

MENDAKI ANNUAL REPORT 2018 Copyright © 2019 Yayasan MENDAKI

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All enquiries should be addressed to: 51, Kee Sun Avenue, Off Tay Lian Teck Road, Singapore 457056 Tel: 6245 5555 Website: www.mendaki.org.sg Email: mendaki@mendaki.org.sg

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SHIFT SYNTHESIZE SYNERGIZE

Watercolour paintings are often linked with fluidity. It symbolises the cohesiveness and integration as different colours blend with one another, forming a beautifully complex palette. This imagery parallels MENDAKI's efforts to establish collaborations with other key stakeholders, amidst a landscape of changes. 2018 was a year of new initiatives, such as the formation of M³, and the opening of more centres. It was also a year of deepening current efforts such as our messaging on School Ready. Like the bold strokes of a brush, MENDAKI's initiatives seek to bring a strong impact to the canvas of the community. As the organisation advances through the years, it will seek ways to adjust, and maintain collaborative relations. It will find ways to Shift, Synthesize, Synergize.

VISION COMMUNITY OF EXCELLENCE

MISSION

TO NAVIGATE, EMPOWER AND POSITION THE MALAY/MUSLIM COMMUNITY AT THE FOREFRONT OF EXCELLENCE

CORE VALUES

INTEGRITY
QUALITY
TEAMWORK
COMMITMENT
INNOVATION

3 THRUSTS



STRATEGIC THRUST 1:

EMPOWERED & EQUIPPED MALAY/MUSLIM INDIVIDUALS, FAMILIES AND COMMUNITIES IN LEARNING AND EDUCATION

SCHOOL READY PERFORM IN SCHOOL

FUTURE READY

STRATEGIC THRUST 2:

PROGRESSIVE COMMUNITY THROUGH EDUCATION BY LEVERAGING ON THE PUBLIC, PRIVATE AND PEOPLE SECTORS

STRATEGIC THRUST 3:

IMPACTFUL, PROFESSIONAL & CREDIBLE MENDAKI







CHAIRMAN'S **MESSAGE**

A COMMUNITY DOING WELL

Our community has made great progress across all sectors in the past 36 years. Malay/Muslim individuals continue to excel and shine in various fields such as education, finance, technology, arts and sports. Under the stewardship of past Chairmen and Boards, MENDAKI has played a key role in our community thriving in Singapore's meritocratic system.

Students who excel academically are recognised at the annual Anugerah MENDAKI awards ceremony. Year on year, more Malay/Muslim students excel in the national examinations, making up the top 10% of the national cohort. Over the past 3 years, an average of 65 university students graduated with First Class Honours or emerged as valedictorians of their cohorts. This is a proud achievement indeed. Last year, for the first time, we celebrated the successes of adult learners who returned to school for higher learning through the MENDAKI Study Awards. Congratulations to all of them!

HARNESSING THE STRENGTH OF THE **COMMUNITY**

The challenge ahead is in ensuring that our community continues to progress as one. MENDAKI plays a critical role in supporting efforts to narrow the social divide by empowering our families and encouraging our professionals to give back to the community. MENDAKI will continue to focus on 3 key areas - school readiness, education and future readiness. Yet, the **shift** needed in the years ahead is to magnify the outreach and impact of MENDAKI's evidence-based programmes so as to also amplify the positive outcomes within our community.

M³ was first mooted in June 2018 to **synergize** the strengths of 3 key Malay/Muslim institutions - MENDAKI, Muis and MESRA. Through collaboration with MESRA and M³@ Towns, MENDAKI will expand its outreach and forge closer ties with programme beneficiaries. MENDAKI will also coordinate with Muis to enhance assistance to those in need. Complementing the work of national agencies, M³ focuses on 3 focus areas, namely, strengthening marriage and families, assisting offenders, ex-offenders and their families as well as empowering youths. The M³ framework gives MENDAKI the opportunity to focus on deepening its expertise in producing innovative and effective programs that can target specific educational needs of our community, while Muis and PA MESRA helps with the outreach.

KMM@CC is one such programme and was the first M³ initiative to be rolled out. KelasMateMatika@Community Centres or KMM@CC was piloted at Nee Soon, Marsiling and Pasir Ris towns, to empower parents of pre-schoolers with the skills and confidence to be their children's mediators of learning in numeracy. KMM@CC marries MENDAKI's successful six-week Tiga M programme with 4 weeks of family bonding activities by PA MESRA. With the pilot's positive results, KMM@CC will expand to all 8 M3@Towns in 2019, aiming to benefit 1500 parents and children. MENDAKI will also roll out more post-KMM@CC engagements as part of its School Ready initiatives.

School Ready is an example of how MENDAKI synthesizes with various partners, including volunteers. Early childhood education professionals have come on board the School Ready efforts, enriching the discourse and enhancing the

effectiveness of programmes for beneficiaries. The MENDAKI Alliance of Preschool Professionals (MAPP), organically formed following the 2017 Education Symposium, is a strong partner in shaping MENDAKI's preschool initiatives such as PlayFest. More MENDAKI volunteers are also being roped in to scale up KMM@CC. Many have stepped forward to be trained as KMM trainers and facilitators.

Similar models of involving volunteer professionals will be looked into in the coming year for the other focus areas. The second focus area for M³ will see MENDAKI implementing new programmes to engage children and families affected by incarceration. The third focus area will enhance MENDAKI's YouthSpace programmes for youths in ITE by involving volunteer mentors who will help our youth stay focused in school and guide them to be future-ready.

As MENDAKI moves forward with the changes, how it allocates its resources will shift accordingly. More will be allocated for School Ready, Future Ready and engagements with families and volunteers. Nevertheless, education will remain MENDAKI's raison d'étre, beyond the formal school

A COMMUNITY WORKING TOGETHER

As the saying goes, "Tiada gunung yang terlalu tinggi yang tak dapat didaki, tiada lurah yang terlalu dalam yang tak dapat dituruni".

Hence, I urge everyone to step forward and play a part in supporting those who need our help. MENDAKI, in partnership with M³ and other Malay/Muslim Organisations are shifting, synergising and synthesizing our efforts to create a successful Malay/Muslim community with a heart of giving.



MR MASAGOS ZULKIFLI MASAGOS MOHAMAD

Chairman of Yayasan MENDAKI Minister for the Environment and Water Resources Minister-in-Charge of Muslim Affairs





CEO'S **MESSAGE**

In 2018, we paid tribute to Dr Yaacob Ibrahim for 16 years of steering MENDAKI and welcomed our new Chairman Minister Masagos Zulkifli Masagos Mohamad and Deputy Chairman Minister of State Mr Zaqy Mohamad. A number of significant new initiatives were put in place, readying us to grow them in the years ahead.

BUILDING STRONG FOUNDATIONS

For children to be lifelong learners, we know it is important for them to be in a supportive environment and for the learning to start as early as possible. MENDAKI enhances awareness on the importance of early childhood development by embarking on a massive School Ready campaign in 2018 that targeted parents of preschoolers. The campaign carried two key messages - the important role of parents as their child's first teacher, and the importance of play in a child's development. An integrated marketing approach was adopted and we went big, leveraging on platforms that include broadcast, print, editorials, Facebook, Instagram and videos on social media.

We held the inaugural PlayFest in April – a 1-day event organised back to back with our second Education Symposium. PlayFest attracted more than 1,500 visitors. It showed how learning for young children can take place anytime and anywhere. The mock-ups of a HDB home became showcases of how a learning environment can be created for children's purposeful play. PlayFest brought together MENDAKI's partners such as Dads for Life, National Library Board and the Early Childhood Development Agency (ECDA) to demonstrate the many free resources and handson activities available to parents. Boxes of MENDAKI School Ready PlayKits were given out and instructional videos were made available online for parents to try out with their children.

In November, MENDAKI became one of the 6 agencies officially appointed by ECDA to be a Preschool Outreach Agency. We began reaching out to families with preschoolers to educate on the importance of preschool education and to facilitate the registration of their children. The engagement with families gave us rich insights into family struggles and dilemmas and in some instances, allowed us to be an advocate for our lower-income families. Coincidentally, it also helped us to prepare the scaling up of Maju Minda Matematika, or Tiga M programme for M³ pilot KelasMateMatika@ CommunityCentres or KMM@CC. With greater outreach by M³ partners, KMM@CC piloted in the 4th quarter of 2018, benefitted close to 200 parents and children. Plans to multiply the impact of KMM@CC are currently underway.

MENDAKI adopts the 3E approach – engage, educate and empower. Family Excellence Circles (FEC), originally for Cahaya M parents, is growing to include parents who are participants of PlayFest and KMM@CC. And so the learning continues.

ENHANCING ACCESSIBILITY AND PRESENCE IN COMMUNITY

Three new touchpoints were launched this year. First, MENDAKI@Choa Chu Kang was officially opened by Deputy Chairman Mr Zaqy Mohamad in September. This is the seventh satellite centre in the heartlands. It serves as an important touchpoint for both the residents in Choa Chu Kang and those in the vicinity such as Teck Whye, Bukit Panjang and Bukit Batok. The centre's approach based on the Asset Based Community Development (ABCD) philosophy has already drawn positive responses from the residents and agencies in the vicinity.

Our second community touchpoint is the MENDAKI's YouthSpace@ITEs. College West began its operations in 2018, completing YouthSpace presence in all 3 colleges. MENDAKI will continue to work closely with the college management to engage, educate and empower the students for mentoring and Future Ready initiatives.

The last but no less significant touchpoint is Vibrance@ Yishun. Through our collaboration and partnership with the other three Self-Help Groups, Vibrance@Yishun was launched in August as a shared space for all residents to access programmes under MENDAKI and the other Self-Help Groups. Vibrance@Yishun enhances MENDAKI's presence in northern regions, complementing the work at MENDAKI@ Woodlands.

EMPOWERING COMMUNITY WITH DIGITAL TECHNOLOGY

In keeping pace with the technological changes, the Digital Transformation Department had its first foray through a sharing session with the Malay/Muslim Organisations in February, highlighting the benefits that the Malay/Muslim Voluntary Sector (MMVS) could derive from the advancement in technology. The Digital Transformation Steering Committee comprising industry professionals was set up to guide the department in its work.

Throughout the year, the department worked closely with agencies such as Info-communications Media Development Authority (IMDA) in promoting adoption of digital technology. As part of IMDA's campaign, the team also worked with the Media Literacy Council and Digital Quotient (DQ) Institute in promoting greater awareness amongst parents in ensuring a safe environment for their children and families in this internet world.

Walking the talk, MENDAKI's IT masterplan is rolled out in phases to transform MENDAKI's work processes for greater productivity, critical analytics and better user experience.

I am also pleased to share that MENDAKI was conferred the Knowledge Ready Organisation (KRO) Award in 2018, joining established organisations like Ministry of Manpower, NLB, MTI, NCSS, DSTA, SINGTEL, NCS and IPOS as past recipients. MENDAKI was assessed based on the KRO framework in six key areas namely strategy, leadership, culture, process, technology and impact. It recognises MENDAKI's pursuit in leveraging on knowledge management as an enabler for creativity and innovation.

SCALING NEW HEIGHTS OF SUCCESS

The year ended on a high with another first. As part of the fundraising efforts for the Education Trust Fund (ETF), MENDAKI organised the Climbathon. It is a series of treks throughout the year that culminated with an expedition to summit Mt Fansipan, the highest peak in IndoChina in October. With a team of 40 trekkers comprising youths, members of the public and staff, we climbed and summited Mt Fansipan on 27 October. The unique fundraising initiative takes inspiration from the MENDAKI name and its vision to strive for a community of excellence. It successfully raised awareness of ETF and garnered support from agencies, corporations and members of the public, raising almost \$272,000.

It is in this spirit that I welcome all members of the community, parents, youths, professionals and organisations to join us in innovating and seeking new possibilities to do more for those in need. As Helen Keller said, "Alone we can do so little; together we can do so much." MENDAKI looks forward to your support as we journey to reach new heights.

MDM RAHAYU BUANG
Chief Executive Officer

BOARD OF **DIRECTORS 2018**





Mdm Rahayu Buang (From 1 Jan 2017)

Dr Yaacob Ibrahim

(Chairman and member from 1 Mar 2002 to 30 Apr 2018)

Mr Masagos Zulkifli Masagos Mohamad (Member from 1 Oct 2015, Chairman from 1 May 2018)

Mr Zaqy Mohamad (Deputy Chairman from 14 May 2018)

Ms Rahayu Mahzam (From 1 Oct 2015)

Mr Farihullah S/O Abdul Wahab Safiullah (From 22 Jun 2013)

Mr Abdul Razak Hassan Maricar (From 21 Jun 2014)

Mr Saktiandi Supaat (From 1 Oct 2015)

Dr Mustafa Izzuddin (From 9 Jun 2018)

Ms Nur Hani Nasir (From 9 Jun 2018)

ATTENDANCE OF DIRECTORS AT BOARD OF DIRECTORS MEETINGS 2018	23 FEB 2018	11 MAY 2018	9 JUN 2018	31 AUG 2018	28 NOV 2018	
	BOD/01	BOD/02	AGM	BOD/03	BOD/04	
Dr Yaacob Ibrahim	r Yaacob Ibrahim		Retired after 1 May 2018			
Mr Masagos Zulkifli Masagos Mohamad		✓	✓	✓	✓	
Mr Zaqy Mohamad	Appointed 14 May 2018			✓	✓	
Ms Rahayu Mahzam			✓	✓	✓	
Mr Saktiandi Supaat	✓	✓	✓		✓	
Mdm Rahayu Buang	✓	✓	✓	✓	✓	
Mr Sallim Abdul Kadir		✓	✓	✓		
Mr Abdul Jalil Muhammad Tahir	✓			Retired aft	er AGM 2018	
Mr Abdul Razak Hassan Maricar	✓	✓	✓	✓	✓	
Mr Ahmad Firdaus Daud	✓	✓	✓	✓	✓	
Mr Esfan Rizal Rahwom		✓		Retired after AGM 2018		
Mr Farihullah S/O Abdul Wahab Safiullah	✓		✓	✓	✓	



From left to right:

Mr Mohamed Yunos Mohamed Shariff (From 11 Jun 2016)

Ms Zarina Begam Abdul Razak (From 17 Jun 2017)

Mr Halil Haji Mansor (From 11 Jun 2016)

Mr Mohamed Khairul Anwar Mohamed Abdul Alim (From 25 Mar 2017)

Dr Muhammad Fadzli Hassan (From 21 Jun 2014)

Mr Sallim Abdul Kadir (From 15 Oct 2004) Chairman's appointee for his expertise and experience in finance.

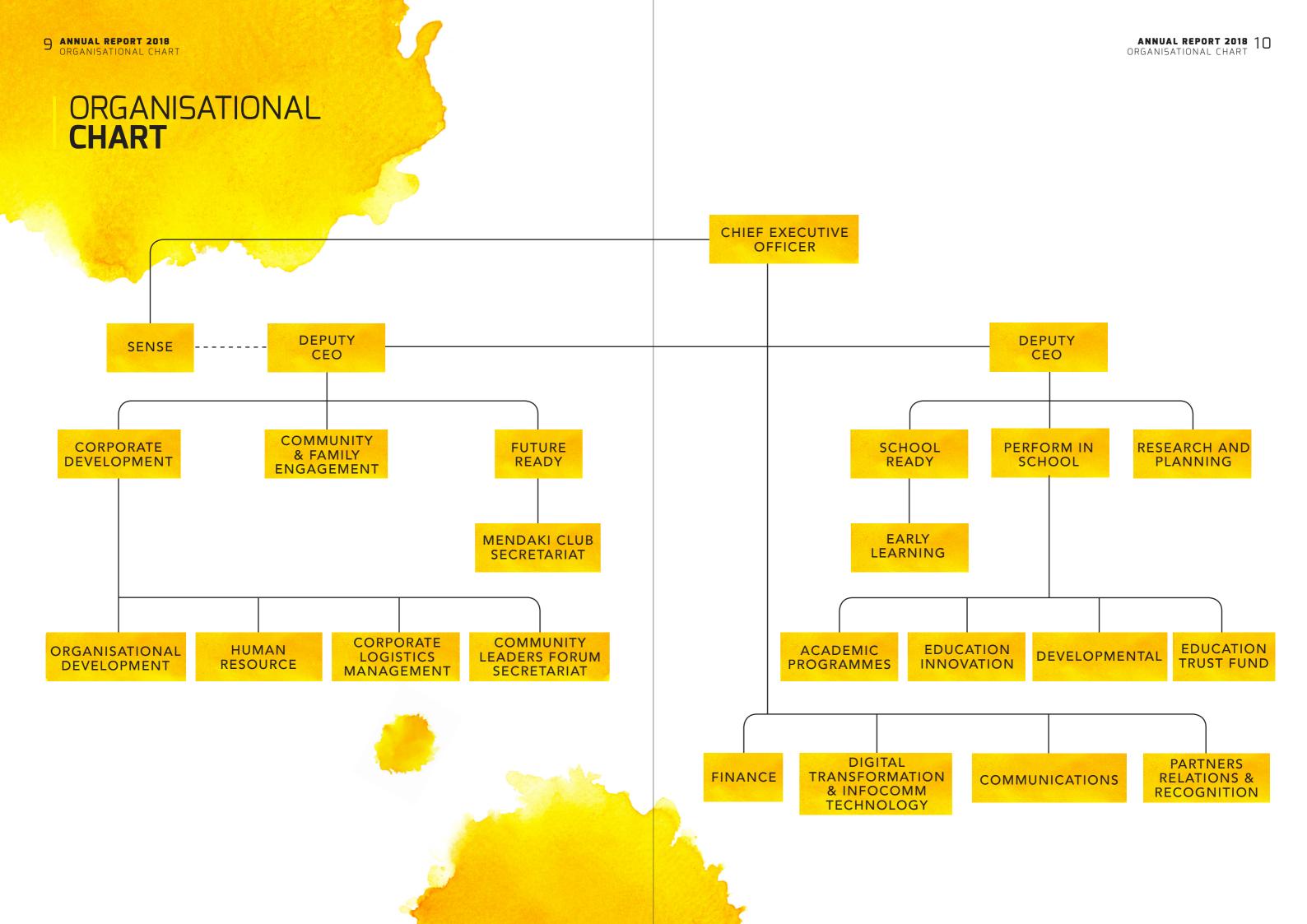
Mr Norazlan Ibrahim (From 17 Jun 2017)

Mdm Rahayu Mohamad (From 13 Jun 2015)

Mr Ahmad Firdaus Daud (From 17 Jun 2017)

Mr Muhamad Nuzhan Abdul Halim (From 17 Jun 2017)

ATTENDANCE OF DIRECTORS AT BOARD OF DIRECTORS MEETINGS 2018	23 FEB 2018	11 MAY 2018	9 JUN 2018	31 AUG 2018	28 NOV 2018				
	BOD/01	BOD/02	AGM	BOD/03	BOD/04				
Mr Halil Haji Mansor		✓	✓	✓	✓				
Mr Mohamed Abdul Akbar M A Kader	✓	✓	✓	Retired after AGM 2018					
Mr Mohamed Khairul Anwar Mohamed Abdul Alim	✓								
Mr Mohamed Yunos Mohamed Shariff	✓	✓	✓	✓					
Dr Muhammad Fadzli Hassan			✓						
Mr Muhamad Nuzhan Abdul Halim									
Mr Norazlan Ibrahim			✓						
Mdm Rahayu Mohamad	✓								
Ms Zarina Begam Abdul Razak									
Appointed after AGM 2018									
Dr Mustafa S/O Izzudin					✓				
Ms Nur Hani Nasir					V				



SENIOR MANAGEMENT



From left to right:

Senior Director Partners Relations and Recognition Assistant Director Education Deputy Chief Executive Officer Chief Executive Officer Deputy Director Finance Deputy Chief Executive Officer Director Communications & Community & Family Engagement

Mdm Sharifah Sakinah Ali Alkaff Mdm Azlinah Arif Mdm Aidaroyani Adam Mdm Rahayu Buang Mr Muhd Nizar Mustafa Mdm Zulaiha Yusuf Mdm Norshima Abd Aziz

FOUNDING MEMBERS

Dr Ahmad Mattar

Mr Abdul Latiff Hi Taris

Mr Abbas Abu Amin

Mr Abdul Halim Kader

Mr Abdullah Musa

Mr Ahmad Thani Hi Ahmad

Mr Embek Ali

Mr Mansor Hj Sukaimi

Mr Hassan Mutalib

Mr Hussain Suradi

Mr Ismail Mohd Said

Mr Jalil Haron

Mr Juri Wari

Mr Maarof Hj Salleh

Mr M.K.A Jabbar

Mr Musa Yusof

Mr Mohd Yusof Ahmad

Mr Mohd Maidin Packer Mohd

Mr Othman Haron Eusofe

Mr Rohan Kamis

Mr Rahim Ishak

Mr Saidi Shariff

Mr Shafawi Hj Ahmad

Mr Samat Mohd Yusof

Mr Sidek Hj Saniff

Mr Suratman Markasan

Mr Syed Ali Redha Alsagoff

Mr Syed Isa Mohd Semait

Mr Wan Hussin Hj Zoohri

INDIVIDUAL **MEMBERS**

Mr Abbas Abu Amin

Mr Abdullah Tarmugi

Dr Ahmad Mattar

Mr Ibrahim Othman

Mr Maarof Hj Salleh

Mr Othman Haron Eusofe

Mr Ramli Osman

Mr Ridzuan Abdullah Wu

Mr Ridzwan Dzafir

Mr Rohan Kamis

Mr Sidek Hj Saniff

Mr Shafawi Hj Ahmad

Mr Wan Hussin Hj Zoohri

Dr Yaacob Ibrahim

Mr Yatiman Yusof

Mr Zainul Abidin Rasheed

Mr Zulkifli Muhammad

INSTITUTIONAL **MEMBERS**











JAMIYAH Persekutuan Seruan Islam Singapura

























SGM KOPERATIF BERHAD Syarikat Guru Melayu Singapura Koperatif Berhad









he challenges fronting us today differ from what the pioneer generation faced during the early years of MENDAKI. Change is inevitable and the speed of change is made faster with driving forces like technology advancements disrupting economies and shaping social behaviours.

In 2018, MENDAKI embarked on a strategic planning exercise for the next five years. The exercise leveraged on design thinking and supported heavily by findings from nine major studies and surveys done previously by MENDAKI on the Malay/Muslim community. As a community agency entrusted to bring the community forward, MENDAKI continues to deepen its understanding of the operating context and stay attuned to the pulse of the community. We seek to understand aspirations and ground sentiments, while connecting and preparing the community for the demands of the future.

Thus, MENDAKI resurfaced its raison d'être by exploring both its current and future value propositions. Through an envisioning exercise, fundamental questions about MENDAKI's key value, its space in the ecosystem and its efforts to address gaps, largely in the education sphere were brought into conversations. These brought about key shifts in our three strategic pillars of School Ready, Perform in School and Future Ready.





TOO YOUNG TO LEARN?

Seven hundred new neural connections are formed every second during the first few years, with 90% of the brain development taking place before 5 years old (Corel, J. L., 1975). This is the period of time when a good foundation is required to prepare the child for future learning, signifying the importance of preschool education.

While 99% of children in Singapore are enrolled in preschools by the age of six, many children of lower-income families do not attend preschool regularly. MENDAKI conducted studies and ground-sensing of Malay low-income parents' attitudes and perceptions towards Early Childhood Care and Education. We found that while parents are highly aware and convinced of the importance of early childhood education, they lack awareness on available subsidies and struggle with the enrolment process. Some parents choose to teach their young children at home until they have to enrol in kindergarten or Primary One. The limited learning experience disadvantages the children when compared to those with 4 years of preschool education. There is a need to address the issue of school readiness, not only at the lower primary level, but upstream at the preschool stage.

In 2018, the Early Childhood Development Agency (ECDA) initiated a review of early childhood education subsidies and gave greater emphasis on the importance of preschool education especially for children from disadvantaged backgrounds. KidSTART for 0-3 year olds and the Preschool Outreach were some of the programmes that ECDA expanded. MENDAKI saw the opportunity to bridge the gap. We advocated to ECDA for enhanced and streamlined processes on the ground and provided support for Muslim mothers seeking employment to maximise all eligible childcare subsidies. ECDA appointed MENDAKI as a Preschool Outreach agency which enabled us to outreach, engage and assist families directly.

While KidSTART focuses on families with children of age 0-3, MENDAKI engages the parents of 4-6 year olds through







the Maju Minda Matematika or Tiga M programme. Under M³, Tiga M is supplemented with family bonding activities by M³ partners and became KelasMateMatika @ CC (KMM@ CC), a cornerstone community programme in Strengthening Families flagship project. With larger outreach made possible by M³@Towns, in the coming years MENDAKI will continue to invest more in engagements and programmes for families with young children to prepare them to be lifelong learners.

IS TUITION STILL RELEVANT?

Various changes in Singapore's education system were announced by the Ministry of Education in 2018/9. From the removal of mid-year exams for specific levels to the enhancements of financial assistance to subject-based banding, these revisions pave the way for a more accessible and wholesome education journey. But what do these changes mean for our Malay/Muslim students? With less emphasis on academic performance, is this a signal for MENDAKI's education support programmes to take a step

On the contrary, the reduced emphasis on academic performance is a validation of MENDAKI's position that education support has to include developmental components. Our education programmes such as MENDAKI Tuition Scheme (MTS) and Collaborative Tuition Programme (CTP), include Ethics of Care, Mentoring @ MTS and more. A developmental approach to student learning means placing greater emphasis on character development, building resilience, developing drive and determination in achieving set goals, as well as instilling empathy towards others.

Nevertheless, academic performance is still important. We

want more Malay/Muslim students to achieve excellence at national examinations and be the proud recipients of Anugerah MENDAKI. Our educational support programs remain as mainstays to aid students who still need the additional support to close their foundation gaps. MENDAKI continues to work with schools to review and rethink on ways that can move the needle for these students.

ARE WE READY FOR THE FUTURE?

In Budget 2018, 3 major shifts were spelt out – Shift in global economic weight towards Asia, New Technologies and Ageing. From Small to Medium Enterprises (SMEs) Go Digital Programme to Open Innovation Platforms, these new and evolving measures were put in place to ensure that Singaporeans are well supported and ready to take on future challenges. But what does this mean for our Malay/ Muslim youths, who are the potential change makers for our community?

In 2017, 93.5% of the Malay P1 Cohort progressed to Post-Secondary Education, an increase from 85.2% a decade ago (in 2008) (Education Statistics Digest, 2018). It is

integral that they complete the course in order for them to gain qualifications that will allow for skills upgrading in the future. Youths need to be aware of the emergence of new opportunities that come along with technological and social advancements. The perceived threat of technology is not new. Between the late 19th century and early 20th century with the 2nd Industrial Revolution, people at that time were equally concerned and uncertain of their future and the threat that automation brings. Yet, those who were ready to embrace the change persevered and prevailed. The same lessons can be applied today.

Through MENDAKI's outreach and programmes such as the "Future of..." Series and "Next Stop" seminars, MENDAKI raised students' awareness of various industries and their trajectories, empowering them with the array of options that can be pursued from their education to their career pathways. These platforms give our students the chance to network with industry professionals and learn from their experience. They were also opportunities for volunteer professionals to give back. Through MENDAKI SENSE, support for our students is sustained from the time they leave school to the time they enter the workforce and start their careers.







SYNERGIZE AND SYNTHESIZE

MENDAKI also works with other organisations to ensure our initiatives have large outreach and are impactful. The enhanced collaboration with the Islamic Religious Council of Singapore (Muis) and Malay Activity Executive Committees Council (MESRA) to form M³ was thus timely. It is with coordinated efforts that our programmes and schemes can serve a better purpose for the community. The upcoming chapters will illustrate the synergy between MENDAKI and other organisations through various activities in each of the three pillars (School Ready, Perform in School, Future Ready).

The concept of synthesis will also be revealed through the illustration of various factors and elements that contribute to the bigger picture of serving the community.





SYNERGY IN THE NEIGHBOURHOODS

he Asset Based Community Development (ABCD) approach is a philosophy that embodies the idea of ground-up initiatives. Through ideas and contributions from residents in the community, MENDAKI designed activities that were needed by the families in the vicinity. The adoption of the ABCD philosophy was an integral part in the process of building MENDAKI's latest satellite centre in Choa Chu Kang (MENDAKI@CCK). The centre, which was launched on 23rd September 2018, is MENDAKI's 7th satellite centre.

Throughout the developmental stages of the centre, the team harnessed the residents' strengths and knowledge as well as leveraged on their skills, expertise and know-how to address potential gaps or concerns raised in the community. This entailed hosting conversations that enabled residents to know more about MENDAKI's role in their neighbourhood as well as provided an avenue for residents to get to know each other and give back to the community based on their skills.

One resident, Ms Neng Ayu, has stepped forward to impart her Malay dance skills to residents of surrounding blocks. A more asset-centred approach where everyone has got something to give is important in the integration and coordination of resources to collectively improve service delivery on the ground.



I hope more of us will step forward to make MENDAKI@CCK a beacon for residents!"

Ms Neng Ayu Resident of Choa Chu Kang



A testament of our commitment to enhance outreach, accessibility and services for the community, the new centre strengthens MENDAKI's foothold in the South West district, complementing MENDAKI@Woodlands in the North and MENDAKI@Assyakirin in the West. The team also focused on building collaborations with community partners such as Al-Khair Mosque, Fei Yue Family Service Centre and the South West Community Development Council (CDC). This synergy allowed a seamless provision of assistance, collaborations and development of new programmes in the CCK region. These collaborations also meant that new M³ partnership between key community institutions, MENDAKI, the Islamic Religious Council of Singapore (Muis) and the People's Association Malay Activity Executive Committees Council (MESRA) is strengthened on the ground.

Besides hosting the Collaborative Tuition Programme (CTP) and flagship MENDAKI Tuition Scheme (MTS), MENDAKI @ CCK also runs other programmes such as Book Nook Reading Club and Maker Wednesday to inculcate life skills and values, and to expand the children's hands-on creativity.

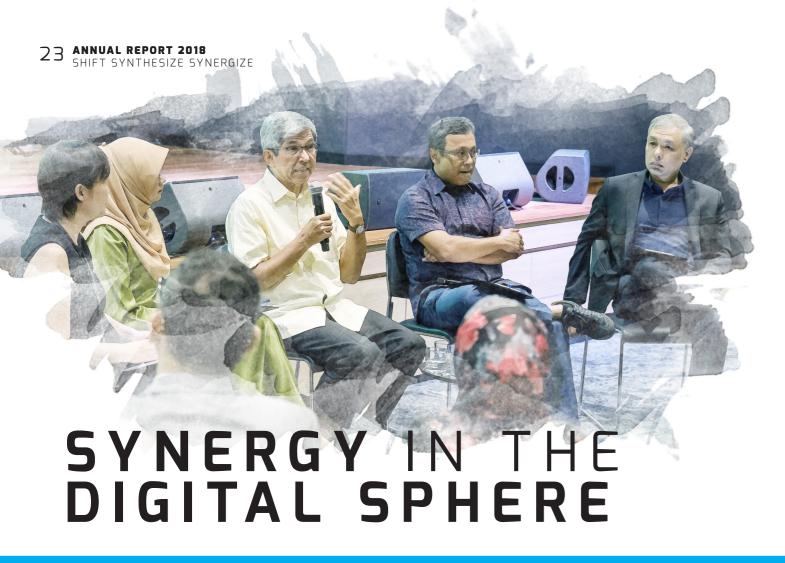












n the bid to be digitally ready, MENDAKI's Digital Transformation Department (DTD) was formed in 2018 to empower the organisation and the Malay/Muslim Voluntary Sector (MMVS) to seize the technological opportunities available. First announced in 2017 during MENDAKI's 35th Anniversary Dinner, the department was tasked to build a digital ecosystem and raise awareness on digital solutions to add value not only to the Malay/Muslim Organisations (MMOs), but also to the community at large who can benefit from this digitalisation. 2018 saw the formation of the Digital Transformation Steering Committee. The committee comprised experts and professionals in this field. It advises on the vision, concept and strategic outcomes of digital transformation for MMOs by understanding their specific needs and identifying areas where digitalisation could be relevant and crucial.





The forum has given us a reminder that all Malay/Muslim Organisations, regardless of size, need to take on the challenge of digital transformation. I appreciate the provision of support in terms of funding and expertise.

Ms Zarina Begam Abdul Razak Representative from PERDAUS



To further drive the importance of digital transformation to the MMOs and relay MENDAKI's role in their digital journey, the DTD held a Digital Forum with the theme of Building Digital Capabilities in Malay/Muslim Voluntary Sector in February. The forum saw presentations from Statistical Analysis System (SAS) Institute and Singapore Muslim Women's Association (PPIS) among others followed by a panel discussion to address the concerns of the MMOs present.

As part of IMDA's Better Internet Campaign, the Media Literacy Council and Digital Quotient Institute (DQ Institute) partnered with MENDAKI to provide Malay translations of their parent resource and run DQ Parenting Workshops. MENDAKI's involvement allowed the message of digital literacy to be transmitted to the Malay/Muslim community, equipping our families with knowledge on how they can help their children navigate the World Wide Web safely and be aware of the various pitfalls such as cyberbullying and online scams.



BERAT SAMA DIPIKUL, RINGAN SAMA DIJINJING.

s a Malay/Muslim community, our strength lies in our gotong-royong spirit. Our spirit of excellence is strengthened when we get together across different organisations and different backgrounds. The M³ collaboration, which was formalised in 2018 between MENDAKI, Muis and MESRA, is an affirmation of this long established practice which further opens a new chapter of opportunities for the community.

The first collaborative effort synthesized the formation of KelasMateMatika@CC programme (KMM@CC) for Malay/ Muslim families with young children aged between four to six years old. It was built on MENDAKI's existing Tiga M programme with the added inclusion of bonding activities conducted by the People's Association (PA).

KMM@CC was formed to enable MENDAKI's Tiga M programme to benefit more families especially those from the lower income. Tiga M, an empowerment programme for parents with preschoolers provides tips and guidance for parents to help support their children's foundation in numeracy.







The programme changed how we interact as a family, and now, after work, we know how to coach her in her homework.

Mr Faizal Jamil
Parent participant of KelasMateMatika@CC

Before attending KMM@CC, Mdm Normaya Johari was unsure of her teaching approaches when it came to teaching her young daughter Mathematics. She persuaded her husband Mr Faizal Jamil to make time from work on Sundays so they could join the programme to learn how to support their children's learning. Through the programme, they recognised that the Mathematical concepts are different from what they used to learn back in the day. Concepts such as concrete pictorial abstract and pattern recognition may be new to them, but they found that the classes were conducted in a very interesting and engaging manner making it easier for them, as parents, to understand the concepts.

Prior to joining the programme, many parents expressed their concerns because it had been a while since they last attended any form of class and were not sure what to expect. However by the end of the programme, they have become more confident parents and they feel better prepared to teach their children at home.

Mdm Norlinah Jellanie Trainer, KelasMateMatika@CC 27 ANNUAL REPORT 2018
SHIFT SYNTHESIZE SYNERGIZE
SHIFT SYNTHESIZE SYNERGIZE





Under the first pilot phase of KMM@CC at three divisions namely Marsiling, Nee Soon East and Pasir Ris East, from September to December 2018, a total of 150 parents and children completed the 10-week programme. The programme will be expanded to more divisions to more families in the coming year.

We used door-to-door method to visit the Malay/Muslim families and explain to them about our activities and about M³ initiatives. The families were forthcoming and we were able to get in touch with about 80% of the Malay/Muslim families in the block area.

Mdm Ayesha Abdullah (right)
Chairperson
Malay Activity Executive Committee (MAEC)
Pasir Ris East Community Club







LEARNING THROUGH PLAY

A SCHOOL READY WEEKEND

he maker mindset is not a new concept to the Malay/ Muslim community. With a deep-seated history in craftsmanship, it was this very skill that allowed our forefathers to create things using limited resources. The maker mindset is a crucial quality which nurtures a child to be inquisitive, creative and innovative, allowing them to have an innate curiosity for learning and be agile in future disruptions.

PLAYFEST: DEVELOPING THE MAKER MINDSET

The transformation of the early childhood sector was timely in reminding parents the importance of their role in their child's learning and development. Parents are, after all, their child's first teacher. In complementing national efforts to ensure that every child has a good start in learning, MENDAKI held its inaugural PlayFest in April. An estimated 1,500 parents and children attended the 1-day event where parents learned easy steps to transform their home into a stimulating learning environment. The various booths and activities further demonstrated how parents could meaningfully engage their children through play. This effort emphasised how children learn best through play, and without the need for much resources. Through lots of creativity and ingenuity, opportunities for learning abound despite the confines of an HDB flat.



A craftsman creates things. A craftsman creates culture. A craftsman creates technology. A craftsman is an innovator.

Video presentation by **Dr Azhar Ibrahim** for Education Symposium 2018



EDUCATION SYMPOSIUM: YOUNG AND DIGITALLY SAVVY

Preschool practitioners play a crucial role in enhancing the learning and developmental needs of early learners. Stemming from its inaugural success, the 2nd Education Symposium themed 'Raising Young Innovators in a Digital World' saw an impressive line-up of 14 esteemed speakers sharing a plethora of new knowledge on innovative learning aids and methods. It is hoped that the symposium had given preschool practitioners ideas, skills and knowledge to enhance their classroom experience. Exhibition booths displaying the latest educational tools that leverage on digital technology further enhanced the sharings by the esteemed speakers.

MENDAKI ALLIANCE OF PRESCHOOL PROFESSIONALS (MAPP) - GROUND-UP INITIATIVE IN SUPPORT OF SCHOOL READY

A ground-up initiative stemming from the inaugural Education Symposium in 2017, the MENDAKI Alliance of Preschool Professionals (MAPP) plays a valuable role in our School Ready initiatives. MAPP is a platform for preschool professionals to share insights, learn from each other's experiences, and collaborate with other educators in the field. As MENDAKI's resource persons on early learning, they have been key in ensuring our School Ready programmes are relevant and meeting the needs of our community.

Mdm Roszana Sayadi often tries to think of creative ways to keep her six-year-old occupied during his free time, without succumbing to the use of mobile gadgets to play games. Like any other young child, her son, Muhammad Rayyan Rizqi, is always energetic and active, and loves to try new games.

Mdm Roszana was delighted to learn about the learning activities and games which were new to them but more importantly could be easily replicated with her son at home. One example was re-purposing empty cardboard boxes to build simple furniture items like a chair or table which can help develop a child's motor skills.





SCAN HERE to watch a video on the School Ready Weekend.



With an impressive 25-year experience in the early childhood sector, Mdm Irma started MAPP in 2017 with her colleagues in the Early Childhood fraternity, Ms Shaireen Marchant and Ms Suriati Abdolah.

The pioneers started MAPP with the sincere intent to improve the quality of the community through education. They recognised that there are an extensive number of preschool educators, each with different but valuable skillsets. Hence the creation of a platform for these professionals to come together to share ideas and collaborate.

What started with 30 members has grown threefold, with close to 100 members. In 2018, they were involved in the design of the PlayKit, a starter kit filled with activities and games to encourage bonding between parents and children. At Education Symposium 2018, several MAPP members were part of the speaker line-up and panel, with Mdm Irma herself being the moderator for one of the plenary discussions.

As one of its upstream efforts to prepare our community to be school ready, MENDAKI rolled out its first School Ready campaign in 2018 as a public education tool to enhance awareness and better educate families on the importance of early learning. Focussing on the concept of learning through play and leveraging on the message off parents as their child's first teacher, parents are encouraged to be actively involved in their children's learning, from as early as birth.

There are plans to continue with another run of School Ready campaign in the upcoming year. The focus will shift from the importance of learning through play to the importance of preschool education.



TINKER TIME! VIDEOS

Short videos called "Tinker Time!" on Do-It-Yourself projects like creating learning aids at home are produced to provide creative ideas for parents to make learning more fun for their children and understand that learning aids or tools can be very cost-effective and very easy to create.



REGULAR POSTINGS ON FACEBOOK & INSTAGRAM

Bite-sized content on parenting tips curated in a more palatable way via simple graphics



SOCIAL MEDIA INFLUENCERS

We identified and engaged third party advocates or influencers such as DJ Dzar Ismail and actor, Syarif Sleeq with strong following on social media to help spread the message on school readiness.





RADIO



PRODUCT TALK PRODUCTION X 8



30 SEC COMMERCIALS X 3



1-HR TALK SHOWS

To raise key issues of early learning in a more light-hearted fashion and encourage viewpoints from public for fruitful discussions.



INAUGURAL PLAYFEST

An inaugural event in April 2018 which aimed at enhancing

awareness of the importance of play in helping young children

learn and develop their foundation skills.

With the positive responses from the community after the inaugural event in April, this Mini PlayFest aimed to bring the same model of engagement and activities closer to more families with young children aged 0-6 at the heartlands - in this instance, at Canberra Community Club.



TELEVISION 2018's corporate video also highlighted parents as a

child's first teacher. It was broadcasted on Suria over a period of 2 weeks from Ramadan to Hari Raya.



BERITA HARIAN CRAWLER ADVERTISEMENTS (BACK PAGE) X 8 WEEKS

Bite sized content on parenting tips created in a more palatable way via simple graphics



EDUCATION SYMPOSIUM

The 2018 symposium was wholly dedicated for the professionals and practitioners. The theme gave focus on how professionals and practitioners can leverage on digital technology to add in their learning as well as in their work.





The campaign which spanned over 8 weeks from March to April culminated in the form of a weekend-long event comprising PlayFest and Education Symposium in mid-April to drive home the message of the importance of early learning.





PROGRAMMES AND SERVICES UNDER SCHOOL READY PILLAR



KMM@CC

KMM@CC was piloted in Aug 2018 as an M³ collaboration between MENDAKI, People's Association (PA) [Malay Activity Executive Committees Council (MESRA); the Citizen Consultative Committee (CCC); Community Club Management Committee (CCMC), Malay Activity Executive Committee (MAEC)] and Muis. KMM@CC is a free 10-session programme, comprising 6 sessions of the Tiga M programme, and 4 sessions run by PA which covers family bonding through selected activities.



MAJU MINDA MATEMATIKA (TIGA M)

Targeted at parents with preschool and lower primary school-going children, Maju Minda Matematika (Tiga M) empowers parents to be efficient mediators for their child's journey into the study of Mathematics.



CAHAYA M*

Aimed at providing both parents and their children access to developmental programmes and educational resources, Cahaya M is open to parents and their children below 12 years.



KIDSREAD

Targeted at children aged 4 to 8 years, kidsREAD, a collaboration with the National Library Board provides children with a sustainable reading programme that allows for access to knowledge and information.



JIGGLE, READ & RHYME

An interactive programme in collaboration with the National Library Board, this 3-sessions programme for young parents and their toddlers, focusses on the use of songs, rhymes and reading aloud as introductory reading activities for toddlers.



PERKASA KELUARGA, BACA BERSAMA (PKBB) (EMPOWERED FAMILIES, READ TOGETHER)

Designed to inculcate the habits of reading in a family, *Perkasa Keluarga*, *Baca Bersama* promotes parent-child bonding through reading activities. The 3-hour programme is conducted over 2 sessions for families with children aged between 4 to 9 years old.



MY HOME LIBRARY

My Home Library Programme was introduced to families who had graduated from PKBB. Each family is given story books and a book rack at the start. The objective is for families to create the family's reading corner. Families are provided with tips on how to grow and develop their own reading corners or mini libraries at home.



READING CIRCLE

The Reading Circle programme is aimed at creating circles of families with shared interest and love in books and reading. This is a follow up from My Home Library initiative. Sessions are conducted to provide tips that will help parents in their sharing of knowledge and information with others. The programme features lots of family reading time, early literacy activities and group story telling. It instils confidence in parents to facilitate their personal growth through reading strategies, sharing and discussions.



FAMILY EXCELLENCE CIRCLES (FEC) / KELUARGA AKRAB*

This programme aims to provide families with social support network for parents to interact and connect with other parents. It is also embracing the concept of learning families and sharing experiences and knowledge in building strong resilient families with focus on children's educational development.



BRUNCH WITH MENDAKI*

Held twice a year, this series of seminars focus on the latest developments in the education landscape especially in early learning and in primary school. The seminars aim to highlight the issues, changes and challenges that may affect the community and enable parents to be equipped with the right set of knowledge and skills in order to be more informed and empowered.



EDUCATION TRUST FUND (ETF)*

The ETF provides financial education assistance to students from preschool to secondary level, from both mainstream schools and Madrasahs. The scheme also extends to students pursuing their studies at the Institute of Technical Education (ITE), vocational and niche schools.



CORE PARENTING SKILLS (CPS)

CPS was introduced in 2008 to equip parents with the necessary parenting skills so that they will be more effective primary school educators in developing their children holistically. It aims to equip parents with the necessary skills so that they can enhance family resiliency and provide a standard curriculum that is comprehensive and applicable for use by all.



PARENT CIRCLE

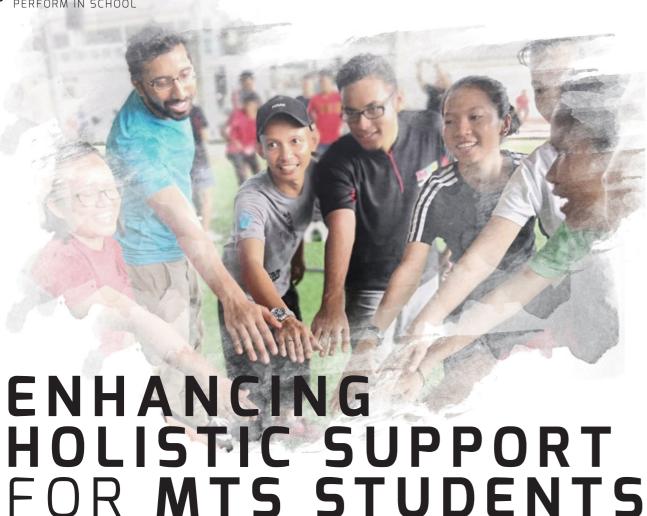
These are conducted to impart necessary parenting skills and knowledge to better understand today's youths. Parents of youths in the programme will have opportunities to build their competencies by participating in the parenting programmes offered by MENDAKI.



PLAYFEST

PlayFest was launched in 2018 with the purpose of encouraging mediated learning through play, and to empower parents with Mediated Learning Experience (MLE) knowledge, namely: Reciprocity, Intentionality, Meaning, Transcendence and Competence.





he MENDAKI Tuition Scheme (MTS) has evolved gradually in the last 36 years. These regular reviews and enhancements are necessary as MTS aligns itself to the changes in the education policies and landscape. Importantly, these enhancements address the needs of our MTS students.

As MENDAKI's flagship programme, it has seen close to 200,000 students walk through its doors since 1982. To remain relevant, MTS is constantly evolving throughout the years to ensure it meets the educational needs of our students. With the advent of digital technology, it was opportune that MTS move towards digital transformation, aligned with the Smart Nation initiative.





In 2017, Digital Learning @ MTS was piloted to enhance the learning experience of students with the use of educational technology. This was done through KooBits, an online learning portal that encourages learning through gamification. To take this a step further and better understand MTS students, MENDAKI signed a Memorandum of Understanding (MOU) with the Singapore University of Social Sciences (SUSS) in 2018. SUSS and MENDAKI will collaborate in applied social science research and analytical studies, aimed at enhancing MTS students' educational development.



With the use of data analytics, SUSS and MENDAKI will collaborate on enhancing the quality of teaching and learning, as well as evaluate the outcomes of MTS and its impact on the community. This would allow a deeper insight into the programme and students' developments, including identifying the determinance of what makes a student perform well.

However, while supporting students in their educational pursuits is paramount, it is imperative that students must also be supported so that they become self-motivated and confident lifelong learners. To complement developments in the education landscape, students can continue to expect a more holistic engagement in the MTS curriculum, such as mentoring as well as Social and Emotional learning.

Mr Yusoff Supomo, 39 years old, began his journey with MENDAKI in 1991 as a Sec 1 student in the Learning Support Programme (LSP). LSP was a mentoring programme for students who were not doing well academically. Inspired by his LSP mentors, Mr Yusoff came back as a mentor himself in 2014. Today, the Restaurant Manager is the Lead Mentor for the MTS centre at Hougang Sec, and continues to inspire students the same way his mentors did, more than 20 years ago.





MENDAKI's capabilities in carrying out

Professor Cheong Hee Kiat

SUSS President

such work in the future.

Learn to balance between studies and your passion. That is the key to your success!

Mr Yusoff Supomo Mentor for Mentoring@MTS



SUCCESS IN PSLE MATHEMATICS **SEMINAR: GETTING THE PARENTS INVOLVED**

With the aim of equipping students with crucial examination strategies, Success in PLSE Mathematics Seminar has been benefitting more than 20,000 Primary 6 students since 2006. The seminar has also been providing these students with positive encouragement and motivation to give them the confidence boost needed to do well in their PSLE Mathematics.

Seeing the impact it has been providing, MENDAKI reached out to even more students in 2018, not just the ones sitting for their PSLE that year. This was the year that the seminar was expanded to Primary 5 students, giving them a head start in exam strategies and steering them towards the right mind set when they reach their final year of primary education.

The seminar was also extended to include parents, providing mothers and fathers with the necessary skills to guide their children with Mathematical concepts and drills at home. The seminar for parents occurred simultaneously while

children's development and to know the challenges faced by students who are sitting for PSLE. I personally found it challenging, and it must be harder for the children. Hence, I found the need to understand what my daughter is going through.

> Ms Nurussiyam Bte Mohamad Kassim (left, in grey tudung) with her family Parent participant of Success in PSLE 2018

their children were learning Mathematical strategies. It received encouraging feedback, with over 90% of parents feeling confident and motivated about providing guidance in Mathematics after attending the session. For parent Ms Nurussiyam Bte Mohamad Kassim, the pointers that were imparted from the facilitator were clear, enabling her to gain knowledge of the easiest methods in teaching Mathematics to guide her child. Ms Nurussiyam and her Primary 5 daughter attended the session and found it so useful that they planned to attend the 2019 run to prepare for the final lap - the Primary School Leaving Examinations.





PROGRAMMES AND SERVICES JNDER PERFORM IN SCHOOL PILLAR



MENDAKI TUITION SCHEME (MTS)

MTS aims to provide quality tuition at affordable rates to help students attain better results in their school and national examinations. The flagship programme started off with only 880 students in 1982. Today, about 7,550 primary and secondary students register for the programme annually. MTS is aligned to the Ministry of Education's curriculum and provides additional developmental activities. Classes are conducted in more than 50 schools islandwide. Eligible students will also benefit from tuition fee waiver.



MENTORING@MTS

Following its pilot in 2015, Mentoring@MTS continues to provide holistic academic and motivational support for students to attend MTS regularly at four MTS centres. The programme activities include group mentoring and developmental programmes, including volunteering at other MENDAKI events.



COLLABORATIVE TUITION PROGRAMME (CTP)

CTP was introduced as part of collaboration with the other Self-Help Group (SHGs). It aims to boost students' academic performance in English, Mathematics and Science. Today the enrolment stands at 2,311. The CTP centres offer quality and affordable tuition to primary school students of all races and religion. The SHGs grant the tuition fee subsidy to the respective students according to race.



SUCCESS IN PSLE SEMINAR

The seminars started in 2006 with the objective of equipping students with examination strategies and motivating them to pass their PSLE. The series of seminar is provided for Primary 6 students, and was extended to Primary 5 students in 2018. This was also the first year in which parents were invited to the seminars to learn skills to support their children during the exam periods.



MENDAKI HOMEWORK CAFÉ (MHC)

Together with community partners, MHC aims to reach out and extend academic support and/or assistance to needy Malay/Muslim students. The scheme is open to primary and secondary students and subjects covered are mainly English and Mathematics. The programme provides an environment conducive for students to finish their homework with available tutor assistance and is held at mosques, schools and residents' committees.



Aimed at providing both parents and their children access to developmental programmes and educational resources, Cahaya M is open to parents and their children below 12 years.



EDUCATION TRUST FUND (ETF)*

The ETF provides financial education assistance to students from preschool to secondary level, from both mainstream schools and Madrasahs. The scheme also extends to students pursuing their studies at the Institute of Technical Education (ITE), vocational and niche schools.



SCHOLARSHIPS & BURSARIES

MENDAKI administer academic, post-graduate academic and non-academic scholarships and bursaries for deserving Muslim students.



TERTIARY TUITION FEE SUBSIDY (TTFS) /SPECIAL MALAY **BURSARY**

MENDAKI administers Government Grants for eligible Malay students pursuing their first diploma or degree at local government tertiary institutions - i.e. local polytechnics, ITEs (diploma programmes only), NUS, NTU, NIE, SMU, SIT, SUSS, SUTD, NAFA and LaSalle (subject to terms and conditions).



INTEREST-FREE LOANS

MENDAKI provides interest-free loans made available to all Muslim students. The repayment instalment is kept low. It will increase over time as the graduate's earnings improve in tandem with his/her career advancement.



SUPPLEMENTARY ASSISTANCE LOAN SCHEME

The Supplementary Assistance Loan Scheme (SAS) is aimed at uplifting the educational performance of the Malay Community by providing interest-free loans to needy Malay students. It is to part-finance students pursuing full-time course leading to a diploma and degree locally at government institutions.



FAMILY EXCELLENCE CIRCLES (FEC) / KELUARGA AKRAB*

This programme aims to provide families with social support network for parents to interact and connect with other parents. It is also embracing the concept of learning families and sharing experiences and knowledge in building strong resilient families with focus on children's educational development.



BRUNCH WITH MENDAKI*

Held twice a year, the education seminar series focus on the latest developments in the education landscape especially in early learning and in primary/secondary school. The seminars aim to highlight the issues, changes and challenges that may affect the community and enable parent to be equipped with the right set of knowledge and skills in order to be more informed and empowered.



EMPOWERMENT PROGRAMME FOR GIRLS (EPG)

Engagements with secondary school girls under EPG are carried out through structured interest group activities, workshops and developmental programmes. EPG also focuses on mentoring and career guidance through the engagement of mentors and women professionals. The programme aims to develop the youth's confidence in managing their studies and personal commitments. In 2018, EPG was been streamlined into Mentoring@



EXAM READY CAMPAIGN #GETEXAMREADY

The Exam Ready Campaign supported students taking final year examinations by providing them with useful academic resources such as mock papers and online quizzes. The Mock Papers were published on Berita Harian and online to help them practice questions.



P1 ORIENTATION

The objective of MENDAKI's outreach at P1 Orientation is to generate greater awareness on MENDAKI's programmes and services to Primary 1 students and their parents. This is so that MENDAKI can be positioned as a strategic learning partner together with the school and parents.



EDU-ADVISOR

MENDAKI offers guidance to parents and students who may need advice on opportunities available in charting their educational journey. The Edu-advisor service opens after students receive their PSLE, GCE N, GCE O and GCE A Level exam results. Parents and students are able to call the Edu-Advisor hotline or ask questions online.

*These programmes and services are relevant to the School Ready and Perform in School pillars





n 2015, the Future Ready Unit was established to help our students at the post-secondary institutions as well as young professionals prepare for the future economy. Amidst the disruptions brought on by advancements in digital technology impacting the way we work, live and play, the Future Ready Unit aims to raise public awareness for the opportunities available in the new economy. Against this everchanging economic backdrop, it is vital to inculcate in our young a continuous hunger for knowledge and skills – above and beyond paper qualifications – so that they can remain relevant and competitive in the workforce of tomorrow.

The unit introduced the NextStop Seminar, Future First Programme and the "Future of..." Series. Besides providing insights and useful sharings, these platforms also served as opportunities to hear the sentiments of our youths on education and skills-related issues, including their perception of the future in the broader context – such as their general concerns and aspirations.



Our youths need to be prepared for the future economy by upgrading their hardskills to complement their soft-skills. Our youths must be able to scale greater heights not only in Singapore, but globally.

Mr Saktiandi Supaat

Advisor, Future Ready Committee Member (2018) Member of Parliament for Bishan-Toa Payoh GRC



"FUTURE OF..." SERIES

The "Future of..." Series is a collaborative project between MENDAKI and the Institute of Technical Education (ITE) that gives focus on the transformation of various industries where students might consider pursuing. The students had the opportunity to engage industry experts and hear from the practitioners directly. During each session, informal conversations were held between students and industry leaders on the changing work landscapes and how ITE students can best prepare themselves before embarking on their careers. In 2018, a total of six "Future Of..." series sessions were held, ranging from logistics to hospitality across the three ITEs.







THE ROAD TO FUTURE READINESS: A COLLABORATIVE EFFORT

In the community's quest to be Future Ready, MENDAKI works with experts, agencies and volunteers to better engage our Malay/Muslim youths.

In April 2018, MENDAKI signed a Memorandum of Understanding (MOU) with General Assembly (GA), a global pioneer in education and career transformation. This paved the way for a strong partnership in developing our youths' interests, particularly in digital technology, and helping them navigate the future economy. MENDAKI was able to tap on GA's wealth of knowledge in developing content for its programmes. This allowed youths to gain a global perspective on technology and education through MENDAKI's engagement platforms such as the NextStop Seminar.

MENDAKI's message of Future Readiness was also given a boost through its partnership with the National Trades Union Congress (NTUC). Through the NTUC U Future Leaders Exchange (UFLX), MENDAKI was able to engage and equip our young professionals with the Future Ready edge. MENDAKI was invited to share at various UFLX platforms on topics such as nurturing the community and digital transformation. Young PMETs also had the chance to explore MENDAKI's activities through exhibition booths at the UFLX Forum.

YOUTHSPACES@ITE

A prominent touchpoint for MENDAKI to better connect with the ITE students is the establishment of YouthSpaces@ ITE. With the roll-out of the YouthSpace@ITE College West in 2018, MENDAKI's presence at the three ITE colleges is now complete. By establishing Youth Spaces at the ITE Colleges, MENDAKI is well placed to engage our students and complement technical training with other skills to help them be future ready.

With the presence of YouthSpace @ ITE College West in 2018, all three colleges are now able to spearhead students' development through supporting students' holistic development by strengthening awareness and encouraging curiosity on the Future Economy, as well as cultivating the essential 21st century competencies. It provides developmental activities that foster leadership and teamwork, as well as strengthening the five Cs of Character, Competence, Confidence, Connectedness and Contribution.







MEET MUHD HAFIZ, YOUTHSPACE OFFICER, ITE COLLEGE WEST

YouthSpace Officer, Muhd Hafiz Noorahman, reaches out to and engages ITE students during and beyond their curriculum hours. YouthSpace @ ITE College West offers developmental activities such as coaching and mentoring on relevant skills for the future working landscape. The space is open to students of all races and plays an important role in the students' progress as they make full use of the opportunities available to support their learning and progression into the workforce

YouthSpace offers programmes and activities as part of the holistic development of students at ITE College West. Officers outreach and engage ITE students by organising programmes and initiatives in the areas of Personal Development, Personal Branding, Maker and Technology. YouthSpace @ ITE College West has a unique engagement concept via a pushcart. This allows officers to 'pop-up' around the college and it assists them in conducting mini fringe future ready activities and initiatives.

Youth Officers such as Hafiz are also constantly networking and establishing partnerships with the Care Advisors (Form Teachers) and other agencies like Education and Career Guidance (ECG), the Library and Health Promotion Board (HPB).

PROGRAMMES AND SERVICES UNDER FUTURE READY PILLAR



NEXTSTOP SEMINAR

NextStop Seminar is an engagement series to encourage youths to envision and plan their future in an ever-changing economy. Hands-on and interactive activities, with an emphasis on emerging and popular technology, are rolled out to encourage participants to maximise SkillsFuture and other national initiatives in the spirit to inculcate lifelong learning.



YOUTHSPACE@ITE

YouthSpace@ITE is a joint collaboration between ITE Colleges and Yayasan MENDAKI to offer programmes and activities as part of the holistic development of students in each ITE. By providing a safe and positive environment, the programme promises a unique engagement that aims to excite, motivate and strengthen the resolve of youths to steer their lives towards their desired achievements.



FUTURE OF SERIES

A series of interactive sessions where students engage industry leaders to gain first-hand industry insights, changes to the work and economic landscape, and the necessary technical and 21st century skills to thrive in the future economy.



FUTURE FIRST PROGRAMME

Guided by the 21st Century Skills Framework by the World Economic Forum, the Future First Programme offers workshops on competencies such as critical thinking, problem solving and creativity, communication and collaboration; foundational literacies such as coding and digital maker; financial literacy; and character qualities such as leadership will be introduced. Future Ready mentoring is also a significant part of this initiative. Topics on informal learning, personal branding and portfolio building will be covered during the mentoring sessions, among others.





uccess is gained in the pursuit of excellence; a notion that resonated with many as we celebrated the academic achievements of students who excelled in their national examinations across various levels, from primary up to university.

In its 36th year, the annual Anugerah MENDAKI Award Presentation Ceremony was awarded to about 590 students. More specifically, 2018 saw a record number of recipients from categories including the GCE 'O' Level Madrasah, GCE 'A' Level Madrasah, Institute of Technical Education (ITE) and University categories. Moreover, it was the first time where two GCE 'A' Level Madrasah students qualified for the award. These are testament to how far our students are excelling in the diverse academic pathways.





changes in the educational landscape, MENDAKI will review the criteria for the Anugerah MENDAKI awards to ensure that the benchmarks for excellence remain relevant. A review committee will be formed, comprising representatives from educational institutions, government and community

As students continue to excel and do well in their learning milestones, it is also important for them to understand the importance of giving back and supporting others so that we can excel together as a community. Therefore, "the true measure of your worth includes all the benefits others have gained from your success" - Cullen Hightower



At the end of the day, a meaningful life isn't about the degrees or qualifications we have, it is about the ability to use our strengths to provide a greater impact to benefit the community.

> Muhammad Syakir Kamal Anugerah Cemerlang MENDAKI 2018 Recipient

Since Sarah was seven, she always knew that her true interest is interior design although she loved trying out different activities in school such as dance, drama and community service. In secondary school, she participated actively in the Empowerment Programme for Girls (EPG) by MENDAKI. It was an eye-opening experience for her, which moulded her into the positive-thinking and strong-willed person she is today. She credited EPG for encouraging her to give her best in anything that she does.

However, her academic journey was not all smooth-sailing and progression was not so linear. She took a longer route to achieve the success she reaps today. Unable to make it to the the Secondary 5 Normal Academic stream, she entered ITE, enrolling in the Design/ Architecture Nitec course. Although she did well in her first year, she was unable to sustain that performance and graduated with a GPA of 2.98. This impeded her opportunity for direct admission into Polytechnic as she did not meet the minimum GPA requirement of 3.5. She decided to take some time off from school and worked in an interior firm during her gap year. However with strong encouragement from her colleagues, Sarah decided to return to school to pursue her Higher NITEC. Enrolling in the Space Design Technology was the best decision she ever made. Sarah not only did well for her course but was was also excelling in various ways. She competed in the national MAD Architecture Competition with her teammates and emerged in the top three. Sarah also displayed great potential and was selected for the ACE programme, an anchor student talent development programme in ITE to groom outstanding students into all-rounded achievers. Only the top 2% of all ITE students are selected.

Her determination and hard work paid off as she graduated from Higher NITEC with a perfect GPA score of 4.0 and topped her cohort. She was also awarded the Certificate of Merit and Gold Course Medal. She is now pursuing Interior Design in Singapore Polytechnic.

Growing up, Syakir was always curious about the things around him. This, together with his interest in aeroplanes, encouraged him to pursue a degree in Aeronautical Engineering where he spent four years at the Imperial College London. Although studying abroad was not an easy decision, it shaped his outlook in life and the relationships with the people around him.

Apart from expressing his gratitude for the opportunity to pursue his dreams, he is also thankful for living amongst a very supportive community. He recalled being in the Young Minds Club (YMC), the youngest wing among MENDAKI Club's efforts, during his teens and looking up to the big brothers and sisters who motivated him and the other YMC members. In Singapore's fast paced environment, he feels that many of us are often drowned in work; thus making it difficult to find the things we are grateful for. He strongly believes that being grateful changes the way we think and how we engage with people. Being grateful will also encourage us to uplift others so they can be successful too.



Always give your best. Things might not always go your way, but never stop pursuing whatever you like. Challenges are opportunities in disguise. They are there so that you can overcome any situation that surfaces.

Siti Sarah Aziz

Anugerah MENDAKI 2018 (Higher NITEC) Recipient Special Achievement Award for Excellence (Academic) 2018 Recipient

Former participant of Empowerment Programme for Girls (FPG)



or nine talented individuals, 13 October 2018 was a night to remember. That evening, seven talented youths joined the ranks of illustrious talents in various fields such as fine arts, music, sports and design when they were recognised and awarded the Anugerah Belia Cemerlang MENDAKI (ABC). MENDAKI also recognised its first two Study Award recipients.





For the first time, the ABC, previously known as the Goh Chok Tong Youth Promise Award, has included a new category; The Study Award. With this, there are now three categories of awards; the the Local Award, the Overseas Award and the Study Award. MENDAKI also increased the total awards value to \$100,000. These changes were aimed at enhancing support to Malay/Muslim talents while also increasing the pool of recipients.



STUDY AWARD

The Study Award is aimed at helping adult learners who want to go back to school and attain post-secondary qualifications. It is a recognition of the undying spirit to learn and improve oneself.

Firdaus Abdul Hamid was one of two Study Award recipients at the ABC 2018. As a student, Firdaus did not have the opportunity to complete his secondary school education. Supporting his family as a freelance marine engineer and a school canteen assistant, his views changed following an accident he and his family were involved in. Experiencing trauma following the accident, he was now driven to help

others who went through similar experiences. That drove him to step back into school to pursue a diploma programme in counselling.

"I was not raised in a privileged environment, but Alhamdulillah, I managed to get back up and now I want to change my life as well as help others," Firdaus said embodying the spirit of lifelong learning.



WORDS FROM SENIORS

Past recipients of the GCTYPA were on hand to welcome the seven new inductees into the illustrious alumni of Muslim talents in Singapore. Beyond a networking session where GCTYPA alumni introduced and shared their experiences, the alumni also produced a video filled with words of encouragement. This video was meant to motivate the new recipients. It was produced by a GCTYPA alumnus, Zulkifli Mohamed Salleh.

A 2013 GCTYPA recipient, Zul is a familiar face in MENDAKI and is always ready to give back through the medium he knows best - film. Zul is doing his part and using his talent to support MENDAKI on several occasions. Besides the motivational video for the ABC recipients, he was also responsible for the appreciation videos that were dedicated for our donors.

"It makes me feel good," Zul shared about his projects. "With the GCTYPA award, I was able to continue my studies in film and I am always willing to help out to show my appreciation. If it can help promote understanding and awareness, I am willing to give my time to help."

Zul also had words for our new and future recipients. "I hope that they can continue the positive cycle. The previous recipients had come forward to share knowledge and experience and I hope the new recipients can do the same for their juniors," he shared.





SCAN HERE to watch the video





es!" That was her immediate reply when she was asked if she would lead a group of trekking delegates for the Education Trust Fund (ETF) Climbathon. Nur Yusrina Ya'akob, who has always been fascinated by the mountains, felt this is one of the ways she can give back to the community. ETF Climbathon was one of the fundraising efforts that MENDAKI embarked on since 2017 to ensure that the support to needy students can continue. Other fundraising initiatives included Mosque Tin Collection, Charity Golf, and collaboration with MediaCorp for the M Nasir Suatu Masa concert. A total of about \$991,000 was raised for the ETF in 2018.





The recipient of MENDAKI's Tertiary Tuition Fee Subsidy (TTFS) in 2006 understood the importance of financial assistance for students in their pursuit of knowledge. "The children today are our future leaders. Supporting them today is an investment for our future", said the first Malay/Muslim female to summit Mount Everest in 2017.



ETF Climbathon series was a unique fundraising effort which was a symbolic drive to show that anyone can reach the peaks of success with support from the community. The first, a 3km trek along the Southern Ridges and second, trekking around Coney Island over a distance of 5km. These culminated to a climb up Mount Fansipan in Sapa, Vietnam led by Nur Yusrina. Two months of intensive physical trainings saw all 40 trekkers - six students, members of the public from various races and nationality, and staff of MENDAKI - successfully conquer the highest peak of Indochina in the morning of 27 October 2018. The students are beneficiaries of MENDAKI's programmes and have been sponsored by donors to make this inaugural climb in support of the ETF.



A campaign, #etfstepschallenge called out to the public to support the trekkers by donating \$1 for every step of their climb up Mount Fansipan. Through an online crowd funding on Give.Asia, grants as well as corporate and public donations, the ETF Cllimbathon series managed to raise almost \$272,000. Proceeds from these donations are channelled to support our beneficiaries' educational needs, ensuring that they are not denied a holistic education experience.



"Through Climbathon '18, MENDAKI lent a powerful voice to their members in communicating their determination to embrace their future with a good education through their strive. It also served to solicit empathy from the general public to support this grandiose aspiration with MENDAKI. What can be more meaningful than this?" said the mother of a teenage son.



SCAN HERE to watch a video on ETF beneficiaries who were impacted by donors' contributions



MENDAKI thanks each and every individual who contributed their time and effort to building a community of excellence. The Volunteers. The Donors. The Partners. You are the backbone of the organisation!

VARIOUS WAYS TO VOLUNTEER

From Volunteer Orientation to Appreciation, MENDAKI continues to engage volunteers to get to know them, equip them with necessary skills and acknowledge the value and contribution they bring. Volunteering ranges from ad-hoc activities to long-term projects. For example, volunteers have the opportunity to interact with children by participating in childminding activities during events or make a difference during the month of Ramadan by helping with the packing and distribution of Project JOY Hampers.





Volunteers can also contribute by leading community projects. Our Reading @ the Park, is a volunteer-led initiative. It is held at various locations across Singapore, leveraging on platforms such as Car-Free Sundays. During these sessions, volunteers organised and conduct the programme, engaging the families in fun activities such as storytelling and face painting.



"I feel indebted to MENDAKI for the support they provide for my education and it was actually the first volunteering organisation which my friend recommended to me. Volunteering with MENDAKI has helped me to not only widen my social circle but also develop and polish my interpersonal, communication, and leadership skills. I worked with people all of backgrounds from young teenagers to young adults. It's really not that difficult, if you really want to contribute to society, there are various

Ridzuan Zulkarnain Taha





SYNTHESIZING THROUGH RESOURCES AND EXPERTISE

Through the sharing of specified skills and expertise, MENDAKI is able to better coordinate service delivery to targeted segments of beneficiaries in the community, for instance, the formation of MENDAKI Alliance of Pre-School Practitioners (MAPP). Various other organisations and groups have also come forward to play their part in the ecosystem of giving in their own ways, benefiting the community as a whole.



ways! Why wait, START NOW! "

volunteer since 2016 and has contributed to various initiatives such as Project JOY, Pilot Literacy Program, and KidsRead.



MEDIA PARTNERS (MEDIACORP, SPH)

Media partners, Berita Harian and Mediacorp continue to support MENDAKI in our various campaigns and initiatives such as the Exam Ready Campaign, our Climbathon fundraising activities, and a charity bake sale called #JualanAmalWarnaRia during the month of Ramadan.



BUSY BEES ASIA

MENDAKI and Busy Bees Asia inked a Memorandum of Understanding (MOU). As part of Busy Bees CSR, its subsidiary, Knowledge Access, will provide financial subsidies and childcare enrolment for our beneficiaries at their centres.

BACK TO SCHOOL HAIRCUT BARBERS

In December, the team from PlusSixFive Barbers visited MENDAKI @ Choa Chu Kang to give 50 students fresh new haircuts and grooming tips that are cool for school. This is the second year the barbers partnered with MENDAKI to get students motivated for a fresh new year in school.



MENDAKI MERCHANT AGREEMENT

MENDAKI inked a renewal of agreement with Professor Aziz Merchant and Dr Reshma Merchant in 2018. The MENDAKI-Merchant scholarship aims to encourage students to continue to do well in their studies.



MENDAKI CLUB

MENDAKI Club (MClub) is a community of Malay/Muslim young professionals who are engaged in affairs concerning the community, Singapore and the world. In 2018, MClub carried out several initiatives to reach out to students and young adults. One such initiative is the annual Leadership Incubator. This is a series of workshops held to inspire and encourage youths to come up with prototype solutions to solve challenges in the community. They also introduced Re:Work in 2018 replacing the annual Graduates Tea. The new platform exposes new graduates to the evolving work landscape and provides networking opportunities.

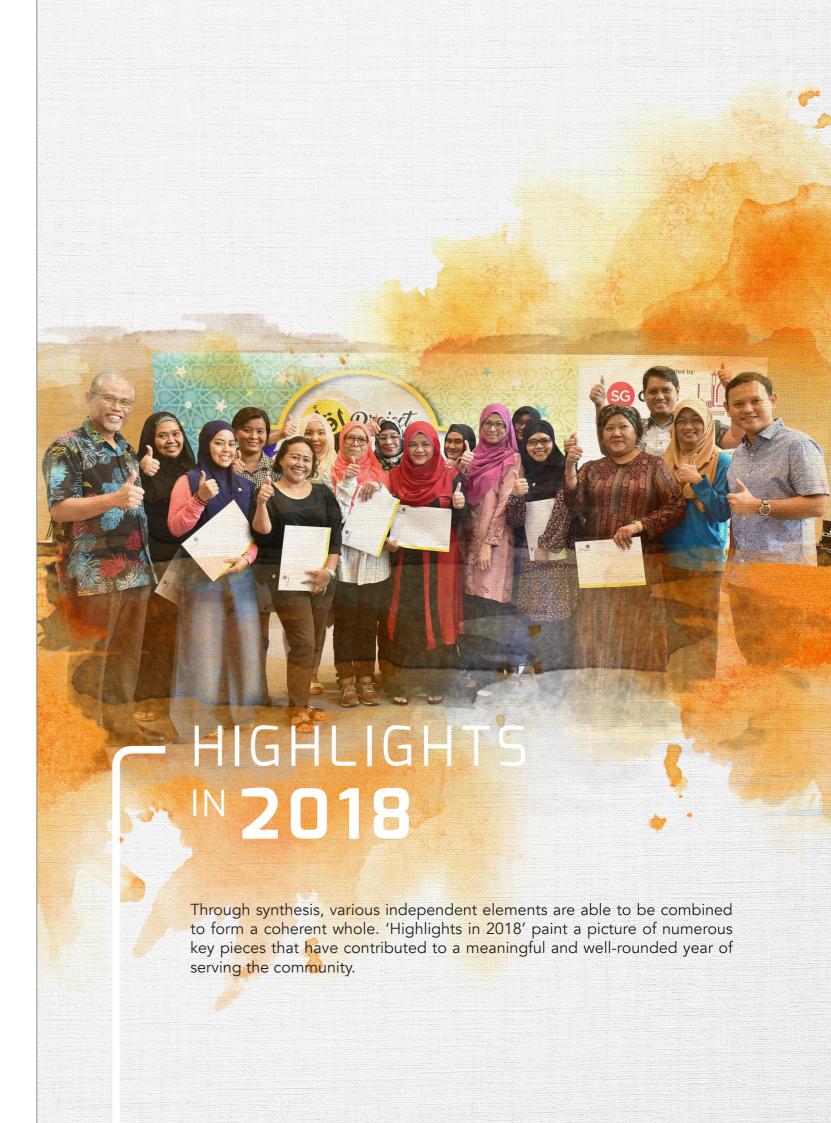
MClub works in partnership with other MMOs such as PPIS to co-organise the annual Young Women in Leadership dialogue sessions. It also provide opportunities for secondary school students to connect and contribute to the community via the Young Minds Club.













Community leaders and staff paid tribute to Dr Yaacob Ibrahim, who has led the organisation as Chairman for 16 years, ensuring that the Malay/Muslim community is supported in education and is empowered to be a community of excellence. In conveying their appreciation, the community leaders and staff highlighted the contributions that made an impact to many in the Malay/Muslim community. Well-wishes and gratitude were expressed, as they recalled nostalgic memories and significant moments that have truly inspired them to serve the community under his leadership.

COMMUNITY TRIBUTE





MALAY MEMBERS OF PARLIAMENT (MMPS) TRIBUTE







COMMUNITY LEADERS FORUM (CLF)

It was an exciting start of the year for the Community Leaders Forum (CLF) as they launched the CLF Funds Application Portal on 10 January 2018. The portal enables applicants of CLF LABS and Malay/Muslim Community Development Fund (MMCDF) to submit applications and project deliverables online. Throughout the year, CLF also held various sharing sessions with the CLF partners, touching on topics such as the Code of Governance.

VIBRANCE @ YISHUN LAUNCH

On 5 August 2018, the continuous collaboration between the four Self-Help Groups was showcased during the Launch of Vibrance @ Yishun. Located at Blk 145 Yishun St 11, the centre provides programmes that look at upgrading soft skills for parents and students, regardless of race.







FIESTA DETIK AND POST BUDGET POLICY FORUM FEATURED IN EPISODES OF CETUSAN

Cetusan, a TV series on Suria that discusses issues that impact the Malay/Muslim community in Singapore, featured MENDAKI in two episodes. In a dialogue-styled setting, the first episode featured youth ambassadors who shared their views about future opportunities in the community while the second episode touched on the implications of the 2018 Budget, especially with regard to the digital age.



#JUMPWITHSENSE CAMPAIGN

The concept of "JUMP" represents mobility, agility, and being in motion. Launched on 5 May 2018, the JUMP Campaign by MENDAKI SENSE was able to reach out to the community to raise awareness on the need to be in constant motion, and actively seek out lifelong learning and personal development opportunities, which support their journey towards employment or return to the workforce.

EDUCATION TRUST FUND

Various individuals played a role in the success of the fundraising efforts for Education Trust Fund in 2018. Funds were raised, for instance, from the M Nasir "Suatu Masa" through the sale of tickets, and the players' contributions during the Charity Golf event. Online platforms were also available, where MENDAKI was able to crowdfund donations conveniently through social media.









PROJECT JOY 2018

During the month of Ramadan, the spirit of giving lives on. Various partners sponsored the hampers that were given to deserving families during Project JOY. Volunteers also chipped in to pack and give out the hampers. Project JOY in 2018 was brought to the two ends of the island – Wisma MENDAKI and Fengshan Community Centre in the East and Hong Kah North Community Centre in the West. On top of the annual hamper giveaway, the recipients had the opportunity to attend workshops on digital and financial literacy to ensure that they were equipped with relevant skills during the month of Ramadan. This was in line with the theme of Celebrating Knowledge.



PROJEK POSITIF

Mdm Nurazreena Ishak was one of the 92 participants of MENDAKI's pilot programme, Projek Positif held during Ramadan in 2018. An expansion of Project JOY led to the conceptualisation of Projek Positif, aimed at introducing the element of learning and growth. MENDAKI worked with partners and families in an effort to advocate lifelong learning as well as empowering them with new practical skills which can be applied at home. Our beneficiaries were offered the opportunity to learn a basic skill set through one of the four courses - breadmaking, baking, sewing and handyman most of which were recognised as SkillsFuture courses.

Responding to the call of lifelong learning, the mother of four chose to enrol in the sewing workshop with Sew Suite by Teag, one of the over 20 partners that MENDAKI worked with to make Projek Positif possible. In comparing the evolution of sewing techniques over the years, she said, "I've always wanted to keep up with current developments. With this new skill, my goal in the future is to be able to tailor outfits for those in need."



I attended the handyman workshop to improve on my skills and obtain work opportunities.

Mr Kamarudin Abdullah Participant of handyman workshop



I learnt a lot of useful skills which I can utilise to earn additional income to assist my family.

> Mdm Asfiah Tauhid Participant of baking workshop

On 2 June 2018, Mdm Nurazreena, together with other Projek Positif's participants received a certificate of participation in a graduation ceremony held at Wisma Geylang Serai. With the confidence that she acquired through the workshop, she hopes to start a small home-based business and inspire other women to make a difference in their lives.

Project Joy and Projek Positif received approximately \$109,000 through generous contributions from corporations, agencies, companies and organisations.



SCAN HERE to watch a video on Projek Positif

I MENDAKI IN THE NEWS

Centre to boost racial integration

A centre that seeks to provide a common space for people of different races to bond and integrate opens today. Called the Vibrance @ Yishun Self-Help Groups Centre, it was set up by the Chinese Development Assistance Council, Eurasian Association, Singapore Indian Development Association and Yayasar





Yusrina mahu cabar gelombang laut

'Tangan ayun buaian

mampu goncang dunia'

usaha

tingkat



Masagos tekad tingkat aset Melayu/Islam

Masyarakat sedia baiki lagi prestasi

Kriteria TTFS dilonggar: Golongan pertengahan juga dapat manfaat Grace Fu: Bangun kemahiran kendali dialog isu kaum dan agama

Rahayu saran kerjasama KGMS-NTUC bagi perkasa kemahiran guru

Jabatan baru mahu fahami sikap nasyarakat terhadap pembelajaran

Terdedah kepada niaga

gunting rambut sejak kecil

Jumlah pekerja Mendaki terima bantuan perluas di Mendaki Sense naik 30% tahun lalu

kesedaran pendidikan prasekolah

menerusi usaha terbaru





Wisma Geylang Serai hab interaksi sosial dan masyarakat

Climbathon ETF bawa peserta dari

Laluan pendidikan: Daya tahan ke depan Mendaki akan bantu ibu bapa dan pelajar MENDAKI akan

menawarkan bimbingan kepada ibu bapa dan pelaja yang mungkin memerlukan nasihat dalam merintis Kededua ibu bapa dan

Redectus 10th Dapa dan pelajar ditundang menghubungi talian hotline Edu-Advisor di 6245-5748 atau 6248-5959 untuk membincang dan mendapatkan nasihat

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keputusan GCE 'A' mereka:
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Isnin hingga Jumaat, 9 pagi
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waktu makan tengah hari.
Di samping talian ini, ibu
bapa dan pelajar juga boleh

14

PLAYFEST

Akta Pekerjaan: Perubahan disaran tepat pada waktu

CLF perkenal portal baru dengan manfaatkan teknologi



Syor badan Melayu bekerjasama dan

Pengkhususan Kimia

bukan hambatan anjur konsert

manfaat kekuatan masing-masing

bapa dan pelajar juga boleh mengemukakan soalan dalar talian kepada Edu-Advisor





Publical Is April 2018



Pekerja bebas kian terdorong tingkat kemahiran



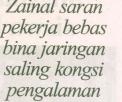




Zainal saran pekerja bebas bina jaringan saling kongsi











71 ANNUAL REPORT 2018 CORPORATE VISITS 2018 | AWARDS OBTAINED IN 2018 CORPORATE **VISITS 2018** 22 OCT MUMTAZA ISLAMIC SCHOOL 2 APR NATIONAL UNIVERSITY 15 MAY EDUCATION UNIVERSITY 20 SEP MINISTRY OF EDUCATION, MALAYSIA **OF HONG KONG BRUNEI DARUSSALAM** 4 OCT MINISTER OF CULTURE, YOUTH AND SPORTS (MCYS), 11 MAY KKH PARENTING

SENGKANG

GENERAL HOSPITAL

AWARDS OBTAINED IN 2018

RESEARCH CENTRE



Total Defence Award

The Total Defence Awards is the highest national accolade conferred to individuals, employers and the community for exemplary support towards National Service and the defence of our nation.



BRUNEI DARUSSALAM

Knowledge Ready Organisation (KRO) Award

The KRO is a global award that assesses organisations on its Knowledge Management practices through 6 aspects (i.e. Strategy, Leadership, Culture, Process, Technology and Impact assessments.)