

Connecting Citizens with Government

REACH

Ministry of Digital Development and Information



A group of people are seated around a table in what appears to be a meeting or workshop. They are looking at documents and talking to each other. The image is overlaid with a semi-transparent green filter. The text is white and positioned in the upper left and center of the image.

Our mission

To facilitate two-way connection
between Government and citizens
through feedback and engagement
sessions

Examples of Government engagement efforts

FORWARD

Since 2022, the Government has engaged more than 200,000 Singaporeans to gather views on their aspirations for Singapore's future.



Guide policy recommendations on our social compact

S'poreans invited to share views on Budget 2023: Strengthening social compact and building resilience

Government conducts pre-budget and post-budget engagements.



Pre-Budget: **Gather suggestions on support for different groups of society**



Post-Budget: **Gather sentiments and explain Budget initiatives**



The Government engaged members of public nationwide to gather their views on National Day Rally announcement.



Gather sentiments on the various measures announced and facilitate conversations, providing Singaporeans an opportunity to seek clarifications and voice their concerns

Our Team



Tan Kiat How

Chairman, REACH
Senior Minister of State, MDDI & MND



Rahayu Mahzam

Deputy Chairperson, REACH
Minister of State, MDDI & MOH



Eric Chua

Deputy Chairperson, REACH
Senior Parliamentary Secretary, MCCY & MSF



Patrick Tay

Deputy Chairperson, REACH
Assistant Secretary-General, NTUC



REACH Team

Supported by:



REACH Advisory
Panel



REACH Youth
Advisory Panel



REACH Alumni
Network



The REACH Team

Engagement

Listening
Points

Digital

Finance &
Quality Service
Management
(QSM)

REACH Advisory Panel

Formerly known as the REACH Supervisory Panel, the Panel comprises 35 members representing diverse segments of Singapore's community.

E.g. of sectors on the panel:

Business

Racial Groups

Environment

Media

Mental Health

Family

Role of the REACH Advisory Panel

- Provide advice on REACH's engagement initiatives
- Provide insights on ground sentiments related to the sectors they represent
- Expand REACH's network with their community



Budget talk show with SPS Rahayu (REACHyChair), Mr He Ruiming (Key Opinion Leader) and Mr Howie Lau (Tech rep)



LP in collaboration with Mr T Thambyrajah (Indian community rep)



Engagement with F&B owners in collaboration with Mr Mustaffa Kamal (F&B / Business rep)

REACH Youth Advisory Panel

Formed in 2022, the current Panel comprises 19 youths from our local universities, polytechnics, Institute of Technical Education (ITE), arts institutions and self help groups such as MENDAKI and SINDA.

Role of REACH Youth Advisory Panel

- Offer insights and perspectives on national issues that are of interest to their peers
- Partner REACH to co-design and execute youth-focused projects and initiatives



Social media vox-pop series hosted by youth panel members



Inaugural Poly-ITE Forum initiated by panel members



Ms Sabrina Eng (University rep) moderating a dialogue



REACH Brown Bag & Learning Journey on National Identity and Nation Building

So, how do we listen
to our citizens?

Dialogues and Focus-Group Discussions

REACH provides a conducive environment for deeper conversations between political office holders (POHs) and participants on key national issues, such as cost of living, job security, and social mobility.



Traditional large -scale dialogues



“Open Space Technology”



Neighbourhood -centric
small-group conversations



Interactive Theatre



“World Café Format”

Trying out different engagement formats

Listening Points (LP)

REACH conducts both in-person and digital polls to get an in-depth understanding of Singaporeans' views on key issues.

To engage our target segments, we collaborate with various partners, including community groups, corporates and digital platforms, to push out our LPs.

Engaging niche groups helps the Government gain a nuanced understanding of how issues impact segments of society differently.



E.g. of community groups reached:

Ex-Offenders

Shift Workers

Platform Workers

Minorities population

Youth-at-risk

Lower-income families

Persons with Disabilities

Athletes

Interactive Telegram chats

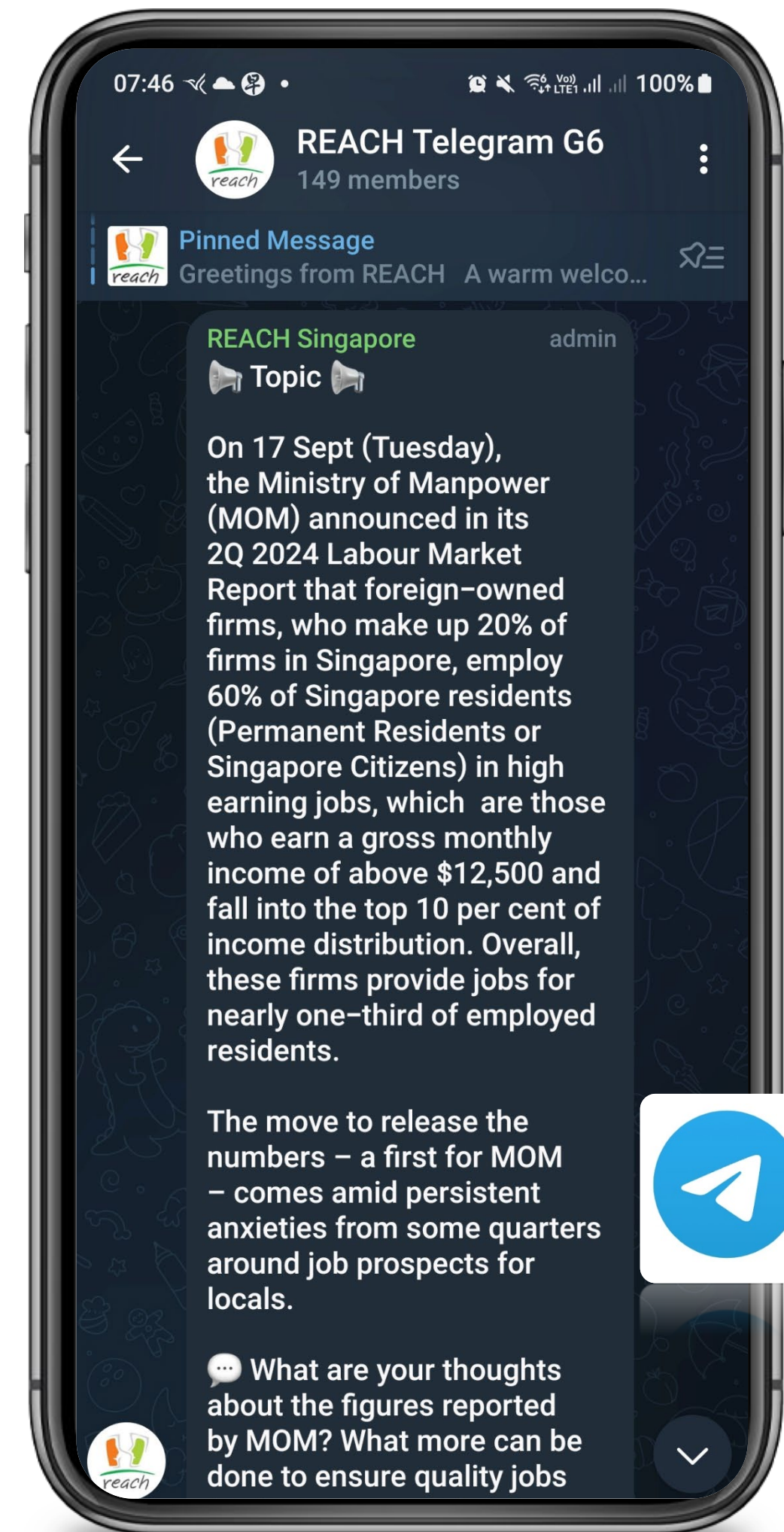
- Two-way feedback channel to get an immediate sensing from citizens on their views on hot button national issues
- Nurturing communities of regular contributors



7 chatgroups

> 600 contributors

Open three times a week





Singapore Model Parliament

REACH's flagship youth programme

SMP enables youths to better understand how the Government balances public feedback and interests of different stakeholders in designing policies, as well as experience the rigour of debating national issues in Parliament.



Other modes of engagement

We also experiment with different modes of engagement – such as tapping on social media platforms or having radio talk shows in the heartlands, to reach out to Singaporeans who may not be able to participate in traditional dialogues and focus group discussions.

FB Live series on Green Plan 2030



Webinar conversations on Forward SG



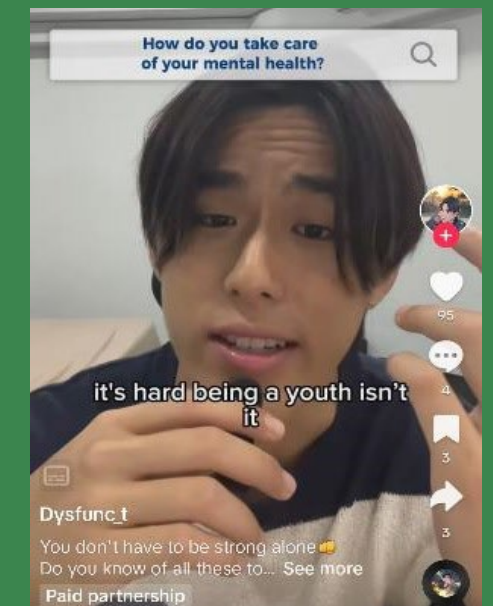
Video making challenge



Podcast recordings



Parliament topics on TikTok / Instagram



YouTube video series



Outdoor radio talk shows on Budget



Integrated engagement on social issues (radio talk show, newspaper article, comic strip, e-LP and dialogue)



Workshop / Learning Tours + Dialogue



In 2023, REACH engaged
>230,000
Singaporeans

7 Telegram Chat Groups

600 Contributors

13 Digital Campaigns

155,000 engaged

49 Listening Points

73,000 reached out to

62 Dialogue and Outreach sessions

4,000 engaged

CHECK OUT OUR
2022 YEAR IN REVIEW
[ATGO.GOV.SG/REACH2022](https://atgo.gov.sg/reach2022)

Connect with us on Social Media



@REACHSingapore



@REACHsg / @reachsgcomics

- Key REACH social media channels that share:
 - Info about dialogues & LPs
 - REACH comics
 - Post-event wrap up
 - Public consultations
 - Cross-posting of information from other agencies (i.e.. Fight against Dengue/Budget)



@REACHSingapore

- Connect with youths
- Ride on trends to provide practical and light-hearted content



@REACHSingapore

- Engage with job seekers and PMETs
- Targeted outreach for e-LPs