Connecting Citizens with Government

REACH Ministry of Communications and Information



Our mission

To facilitate two-way connection between Government and citizens through feedback and engagement sessions

Our guiding principles

Always Be Closing (the loop)

Cross-domain, niche communities

Experiment & experiment!

Our Team



Tan Kiat How Chairman, REACH Senior Minister of State, MCI & MND



Rahayu Mahzam Deputy Chairperson, REACH Senior Parliamentary Secretary, MOH & MLAW



Eric Chua Deputy Chairperson, REACH Senior Parliamentary Secretary, MCCY & MSF



REACH Team

Supported by:



REACH Advisory Panel







Patrick Tay Deputy Chairperson, REACH Assistant Secretary-General, NTUC

REACH Youth Advisory Panel

REACH Alumni Network



Engagement

Digital Marketing & Strategy

The REACH Team

Listening Points

Finance & **Quality Service** Management (QSM)

REACH Advisory Panel

Formerly known as the REACH Supervisory Panel, the Panel comprises **35 members representing diverse segments of Singapore's community.**



Role of the REACH Advisory Panel

- Provide advice on REACH's engagement initiatives
- Provide insights on ground sentiments related to the sectors they represent
- Expand REACH's network with their community

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REACH Youth Advisory Panel

Newly formed in 2022, the Panel comprises 18 youths from our local universities, polytechnics, Institute of Technical Education (ITE) and arts institutions.

Role of REACH Youth Advisory Panel

- Offer insights and perspectives on national issues that is of interest to their peers
- Partner REACH to co-design and execute youth-focused projects and initiatives



More about the REACH Advisory Panels...

- Two-year term
- Panel composition is reviewed and refreshed to keep pace with developing social needs and emerging interests



REACH Alumni Network

- REACH's panel.

• Comprises 33 members who were previously part of

• Alumni members continue to be kept informed of REACH's engagements, are invited to get-togethers and can initiate engagement initiatives with REACH

So, how do we listen to our citizens?

Dialogues

REACH provides a conducive environment for deeper conversations between political office holders (POHs) and participants on key national issues, such as women's development, mental health and the environment.



In-person large scale dialogues

Virtual dialogues through *Zoom*

Neighbourhood-centric small-group conversations







REACH conducts both in-person and digital polls to get an in-depth understanding of Singaporeans' views on key issues.

We also conduct listening points targetted at specific community groups to understand their nuanced concerns.







Listening Points (LP)

Interactive WhatsApp chats

- Two-way feedback channel to get an immediate sensing from citizens on their views on hot button national issues
- Nurturing communities of regular contributors



- 7 chatgroups
- > 1500 contributors
- **Open three times a week**

10:00 Sr

😱 REACH WhatsApp G1

🧼 Topic 🧼

Helping Singapore businesses and workers grasp opportunities in the green economy was a key issue discussed in Parliament on 12 Jan (Wed), with MPs discussing ways to create more jobs in the sustainability sector and further the nation's ambitions to become a major green financial hub.

What are your views on how Singapore can achieve an inclusive transition toward a low-carbon society?

Key points raised during the debate are as follows:

Capitalising on the green economy

Singapore aims to equip its workers with relevant skills so they can benefit from the green economy, said Mr Gan on 12 Jan. He noted that Workforce Singapore (WSG) is currently exploring a Career Conversion Programme (CCP) for sustainability professionals, while the Monetary Authority of Singapore (MAS) is also setting up centres of excellence for training and research in green financing.

"We are investing research and development resources into these areas, which we will need for our own living and livelihoods. In the process, we hope to build new economic engines out of them," added Mr Gan.

Other suggestions from MPs included setting up a new academy to train local industry talents and enhancing

Web/Mobile Game

- Understanding sentiments on local and foreign workforce
- Worked with local streamers to promote the game



REACH Comics

- REACH's cartoon characters aim to engage citizens on national issues in a lighthearted manner
- Delivers bite-sized information on national issues and sharing our LP findings
- Polls on our social media accounts to seek views from Singaporeans on key issues









Other modes of engagement

- Radio talkshows

- Newspaper articles

 Facebook live series Video series on YouTube



Connect with us on Social Media



@REACHSingapore



@REACHsg

- Key REACH social media channels that share:
 - Info about dialogues & LPs
 - **REACH comics**
 - Post-event wrap up
 - Public consultations
 - Cross-posting of information from other agencies (ie. Fight against Dengue/Budget)



@REACHSingapore

- Connect with youths
- Ride on trends to provide practical and light-hearted content

@REACH Singapore

in

- Engage with job seekers and PMETs
- Targeted outreach for e-LPs

In 2022, REACH engaged >200,000Singaporeans

7 WhatsApp Chat Groups 1,500 Contributors

4 Digital Campaigns 141,500 engaged

47 Listening Points 58,000 reached out to

56 Dialogue and Outreach sessions

3,400 engaged







2022 YEAR IN REVIEW AT GO.GOV.SG/RFA

