



GIVING A FUTURE TO OUR PAST

SINGAPORE
HERITAGE
SOCIETY

ANNUAL REPORT

FOR YEAR ENDED 31 July 2018

ABOUT THE SINGAPORE HERITAGE SOCIETY

Giving a Future to Our Past

SHS is an independent voice for heritage conservation in Singapore. Our work is guided by our definition of heritage as 'the living presence of the past'. Singapore's history is a vital part of our identity and growth. Social bonds are strengthened when we understand and cherish the social memories of past and present generations in the spaces we protect. These beliefs drive our key efforts in **research**, public **education** and **advocacy**.

The Singapore Heritage Society was established in 1986 as a Society. It was registered under the Charities Act on 12 March 1987 and was granted Institution of Public Character status on 14 January 2009.

UEN Number: S87SS0042J

Registered Address: 50 East Coast Road, #02-73 Roxy Square, Singapore 428769

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1 EXECUTIVE COMMITTEE & ADVISORS

Executive Committee	<p>The Executive Committee elected at the Annual General Meeting held on 17 September 2017 is as follows:</p> <ol style="list-style-type: none"> 1. Dr Jack Tsen-Ta Lee (President) 2. Dr Chua Ai Lin (Vice President) 3. Victor Yue (Honorary Treasurer) 4. Han Ming Guang (Honorary Secretary) 5. Siva S Krishnasamy 6. Catherine Lim 7. Timothy Pwee 8. Mizah Rahman 9. Tony Tan Say Kiong 10. Tan Wee Cheng
Trustees	nil
Banker	OCBC Bank Maybank
Auditor	<p>Hoon Tai Meng & Co. Public Accountants & Chartered Accountants UEN: S94PF0526E 5001 Beach Road, #04-18, Golden Mile Complex, Singapore 199588</p>
Investment Advisor	nil
Other Advisor(s)	nil

2 PRESIDENT'S MESSAGE

from Dr Jack Tsen-Ta Lee

Singapore Heritage Society President, 2017-2019

Since becoming President on 17 September 2017, I am constantly impressed by how much hard work is achieved by the Singapore Heritage Society (SHS) through solid partnerships with a wide variety of organisations and individuals. The work has also been made possible by strengthening the Society's capacity with the appointment for the first time of an executive director, Dr Chua Ai Lin, who has had many years of experience service on the SHS Executive Committee, as well as a consistent pool of interns throughout the year. Our key projects and programmes have also received good media coverage. I mention just a few highlight projects below.

On 18 November 2017, we launched the Bukit Brown Wayfinder,¹ a downloadable booklet with information that enables visitors to explore Bukit Brown Cemetery at their own time and pace by following Wayfinder signs installed around the park. The Wayfinder was supported by Bukit Brown Work Group convened by the Ministry of National Development, involving different government agencies as well as the civil society groups All Things Bukit Brown and SHS.

As part of its continued efforts to preserve Pulau Ubin as a living rural community, the Society, as a member of the Friends of Ubin Network (FUN), worked together with a team of architecture students from the National University of Singapore, the community group Kawan Ubin, and the National Parks Board to rebuild Ah Ma Drink Stall on the island. The stall is thought to be the first kampung structure built on Ubin in the past 20 years.

The Society was also the research partner for the contemporary theatre company Drama Box to develop *Chinatown Crossings*, a roving theatre experience staged along the streets and back alleys of Keong Saik and Kreta Ayer. Held between 22 June and 18 August 2018, the shows were completely sold out. This project was based on deep ground knowledge and research work compiled by SHS over several years.

In March 2018, the Society embarked on a collaboration with The Substation to plan for a month-long series of programmes called *En Bloc, or Buildings Must Die* (21 August to 23 September 2018), led by Executive Director, Dr Chua Ai Lin.² This initiative highlights the historical and architectural significance of iconic modernist buildings such as Golden Mile Complex, Pearl Bank Apartments and People's Park Complex which are at imminent risk from collective sale and eventual demolition, and why efforts should be made to try and save them.

¹ <http://www.singaporeheritage.org/bukitbrownwayfinder>

² <https://citieschange.sg/En-Bloc-or-Buildings-Must-Die>

Looking ahead, we envisage that the Society will continue to engage the authorities and to educate the public on the importance of preserving of Singapore's modern architectural heritage. Given Singapore's accession to the UNESCO Intangible Cultural Heritage Convention this year, and the Government's announcement that it will seek to have Singapore hawker culture inscribed on to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, there is also likely to be more emphasis on exploring the value of intangible cultural property.

One of the Society's efforts that ties in with this is our two-year long research project, "Integrating Heritage in Singapore's Urban Development: Research on Historic Places of Worship in Telok Ayer, Tanjong Pagar, and Tanjong Malang". SHS engaged Ethnographica Pte Ltd under a National Heritage Board Heritage Research Grant to carry out research on places of worship in Tanjong Malang, Tanjong Pagar and Telok Ayer, and how their rich tangible and intangible heritage can be integrated into Singapore's urban development. In 2019, the bicentennial year of Singapore's founding as a British possession, we intend to work with the people managing these sites and to organize public tours of them.

The Society could not function as effectively as it does without the hard work of my fellow Executive Committee members, and dedicated volunteers and interns, and contributions from its generous donors. A big thank you to all of you – please continue supporting the Society and its aims!

3 RESEARCH AND ADVOCACY

Advocacy is in its broadest sense the key work of the Singapore Heritage Society. We advocate a deeper understanding of Singapore's past, amongst a broader spectrum of society, and also advocate for best practices in heritage management. The research and public education work we do are the building blocks for heritage advocacy. While we do take up advocacy for the preservation of specific historical sites which are under threat, our larger objective is to emphasise the underlying principles behind the meaning or management of such sites. We believe that greater stakeholder engagement in the planning process will result in more robust solutions that fulfil the social, environmental and economic dimensions of sustainable development.³

We conduct this advocacy at several different levels:

- Tours for SHS members and the public;
- Talks, forums and seminars open to SHS members and the public; D
- Scholarly articles and conference papers; D
- Publications for the general public; D
- Disseminating information on social media; D
- Interviews with the media (see section, 'Media Coverage'); D
- Representation on governmental advisory committees; D
- Participation at government feedback sessions. D

1. Intangible Cultural Heritage (ICH)

ICH has come to the forefront of heritage policy in Singapore following the Singapore state's ratification of Unesco's Convention for the Safeguarding of the Intangible Cultural Heritage in February 2018. SHS has been actively promoting research and public education on diverse aspects of ICH since the Society's establishment in 1987, as well as providing informed opinion to the National Heritage Board (NHB) through focus groups and meetings.

- a. "Integrating Heritage in Singapore's Urban Development: Research on Historic Places of Worship in Telok Ayer, Tanjong Pagar, and Tanjong Malang".

This was a two-year study on 21 historic sites of worship of different faiths in Tanjong Pagar, Tanjong Malang, Telok Ayer and Kreta Ayer, for which SHS commissioned Ethnographica Pte. Ltd, and was supported by a \$120,000

³ For a more in-depth exposition on SHS's advocacy work, please see Chua Ai Lin, 'Giving a Future to our Past' - Reflections on Developing the Heritage Conservation Cause', in *Commentary: Singapore - A Democracy of Deeds and Problem-Solving*, Volume 25 (2016), pp. 38-49, http://www.nuss.org.sg/publication/1464683902_commentary2016_final.pdf

Heritage Research Grant from the National Heritage Board. The project was completed at the end of July 2018.

- b. Social media videos for International Mother Languages Day (21 February 2018), produced by SHS interns on the topics: “What do you call your grandma?” and “Stuff my grandma says”.⁴
- c. SHS official participation in ICH focus groups organised by NHB between April to June 2018.
- d. Public education through Heritage Singapore Food Facebook Group. Founded by current SHS Honorary Treasurer, Victor Yue, and moderated together with SHS Executive Director, Chua Ai Lin, the group is a platform for the sharing of news and information on local heritage foods. There are 3969 members as of 28 August 2018.
- e. Film screening: Entertaining the Gods and the Social Diary of Spirit Medium (26 November 2017)
- f. Visits to Chinese temples on Lunar New Year Eve (15 February 2018), and Chan Chor Ming Tong “vegetarian hall” (18 February 2018)
- g. Talk: ‘Exploring the History and Evolution of Malayalees in Singapore over the last 100 Years’ by Dr Anitha Devi Pillai (17 March 2018)
- h. Tour: ‘The Bugis Trail’ with Tuah Bugis (5 May 2018)

[Please refer to sections below on Pulau Ubin, Chinatown and Bukit Brown for other ICH-related activities.]

2. Built Heritage

SHS promotes awareness and advocates for the conservation of worthy structures that have not been gazetted for protection and the application of international best practices in conservation. In particular, SHS advocates for the conservation of modernist built heritage, which receives comparatively less attention in terms heritage conservation.

- a. URA’s Heritage and Identity Partnership panel. SHS president, Dr Jack Tsen-Ta Lee has been appointed as member from 1 August 2018 to 31 August 2020.
- b. Ellison Building. Following a series of engagements with the Ministry of National Development (MND), Urban Redevelopment Authority (URA) and the Land Transport Authority (LTA) in 2017, on 12 February 2018, URA and LTA announced revised plans that would retain a larger section of Ellison Building during the construction of the North-South Corridor.
- c. Collaboration with The Substation for a month-long series of programmes on theme of En Bloc of Singapore’s Modernist Icons to take place from 21 August to 23 Sep 2018, including an exhibit, panel discussions and an Instagram Short Film Competition.

⁴ Watch the videos at <https://www.facebook.com/sgheritage/videos/1920298584679499/> and <https://www.facebook.com/sgheritage/videos/1927744920601532/>.

- d. Client organisation for NUS Lee Kuan Yew School of Public Policy (LKYSPP) Master's students' Policy Analysis Exercise on the topic of heritage and the en bloc collective sale fever. The project is due to be completed in December 2018. This is the third time that SHS is a Policy Analysis Exercise client for LKYSPP.

3. Pulau Ubin

SHS's vision for Pulau Ubin is to revitalise the living heritage of the island through the kampung community, and their homes.⁵ We do this through activities that bring the former Ubin community together, assist local residents in the repair of buildings, document and research intangible and built heritage, as well as public education.

- a. Member of Friends of Ubin Network (FUN) since its inception in 2014. Chaired by Second Minister for National Development Desmond Lee, FUN includes public-sector representatives from the Ministry of National Development, National Parks Board, Urban Redevelopment Authority and National Heritage Board, as well as civil society organisations, educational institutes and individuals, and meets quarterly. Within FUN, SHS is the convenor of 'Kawan Ubin', for those working on community and living heritage issues.
- b. 'Pulau Ubin' Facebook Group. Set up in 2014 by SHS Executive Committee members Chua Ai Lin and Victor Yue and jointly managed with Ria Tan from Wild Singapore, the public Facebook Group for Pulau Ubin provides a common platform for the public to share and discuss Pulau Ubin related news and information. There are 2607 members as of 28 August 2018, as compared to 2406 members one year ago.
- c. Balik Kampong Party for current and former Ubin residents, organised with Kawan Ubin (24 February 2018)
- d. Production and distribution of SHS guide (in English and Chinese) to the Pulau Ubin Fo Shan Ting Da Bo Gong Temple and Tua Pek Kong Festival during the festival (28 May 2018 - 2 June 2018). The guide is available for free download from the SHS website.⁶
- e. Documentation of the rebuilding of Ah Ma Drink Stall and development of heritage wall display, together with NUS Architecture faculty and students (June to September 2018)
- f. Tour: 'Kampung Life on Ubin, with Ivy & "Ah Ma"' for Pesta Ubin (10 June 2018)
- g. Exhibit & tour: 'Finding 818K Kampung Surau', with Nor Syazwan Bin Abdul Majid, for Ubin Day (24 June 2018)
- h. Film Screenings: *German Girl Shrine* and *Moving Gods*, with Ho Choon Hiong, for Ubin Day (24 June 2018)

⁵ Read more about the SHS vision for revitalising the Pulau Ubin kampung at <https://www.facebook.com/notes/singapore-heritage-society/revitalising-ubin-as-living-kampung/1574324345948529/>

⁶ Download at <http://www.singaporeheritage.org/?p=3762>.

4. Kreta Ayer / Chinatown

Since the late 1990s, when Chinatown was first redeveloped by the Singapore Tourism Board, SHS has made the case for a more authentic and community-centred approach to development of Chinatown, as laid out in our publication, *Rethinking Chinatown and Heritage Conservation in Singapore* (Singapore Heritage Society, 2000; now available as free PDF on our website).⁷ Today, we aim to take stock of the changes in the area thus far, and bring back greater public awareness of the cultural and community assets, so that stakeholders on the ground may have a stronger voice in shaping development of Chinatown.

- a. Engagement workshops organised by Singapore Tourism Board (STB) (19 January and 19 March, 2018).
SHS Executive Committee representatives participated in two full-day workshops to discuss a precinct identity and develop placemaking initiatives.
- b. 'Bullockcartwater 牛车水 Kreta Ayer' Facebook Group.
Established by SHS Honorary Treasurer, Victor Yue, who is a lifelong resident of the Chinatown, this group is a platform for anyone interested in Chinatown to stay abreast of local happenings and connect with each other. There are 1269 members as of 28 August 2018, as compared to 1049 members one year ago.
- c. *Chinatown Crossings* promenade theatre production by Drama Box.
SHS was the official research partner for the production, through Executive Committee members, Dr Chua Ai Lin and Victor Yue. The 1.5 year research process began in December 2016. The production ran from 22 June to 18 August 2018 and was fully sold out.
- d. NUS Lee Kuan Yew School of Public Policy Policy Analysis Exercise.
SHS was the client organisation for this project by Master in Public Policy students on 'Safeguarding Intangible Cultural Heritage in Chinatown: Threats and Strategies', conducted from Feb to November 2017. The full report is available at <http://www.singaporeheritage.org/?p=3992>
- e. Teck Whye Primary School's Chinatown storybooks.
Victor Yue was an advisor for the series of three storybooks written by Primary 6 students, and officially launched on 30 June 2018.
- f. Book Tour: '17A Keong Saik Road' with Charmaine Leung (26 November 2017).
- g. Networking session with Freya Aitken-Turff, CEO of China Exchange (UK).
SHS organised this session with cultural stakeholders in the Chinatown area to meet Ms Aitken-Turff who was conducting research on Chinatowns in various countries (9 January 2018).
- h. Talk: 'Growing up in Chinatown (Dai Po)' by Victor Yue, for Singapore Heritage Festival (14 April 2018)

⁷ Download at http://www.singaporeheritage.org/?page_id=3198.

- i. Panel discussion: 'Conversations with Chinatown' featuring Victor Yue, Charmaine Leung and Yip Yew Chong, moderated by Dr Chua Ai Lin, co-organised with Dramabox (9 June 2018).
- j. *Chinatown Crossings* - opening night performance and post-show dialogue (22 June 2018).
- k. Seminar: 'Cultural Tourism of Chinatown' with Gettysburg College, Chinese Heritage Centre, NTU, & Urban Redevelopment Authority (17 July 2018)
- l. Bespoke Chinatown tour for NUS-Manchester Urban Institute Summer Institute in Urban Studies (17 July 2018).

5. Bukit Brown

Since the announcement of plans to build a highway through Bukit Brown Cemetery in late 2011, SHS has been at the forefront of advocacy to document, conserve and promote its rich histories, as well as support volunteers who conduct free weekly tours under the auspices of All Things Bukit Brown.

- a. Bukit Brown Work Group.
SHS has been a member of this committee led by the Strategic Planning division at the Ministry of National Development (MND) since 2014, alongside representatives from National Heritage Board, Urban Redevelopment Authority, Land Transport Authority, National Parks Board, and community partner, All Things Bukit Brown. The remit of the Working Committee is to improve the visitor experience to Bukit Brown, oversee artefacts saved from graves exhumed for road construction works.
- b. Launch of Wayfinder self-guided trail (18 November 2017).
Developed by SHS, with assistance from All Things Bukit Brown, *Wayfinder* is a pilot project to find new ways for greater numbers of the public to learn about history, heritage and nature at Bukit Brown. The project comprises on-site signs as well as free downloadable guidebook to selected tombs. The project is funded by MND, as well as a Participation Grant of \$15,500 from the National Heritage Board. In the first three months since the launch, the SHS Wayfinder webpage received 1100 visits, of which 73% of these visitors are from Singapore, with US (4.7%), Malaysia (2.07%) and Germany (2.01%) being the next top 3 visitor locations.⁸
- c. Private tours upon request were conducted for:
 - a. Yale-NUS (10 March 2018)
 - b. Columbia University Club (21 April 2018)
 - c. Nanyang Poly School of Interactive & Digital Media (9 June 2018)
 - d. ICOMOS-Georgia State University College of Law (Atlanta, Georgia, USA) conference, 'Study Space Singapore 2018' (18 June 2018).

⁸ <http://www.singaporeheritage.org/bukitbrownwayfinder>

6. Other government sector engagement activities

- a. Civil Service College Induction Course for Information Officers - lecture by Dr Chua Ai Lin on heritage civil society (2 October 2017)
- b. National Heritage Board - engagement session with new CEO, Chang Hwee Nee (20 October 2017)
- c. Singapore Tourism Board - Little India engagement workshops on placemaking (22 January and 20 March 2018)
- d. MND Centre for Liveable Cities - research interview with Interview Dr Chua Ai Lin (2 February 2018)
- e. NParks Friends of Rail Corridor meetings (9 April and 6 July 2018)
- f. Engagement meeting on redevelopment plans for Masjid Jamae and shophouses at Pagoda Street, with Warees Investments and Edmund Tie & Company (SEA) Real Estate (21 May 2018)

4 PARTNERSHIPS

SHS's partnerships with a wide range of organisations have been very effective in broadening our reach and impact, both with outreach to the general public, as well as playing a greater role in government initiatives relating to our strategic objectives.

ORGANISATION	COMMITTEE/ WORK GROUP	GRANT- AWARDING BODY	PROJECT PARTNER	EVENT PARTNER	VENUE PARTNER
Government sector entities					
Ministry of National Development	✓		✓		
Urban Redevelopment Authority	✓			✓	✓
National Heritage Board		✓			✓
National Library Board			✓		
National Parks Board	✓			✓	
Singapore Tourism Board	✓				
National Archives of Singapore				✓	
Educational institutions					
Singapore Management University, Wee Kim Wee Centre				✓	✓
National University of Singapore, Dept of Architecture			✓		
National University of Singapore, Lee Kuan Yew School of Public Policy			✓		
Nanyang Technological University, Chinese Heritage Centre				✓	

Teck Whye Primary School			✓		
Arts organisations					
Drama Box			✓	✓	
The Substation			✓	✓	
Siong Leng Musical Association				✓	
Community initiatives & organisations					
All Things Bukit Brown			✓		
Pesta Ubin				✓	
Ho Yeah Festival				✓	
The Eurasian Association					✓
Others					
Food Playground					✓

5 MEDIA COVERAGE

Mainstream and online media exposure is the one of the most effective forms of advocacy and public education, reaching the general public as well as policy makers. Through daily media summaries produced in-house by various government agencies, the views of SHS are highlighted to staff and management of agencies dealing with heritage-related issues.

SHS received significant coverage in the media between 1 August 2017 and 31 July 2018, with a total of 32 direct mentions the English and Chinese mainstream and online media.

1. 'Founders' Memorial could open by 2025 at Bay East Garden', The Straits Times, Melody Zaccheus and Lee Si Xuan, 8 August 2017_
<https://www.straitstimes.com/singapore/founders-memorial-could-open-by-2025-at-bay-east-garden>
2. 'In Historic Kampong Bencoolen, a thriving league of faiths', Today, Alfred Chua, 9 August 2017
<https://www.todayonline.com/singapore/historic-kampong-bencoolen-thriving-league-faiths>
3. 'Kevin Lee, Founder of Invisible Photographer Asia', The Business Times, 2 September 2017
<https://www.businesstimes.com.sg/lifestyle/weekend-interview/kevin-lee>
4. 'People's history of Japanese Occupation of Singapore showcases deft storytelling', The Straits Times, Cheong Suk-Wai, 12 September 2017_
<https://www.straitstimes.com/lifestyle/arts/fresh-look-at-war>
5. 'Shrinking HDB void deck leaves empty feeling', The Straits Times, Ng Huiwen, 15 October 2017
<https://www.straitstimes.com/singapore/housing/shrinking-hdb-void-deck-leaves-empty-feeling>
6. 'Winner of this Year's Architectural Heritage Awards kept history alive', The Straits Times, Benson Ang, 4 November 2017_
<https://www.straitstimes.com/lifestyle/home-design/suite-new-life>
7. 'Keeping alive Kusu Island pilgrimage', The Straits Times, Audrey Tan, 9 November 2017
<https://www.straitstimes.com/singapore/keeping-alive-kusu-island-pilgrimage>
8. 《武吉布朗导览“土生华人坟墓”商榷》，联合早报，11 November 2017
<https://www.zaobao.com.sg/forum/views/talk/story20171129-814762>
9. 'Bukit Brown Wayfinder: Launch of Singapore's first self-guided heritage trail at Bukit Brown', *The Online Citizen*, 18 November 2017_
<https://www.theonlinecitizen.com/2017/11/18/bukit-brown-wayfinder-launch-of-singapore-first-self-guided-heritage-trail-at-bukit-brown/>
10. 'New Bukit Brown Cemetery self-guided trail takes visitors through 25 tombs', The Straits Times, Lester Hio, 18 November 2017_
<https://www.straitstimes.com/singapore/new-bukit-brown-cemetery-self-guided-trail-takes-visitors-through-25-tombs>

11. 'Activists breathe life into civic society', The Straits Times, Han Fook Kwang, 19 November 2017
<https://www.straitstimes.com/singapore/activists-breathe-life-into-civic-society>
12. 'Bukit Brown Wayfinder Trail (Bukit Brown)', *Rojak Librarian*, 19 November 2017_
<https://mymindisrojak.blogspot.com/2017/11/bukit-brown-wayfinder-trail-bukit-brown.html>
13. 'Follow new trail to Bukit Brown landmarks', The Straits Times, LesterHio, 19 November 2017
<https://www.straitstimes.com/singapore/follow-new-trail-to-bukit-brown-landmarks>
14. 'New Bukit Brown guide is a must-have to explore the cemetery & make sense of its tombs', *Mothership*, Joshua Lee, 20 November 2017_
<https://mothership.sg/2017/11/bukit-brown-wayfinder-guide-tombs>
15. 'Tan Tock Seng, Whampoa and Mannasseh Meyer among those to feature in commemoration of 1819', The Straits Times, Melody Zaccheus, 31 December 2017_
<https://www.straitstimes.com/singapore/tan-tock-seng-whampoa-and-manasseh-meyer-among-those-to-feature-in-commemoration-of-1819>
16. 'Year-long calendar of events for bicentennial in 2019', The Straits Times, Melody Zaccheus, 1 January 2018
<https://www.straitstimes.com/singapore/year-long-calendar-of-events-for-bicentennial-in-2019>
17. 'Plans revised to minimise impact to Ellison Building during construction of North-South Corridor: LTA, URA', Today, 13 February 2018
<https://www.channelnewsasia.com/news/singapore/plans-revised-to-minimise-impact-to-ellison-building-during-9956432>
18. 'Bid to conserve 'oasis' in a buzzing city', The Straits Times, Melody Zaccheus, 19 February 2018
<https://www.straitstimes.com/singapore/bid-to-serve-oasis-in-a-buzzing-city>
19. 'National Library Board unveils research series on Singapore and South-East Asian culture', The Straits Times, Ilyda Chua, 27 February 2018_
<https://www.straitstimes.com/singapore/education/national-library-board-unveils-research-series-on-singapore-and-south-east-asian>
20. 'Ubinites and boatmen help make unusual wedding bash a reality', Today, Toh Ee Ming, 3 March 2018
<https://www.todayonline.com/singapore/ubin-boatmen-roped-make-unusual-wedding-bash-reality>
21. 'Parliament: Can Singaporean food like rojak make UNESCO list of intangible cultural heritage?', The Straits Times, Melody Zaccheus, 8 March 2018_
<https://www.straitstimes.com/politics/parliament-can-singaporean-food-like-rojak-make-unescos-list-of-intangible-cultural>
22. 'Singapore seeks to select intangible heritage item for UNESCO List', The Straits Times, Melody Zaccheus, 9th March 2018_
<https://www.straitstimes.com/singapore/spore-seeks-to-select-intangible-heritage-item-for-unesco-list>
23. 《文物局将于国人合拟清单我国哪些非物质文化遗产值得“申遗”？》，联合早报，谢燕燕，10 March 2018
<https://www.zaobao.com.sg/news/singapore/story20180310-841447>

24. 'It Changed My Life: Growing up in a red-light district', The Straits Times, Wong Kim Hoh, 8 April 2018
<https://www.straitstimes.com/singapore/shedding-the-pain-and-shame-from-her-childhood>
25. 'Singapore Bicentennial to be effort of community, says Desmond Lee', The Straits Times, Melody Zaccheus, 9 April 2018_
<https://www.straitstimes.com/singapore/bicentennial-to-be-effort-of-community-says-minister>
26. 'Mamak Shops struggle to stay in Business amid stiff competition', The Straits Times, Janice Tai and Toh Yong Chuan, 22 April 2018_
<https://www.straitstimes.com/singapore/housing/mamak-shops-struggle-to-stay-in-business>
27. 'Heritage trips inspire stories', The Straits Times, Ang Yiying, 30 April 2018_
<https://www.straitstimes.com/singapore/education/heritage-trips-inspire-stories>
28. 'Pulau Ubin's Ah Ma's Drink Stall to be rebuilt with something old, something new... and something blue', The Straits Times, Melody Zaccheus, 28 May 2018_
[https://www.straitstimes.com/singapore/pulau-ubins-ah-mas-drink-stall-to-be-rebuilt-w](https://www.straitstimes.com/singapore/pulau-ubins-ah-mas-drink-stall-to-be-rebuilt-with-something-old-something-new-and)
[ith-something-old-something-new-and](https://www.straitstimes.com/singapore/pulau-ubins-ah-mas-drink-stall-to-be-rebuilt-with-something-old-something-new-and)
29. 'Project a first step to revive Ubin's charm', The Straits Times, Melody Zaccheus, 29 May 2018
<https://www.straitstimes.com/singapore/project-a-first-step-to-revive-ubins-charm>
30. 'Keeping traditional Teochew music alive', The Straits Times, Low De Wei, 30 May 2018 <https://www.straitstimes.com/singapore/keeping-traditional-teochew-music-alive>
31. 'Taking Back Chinatown: An Interview with Koh Hui Ling and Jean Tay of Drama Box's Chinatown Crossings', *bakchormeeboy*, 4 June 2018_
<https://bakchormeeboy.com/2018/06/04/taking-back-chinatown-an-interview-with-koh-hui-ling-and-jean-tay-of-drama-boxs-chinatown-crossings/>
32. 'Donald Trump, Kim Jong Un to sit at 80-year-old Supreme Court table at historical summit', The Straits Times, Olivia Ho, 11 June 2018_
<https://www.straitstimes.com/lifestyle/will-this-historic-supreme-court-table-feature-at-the-trump-kim-summit>

6 PUBLIC OUTREACH AND EVENTS

SHS has continued our long-standing reputation of organising a full year of expert-led events for members and the public. Representatives of SHS were also invited to speak at public events organised by others. Upon invitation, the Society also provides public lectures and tours, primarily to educational and non-profit organisations.

From August 2017 to July 2018, SHS has organised 10 public talks, forums, film screening and seminars; 12 walks and tours; as well as host of other programmes, many as invited participants to partner-organised events. For our indoor talks, forums and seminars, we have on average 100 to 150 participants, while our walks are limited to 25 to 30 pax and are usually fully-subscribed.

A. SHS organised events

<u>Date</u>	<u>Event Name</u>	<u>Partners and Co-Organisers</u>	<u>Venue</u>
Talks, Forums, Film Screenings and Seminars			
26 August 2017	Public Conversation III: Memory, Identity and the Battle for Our Heritage with Kevin YL Tan	Singapore Management University School of Social Science & Urban Redevelopment Authority	The URA Centre
9 September 2017	Book Launch: Syonan: Singapore Under the Japanese 1942-1945 with remarks by author Lee Geok Boi	Landmark Books	Eurasian Association
28 October 2017	Public Conversations IV: Heritage Journeys, Singapore & Beyond with Dahlia Shamsuddin	SMU School of Social Science & Urban Redevelopment Authority	Singapore Management University, School of Law
26 November 2018	Film Screening and panel discussion: <i>Entertaining The Gods & Social Diary of a Spirit Medium</i> . Panel: Prof Kenneth Dean, Prof Margaret	National Archives of Singapore; Urban Redevelopment Authority; the Wee Kim Wee	The National Library, Singapore

	Chan, Chan Chow Wah and moderator, Kelvin Ang	Center, Singapore Management University	
10 March 2018	Death & Burial in Paris: Pere Lachaise to Fort Canning Cemetery	Wee Kim Wee Centre, Singapore Management University	Singapore Management University, School of Law
17 March 2018	Exploring the History and Evolution of Malayalees in Singapore over the last 100 Years with Dr Anitha Devi Pillai		Indian Heritage Centre Activity Room
9 June 2018	Conversations With Chinatown	Drama Box & Chinatown Heritage Centre	Chinatown Heritage Centre
24 June 2018	Film Screening: German Girl Shrine & Moving Gods	Pesta Ubin	Pulau Ubin
14 July 2018	Book Talk: Basket And The Rope by Jane Chew	City Book Room	City Book Room
17 July 2018	Cultural Tourism of Chinatown (Singapore) by Gettysburg College	Chinese Heritage Centre, NTU, & Urban Redevelopment Authority	The URA Centre
Walks and Trails			
20 August 2017	17A Keong Saik Road Tour with Author Charmaine Leung	Ethos Books	Sri Layan Sithi Vinayagar Temple
9 Sept 2017	Guided Tour of World War II Gallery	The Eurasian Association, Singapore	Eurasian Community House
18 November 2017	Bukit Brown WayFinder Launch		Bukit Brown Cemetery
26 November 2017	Keong Saik Road Tour with Charmaine Leung	Ethos Books & Urban Redevelopment Authority	Keong Saik Road

15 February 2018	Chinese New Year Eve Templing 2018 <i>by Victor Yue</i>	-	Thian Hock Keng
10 March 2018	Fort Canning: A Walk into a Storied Past with Chuah Ai-Lin		Fort Canning
8 April 2018	Under a British Heaven with Jon Cooper at Adam Park		Adam Park
5 May 2018	The Bugis Trail with Tuah Bugis		Kampong Bugis
27 May 2018	From Swampland to Historic Sites, with Ang Yik Han		Hong San See
10 June 2018	Kampung Life on Ubin, with Ivy & 'Ah Ma'	ArtSolute, Kawan Ubin	Pulau Ubin
24 June 2018	A Walk to Former Kampung Surau, with Syazwan Majid	Pesta Ubin	Pulau Ubin
28 July 2018	Royal Myths and Facts: Telok Blangah Trail with Tuah Bugis		Telok Blangah
Others			
14-21 Feb 2018	Mother Tongues of SG Social Media Campaign, in conjunction with UN International Mother Languages Day		Online Social Media Campaign
24 February 2018	Ubin Balik Kampong Party	Kawan Ubin	Pulau Ubin
29 May 2018	Booklets on the Pulau Ubin Tua Pek Kong Festival in English and Chinese produced by SHS, distributed to Pulau Ubin visitors	Pesta Ubin	Pulau Ubin, Fo Shan Teng Tua Pek Kong Temple,
22 June 2018	Promenade theatre performance: Chinatown Crossings Opening Night, by Drama Box	Drama Box	Chinatown
24 June 2018	Display: Finding 818K Kampung Surau	Pesta Ubin	Pulau Ubin

Social events			
9 September 2017	SHS Anniversary Dinner	Quentin's	Quentin's The Eurasian Restaurant

B. Partner-organised events, with SHS participation

<u>Date</u>	<u>Event Name</u>	<u>Organized by</u>	<u>Venue</u>
4 November 2017	Kusu Island Pilgrimage with Siong Leng Musical Association	Siong Leng Musical Association	Kusu Island
25 March 2018	'The Cantonese Women of Keong Saik', Talk by author Charmaine Leung, moderated by Victor Yue	Ho Yeah Festival	Bishan Community Club
25 March 2018	'Bishan & its Cantonese Origins', Talk by Lee Kok Leong, moderated by Yik Han	Ho Yeah Festival	Bishan Community Club
14 April 2018	'Railtrack Songmaps Roosting Post', Panel discussion with Cyril Wong, Alfian Sa'at, Dr Chua Ai Lin, Juria Toramae and Yu-mei Balasingamchow	The Migrant Ecologies Project	46-3 Commonwealth Drive, Tanglin Halt #01-384, Singapore 140463
14 April 2018	'Growing up in Chinatown (Dai Po)' by Victor Yue for Singapore Heritage Fest	National Heritage Board	Kreta Ayer Community Centre
23-25 June 2018	<i>International Youth Nanyin Festival 2018</i> -- SHS provided logistics support	Siong Leng Musical Association	Esplanade
17 July 2018	<i>Asian Undergraduate Summit 2018</i> - Han Ming Guang, speaker for Human Library	University Scholars Programme, National University of Singapore	Cinnamon College, National University of Singapore

22 July 2018	Singapore Theatre Festival panel discussion, 'No Place Like Home, Or No Place For Home?' panel discussion with Dr Chua Ai Lin, Dr Imran Tajudeen, Jonathan Poh and Jennifer Teo	Wild Rice	LASALLE College of the Arts
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C. Private Lectures/Tours conducted upon request

4 October 2017	Civil Service College Induction Course for Information Officers - lecture by Dr Chua Ai Lin on the role of civil society in heritage conservation	Civil Service College	Civil Service College
10 February 2018	Discussion on Civil Society in Singapore with Dr Jerome Denis and students from Mines ParisTech		Chong Wen Ge Cafe
21 April 2018	Bukit Brown Heritage and Nature Walk for Columbia Alumni Association Singapore		Bukit Brown Cemetery
9 June 2018	Nanyang Poly School of Interactive & Digital Media: Tour of Bukit Brown Cemetery conducted by Raymond Goh from All Things Bukit Brown		Bukit Brown Cemetery
19 June 2018	ICOMOS Study Group: Tour of Bukit Brown Cemetery conducted by Darren Koh		Bukit Brown Cemetery

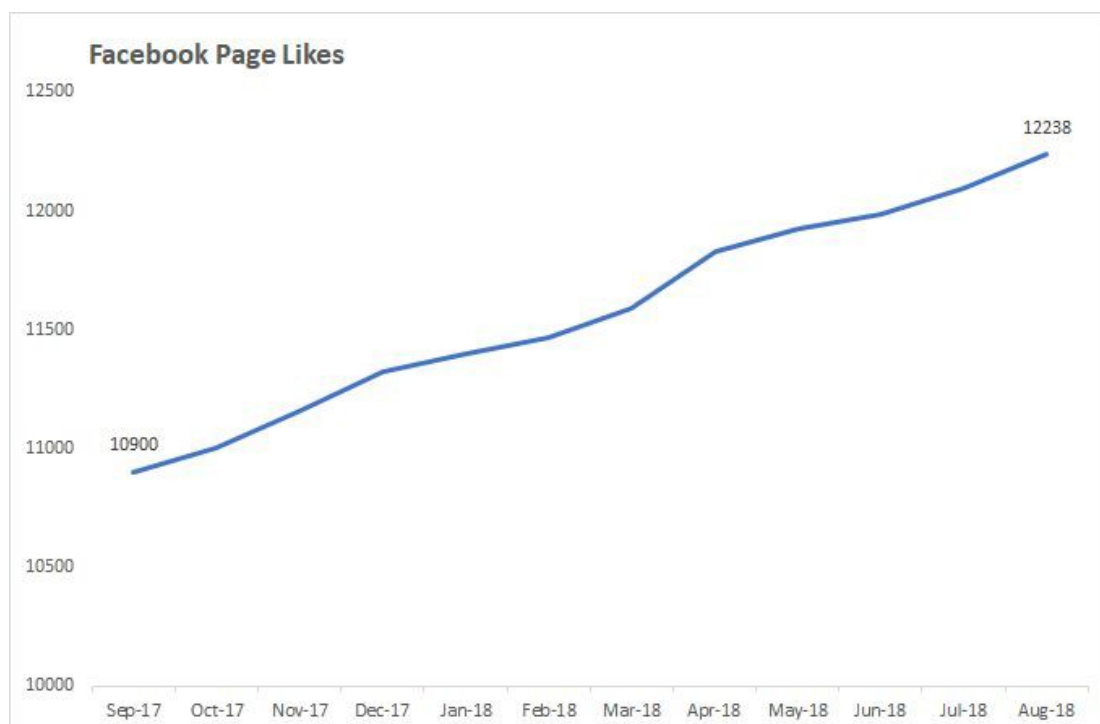
7 ONLINE PRESENCE

Facebook

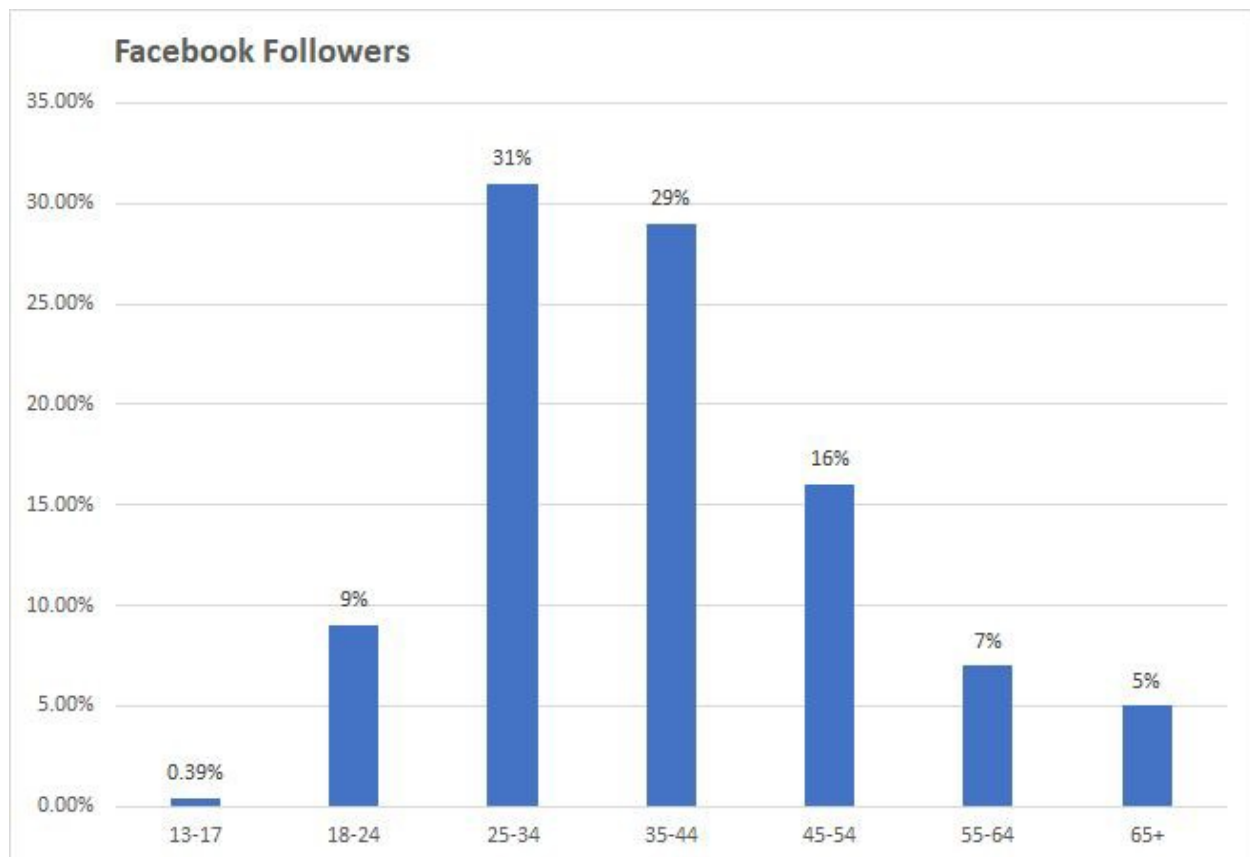
SHS Facebook Page: <https://www.facebook.com/sqheritage>

Started in 2011, the SHS Facebook Page is the key public communication tool for through which heritage-related news and events, as well as SHS updates are disseminated. SHS Honorary Secretary Han Ming Guang curates and uploads contents regularly to communicate and interact with our followers. Where resources permit, we also use Facebook Live to live stream our events to expand viewership reach, as well as for documentation.

The SHS Facebook Page has continued to see excellent growth in viewership and likes over the past year. Page followers have grown by 12.27% from 10900 to 12238 between September 2017 and August 2018.



In terms of the demographics of our Facebook followers, 40% of our Facebook followers are between the age of 18 to 34. This highlights that not only has our content been able to engage a new generation of heritage enthusiasts, but also a growing consciousness among the younger population of heritage and its impact on Singapore.



Twitter & Instagram

SHS Twitter: https://twitter.com/SgHeritage_Soc

SHS Instagram: <https://www.instagram.com/singaporeheritagesociety/>

The SHS Twitter presence remains complementary to our Facebook engagements. Most of our Twitter content directs followers to our Facebook which contain far more information due to the character limit of Twitter. We have a total of 352 followers on Twitter.

The SHS Instagram page, we have been trying to create more unique content to attract more followers. Our SHS interns are the creative force behind most of our Instagram content as they have been documenting our events using Instagram and Instagram Stories in an attempt to reach out to a wider audience.

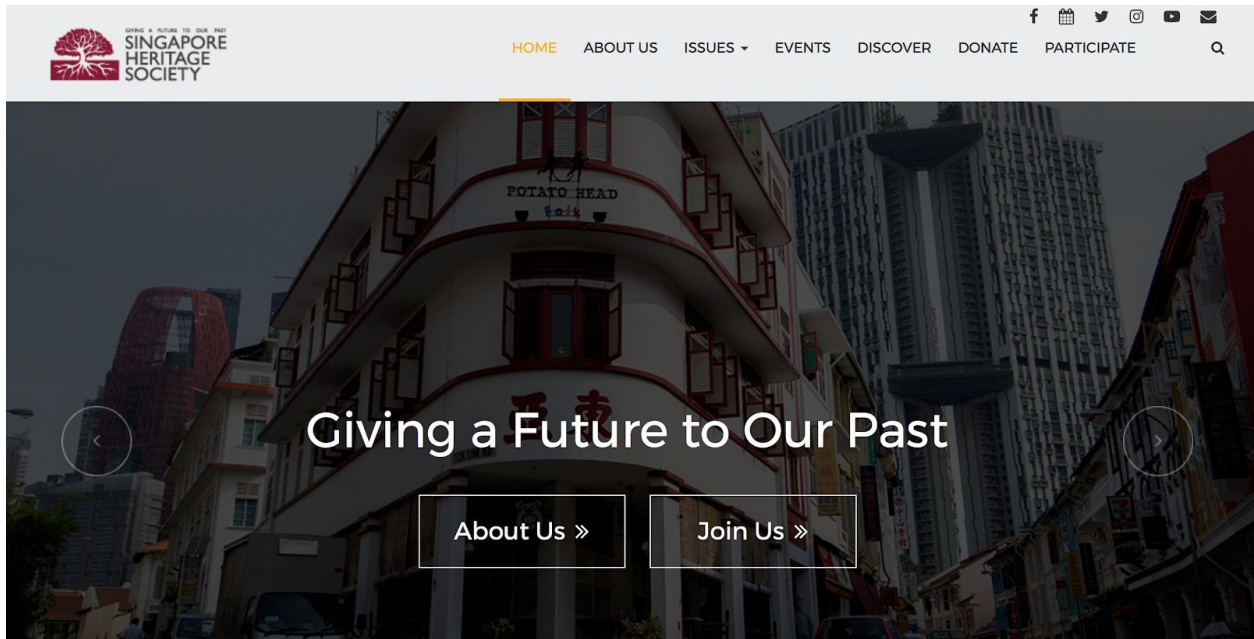
Our interns were also instrumental in creating a social media campaign for International Mother Tongue Day on the 21st of February 2018 by creating videos that were posted on our Instagram page.⁹

As a result of our interns' hard work, our Instagram followers have increased from 298 followers in September 2017 to 575 followers in August 2018, which is a 92.95% increase in one year.

⁹ See https://www.instagram.com/p/BfKt_XlhRQP/.

New Singapore Heritage Society website

After a year-long consultation with web design company, Inginim, the new SHS website continues to be developed by in-house developers throughout 2018, with content from the existing website brought over and integrated with the new website's design and user interface. A series of UX trials were conducted over 2018 to test out features such as Events Listing, Newsletter Signup and Social Media Integrations.



The new website will be launched in phases from September 2018. During the transition, users will be directed to the old site for historical content. A full launch of the new website is anticipated towards the end of this year.

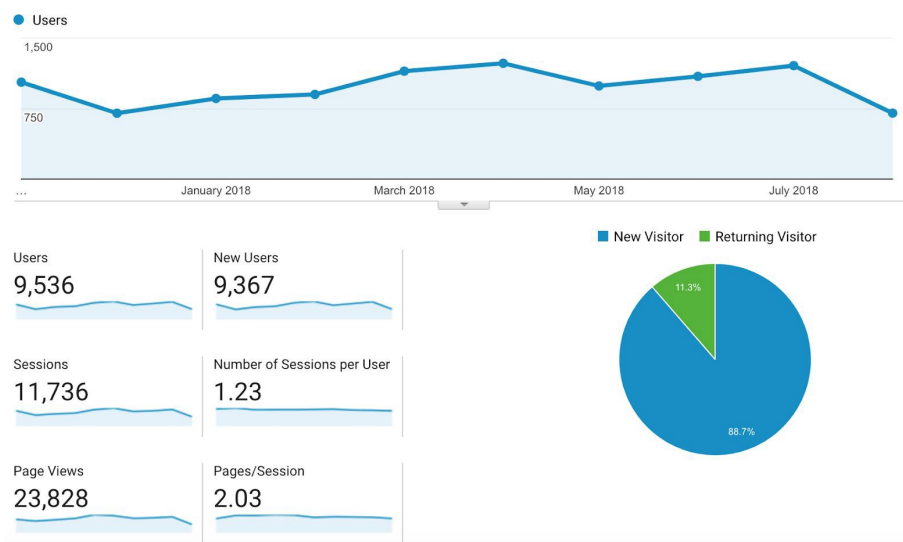
New Bukit Brown microsite

A new microsite for the Bukit Brown Wayfinder Self Guided Trail was also launched in October 2017 in conjunction with its official opening.

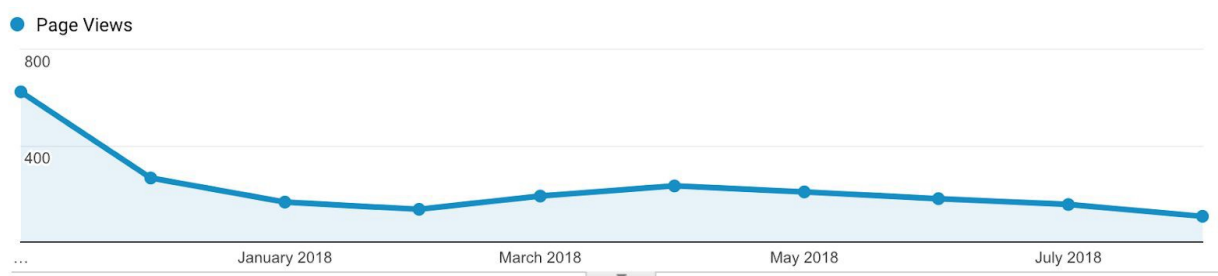
Designed in a similar style to the new website by a group of volunteers, the microsite hosts the Bukit Brown Self Guided Trail handbook, quick facts about the heritage site, and directions to the tour starting point.

Engagement and Reach

Between October 2017 and August 2018, the SHS Websites (including <http://www.singaporeheritage.org> and the various microsities) have drawn an average of 800 visitors per month, with about 90% of them being new visitors. 70% of our visitors are from Singapore.



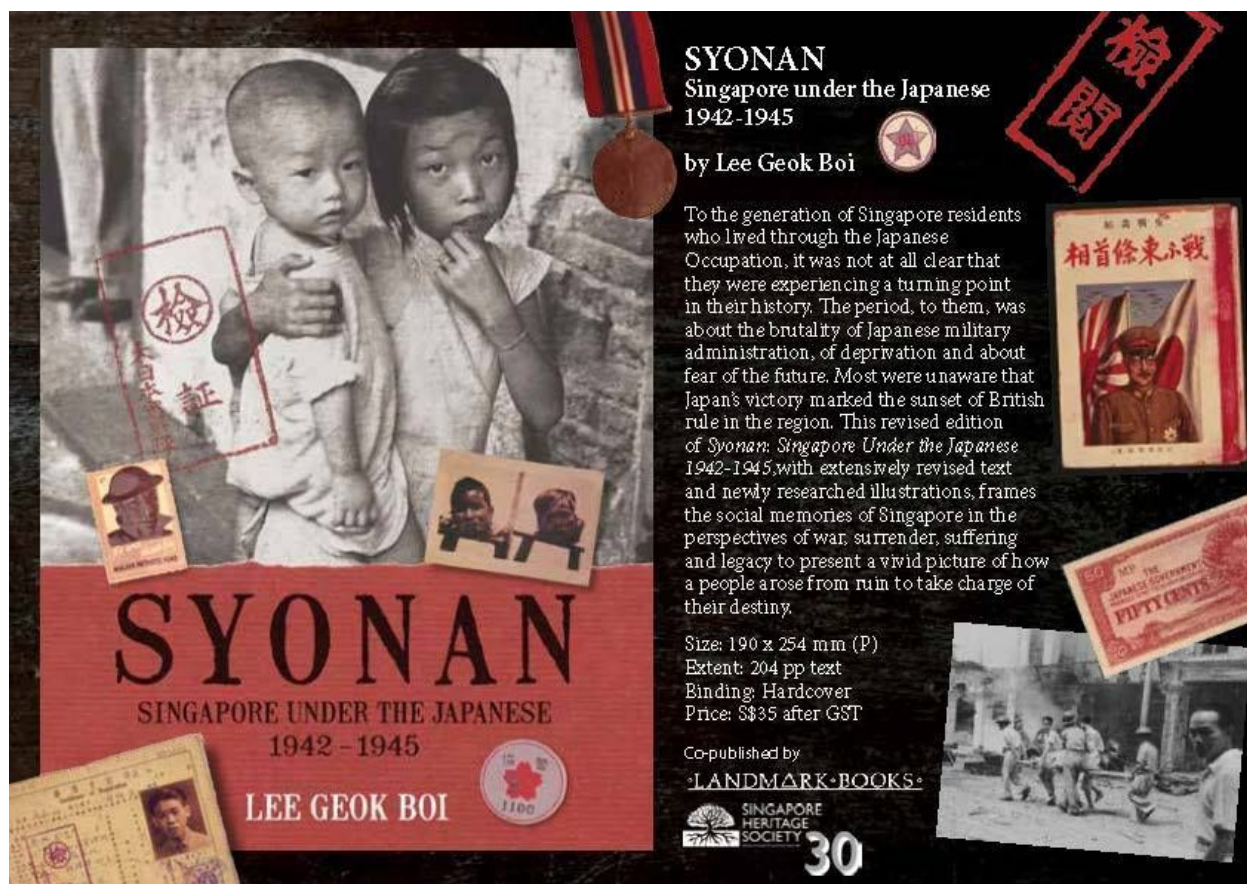
In particular, the Bukit Brown Microsite, has drawn an average of 200 visitors per month, with more than 1000 downloads over the year.



SHS is a beneficiary of the Google AdGrants program and has put up various online advertisements through Google AdWords. Traffic from our online advertisements only account for 8% of our websites' visitors, with another 8% redirected from social media sites such as Facebook, Instagram and Twitter. Majority of our visitors (about 75%) came through organic searches and direct links to our site.

8 PUBLICATIONS

Syonan: Singapore Under The Japanese Occupation 1942 - 1945 (Revised Edition)
by Lee Geok Boi, co-published by Singapore Heritage Society and Landmark Books
(Launched in August, 2017)



To mark the 75th year of the end of Japanese Occupation in Singapore, the Singapore Heritage Society and Landmark Books published a revised edition of *Syonan: Singapore Under The Japanese Occupation* (1942 -1945) by Lee Geok Boi. The original edition was published by the SHS in 1992 to mark the 50th anniversary of the Fall of Singapore. This edition has been revised with new material and the addition of photos that have emerged since then. The revised edition also brings together the original working team behind the book, author Lee Geok Boi and Goh Eck Kheng of Landmark Books and owes thanks to many parties who have helped SHS in this project, including the National Archives of Singapore and National Library Board.

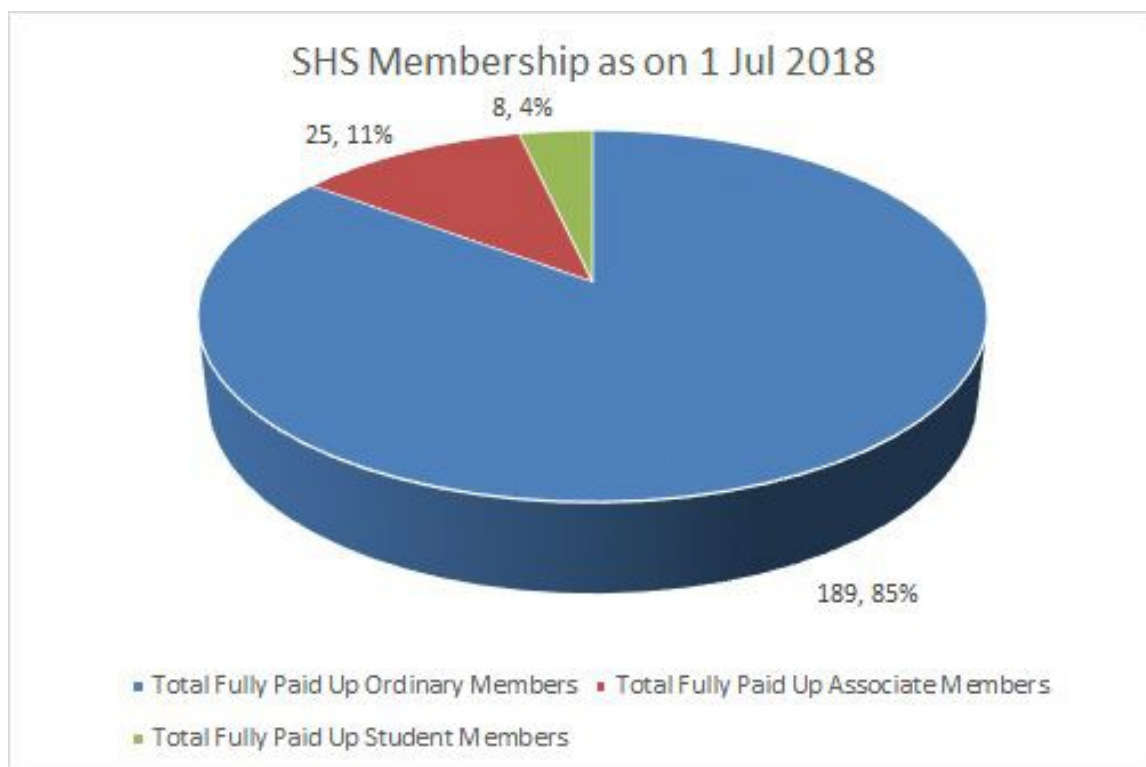
9 MEMBERSHIP

SHS has ordinary (Singapore citizens and Permanent Residents above 21 years of age), associate (Singapore residents who are non-citizens/PRs, above 21 years old), student (full-time students) and corporate memberships. More details of membership can be found on our website at http://www.singaporeheritage.org/?page_id=72.

Our members believe strongly in SHS's work of speaking up for heritage conservation. Our activities, social media updates and regular mailers help them to stay abreast of current affairs relating to heritage, as well as their knowledge of Singapore history and heritage. This helps them to participate more effectively in public discussions on heritage issues.

As of 1 July 2018, we have 222 fully paid up members. We are now working to further improve on membership registration and renewal process. The role of existing members in introducing friends to join SHS has been particularly important. We are also working to reach new members through our outreach activities and through the social media sphere.

With our aim and interest to create more awareness on the rich and valuable heritage in Singapore, we need more members to carry out the work.



10 FUNDRAISING

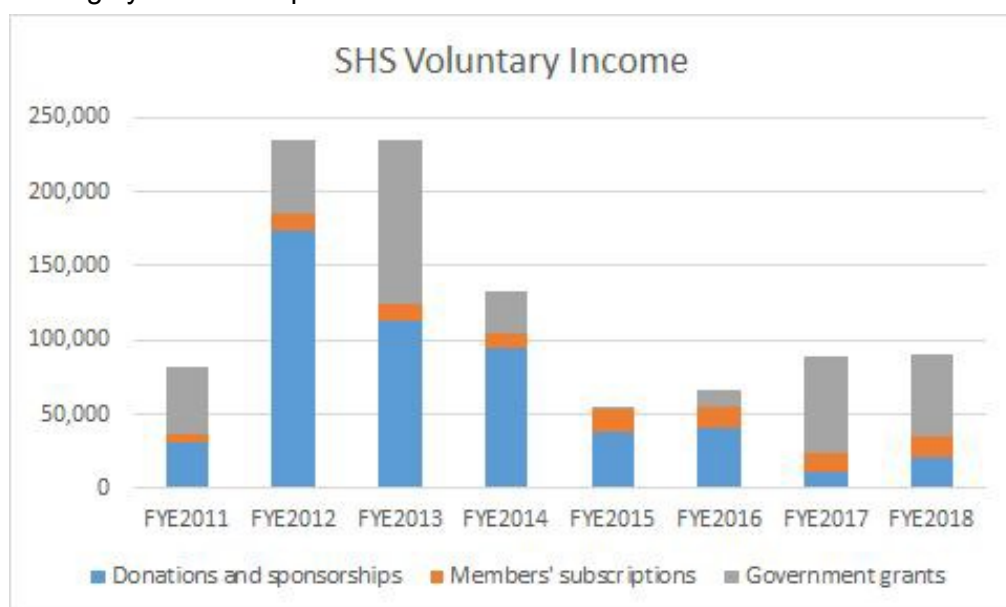
SHS has been an Institution of Public Character (IPC) since 14 January 2009, allowing donors to claim 250% tax relief based on the amount of qualifying donations made. Our online fundraising portal is www.giving.sg/singapore-heritage-society.

SHS accepts donations in cash, as well as donations via cheque, electronic transfer and credit card/Paypal. SHS is registered with the government-run online donation portal, Giving.Sg. Online donations has become a popular option for members and friends of SHS. At our events, we also display the QR Code link to the SHS page at Giving.Sg to encourage donations.

As an IPC Charity, SHS is also eligible for the one-for-one Cultural Matching Fund (CMF), administered by the National Arts Council. As of 31 July 2018, SHS had been granted CMF grants twice.

Over the years, membership subscriptions and donations have been an important income to support our operations. We have some government grants as part of our heritage research work. We hope to get more members as well as more donations so that we can be more active on various heritage related activities in Singapore.

Fundraising in FY2018 was similar to FY2017, with the largest proportion coming largely from government grants related to specific projects. Donations and sponsorships in FY2018 drew in slightly more than the year before. Income from memberships remain a much smaller but largely stable component.



11 ORGANISATIONAL MATTERS

1. Administration

The Society has no paid staff. Since June 2006, the secretarial work of the Society has carried out by Ms Wendy Chua of Bizcomm Pte Ltd who acts as the Society's administrative secretary on a service contract.

In October 2017, the Executive Committee decided that the post of an executive director to handle the day-to-day work of the Society should be advertised for. It envisaged that the executive director would be engaged as an independent contractor and paid a monthly service fee of \$1,500, out of the Tote Board and Cultural Matching Fund grants which the Society had obtained in the preceding two years. The post was duly advertised in the Society's Facebook group on 30 November 2017. By the closing date of 10 December 2017, only one application had been received from Dr Chua Ai Lin, the Society's Vice-President. Executive Committee members (with Dr Chua having recused herself from the discussion) then assessed Dr Chua's application. Satisfied that she is eminently qualified to carry out the role and that the Society's Constitution allows for her appointment, Dr Chua was engaged as the Society's Executive Director under a contract for services from 1 January to 31 December 2018.

2. Online productivity solutions

SHS actively uses technology to improve our organisational efficiency and work collaboratively.

We have since adopted:

- Doodle for organising meetings,
- Eventbrite for event registration,
- Google Docs for collaborative writing and
- Facebook groups for organising work teams.

We also take advantage of free premium software offered to non-profit organisations such as Canva for Work and Google for Non-Profits, and are exploring additional platforms. Since Oct 2017, SHS has been using GoogleSuite for business entities which provides a higher-level of security for Google functions, as well as singaporeheritage.org email addresses linked to the Gmail platform.

3. Internships

Internships play an important role in grooming new generations of heritage advocates with the necessary domain knowledge and real-world experience in the sector. They also bring fresh

blood and energy to the SHS organisation, and hopefully develop a relationship with SHS that lasts long after the end of the official internship. The 7th batch of SHS interns began their 7-month stint in mid-May 2018.

Under the guidance of Executive Committee members, SHS interns contribute substantially to the day-to-day running of SHS through administrative assistance, event logistics, photography and videography, graphic design, social media, research and fieldwork. And after gaining experience, interns are also given responsibilities in planning and organising public outreach activities.

Internship period	No. of applicants	No. selected	No. successfully completed
Aug-Dec 2017	12	2	2
Jan-July 2018	23	6	6
May-Nov 2018	33	5	n/a

5. Capacity Building

SHS Executive committee members, key volunteers and interns attend workshops and professional conferences to network and raise their capabilities in skills relevant to the work of the Society. From 4-8 December 2017, SHS Executive Director, Dr Chua Ai Lin, was one of 45 individuals selected for a fully-sponsored place on the inaugural 5-day American Express Leadership Academy in Singapore, for non-profit leaders from ASEAN countries. Conducted by UK leadership consultancy, Common Purpose, and supported by American Express Leadership Academy has been running in Europe, US, and Hong Kong for some years, serving those respective geographical regions.

6. Executive Committee Meetings

In accordance with the requirements of the SHS Constitution, 6 Executive Committee meetings are held in each 12-month period. Between the election of the current Executive Committee at the Annual General Meeting on 9 September 2017 and 31 July 2018, a total of 5 meetings were held. Attendance at meetings by Executive Committee members was as follows:

Name & Position	No. of meetings attended (out of 5)
Dr Jack Tsen-Ta Lee (President)	5
Dr Chua Ai Lin (Vice President)	5
Victor Yue (Honorary Secretary)	5
Han Ming Guang (Honorary Treasurer)	5
Siva S Krishnasamy	1
Catherine Lim	5
Timothy Pwee	2
Mizah Rahman	1
Tony Tan Say Kiong	4
Tan Wee Cheng	3

12 FINANCE & GOVERNANCE

A. Financial statements

The Society's main source of income is from donations and grants from government projects. Membership subscriptions alone are insufficient to meet day-to-day expenses. In all activities the Society has organised, every effort has been made to ensure that each event and project is self-funding. It should nonetheless be noted that subscriptions by members do not cover year-to-year operation costs and that cross subsidies are secured through money made in publishing, consulting and other ventures.

B. Finance & funding policy

The Society is funded by a combination of subscriptions from members, donations from well-wishers as well as through the sale of its publications and the provision of heritage consultancy services. It is the Society's policy that all new projects be self-financing. Throughout its history, the Society has never taken a loan from any individual or institution to finance its activities.

The Society's Financial Statement for the financial year ended 31 March 2018 are appended.

C. Reserves policy

The Society regards its accumulated fund as its reserves. The Society's objective when managing its accumulated fund is to safeguard the Society's ability to continue as a going concern, so that it can continue to provide services for the benefit of its members and other stakeholders.

The Society monitors its accumulated fund on a prudent basis and it does not utilise any external debt from financial institutions. The capital structure of the Society consists of cash and cash equivalents and accumulated fund.

As of 31 March 2018, the ratio of reserves to recurring operating expenses and ratio of reserves to total expenses including project costs are 5.4 times and 1.7 times respectively. The Society's ratio of cash and bank balances to committed recurring operating expenses is 6.6 times.

D. Conflict of interest policy

All Exco members and ordinary members of SHS are required to make full disclosure of any interests, relationships, and holdings that could potentially result in a conflict of interest. When a conflict of interest situation arises, the member shall abstain from participating in the discussion, decision-making and voting on the matter.