



Fact Sheet 2004

Quick facts about the Speak Good English Movement 2004

Objectives

- To promote the use of good English among Singaporeans.
- To drive the message that speaking good English is about speaking simply and clearly, and that it comes from having a good reading habit.

Target Audience

1. **Working adults – skilled blue and white-collar workers**

To encourage working adults, especially those in the service industry, to speak good English. They include service staff and other customer-facing employees such as those in the retail, hotel, food & beverage, transport, healthcare, and administration industries.

2. **Adults in positions of influence to other Singaporeans**

To encourage adults in positions of influence to be positive role models for speaking good English to those around them. Such adults include parents, teachers, leaders of organizations, and leaders of divisions in Human Resource, Corporate Communications or staff training.

About the Speak Good English Movement

The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to:

1. Ensure Singaporeans recognise the importance of speaking Standard English
2. Encourage Singaporeans to speak Standard English

Starting from 2003, the Movement has kicked off annually with a launch followed by year-long programmes and activities, and has succeeded in raising awareness among Singaporeans that speaking good English matters in their work and personal lives.