

NATIONAL FAMILY CELEBRATIONS ATTRACTED RECORD NUMBERS OF PARTICIPANTS AND PARTNERS DESPITE ECONOMIC DOWNTURN

Despite the global economic downturn, this year's National Family Celebrations has set new records in terms of outreach and partnership numbers. Close to 320,000 people participated in over 280 ground events, organised by more than 180 corporate and community partners throughout the month-long celebrations in June 2009. This is an increase from last year's Celebrations, which saw 260,000 participants in over 210 events organised by 150 partners.

2 Responding to the strong support from families, and business and community partners to this year's Celebrations, Minister for Community Development, Youth and Sports Dr Vivian Balakrishnan said, "This shows that the notion of the family is still very central to the hearts of many Singaporeans. The National Family Celebrations is one such platform to help create an environment where families are celebrated, supported and strengthened, and through which we can make Singapore the best place for families and children."

3 Following the Celebrations held from 30 May to 28 June, over 1,200 respondents aged 15 years and above were surveyed in July on their awareness and perceptions of the events. Key findings of the survey are as follows (*please refer to [Annex A](#) for details*):

Awareness

- About 66% of the respondents were aware of the Celebrations;
- About 85% of the respondents who were aware of the Celebrations were able to identify with at least one of the Celebrations' key activities;
- Close to 33% of those who were aware of the Celebrations said that it had influenced them to make more effort to put family as top priority. Close to 3 in 10 had also shown more care and communicated more with their families as a result;
- Close to 84% of the respondents who were aware of the Celebrations felt that the activities had made them more aware that they can have a lot of fun spending time together as a family.

Key Messages

- Family togetherness continued to be the key take-away message for one in two respondents.

4 Chairman of the National Family Council and Co-Chairperson of the National Family Celebrations '09 Organising Committee Mr Lim Soon Hock noted that the Celebrations made a concerted effort to actively engage businesses and organisations this year. "We are heartened that many of our partners had given us strong support. Next year marks the 25th Anniversary of the National Family Celebrations and we will continue to inject new energy and fresh perspectives to the Celebrations. We also hope to invite more companies and families to be part of this meaningful family event," he added.

5 Results of the post-Celebrations findings were shared during an Appreciation event hosted by Dr Balakrishnan for the National Family Council, the National Family Celebrations '09 Organising Committee

and key community and corporate partners this morning. The composition of the National Family Celebrations 2010 Organising Committee was also announced (*please refer to Annex B for list*).

Highlights of National Family Celebrations '09 (NFC'09) Post-celebrations Survey Results

Highlights of the survey include:

	Topic	Results			
Awareness levels and influence					
1	Awareness Level of National Family Celebrations 2009 (NFC'09)		2009	2008	
			66.3%	70.6%	
2	Awareness of NFC'09 Activities		2009	2008	
			84.5%	80.9%	
3	Impact of NFC'09 on family attitudes (top three behaviour/attitude change reported by % of respondents who were aware of NFC '09)		2009	2008	
		Make more effort to put family as a top priority in your life	32.5%	35.6%	
		Show more care towards family	29.6%	28.7%	
		Communicate more with family members	28.6%	26.6%	
Key messages					
4	Key take-away message (top three reported by % of respondents)		2009		2008
		Family togetherness	55.9%	Family togetherness	47.1%
		Spend more time with family	14.5%	Spend more time with family	15.9%
		Eat together/Doing things together	5.5%	Importance of family life	10.8%
NFC'09 Activities					
5	Top three most memorable activities (by awareness level)		2009	2008	
		Eat With Your Family Day	56.0%	52.2%	
		Family Day Out	54.5%	42%	
		Singapore Flyer DUCKTours, HIPPOtours	51.5%	35.1%	

Annex B**Composition of NFC'10 Organising Committee**

S/N	Name	Designation
1.	Mr <u>Lim</u> Soon Hock Co-Chair	Chairman, National Family Council Chairman, Centre for Fathering Managing Director, PLAN-B ICAG Pte Ltd
2.	Mr <u>Seah</u> Kian Peng Co-Chair	Managing Director (Group Business), NTUC Fairprice MP for Marine Parade GRC
3.	Mrs Josephine <u>Teo</u> Co-Chair	Assistant Secretary-General, NTUC MP for Bishan-Toa Payoh GRC
4.	Mrs Joni <u>Ong</u>	Deputy Chairperson, National Family Council President, I Love Children Principal Consultant, OTI Consulting
5.	Mr Martin <u>Tan</u>	Honorary Secretary, National Family Council Executive Director, Halogen Foundation Singapore
6.	Mr <u>Boon</u> Yoon Chiang	Member, National Family Council Country Chairman, Jardine Matheson Group of Companies in Singapore and Chairman/Managing Director of Jardine Matheson (Singapore) Ltd
7.	Mr <u>Mohammed Ali</u> Mahmood	Member, National Family Council Executive Director, PPIS Jurong Family Service Centre
8.	Mr <u>Thirunal</u> Karasu	Member, National Family Council Managing Director, SingCorp International Pte Ltd
9.	Ms <u>Lim</u> Cheng Pier	Regional Manager, LEGO Education (South & East Asia)
10.	Mr Keith <u>Low</u>	Vice-President, Pyramid Management Group / Nettleton Global Pte Ltd
11.	Ms Joan <u>Pereira</u>	Director (Family Life & Active Ageing), People's Association
12.	Mr Donald <u>Tan</u>	Deputy CEO (Business Strategies), SAFRA
13.	Ms Valerie <u>Tan</u>	Customer Service Manager, Insight Laboratories
14.	Mr Bryan <u>Teh</u>	Executive Director, Association of Small and Medium Enterprises
15.	Mr Eberhard <u>Wedekind</u>	President, Volvo East Asia