



PRESS RELEASE

'LIVE LIFE, BREATHE SPORTS' SPORTING CULTURE COMMITTEE RELEASES ITS RECOMMENDATIONS

The Sporting Culture Committee (SCC) released its report today, detailing 23 recommendations to catalyse the growth of an inclusive sporting community, groom our own sporting heroes to bring home international glory, and develop a dynamic sports industry that generates economic opportunities.

2 Formed in September 2006 by the Ministry of Community Development, Youth and Sports (MCYS), the SCC is chaired by Parliamentary Secretary Teo Ser Luck. Mr Teo and his fellow committee members, who hail from the people, public and private sectors, share a passion for sports and a strong belief about the benefits of sports to the individual, community and nation. The list of committee members is available at Annex A.

3 Said Mr Teo, "After many months of brainstorming by the members of the Sporting Culture Committee, as well as consultation with various groups and stakeholders from within and outside the sporting fraternity, I am pleased to share the Committee's report with the public. I believe this report is an important step towards nurturing a sporting culture in Singapore."

4 The Committee's recommendations emphasise providing sports opportunities for all – the young, working adults, families, seniors and the disabled – and ensuring engaging experiences for active sports participants, spectators and even volunteers. The recommendations include the formation of a National Sports Strategy Committee to oversee the implementation of the SCC's recommendations, initiating the inclusive multi-sports Singapore Games, supporting the development of sports clubs, and creating more playing spaces in the heartlands.

5 Mr Teo added, "The Committee members strongly believe that sports has the power to galvanise people. Sports is fun and allows families, friends and neighbours to bond in an emotive and experiential manner when they play and watch sporting events together. The Committee hopes that everyone will come onboard and work together to build an enduring Singapore Sporting Culture."

6 The Sporting Culture Committee has submitted its report to MCYS. The Ministry will study the recommendations and give its response during the Committee of Supply sessions in March.

Attachments:

Annex A – Composition of Committee

Annex B – Sporting Culture Committee report (Executive Summary)

ISSUED BY

THE MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH AND
SPORTS
14 February 2008

COMPOSITION OF COMMITTEE

Chairman

Teo Ser Luck Parliamentary Secretary, Ministry of Community
Development, Youth and Sports

Members

Bernard Tan Managing Director (Fixed Income),
Development Bank of Singapore
Chairman for sub-committee looking at
“Demand and software – Developing a sporting
lifestyle”

Ng Ser Miang Executive Board Member, International Olympic
Committee & Vice President, Singapore
National Olympic Council
Chairman for sub-committee looking at “Glory
for the nation – Sports heroes and champions”

Low Teo Ping Vice President, Singapore National Olympic
Council, President, Singapore Sailing
Federation & President, Singapore Rugby Union
Chairman for sub-committee looking at “Building
the sector – Creating a sports ecosystem and
developing the sporting industry”

Benson Puah Chief Executive Officer, The Esplanade Co. Ltd

Chairman for sub-committee looking at “Supply and hardware – Catalysing sporting opportunities in the community”

Alex Chan	Chairman, Singapore Sports Council Chairman for sub-committee looking at “Increasing mindshare – Public education and awareness”
Ang Peng Siong	Managing Director, APS Swim School
Warren Buckley	Chief Executive Officer, Suntec Singapore (until 4 June 2007)
Chris Chan	Secretary General, Singapore National Olympic Council
Chew Hock Yong	Deputy Secretary, Ministry of Community Development, Youth and Sports
Mike DeNoma	Group Executive Director (Consumer Banking), Standard Chartered Bank
Koh Ching Hong	Managing Director, Toyota Borneo Motors
Dr Michael Koh	Director (School of Sports, Health and Leisure), Republic Polytechnic
C. Kunalan	Asst. Professor, National Institute of Education
MAJ Lien Choong Luen	Asst. Director (Future System Directorate), Ministry of Defence
Ravi Menon	Deputy Secretary (Policy), Ministry of Finance (until 1 April 2007)
Darrell Metzger	Chief Executive Officer, Sentosa Development Corp. (until 1 April 2007)
MG Neo Kian Hong	Chief of Army, Ministry of Defence
Ng Wai Choong	Deputy Secretary (Policy), Ministry of Finance (from 1 April 2007 onwards)
Niam Chiang Meng	Permanent Secretary, Ministry of Community Development, Youth and Sports

Oon Jin Teik	Chief Executive Officer, Singapore Sports Council
Ms Seah Jiak Choo	Director-General of Education, Ministry of Education
Ms Norma Sit	Managing Director, RED ART Liveworks Pte Ltd
Ms Sum Chee Wah	Director (Education Programmes Division), Ministry of Education
Dr Benedict Tan	Head (Changi Sports Medicine Centre), Changi General Hospital
Tan Boon Huat	Chief Executive Director, People's Association
Tan Ju Seng	President, Singapore Disability Sports Council
Ms Naomi Tan	Co-curricular Officer (Co-curricular Activities Branch), Ministry of Education

EXECUTIVE SUMMARY OF COMMITTEE'S REPORT

After extensive deliberations and consultations, the Sporting Culture Committee has come up with twenty-three recommendations, which will contribute to a vibrant and self-sustaining sports culture. These recommendations will build upon our current sports development efforts and help Singapore work towards a National Sports Vision whereby:

***Sports is a celebration of a healthy and spirited lifestyle.
It ignites passion, builds character and bonds Singaporeans.
Together, all of us in Singapore will strive to be active in
sports for health, for vigour and for life.***

This vision is encapsulated by our tagline:

*Live Life.
Breathe Sports.*

Guiding Principles

The Committee proposes the following principles to establish shared values and nurture strong multi-stakeholder commitment and guide stakeholders as they work to implement the SCC's recommendations:

- ***To create sporting opportunities for all;***
- ***To focus on the “software”, “hardware” and “heartware” components for sports;***
- ***That sports is an investment which will take time to be economically self-sufficient;***
- ***To look for win-win solutions as sports compete for funding, sponsorships, people's time; and***
- ***To create a unique value proposition for sports that create attitudinal and behavioural shifts, to encourage people to adopt sports into their lifestyles.***

Targets

The Committee has proposed the following targets for Sporting Singapore:

- **Attaining 66% sports participation by 2015, whereby 2 in 3 Singaporeans take part in sporting activities at least once a week;**
- **Building up spectatorship at live sporting events and attracting more volunteers into sports to involve at least 10% of our population on a regular basis;**
- **Attaining medal glory in the 2012 and future Olympics, maintaining our position among the top 10 sporting nations in Asia, and nurturing a steady stream of world-class Singaporean athletes; and**
- **Having the sports sector contribute S\$2b value-add to the Gross Domestic Product (GDP) by 2015.**

Recommendations of the Sporting Culture Committee

- **Recommendation 1: Convene a National Sports Strategy Committee** to take ownership and oversee the implementation of the SCC's recommendations, as well as review and advise on national sports policies.

The Committee's additional recommendations can be classified under four broad strategies, as follows:

Strategy 1 – Inspiring the Nation

The Committee aims to raise public awareness and interest towards sports, in particular local sports.

- **Recommendation 2: Develop entertaining sports-centric media channels** to elevate local sports coverage in television, print, internet, new media etc.
- **Recommendation 3: Support creation of compelling sports content** by offering matching grants through a Sports Content Creation scheme.
- **Recommendation 4: Promote our sporting champions** as inspiring heroes and positive role models.

Strategy 2 – Generating Sporting Opportunities for All

The Committee aims to advocate sports as a choice lifestyle and leisure activity for Singaporeans from all walks of life.

- **Recommendation 5: Maximise usage of publicly-funded sports facilities** through efficient facility planning and innovative spaces in town centres.
- **Recommendation 6: Create more playing spaces** that allow imaginative and spontaneous play.
- **Recommendation 7: Create 360° sporting environments** that are customer-friendly and accessible to all demographic segments.
- **Recommendation 8: Teach every child at least four sports** so that they pick up the love of sports from young.
- **Recommendation 9: Create more play opportunities for every child** particularly in the before and after school hours.
- **Recommendation 10: Initiate the Singapore Games** to get Singaporeans excited about local sports and home-grown talents.
- **Recommendation 11: Host one marquee sports event every month** so that Singaporeans can experience the buzz of major home-grown and international sporting competitions.

Strategy 3 – Building a Flourishing Sports Ecosystem

The Committee aims to generate high levels of community involvement, with market-driven initiatives to support sports clubs, programmes and infrastructure.

- **Recommendation 12: Grow vibrant sports clubs** to offer Singaporeans ample sporting opportunities throughout their lives.
- **Recommendation 13: Set up an NSA Advisory Council** as a platform for NSAs to discuss issues and strategize areas of collaboration.
- **Recommendation 14: Fortify NSAs’ sports management capabilities** so that NSAs can become world-class leaders in their respective sports.
- **Recommendation 15: Train ‘Learn to Play’ instructors** to expand the pool of qualified instructors to teach children and beginners.
- **Recommendation 16: Raise standards of the coaching industry** to benefit trainees, coaches and the wider sports industry.

- **Recommendation 17: Create the market to grow sports enterprises**, so that sports companies can anchor in Singapore and expand into the region.
- **Recommendation 18: Make Singapore an international sports medicine and sports science (SMSS) centre of excellence** to serve our athletes and the broader sports and wellness markets.
- **Recommendation 19: Encourage the private sector to manage sports facilities and programming** for the public to enjoy more varied and accessible playing opportunities.
- **Recommendation 20: Enhance the legal framework to support sports** so that sports issues and disputes can be managed with greater professionalism, transparency and speed.

Strategy 4 – Developing Champions

The Committee aims to develop sports champions to provide a powerful source of inspiration for the nation.

- **Recommendation 21: Form a multi-agency ‘Glory for the Nation’ committee** to strive for sustained Olympic and Paralympic medal honours.
- **Recommendation 22: Start a world-class Sports Institute at the Sports Hub** to provide top-notch training, competition facilities and services for our elite athletes to excel.
- **Recommendation 23: Ramp up youth talent development** so that we can broaden the pipeline leading to sports excellence.

The Path Ahead

Our plans are ambitious and to be successful, we require the 3M’s of Mandate, Money, and Manpower.

- **Mandate:** We would need the full backing of our national leadership as well as the support of the sporting fraternity and wider community.
- **Money:** We need to increase our national investment in sports to order to create a self-sustaining sports ecosystem in the future. The Committee estimates additional investments of S\$39.8 million (for 2008 to 2010) and S\$36.6 million (for 2011 to 2015) will be required to implement the SCC’s recommendations.

- **Manpower:** We would need passionate and competent personnel at multiple levels to see through the recommendations.

The Sporting Culture Committee's report is a start point, not an end point. The Committee hopes that everyone will come onboard and work together to build a Singapore Sporting Culture.

*Live Life.
Breathe Sports.*