



SPEECH BY MR GOH ECK KHENG, CHAIRMAN, SPEAK GOOD ENGLISH MOVEMENT, AT THE LAUNCH OF THE SPEAK GOOD ENGLISH MOVEMENT 2009, 28 AUGUST 2009, 4 PM AT LASALLE COLLEGE OF THE ARTS.

Good afternoon

Deputy Prime Minister Teo Chee Hean

Speak Good English Movement Committee Members and Partners

Ladies and Gentlemen

Welcome, everyone to the launch of this year's Speak Good English Movement.

1. The Speak Good English Movement encourages all Singaporeans and residents to speak good English as it is our working and common language.
2. This year's tagline for the Movement is: Impress. Inspire. Intoxicate.
3. It conveys the message that communicating well goes beyond the use of correct grammar and accurate vocabulary. It means using words and expressions suitable to the occasion. It says speaking good English is more than about being understood; it is also about expressing oneself well.
4. By encouraging a colleague with an inspiring story, inspiring others as role models of good English and making everyday conversations more engaging and exciting with appropriate words that intoxicate, each and every one of us can be part of the Movement.
5. Each year, the Speak Good English Movement works with our growing number of partners to provide programmes and opportunities for those who wish to improve their English. Let me highlight just a few of them:



6. The Ministry of Education and the Speak Good English Movement are developing an English language primer specifically for Singaporeans.

7. 938LIVE and the VIA Group are collaborating on a weekly radio programme about the effective use of English for executives and managers.

8. STOMP will be focusing on the use of correct English in public signs in a competition.

9. RAZORTV has created the trailer you will see later as we launch sixlives.sg. They will also be creating a series of videos in support of the Movement's key initiative for the year.

10. The SAF's *Pioneer* magazine, a new partner, is helping us to reach army personnel and NSmen.

11. The British Council continues to support the Speak Good English Movement by conducting English language workshops on topics such as "Learning English through Reading" and "Learning English Online".

12. ComfortDelGro and SMRT have, for many years, sponsored valuable advertising space on buses, MRT trains and stations.

13. We are thankful for everyone's support.

14. Next, I would like to share with you our new and exciting initiative created to reach people, especially youth, whose media consumption is changing rapidly from traditional spaces to digital platforms.

15. Titled *Six Lives*, the online story will follow six very different friends as they plan for a wedding. Over the span of 12 episodes, the characters – an investment banker, a business graduate who runs her own bakery, an English graduate on a job hunt, a successful restaurant chain owner, an IT sales manager and an exercise-obsessed photographer – interact through their blog entries and comments on sixlives.sg. In the process, they will uncover secrets about each other that will change their lives forever.

16. *Six Lives* will show the importance of communicating well and demonstrate how one can use language to Impress, Inspire and Intoxicate through the familiar and sometimes humourous situations the friends get themselves into.

17. I don't want to give away too much for now except to say that *Six Lives* is definitely not didactic, so don't expect formal English lessons.. Find out what it is all about for yourself at sixlives.sg which DPM Teo Chee Hean will launch in a short while.

18. Help us start the buzz. Blog about Six Lives. Tell your Facebook friends. Be a fan of Six Lives on Facebook. Talk about it. Twitter now.

19. The Speak Good English Movement is not a campaign but a movement. We need the participation of all who know the importance of the English language so as to create the groundswell that will help us achieve our objective: that every Singaporean and resident, of any background and race, will be able to communicate with each other – at work and at play – in good English.

Thank you.