, the stories come alive. Moo-O has won the acclaim of teachers from countries such as Australia, Canada, New Zealand, Singapore and the United States. This year, EyePower Games and CHIJ OLGC will co-organize the inaugural Moo-O Awards to give recognition to students who demonstrate excellent reading skills in the Moo-O videos they create.

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### **EYEPOWER GAMES COMPANY**

EyePower Games aspires to create a truly participative and collaborative technology platform that can be harnessed to enable users to experience media-enriched immersive environments that enhance learning and collaboration. Capitalising on its unique imaging technology, it produces NewsMaker and Moo-O - targeted strategically for use in the teaching of language arts and language across the curriculum - that have won awards in United States for being outstanding educational software. EyePower Games continues to create impact in the educational software industry through its innovative partnerships of video technology with innovative educational software design that empowers learners of the 21st century.

# Language Works



## THE BASICS OF ENGLISH WORKSHOPS AT THE LIBRARIES

Language Works is an integrated language training provider, offering tailored training courses and workshops in the areas of Business English, Communication, Sales, and Customer Service. Our aim is to create positive change in relationships wherever people go.

This year, in line with our efforts to bring writing workshops with the **Speak Good English Movement** to the public, we have plans to present a series of 3 workshops titled **Wordsmiths I, II, and III**. We are also pleased to be campaigning under the banner that ***language has no boundaries***. These workshops would cover various topics from *informal to formal language transition* – from broken to proper English for writing, *subjects and verbs in sentences*, to the use of *adjectives and structure*. For the participants, there would be emphasis on common writing errors and fun through writing.

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## LANGUAGE WORKS

**Language Works** has been operating successfully for over four years under the management of Petrisha Sun. With over 12 years of experience contributing to various organisations, Sun's commitment has seen the company grow into a boutique training centre, with students ranging from head sommeliers to high-level executives from Asia and Europe.

**Language Works** – We believe language has no boundaries.

Don't let language hold you back from your dreams and career ambitions!



### **WEEKLY TIPS ON MINDEF'S INTRANET**

In April, the Speak Good English Movement piloted a project with MINDEF. This involved publishing a series of weekly tips on the staff intranet, which proved to be a visible and effective platform for sending bite-sized tips.

The tips include common errors including:

- "With regards to" vs "with regard to"
- "Can I say please revert to me?"

Thus far, the tips have sparked a spirited discussion, with comments in support of this initiative and some staff requesting for tips on other common errors.

The Movement has plans to roll out this initiative to the rest of the ministries, statutory boards and interested private companies.

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### **MINISTRY OF DEFENCE**

The mission of MINDEF and the Singapore Armed Forces is to enhance Singapore's peace and security through deterrence and diplomacy, and should these fail, to secure a swift and decisive victory over the aggressor.



Ministry of Education  
SINGAPORE



The Ministry of Education (MOE) continues to work with all schools to continually develop the quality of English among our young and is committed to a longstanding partnership with the Speak Good English Movement.

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Inspiring Teacher of English Award recognises and rewards outstanding and inspiring teachers of English in our schools. This is organised by the Speak Good English Movement and The Straits Times with the support of MOE.

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### **MINISTRY OF EDUCATION**

The Ministry of Education directs the formulation and implementation of education policies. It has control of the development and administration of the Government and Government-aided primary schools, secondary schools, junior colleges, and a centralised institute. It also registers private schools. More information on the MOE can be found on [www.moe.gov.sg](http://www.moe.gov.sg).



## **PATHFINDER**

In support of the Speak Good English Movement, Public Libraries Singapore has created a Speak Good English Movement Pathfinder for young working adults.

The Speak Good English Movement Pathfinder contains various resources you can find in the library that can help you improve your English. Comprising a range of book recommendations, the Pathfinder helps you discover resources that will help improve your English and express yourself better.

## **ENGLISH WORKSHOPS AT THE PUBLIC LIBRARIES**

The Public Libraries Singapore has also collaborated with the Speak Good English Movement and its partners in organising a series of workshops on how to improve your English in various public libraries across Singapore. More information on these workshops can be found on the Movement's website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg).

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## **NATIONAL LIBRARY BOARD**

The National Library Board oversees both the National Library as well as the Public Libraries. By international convention, the functions of these two kinds of libraries are distinct and well-differentiated.

The NLB's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 1 community children's library and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant.

The Public Libraries Singapore (PLS) provides a professional and engaging public library service to Singaporeans in their pursuit of lifelong learning and discovery through the network of 22 Public Libraries (including three regional libraries) located conveniently across Singapore. More information on PLS can be found on [www.pl.sg](http://www.pl.sg)

## **E-LEARNING COURSES FOR WORKING ADULTS**

Young Working Adults face intense competition in today's workforce. To stand out from the rest, a young employee must be able to communicate effectively with good English, be it written or verbal. The use of good English is reflective of both the company's and the individual's image.

In support of the Speak Good English Movement, NLB Academy (NLBA) will be promoting the e-learn course "**Cite it Right to Avoid Plagiarism**", recommended for young working adults and tertiary students.

Through the interactive learning activities, young working adults can acquire useful skills such as note-taking, paraphrasing, identifying main points of an article, as well as how to cite correctly to avoid plagiarism.

These techniques enable young employees to practise good English in the workplace by keeping communication concise, yet effective in getting their messages across. Being able to cite adds professional credibility and authority to one's work.

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## **NLB ACADEMY**

The NLB Academy (NLBA) is the training arm of the National Library Board, Singapore. It was set up as a learning academy in April 2005 to offer continuous learning and competencies development to NLB staff, and to instil independent information-seeking skills in our learners.

We have courses for students from Primary to Tertiary level, adults, educators and library professionals. We also partner with interested people and organisations in producing media literacy, info-literacy and library professional development programmes. More information is available at <http://www.nlba.sg>

## **POWER UP YOUR ENGLISH**

At Power 98FM, we feel that it is important for us to communicate well, because people tune in to us. The way we speak affects those who are listening. Our target audience of young adults and PMEBS are the people who will be influencers in their lives and in their social circles. In addition, as the only station that's piped into Army camps and SAFRA clubs, we want the NSFs and NS Men to be able to communicate well both on and off the field. And that's why we think it's so important to set a good example for them.

On Power 98FM, we are also doing some fun things to help raise the standard of English. The Power Breakfast Show has a daily segment called "Pass the Dickie" where Sonja Steinmetz & Hubert Tang help improve listeners' vocabulary by featuring new words every morning. Power 98FM will also introduce a new segment on the Lunch show with Elliott Danker called "Say It Right". Commonly mispronounced words will be featured in this segment with Elliott demonstrating the correct pronunciation.

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## **POWER 98FM**

### **Love Life. Love Music. The New Power 98FM**

Power 98FM for all the things you LOVE!

Love Life? Power 98FM offers you the best in Travel, Food, Movies, Sports and more! We're the TOP lifestyle radio station in Singapore!

Love Music? Power 98FM plays more of the music you love from the 90s till now.

Love Travel? Power 98FM is also the ONLY radio station in Singapore that sends you around the world on the BEST experiences every single month!

So if you love great music, new experiences & want to be in the know about the latest restaurants, & places to check out, this is the station for YOU!

Tune in to us online: [www.power98.com.sg](http://www.power98.com.sg). Download the Power 98FM App on App Store, available in iTunes and Google Play.



## **POSITIVE LANGUAGE FOR WORKING ADULTS**

This collaboration is focused on improving the use of English through positive language, or a positive way of communication and conversing with people, so as to elevate and enhance well-being. The tips are based on research from the field of Positive Psychology, which is the scientific study of what makes a flourishing life and how human beings can thrive and achieve self actualization. The target audience is working adults and the aim is to encourage them to focus on using a positive way of communication when interacting with others, so as to strengthen their relationship.

In particular, Positive Education proposes a series of workshops based on Gary Chapman's 5 Love Languages, as a way to encourage working adults to be attuned to their loved one's languages. Participants will learn the positive words needed to express their love.

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## **POSITIVE EDUCATION**

Positive Education is a company dedicated to members of the community and schools in the promotion of overall well-being. Through workshops, seminars and talks, Positive Education equips working adults, including teachers and parents, with research-based strategies to enrich their working lives and personal well-being.

### **Company founder**

The company is founded by Sha-En Yeo, a former teacher and guidance officer with the Ministry of Education. She is also the first Singaporean to receive the Masters of Applied Positive Psychology from the prestigious University of Pennsylvania. She is passionate about education and well-being and with Positive Education, hopes to use knowledge and practical application as the vehicles for empowering others to take charge of their own well-being. She is also mum to 4 year old Sherrie and applies her knowledge in raising and parenting her.

### **WORKSHOPS FOR WORKING PROFESSIONALS**

At the core of Quantico Copywriting's partnership with the Speak Good English movement is our belief in making great communication accessible to everyone. Our goal is to take good English into everyday spaces – in the office and in the home; at work and at play; in the parks and in the malls; and in digital spaces.

Our approach – the regularisation of good English – aims to make better communication instinctive and habitual, while retaining the distinct cultural ethos of everyday Singaporean communication. Our short-term goal with the Speak Good English Movement is to spark good English in professional settings everywhere by conducting public workshops in the heart of Singapore's communities. In the long term, we aim to expand our scope with even more innovative ways of making good English accessible, even aspirational, to all Singaporeans.

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### **QUANTICO COPYWRITING**

Quantico Copywriting is passionate about creating rich communication experiences. Quantico is a total services copywriting agency located in Singapore, providing web and traditional copywriting, editorial services, research, and creative direction to organisations who want to supercharge their communication.

We enjoy writing copy that fires up the imagination, and distills communication to its finest form across web, digital and print media. Quantico Copywriting's own brand of free public talks — we call it Qrowd — at the national libraries and community centers are our way of making great communication affordable and accessible to everyone in Singapore's communities. We love writing, and we're great at creating copy that expresses and impresses. At Quantico Copywriting, we're proud of our start-up culture. It keeps us grounded, and personalises our interactions with people.

## THE SPEAK GOOD ENGLISH MOVEMENT GOES TO RP

RP has proposed a series of campus programmes to rally students around the cause of speaking Standard English.

The programmes include:

- 1) "**SS**Saying it Right" online contests through which the RP community can win themselves Speak Good English Movement 2013 collaterals. The three "S"es in "SSSaying" are SPOT (the Mistake), SUGGEST (the Correction), SHARE (Good English).
- 2) Creating opportunities for food service diners to earn themselves the SGEM notebook by correctly responding to a short English quiz that sees them having to spot and correct misspelled words, malapropisms, and mangled grammar, among other things.
- 3) Use of RP-run eateries and the mass service canteens to promote the Movement's messages.
- 4) Display of the Movement's collaterals along with supporting exhibits on an internal ledge in the Library to promote the use of good English.
- 5) Bringing the Speak Good English message into the Effective Communication module taken by Year 1 students, and into the Language & Communication module taken by Polytechnic Foundation Programme students.

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## REPUBLIC POLYTECHNIC

The first educational institution in Singapore to leverage Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering thirty-seven diplomas in Infocomm, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Enterprise, and Communication.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, SS540, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

## **INSPIRING TEACHER OF ENGLISH AWARD**

The Straits Times, in partnership with the Speak Good English Movement, and with the support of the Ministry of Education, organises the Inspiring Teacher of English Award – the first national award for English teachers in Singapore schools.

Launched in 2008, the annual award honours teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better.

The award is open to all current English, English Literature and General Paper teachers from primary and secondary schools, junior colleges and centralised institutes. Winners of the award will be announced in October 2013 and up to ten teachers will receive the award.

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## **THE STRAITS TIMES**

The Straits Times, the English flagship daily of SPH, has been serving readers for more than a century. Launched on July 15, 1845, its comprehensive coverage of world news, East Asian news, Southeast Asian news, home news, sports news, financial news and lifestyle updates makes The Straits Times the most-read newspaper in Singapore.

The Straits Times also has an online presence at [www.straitstimes.com](http://www.straitstimes.com). The site features top stories, blogs and an online forum threads. Also under The Straits Times' umbrella are citizen journalism site Stomp and online television service RazorTV.

For more information, visit [www.straitstimes.com](http://www.straitstimes.com).



### **ENGLISH AS IT IS BROKEN**

In partnership with the Speak Good English Movement, STOMP runs the popular online column, English As It Is Broken – available at <http://english.stomp.com.sg>.

Carrying readers' queries on the English language and answers provided by an English Language Panel, English As It Is Broken is an entertaining and invaluable resource on English language usage in a local context.

STOMP and the Speak Good English Movement also launched the 'Say It Right' iPhone app in 2010. It allows users to listen to the correction pronunciation of words that are most commonly mispronounced by Singaporeans. It also lets users access content from the English As It Is Broken website directly on their mobile device.

As a result of its partnership with the Speak Good English Movement, STOMP has also published two books. English As It Is Broken and its second edition have each occupied the top spot in the non-fiction bestsellers lists for close to a year. The first book, launched in Aug 2007, has had more than 6 reprints. The second book topped the charts just 2 weeks after its Aug 2008 launch.

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### **STOMP**

STOMP (Straits Times Online Mobile Print) is Asia's leading and award-winning citizen journalism and social networking website. Set up by The Straits Times to engage with its readers online and offline, it has set new benchmarks for user-generated content and interaction with readers.





### **TEENS NETWORK CLUB ENGLISH MASTERS**

In 2007, as part of our 5<sup>th</sup> year anniversary celebrations, the Teens Network Club initiated and organised a series of educational events. Till date, the Teens Network Club has organised educational events in several subject areas, aimed at outreaching and engaging students from both primary and secondary school level in meaningful, challenging and education-related activities.

Since the inauguration of our Educational Series, this is the third time that we have organised the English Quiz “*Teens Network Club English Masters*”, with support from the National University of Singapore (NUS) Literary Society. This year, the quiz will be held for Upper Primary (Pri 5-6) and Lower Secondary (Sec 1-2) school students.

The objectives of the event are to:

- (a) Create an opportunity for students to learn and experience the English language in a fun and interactive environment thus, generating interest in the subject; and
- (b) Engage teenagers through the participation in interesting and challenging activities.

We would be using word games such as Crossword puzzles, Word Search and picture identification to make it a fun and memorable experience for the students. You may find out more about the event and Teens Network Club at [www.facebook.com/tnetclub](http://www.facebook.com/tnetclub)

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### **TEENS NETWORK (T-NET) CLUB**

The Teens Network (T-Net) Club, established in November 2002, aims to integrate fresh and new initiatives to meet the needs of teenagers, aged 11 to 16 years old, through a wide array of meaningful and refreshing activities such as community service projects, adventure and sports, arts and cultural and educational programmes. Different interest groups ranging from sports to performing arts and hobby crafts are available at the eight Teens Network Clubs located island wide. These various interest groups provide avenues for teenagers to pursue interest with fellow like-minded teenagers and, in the process, to develop their talents and passion. More importantly, Teens Network Club’s programmes and activities create common space for teenagers regardless of race, religion and educational background to foster friendships and create bonds.

### **HELPING STUDENTS GAIN CONFIDENCE TO USE THE ENGLISH LANGUAGE BEYOND THEIR STUDIES**

The English Channel (TEC) is partnering the Speak Good English Movement (SGEM) 2013 again to help further the movement's cause of encouraging better communication through the English language.

In conjunction with the launch of SGEM 2013 on 15th May 2013, TEC will start off with conducting a series of workshops during the June holidays to help needy students from community organisations such as Mendaki and SGEM student participants prepare for the new O Level syllabus.

Commenting on the importance of helping students for the O Level English exams, Ms Lorraine Tham, founder of The English Channel said, "The O Level English exam is the final key assessment for students before they move on to tertiary education. How well they perform affects their confidence and interest in using the language beyond their studies. Helping students do well in their O Level English exam gives them the confidence to use the language in their everyday lives, and the more they use the language, the better they will get at it".

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### **THE ENGLISH CHANNEL**

The English Channel is a Singapore-based education company that specialises in English Language training for foreign scholars and international students studying English as a second language. The company believes that language is the basis for meaningful communication and so our mission as English language specialists is to bridge cultures through the English language. The English Channel aims to nurture students who can think critically and use the English language to communicate meaningfully. TEC graduates top O and A Level students every year.

Founded by Lorraine Tham, an ex-MOE English Language teacher with over 10 years of experience as an educator, TEC was set up to allow her to pursue her vision of enabling people of different cultures and backgrounds to find a common ground through language. Lorraine is also one of the founding partners at School of Thought, an education-focused social enterprise.

For enquiries, please contact us via email [teacher@englishchannel.com.sg](mailto:teacher@englishchannel.com.sg)



## **NATIONAL STORY CHALLENGE**

The National Story Challenge is an original improvisational storytelling event created by The Theatre Practice. Introduced in June 2006 as part of our Street Play programme for the Singapore Arts Festival Fringe, Story Challenge received an overwhelming response from both audience and participants alike. Story Challenge was officially launched as a nationwide storytelling competition in 2007.

This competition is open to both English and Mandarin speakers in primary and secondary schools in Singapore and welcomes students from every age group, race and background. Armed with only the “common topic” and a “unique condition” given only a few minutes before they go on stage, participants are required to create a story and bring it to life on the spot! There are no prepared scripts and no safety nets – it is a no-holds-barred contest of creativity, imagination and expression!

Leading up to the annual competition in February/March, we also provide road shows and training workshops to schools as part of our 3-pronged approach to expose youths to the National Story Challenge.

Branching out from school campuses, Story Challenge road shows was part of the Chinese Theatre Festival 2011, and was also showcased in several community centres in 2012-2013, as part of our efforts to reach out to the general public. In 2012, we performed over 30 shows and 20 workshops, reaching over 20,000 students and members of the public from all over Singapore. We have also embarked upon teachers’ training for MOE, in order to equip teachers with basic skills encompassing improvisation, performance and the Story Challenge format.

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## **THE THEATRE PRACTICE**

Established in 1965 and slightly older than Singapore by more than a month, The Theatre Practice has etched out a pivotal and long-cherished spot in local theatre and cultural history. We have painstakingly ridden out the storms of the last half-century, found ourselves indebted to the staggering contributions of generations gone by, and emerged stronger than ever.

Through the years, The Theatre Practice has marched forward upon the strength of our bilingualism, while pursuing the ideals of “staying firmly rooted to the local, expanding our awareness of the world at large, seeking commonalities yet accepting differences, and embracing one and all in harmony”. We continually introduce classic gems, while also encouraging original creations; we strive to inject local flavour in our pieces, while also keeping ourselves open to the infinite possibilities in the global arena. From the very beginning,



The Theatre Practice has been a pioneer in Arts Education, bringing countless workshops and performances into schools, and nurturing several generations of Singaporeans.

Forging into the new century, The Theatre Practice awaits fresh beginnings and challenges. We will spare no effort in presenting highly acclaimed quality productions, and see no limits in exploring original, experimental works – as we aim to steadily build upon the foundations of Singapore theatre. Let us welcome the future in eager anticipation, for there is much to look forward to!



## **YMCA PLAIN ENGLISH SPEAKING AWARDS**

The YMCA Plain English Speaking Awards (PESA) is a programme organised by the YMCA of Singapore in partnership with the Ministry of Education, National Library Board and Speak Good English Movement. Open to all Pre-School, Primary, Secondary, Junior College / Centralised Institute / ITE / Polytechnic students, the annual YMCA PESA is a national level speech competition. “Plain English” is defined as spoken English that is simple and easily understood in terms of presentation and content. It involves the use of appropriate words to ensure that a speech is clear and concise in order for the audience to understand it clearly.

Objectives:

1. To promote public speaking in plain English as an important communication skill
2. To provide an avenue for students to sharpen their speaking skills and to build confidence in public speaking
3. To provide an opportunity for students to learn by observing proficient speakers

The first YMCA PESA was held in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition organised in the region with 221 contestants participating in this year’s competition. The quality of speeches and English Language standard of the participants have improved tremendously over recent years – a result of the high standards and stringent criteria set by the judging panel, with chief judges provided by the Ministry of Education.

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## **YOUNG MEN’S CHRISTIAN ASSOCIATION**

YMCA of Singapore is a voluntary welfare organisation which seeks to serve all members of the community, regardless of race, language or religion through wholesome programmes which are based on Christian principles. YMCA organises 17 structured and sustained YMCA-Tan Chin Tuan Community Service Programmes to enrich the lives of the beneficiaries from 34 partnering voluntary welfare organisations and self help groups. The beneficiaries include the intellectually, mentally and physically challenged, out-of-school youth and youth-at-risk, abused and underprivileged children, the visually and hearing impaired, the elderly and the poor. Some of the other programmes include the YMCA-Lim Kim San Volunteers Programme, overseas community service programmes, rebuilding programmes for disaster-hit communities and YMCA Financial Assistance & Capability for Employment Scheme.

YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008. The organisation also owns social enterprises, such as the YMCA International House, YMCA Child Development and Student Care Centres, YMCA School and YMCA Tertiary Education. [www.ymca.org.sg](http://www.ymca.org.sg)

Venue partners



Ya Kun Kaya Toast  
Coffee stall since 1944



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**Proud Sponsor:**

1. Puro Coffee Singapore

**Proud venue partners:**

1. 7KICKstart BREWiches
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