

Connecting Citizens with Government

REACH

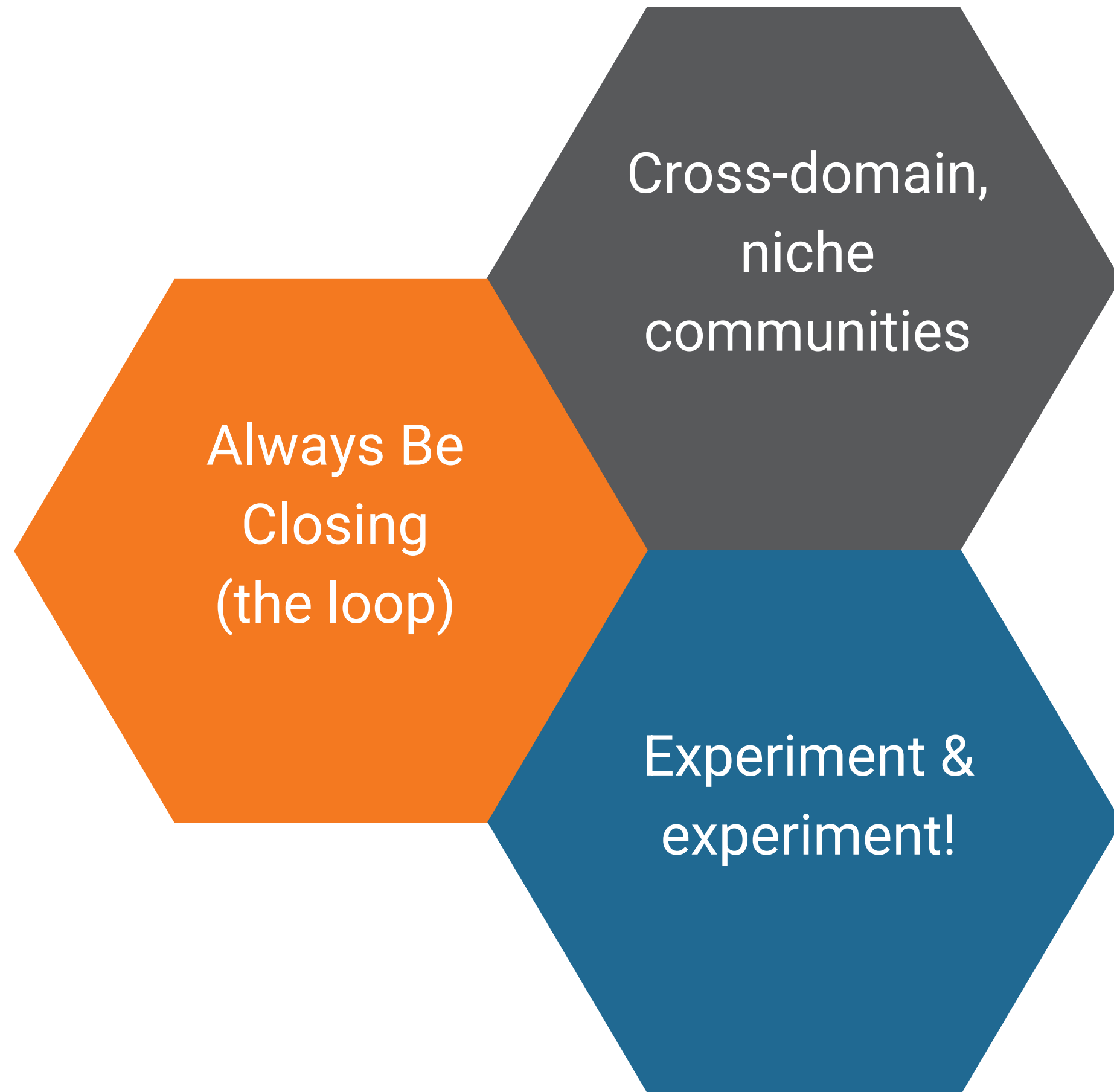
Ministry of Communications and Information



Our mission

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

Our guiding principles



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



Patrick Tay

Deputy Chairperson, REACH
Assistant Secretary-General, NTUC



REACH Team

Supported by:



**REACH Advisory
Panel**



**REACH Youth
Advisory Panel**



**REACH Alumni
Network**



The REACH Team

Engagement

Listening
Points

Digital
Marketing
& Strategy

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.**

E.g. of sectors on the panel:

Business

Racial Groups

Environment

Media

Mental Health

Family

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



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

- Comprises 33 members who were previously part of REACH's panel.
- 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*

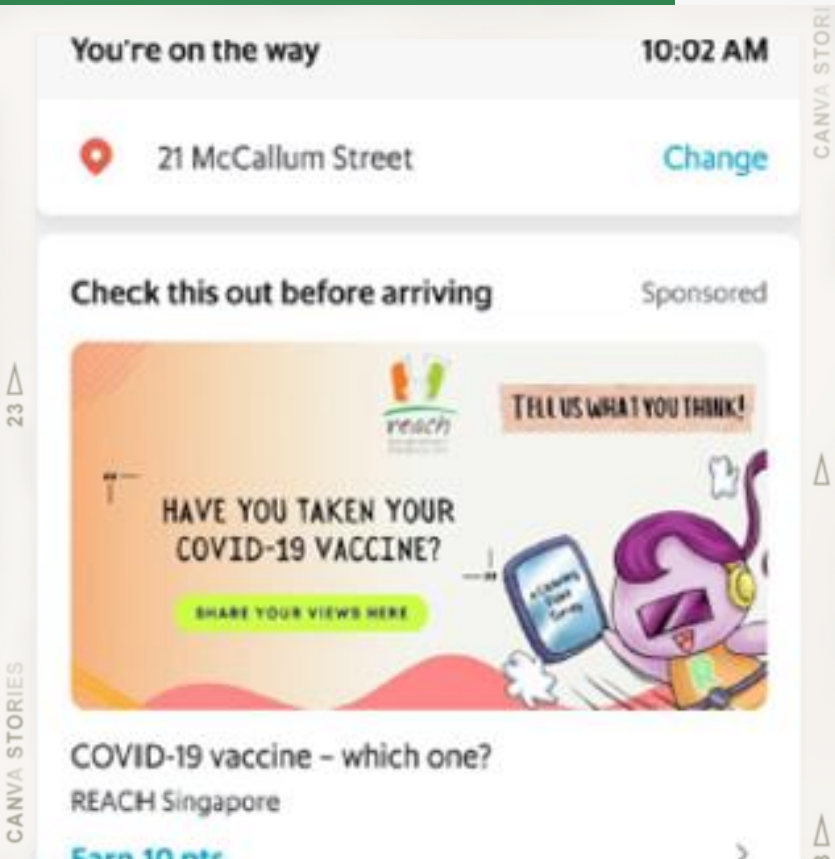


Neighbourhood-centric small-group conversations

Listening Points (LP)

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.



E.g. of community groups reached:

Teachers

Healthcare Workers

Aviation Workers

Delivery Riders

Rental Flat Residents

Overseas Singaporeans

Interactive WhatsApp chats

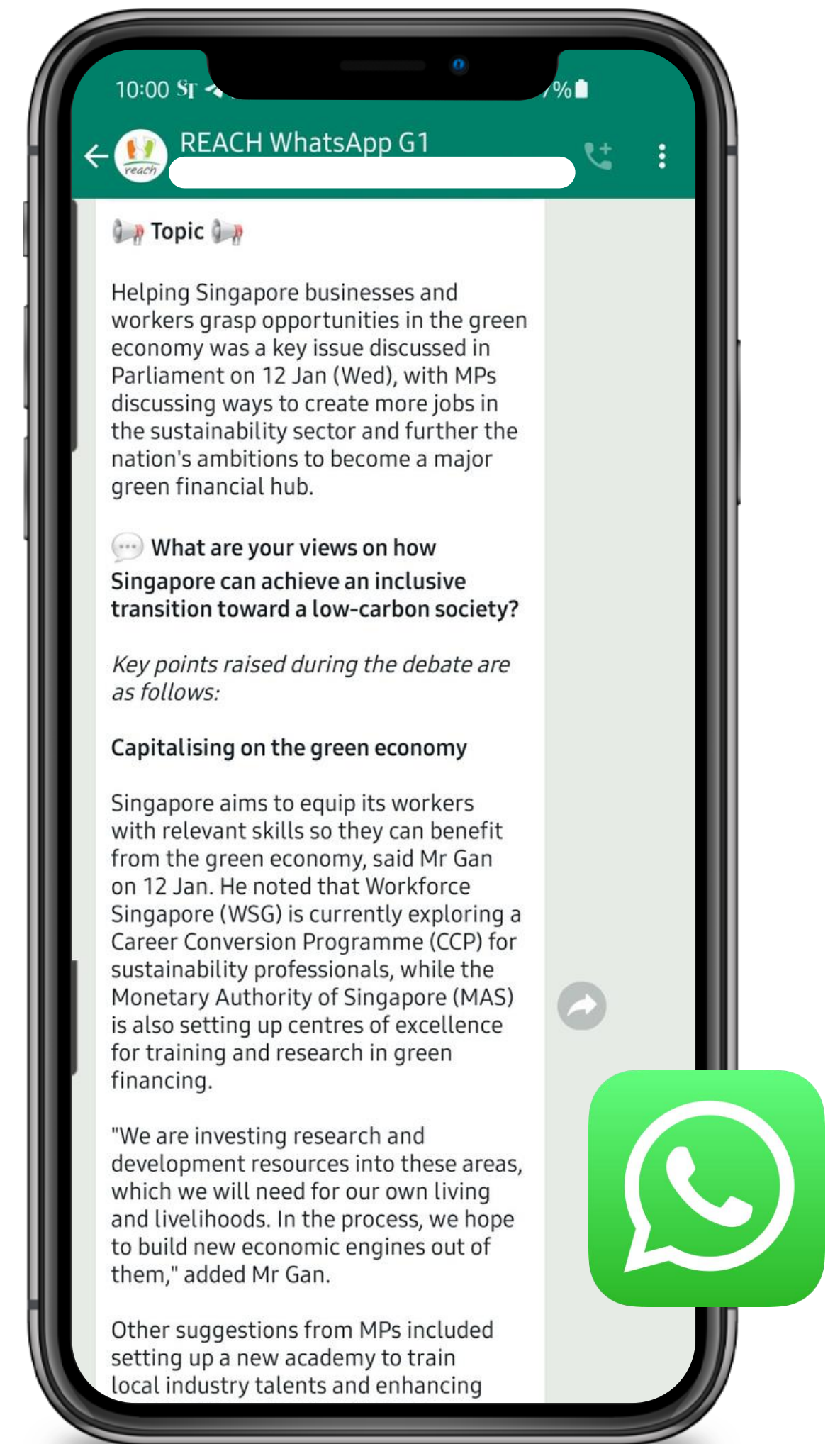
- Two-way feedback channel to get an immediate sensing from citizens on their views on hot button national issues
- Nurturing communities of regular contributors



7 chatgroups

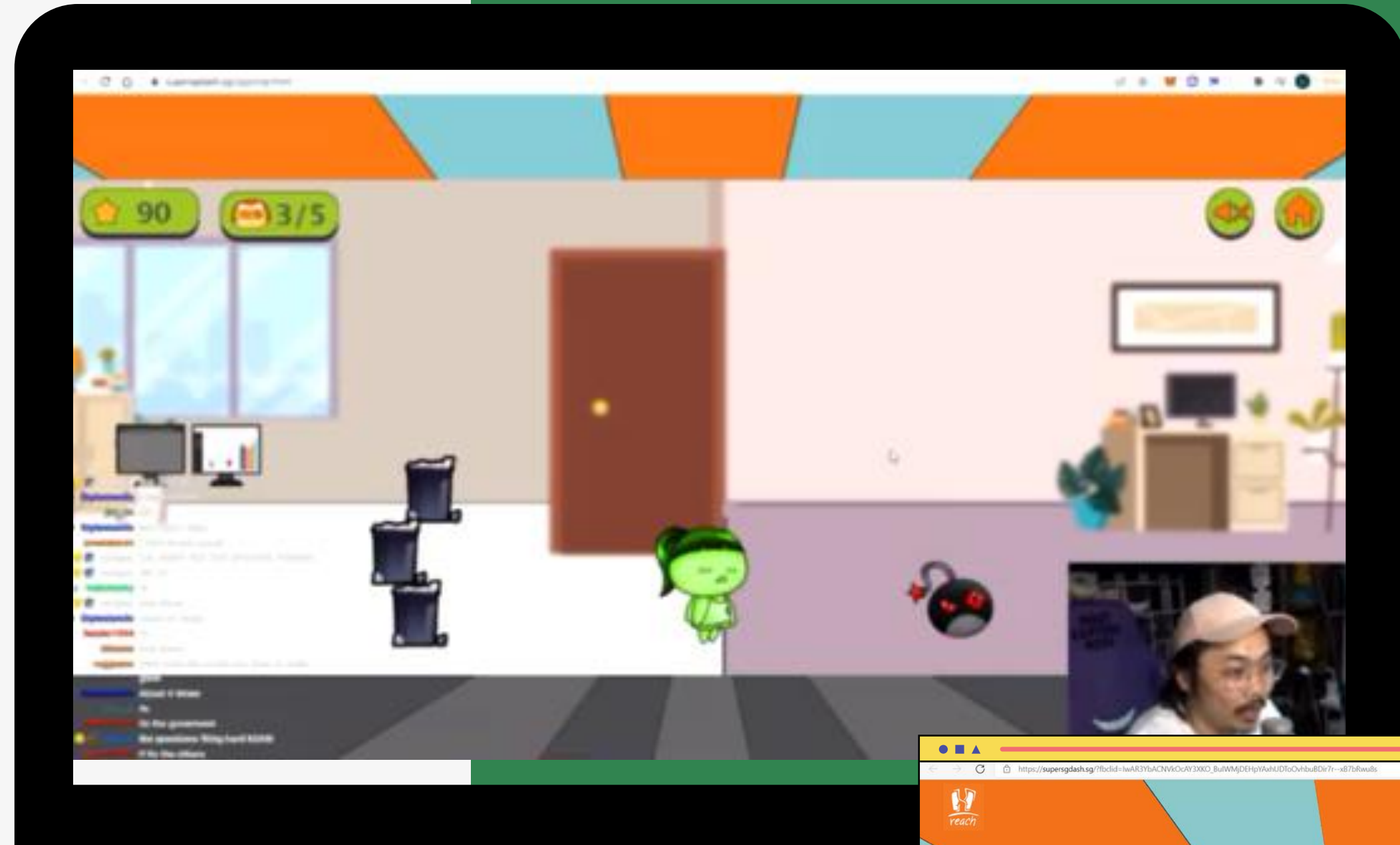
> 1500 contributors

Open three times a week



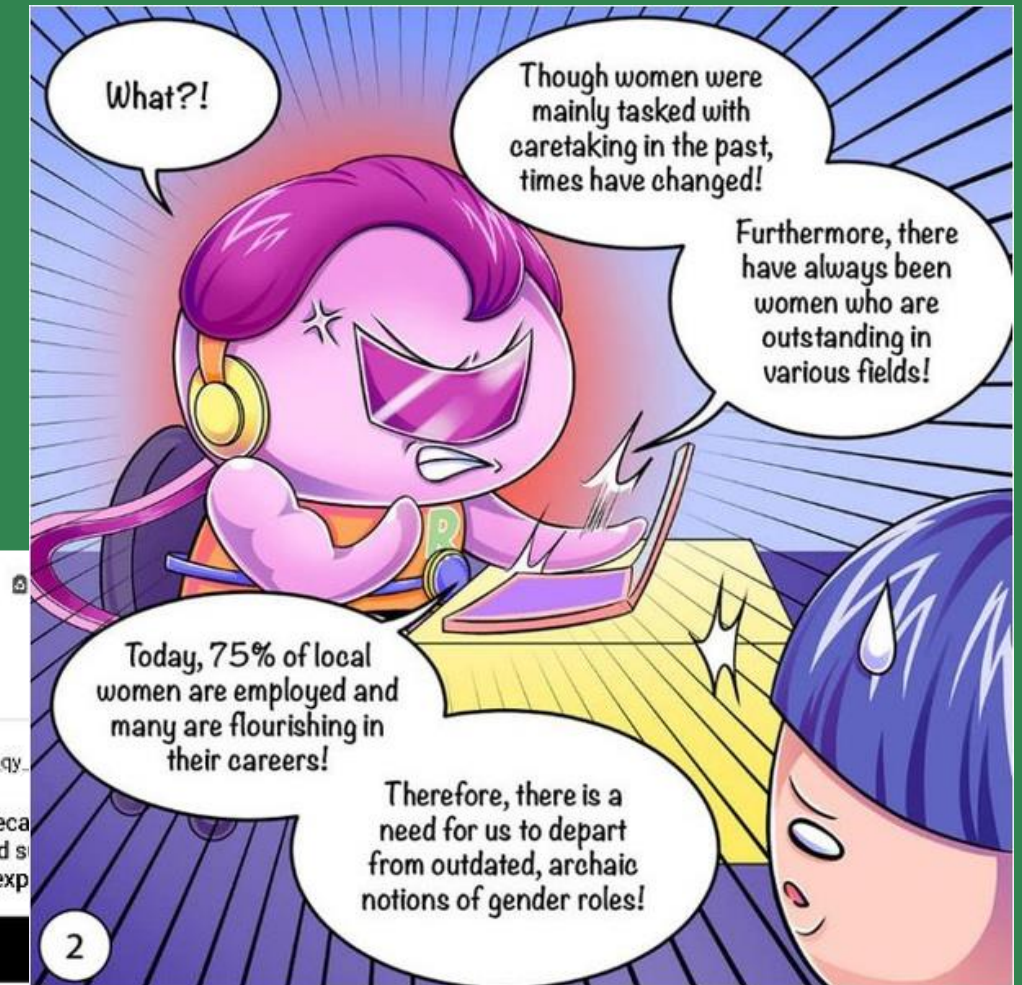
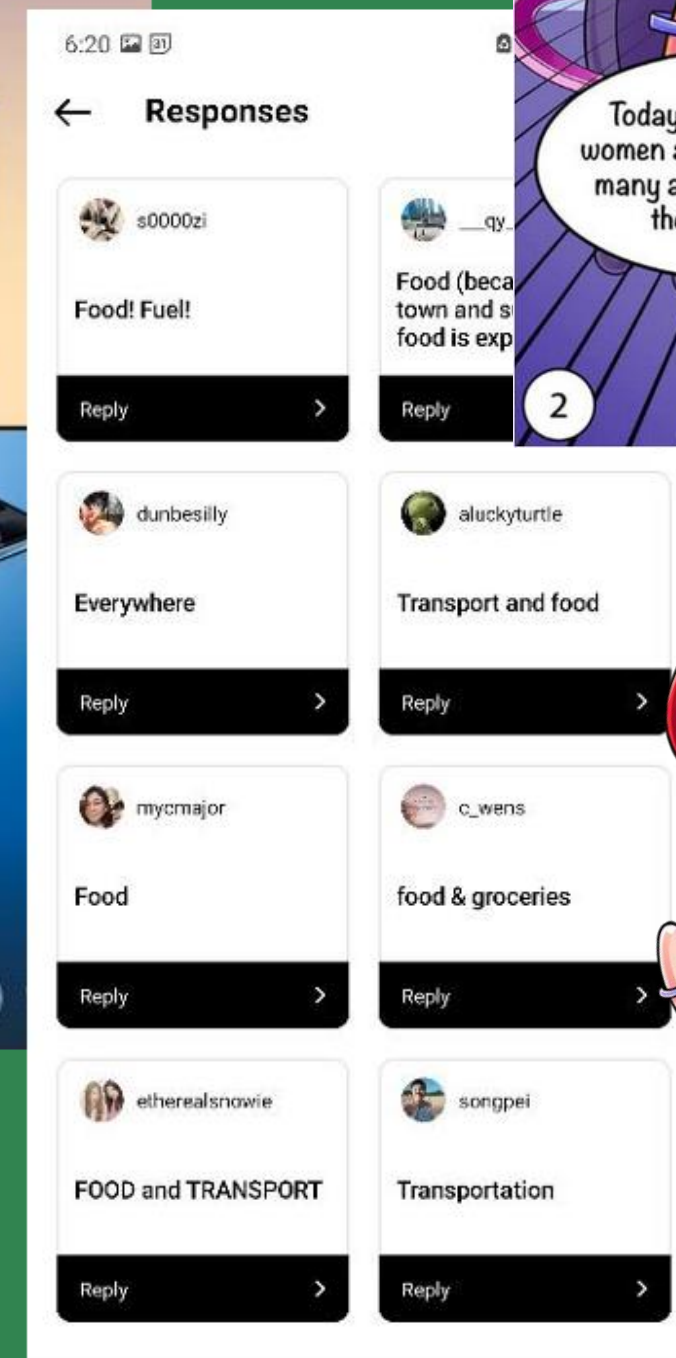
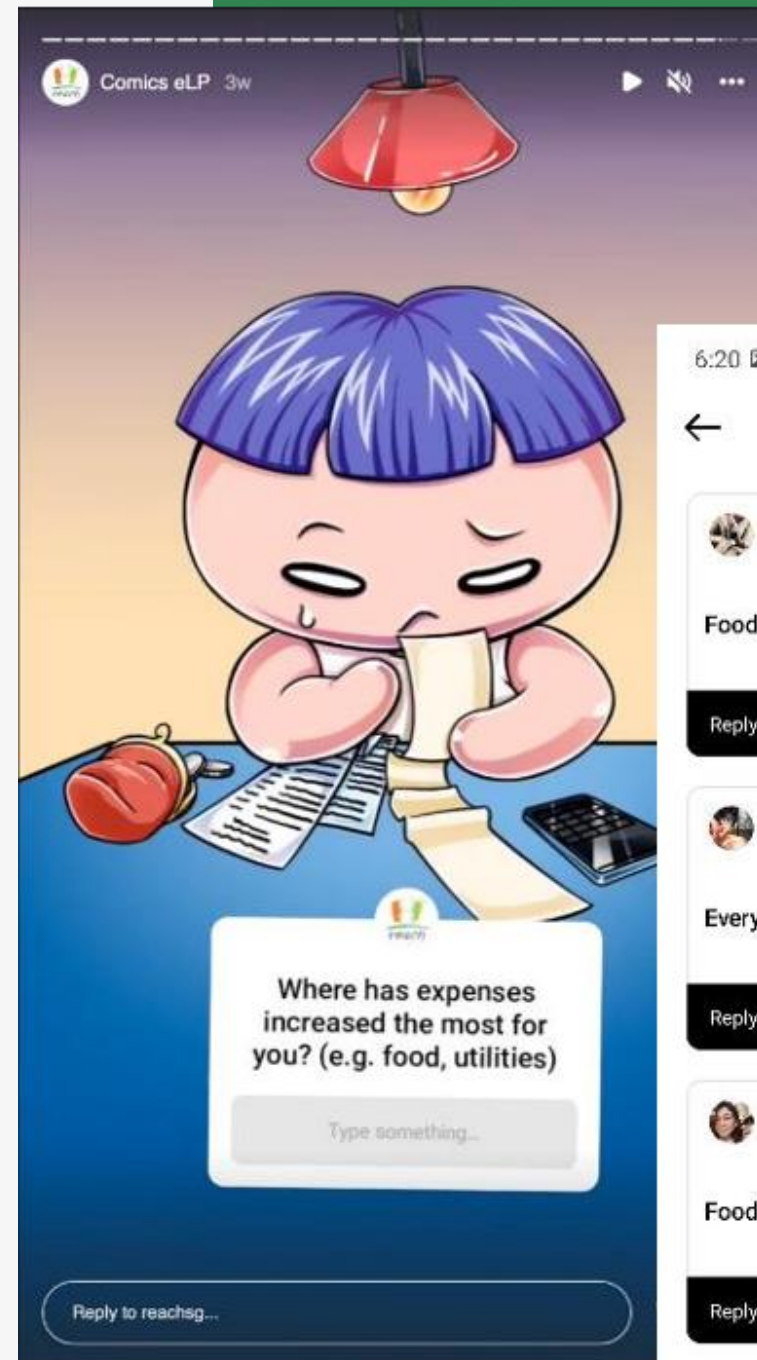
Web/Mobile Game

- 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 light-hearted 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
- Facebook live series
- Video series on YouTube
- Newspaper articles



Connect with us on Social Media



@REACHSingapore

- 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)



@REACHsg



@REACHSingapore

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



@REACH Singapore

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

In 2022, REACH engaged
>200,000
Singaporeans

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

CHECK OUT OUR
2022 YEAR IN REVIEW
AT [GO.GOV.SG/REACH2022](https://go.gov.sg/reach2022)

