

SINGAPORE PERSPECTIVES 2010

Home.Heart.Horizon.

25 January 2010
Raffles City Convention Centre



What makes Singapore unique

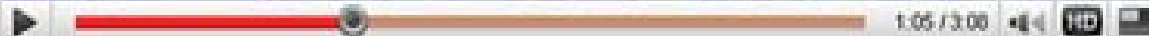
- The usual suspects (and failure)
- The policy environment (and candidates)
- The unifying force
- NeWater Illustration

What do people know of Singapore?



Ministers Pay

Cheaper, Better, Faster - MrBrown Show Production



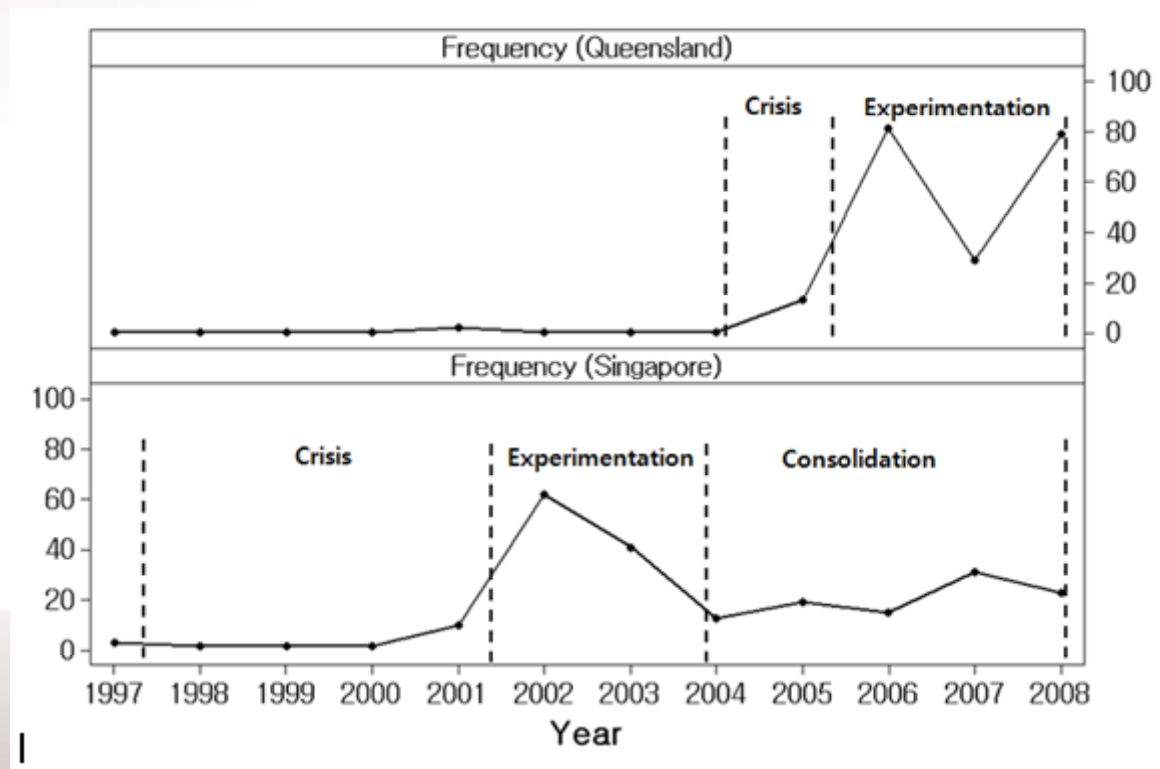
NeWater



Difficult Policies and Unity

- What is knowledge?
- Epistemology : Knowledge = True, Justified Belief
- Public Policy: Knowledge = Good Narratives
- Good narrative = True Justified Belief

Analysis of Knowledge : The Case of NeWater



Rich Diversity of views in Australia

There are dangerous chemicals in our sewage which will feminise men and shrink their genitals. "I am a licensed plumber and drainer and I know what goes into a sewer,"

- Laurie Jones, leader of a residents' group against recycled water.

Anti-recycled water

"I built the last dam in Australia 20 years ago. To use toilet water for drinking just doesn't make sense. Why take the risk?"

- Former Toowoomba mayor Berghofer

Pro-recycled water

'The water will be perfectly safe to drink, it will be six-star quality,'

- University of NSW's Greg Leslie. Worked on Singapore project. Consultant for the engineering firm CH2M Hill, engaged by Toowoomba council.

Pro-recycled water

“Compared with what some people tolerate, recycled water would be nectar. We are really approaching the time when beggars just cannot be choosers when it comes to recycling water. “

- The Sunday Mail (Australia), July 30, 2006 Sunday
“The 'yuk' factor is for scaremongers”
Terry Sweetman

Pro-recycled water

"Surely we have to accept we have to drink our own excrement,"

- Chris Harris, a Sydney City councillor and a member of the NSW Greens, at a council meeting convened to discuss Sydney's water shortage.

Singapore NeWater

"A HINT of citrus with grassy overtones. A suggestion of minerals. Metallic but not unpleasant."

- July 1, 2006 Saturday

'I'll definitely drink it, because it's important to the nation that we become more self-sufficient.'

- - Mr Chang Kiang Hoo, 71, a retiree, it wasn't just to slake his thirst.

Singapore's political leaders

- 'It's about Singaporeans having options. It shows that we have the confidence, the ability to survive. The best way to show that confidence is to take to Newater.'

Davinder Singh, National Day Dinner, 2002

'It's very clean. If you took a blind test, you would not be able to tell Newater from other brands. It surpasses World Health Organisation standards.'

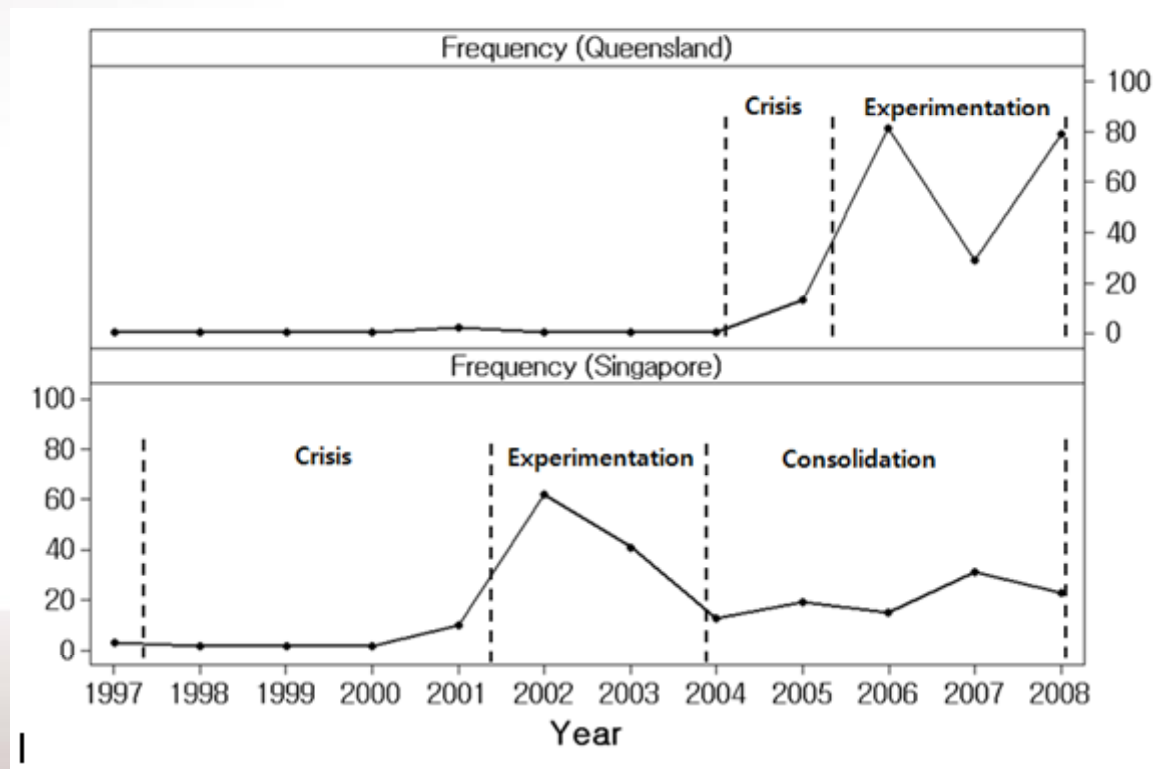
Wong Kan Seng, DPM, National Day Dinner, 2002

Anti? Or Funny?

- PUB Whisky, Cabinet Sauvignon, Jamban Juice
- Drink Our Pee, Singapore
- “There is something inherently funny about being asked to imbibe recycled stuff. I think most people are bemused by Newater and its origins, as well as the ingenuity of it all.”
_ Colin Goh, Talkingcock.com

'I don't think having a chuckle at it will stop people from drinking it,' he said

Analysis of Knowledge : The Case of NeWater



Policy Implications

A narrative model of policy change

Degree of change

Narrative Strength

Revolutionary change	Political <u>incrementalism</u>
Experimentation	Technical <u>incrementalism</u>

Thank you.

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