

# 新加坡考察心得分享

政府機關優化數位轉型服務及硬體設施改造—  
以處理人民陳情實務為例

考察日期：111年12月4日至7日

報告人：王增華、張麗雅 111年12月22日



# 簡報大綱

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考察機關(構)及過程

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考察心得

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考察建議

# 考察事項

- 1 國際情勢變化下之陳情服務精進作為
- 2 如何運用科技及新媒體進行宣導推廣
- 3 如何培訓人力及改造辦公場域，以面對多元化陳情態樣
- 4 面對數位化趨勢潮流，如何建構檔案應用資訊化，提供簡政便民服務

## 考察機關(構)-1



# REACH 民情聯繫組



Reaching  
Everyone for  
Active  
Citizenry@  
Home

民情聯繫組 ( REACH ) 隸屬於新加坡通訊及新聞部 ( Ministry of Communications and Information, MCI ) ，負責對外收集公民意見與回饋，為新加坡政府與公民間互動的主要機構。



## Connect with us on Social Media



@REACHSingapore



@REACHsg

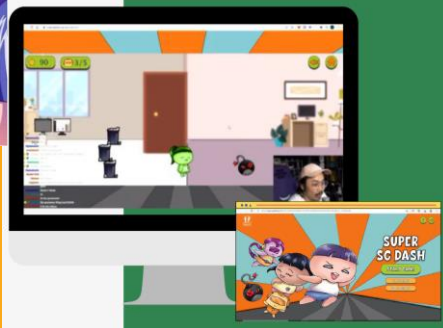
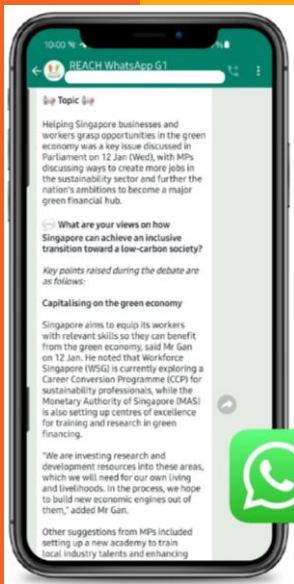


@REACHSingapore



@REACH Singapore

# REACH 傾聽民意的方式



# REACH 年度成果 報告



**SENSING ON NATIONAL ISSUES**

**EMPOWERING OUR YOUTH**

**REACHING THE LESSER-ENGAGED**

**REACH  
YEAR-IN-REVIEW  
2022**

**ENVISIONING A BETTER FUTURE**

**REACH PANEL APPRECIATION EVENT 2022 #EVERYVOICEMATTERS**

Time	Programme
12.55pm	Arrival of Guests of Honour
1.00pm	Video Highlights on REACH's 2022 and Contributions by Panel Members
1.05pm	Speeches by Minister Josephine Teo and REACH Chairman SMS Tan Kiat How
1.25pm	Presentation of Appreciation and Appointment Letters

**Station 1 Registration**  
Start here! Register and say hi to our friendly REACH staff!

**Station 2 Listening Point**  
Complete a simple survey and spin our giant Gashapon machine for a chance to receive a special prize!

**Station 3 Friendzone**  
Experience the vibe at our taghig dialogue series and bring home a new "friend"!

**Station 4 Food and Drinks**  
Enjoy a variety of food and drinks offered at REACH events!

**Station 5 REACH Comics**  
Rachel, Andy, Susan or Evelyn? Vote for your favourite REACH Comic Character!

Ministry of Communications and Information

reach



**REACH**  
入口意象



業務交流與經驗分享



# NAS 新加坡國家 檔案館



**National  
Archives of  
Singapore**

新加坡國家檔案館（NAS）隸屬於國家圖書館委員會（National Library Board, NLB），履行其作為新加坡國家和歷史意義的記錄保管人角色。



## 新加坡國家檔案館 (NAS)



檔案管理處

文件管理處

文件修復處

文件縮微處

口述歷史中心

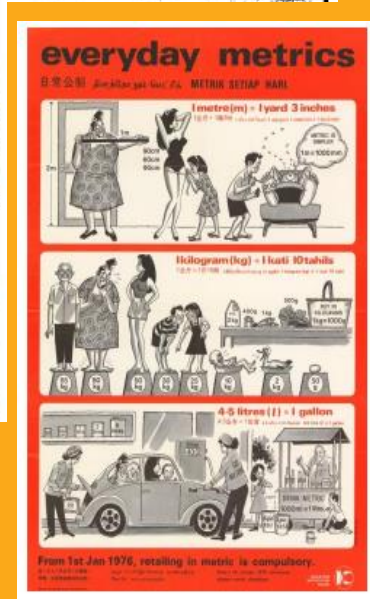
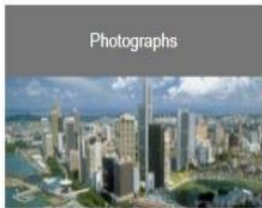
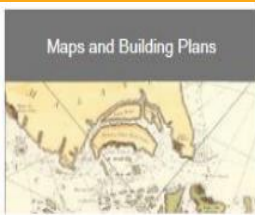
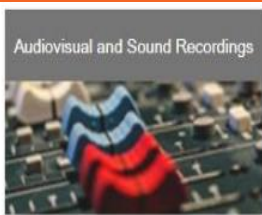
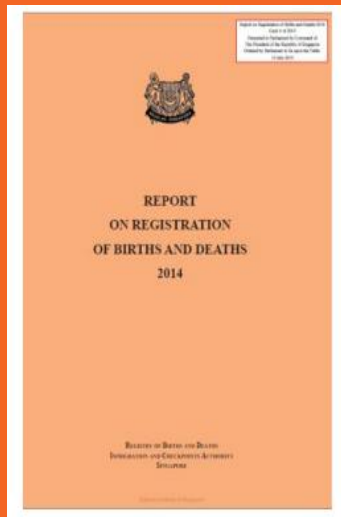
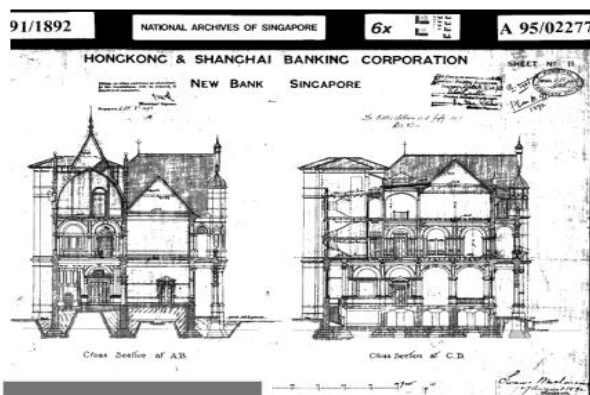
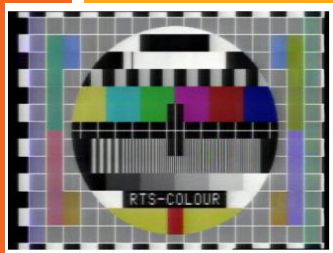
聲像檔案處

古蹟研究處

古蹟保存局

檔案利用處

NAS  
組織架構



典藏資料內容多元



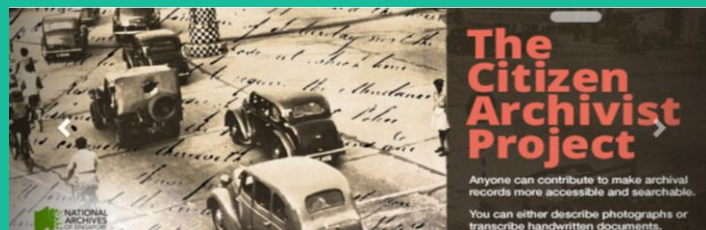
業務交流與經驗分享



## NAS對檔案保護 之專業與重視



# NAS 近期影音 展覽活動





# 考察心得

## 1. 虛擬人物的應用，能有效拉近與民眾的距離

Reaching everyone for active citizenry @ home

Home Participate Read Watch Who We Are SEARCH

From: RAECH  
dear susan, u win free prize  
enter bank login to redeem:  
[clik.me/redeem](http://clik.me/redeem)

# REACH'S SMS ADVISORY

Amelia  
Powered by GovTech

Hello! Welcome to REACH, I am Amelia. I'm here to assist you with any questions regarding REACH events and our public consultation.

If you would like to share your views or suggestions, we encourage you to [submit your feedback through our online feedback form on the REACH website.](#)

Visit [www.covid.gov.sg](http://www.covid.gov.sg) for more information on what to do if you are exposed or test positive for COVID-19.

01:40PM

REACH'S SMS ADVISORY

Received a suspicious SMS claiming it's from REACH? Read on for tips on how to verify, spot fake SMS Sender IDs and report them!

READ MORE

Message



# 考察心得

2.卓越政府來自於菁英  
人才的培訓



3.營造多元·融合·年  
輕·活力的社會氛圍，  
意味著政府施政的成功。

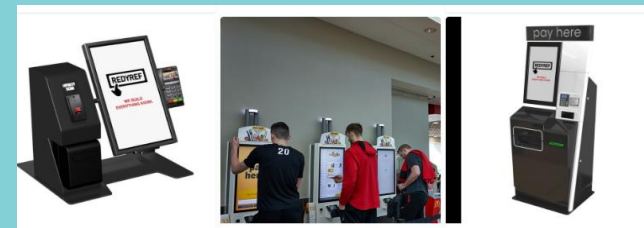
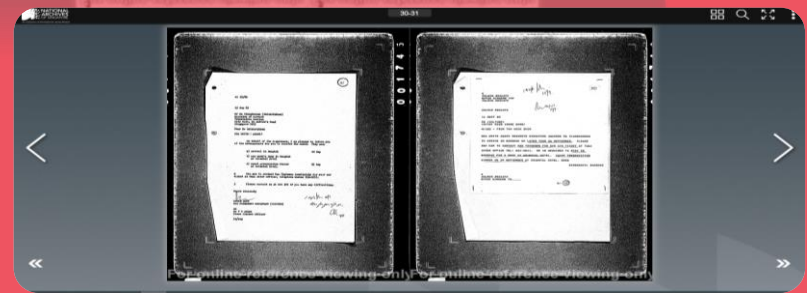
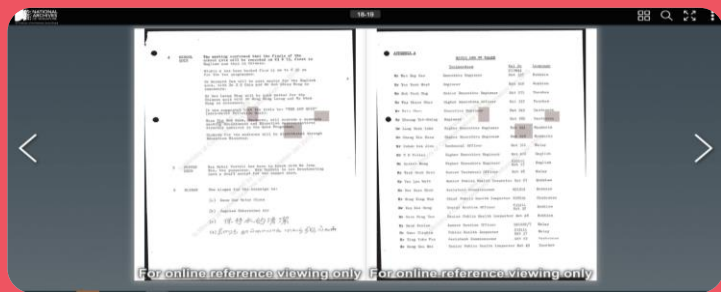






# 考察心得

## 4. 注重數位影音資料的保存和利用-線上檔案館





# 考察心得

5. 播放本院職權宣導影片進行交流，提升國際能見度

6. 參考REACH經驗，不開放受理人民以電話陳情





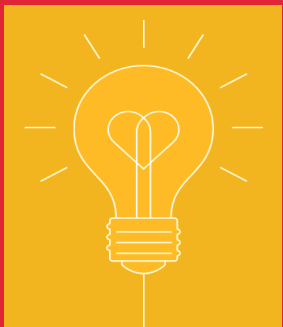
# 考察心得

7. 鏗而不捨的吸引力法則

8. 借鏡國際金融重鎮經驗，  
提升財經類案件處理品質

9. 思維貧窮將限制想像與  
發展，時時突破思考





# 考察建議

- ◆ 設計形象虛擬人物，提升本院親民形象
- ◆ 提供數位化檔案複製影像服務，便於民眾資料取得
- ◆ 建置主題式檔案導覽，主動公開重要檔案
- ◆ 建置數位化軟體設備，打造無障礙環境



# 考察建議

- ◆ 適時運用網路社群媒體行銷本院職權
- ◆ 於陳情受理中心及文史陳列室增設互動式數位服務機，提升服務效能
- ◆ 參採REACH廣設LP (Listening Point) 模式，將在地化議題融合地方巡察業務，擴大民眾參與
- ◆ 豐富本院職權宣導方式，營造機關入口意象

感謝聆聽  
敬請指教

