



REACH YEAR-IN-REVIEW 2021

#EVERYVOICEMATTERS

FLIP OVER TO FIND OUT IF YOU HAVE BEEN REACHED

REACH CHAIRMAN'S MESSAGE

Like many Singaporeans, our routines were significantly disrupted by COVID-19. Rather than scale back our activities, REACH pivoted and worked harder to engage Singaporeans, especially those who were severely affected by the pandemic. We listened to their feedback and faithfully conveyed them to relevant decision makers. We were committed to walk alongside fellow Singaporeans during this challenging period.

First, we embraced a "Digital First" mindset. We experimented with new formats and digital platforms. In this way, we expanded our feedback channels to diverse segments of Singaporeans, such as youths and professionals.

Second, we worked through partners, tapping on their networks to engage more groups of people, including many of whom are providing direct feedback to Government for the first time.

Third, we grew our community of friends and contributors and empowered them to reach out to fellow Singaporeans. In particular, we are proud of our youth volunteers who stepped up to take action on issues they care most about.

We may have had to adapt to the times, but our mission hasn't changed. We believe that #EveryVoiceMatters. We want to hear from you and invite you to join us in co-building Singapore.

MR TAN KIAT HOW

REACH Chairman

Minister of State, Ministry of Communications and Information & Ministry of National Development



ENGAGEMENT AT A GLANCE

WHATSAPP CHATS

REACH piloted the use of WhatsApp chats for two-way engagement with citizens on hot button issues. We thank our contributors for their active participation.

LISTENING POINTS (LPs)

REACH adapted physical LPs into e-LPs during COVID-19. Today, through a mix of physical and e-LPs, REACH can better engage various segments of Singaporeans.

DIALOGUES

Through smaller group dialogues, REACH provides a conducive environment for deeper conversations between political office holders (POHs) and participants on national issues.

7 WHATSAPP CHAT GROUPS
1,300 contributors

36 DIALOGUES
4,600 engaged

~70 LISTENING POINTS
Over 65,000 engaged

3 DIGITAL CAMPAIGNS
6,700 engaged

More than 70,000 PERSONS
engaged in 2021

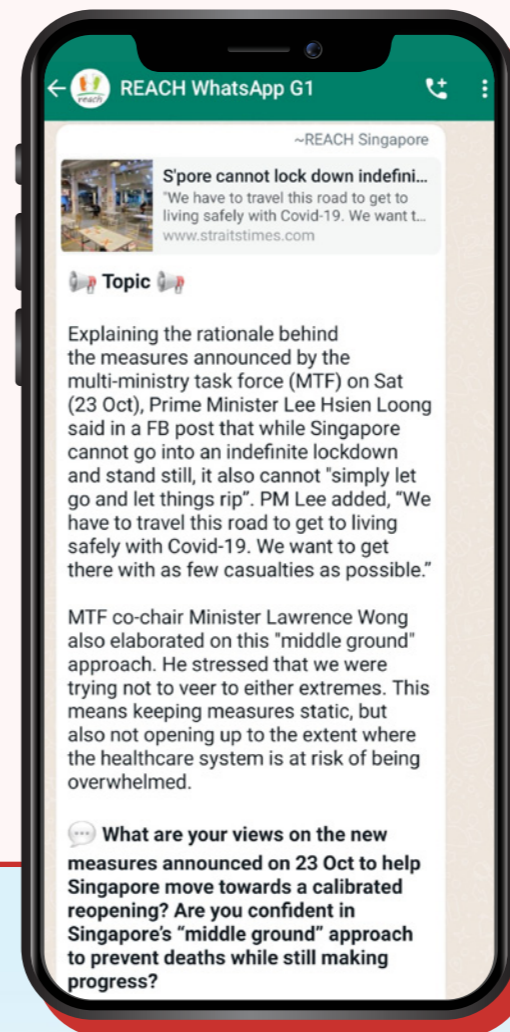
(*including WhatsApp chat groups, outreach campaigns, radio talk shows and online engagement sessions).

SENSING ON NATIONAL ISSUES

REACH remains a trusted channel for citizens to provide views on national policies and issues. REACH faithfully consolidates feedback received and shares them with relevant agencies.

SUPPORTING THE NATION'S COVID-19 RESPONSE

REACH leverages a multitude of platforms to understand how our residents feel during COVID-19 and the challenges that they face. These sentiments were shared regularly with the Multi-Ministry Task Force and relevant agencies.



NATIONAL DAY RALLY (NDR) 2021 "LIVE" DIALOGUES

As part of Singapore's first ever hybrid NDR, REACH organised online dialogues with fellow Singaporeans on Prime Minister's speech. More than 1,800 Singaporeans participated to give their views on the key NDR themes, such as racial harmony, support for lower-wage workers, and fair employment practices.



REACH facilitated online dialogues with Singaporeans after PM delivered the NDR.

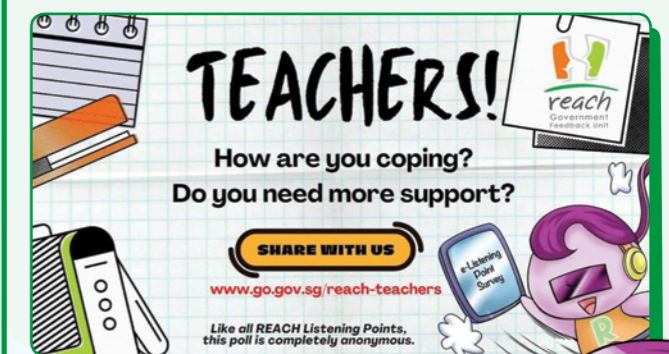
GOING TO THE HEART OF COMMUNITIES

REACH also makes a special effort to engage diverse segments of Singaporeans, especially those that are often overlooked. We believe that such an inclusive approach allows us to better understand the day-to-day issues faced by fellow Singaporeans.

Many of our dialogues and Listening Points (LPs) were jointly organised with partners. We thank them for their support.

E-LPs ON COVID-19

To better understand the impact of COVID-19 on various segments of our community, REACH partnered with diverse stakeholders including healthcare professionals, private gym operators, teachers, public transport workers, food delivery riders, industry associations, professional bodies and religious organisations. We shared findings with our partners so that they in turn could engage their members.



LPs CLOSER TO HOME

To reach different demographic groups, REACH partnered with local F&B favourites to bring our LPs to their customers. By simply scanning a survey QR code at these accessible locations, members of public could share their feedback easily with us.



Partnering local F&B outlets to get their customers to provide views on national and hot button issues.

EMPOWERING ENGAGEMENT FOR YOUTHS, BY YOUTHS

REACH partnered student groups to organise engagements in our Institutes of Higher Learning. We continued our Adulting 101 dialogues where youths get to shape the agenda for discussion with the POHs. We were also proud to witness the formalisation of Varsity Voices.



REACH Chairman Tan Kiat How (centre, standing) witnessed Varsity Voices achieving a new milestone.

Varsity Voices is a partnership between NUS Students' Political Association, NTU Current Affairs Society and SMU Apolitical Society to raise awareness about socio-political issues among youths through open dialogue.

CONVERSATIONS ON SG WOMEN'S DEVELOPMENT

REACH conducted nine dialogues to understand Singaporeans' aspirations and ideas to uplift our women. Working through partners, we reached more than 1,000 youths, working mothers, and members from different ethnic communities.



REACH Deputy Chairpersons Parliamentary Secretaries Rahayu Mahzam and Eric Chua (seated, left and centre in above picture) joined the Women's Development dialogues organised with partners such as Mums@Work and Muslim Youth Forum.

ENERGISING OUR YOUTHS

From mental health and racial harmony, to social inequality and climate change — these are topics that resonate with our youths. These are issues that matter to the future of Singapore. That is why REACH is expanding our platform to engage youths on these important issues.

"IF I WERE A MEMBER OF PARLIAMENT..."

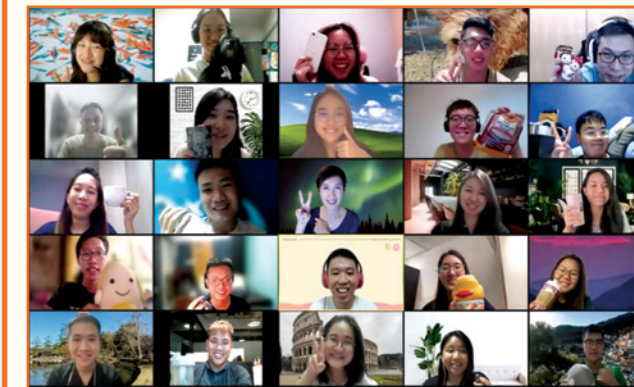
Our flagship Singapore Model Parliament programme went fully virtual for the first time this year. We had more than 200 participants, which is the highest in the programme's history. Through workshops by the Lee Kuan Yew School of Public Policy, dialogues, and a simulated parliamentary debate, participants got to engage fellow youths on issues they are passionate about and gained a deeper understanding of trade-offs in policymaking.



Participants shared their views candidly with MOS Tan during the engagement session.

HEY, YOU'RE IN MY FRIENDZONE!

REACH kicked off our one-of-a-kind collaboration with Friendzone, a ground-up initiative to foster conversations among youths in the same neighbourhood. Our inaugural Youth Aspirations Series engaged 180 youths across 8 estates over small-group Zoom chats. Strangers became friends as participants from the "same kampong" shared candidly about their hopes, aspirations and challenges, and discussed ways to contribute to their communities.



Organised by REACH and FZ

Minister for Communications and Information Josephine Teo had a light-hearted session with youths from Jalan Besar where she is the Grassroots Advisor.

THAT LOOKS PRETTY SUS

In support of the Singapore Green Plan 2030, REACH, in collaboration with MM2 Entertainment and AsiaOne, launched our very first youth video competition. The challenge: to make a pitch for sustainable living within 60 seconds. We received 80 entries with innovative ideas for going green. The videos were high quality and showcased the talent and creativity of our youths.



Scan to watch top entries from the 2021 Sus Ads Video Challenge

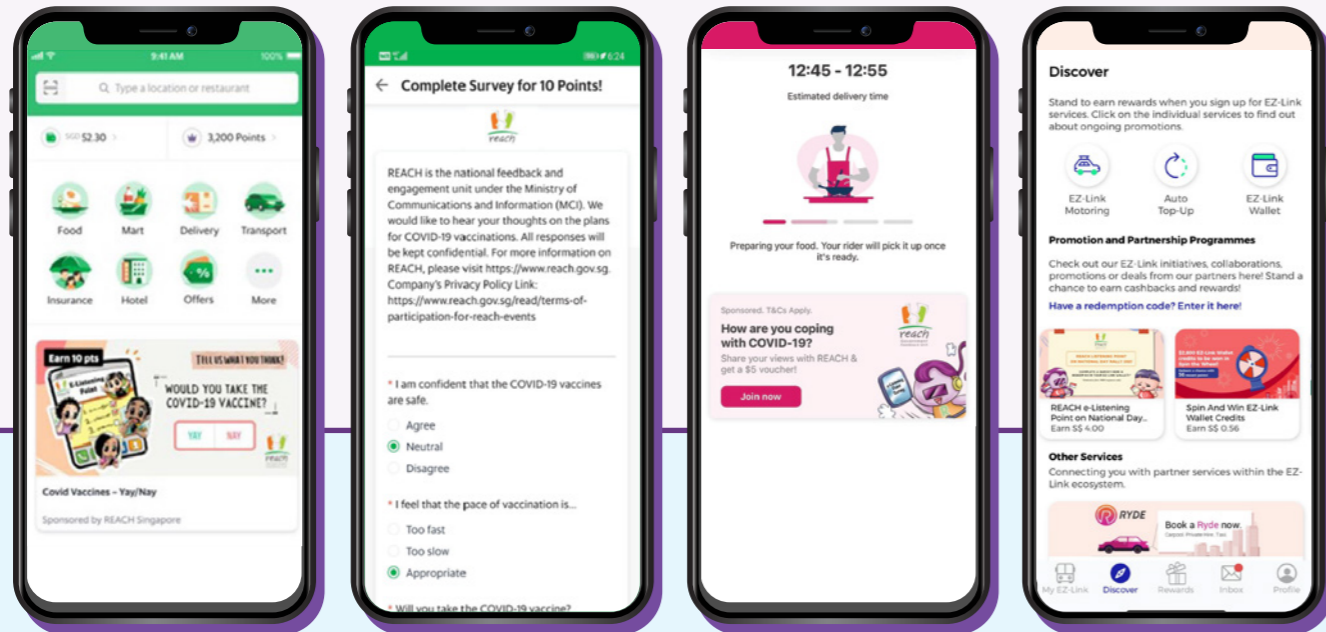


INNOVATING OUTREACH

Giving feedback is important, and it can be fun too! REACH is constantly experimenting with new ways to make sharing feedback more accessible and entertaining.

E-LISTENING POINTS (E-LP) ON MOBILE TECH PLATFORMS

What do REACH e-LPs and mobile apps have in common? They make it convenient for us to get things done! To make giving feedback a hassle-free experience, we partnered with Grab, foodpanda and EZ-Link to host our surveys on their platforms. This approach also meant users could receive instant rewards upon completing our e-LP.



SAY HELLO TO RACHEL REACH!

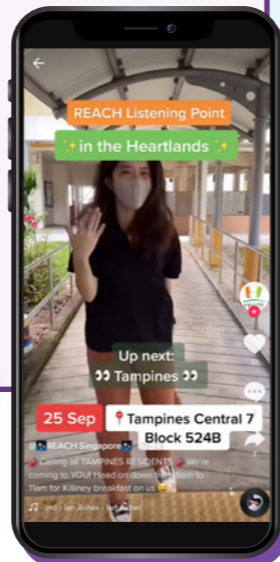
Introducing Rachel REACH, Apathetic Andy, and their friends! REACH's cartoon characters aim to engage citizens on national issues in a light-hearted manner. Over the past months, they have been busy delivering bite-sized information on COVID-19 on social media, sharing our LP findings, and hearing our followers' views over kopi at Andy's virtual kopitiam.

FOLLOW @REACHSGCOMICS for more cartoons and interactive content!



STAYING ON TREND: TIKTOK AND CLUBHOUSE

REACH hopped onto Clubhouse earlier this year to become one of the first few government agencies to leverage the audio-only app for citizen engagement. We also danced our way onto mobile screens with the launch of our TikTok account to engage our youths.



OUR REACH SUPERVISORY PANEL

Appointed from 2020-2022, the REACH Supervisory Panel comprises 39 members representing different segments in society including youths, working professionals, and various community groups. We would like to thank our Panel members for their many contributions and strong support, especially during the COVID-19 period.

PARTNERING REACH TO ENGAGE MEMBERS OF PUBLIC



ENERGISING YOUTHS THROUGH DIGITAL ENGAGEMENT



MODERATING AND FACILITATING DIALOGUES



BEING THE FACE OF REACH



Thank you! Supervisory Panel members joined us at SG Women's Development conversations, hosted video series with our REACH Chairman and Deputy Chair, moderated and participated in Adulting 101 series and represented REACH at media interviews, among many other contributions.

REACH SUPERVISORY PANEL MEMBERS (1 OCTOBER 2020 TO 30 SEPTEMBER 2022)

Mr Tan Kiat How (Chairman)
Minister of State, Ministry of Communications and Information, and Ministry of National Development, and MP (East Coast GRC)

Mdm Rahayu Mahzam (Deputy Chair)
Parliamentary Secretary, Ministry of Communications and Information, and Ministry of Health, and MP (Jurong GRC)

Mr Eric Chua (Deputy Chair)
Parliamentary Secretary, Ministry of Social and Family Development and Ministry of Culture, Community and Youth, and MP (Tanjong Pagar GRC)

Mr Patrick Tay (Deputy Chair)
Assistant Secretary-General, NTUC, and MP (Pioneer SMC)

Mr Aman Singh Rahman
Republic Polytechnic Student Representative

Mr Andrew Richard Pang Jin-hao
Member, Management Committee, The Eurasian Association (Singapore)

Mr Azrim Mansor
Deputy General Manager, Finance, Times Publishing Limited

Ms Carol Chan Shu Ting
Temasek Polytechnic Student Representative

Ms Chan Shook Huey
Principal Executive, NTUC

Ms Cheah Guan Ying
Nanyang Technological University of Singapore Student Representative

Ms Cheryl Chan
Head of APAC Clean Hydrogen, Linde, and MP (East Coast GRC)

Ms Chloe Lin Ying Xuan
Singapore Polytechnic Student Representative

Ms Chong Yu Ji
Ngee Ann Polytechnic Student Representative

Mr Daniel Loh Joo Shia
President, Air Transport Executive Staff Union

Dr Eng Soo Kiang
Family Physician, Unity Family Medicine Clinic (FMC), Lakeside FMC and CCK Family Clinic

Mr Gabriel Michael Wong Zhi Wei
ITE College East Student Representative

Mr Gavin Girish Rozario
Nanyang Academy of Fine Arts Student Representative

Ms Joan Charlotte Tng
Singapore Institute of Technology Student Representative

Ms Joanne Guo Wei Ling
Co-Lead, Purposeful Longevity, & Head, Communications & Engagement, Health District, National University Health System

Mr Koh Chwee
Chairman, Choa Chua Kang Citizens' Consultative Committee

Mr Leo Chen Ian
Founder and Partner, Insight N Access

Mr Leong Chong Meng
Chairman, Bishan North Citizens' Consultative Committee

Mr Lian Teo
User Education and Outreach Manager, Google

Mr Marcus Wong Gee Wei
Singapore Management University of Singapore Student Representative

Dr Mark Hon
Chairman Emeritus, Action Community Entrepreneurship

Mr Matthias Lim Jun Heng
ITE College Central Student Representative

Mr Michael Zhou Xizhuang
National University of Singapore Student Representative

Mr Mohammed Aizam Bin Abdul Rahman
Nanyang Polytechnic Student Representative

Mr Muhammad Afzal bin Abdul Hadi
Singapore University of Social Sciences Student Representative

Mr N Gunalan
Deputy Chief Editor, MediCorp

Mr Ng Jing Da
Singapore University of Technology and Design Student Representative

Mr Ng Poh Wah
Vice Chairman, Cultural Committee, Singapore Federation of Chinese Clan Associations

Ms Ng Yeong Yee
ITE College West Student Representative

Ms Norhaiza Binte Hashim
Assistant to Editor, Berita Harian, Singapore Press Holdings (SPH)

Ms Rachel Ong
Founder and Chief Executive, ROHEI Corporation, and MP (West Coast GRC)

Mr Royston Sim Hong Quan
Deputy News Editor, The Straits Times, SPH

Mrs Sarojini Padmanathan
Director (Professional Matters and Cell Therapy Facility), Health Sciences Authority

Ms Serene Quek Sy Mung
Associate Editor, Lianhe Zaobao, SPH

Dr Victor Tong Joo Chuan
Chief Information Officer, National Gallery Singapore



REACH (Reaching Everyone for Active Citizenry @ Home) is the national feedback and engagement unit under the Ministry of Communications and Information. Winner of the Public Sector Transformation Awards 2021 for Citizen Engagement Excellence.



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