



Building A Sustainable Future For The Arts

Singapore's journey towards a conducive arts
ecosystem

Overview

1. Singapore's arts and culture scene at a glance
2. Key Developments
3. Looking Ahead



SINGAPORE'S CULTURAL SCENE AT A GLANCE

Milestones in Arts Development

- | | | | | | | | |
|------|-----------------------------------|------|---|------|--|------|--|
| 1938 | NAFA | 1997 | Asian Civilisations Museum | 2006 | The National Art Gallery announced | 2012 | Launch of "Living Arts, Loving Culture" programmes |
| 1959 | Arts promoted for nation building | 2001 | Yong Siew Toh Conservatory | | School of the Arts | 2013 | The Arts House Limited |
| 1977 | Festival of the arts | 2002 | Esplanade Theatres, Singapore Tyler Print Institute | | 1 st Singapore Biennale | | Outsourcing of SIFA |
| 1979 | Cultural Medallion | | | | National Museum of Singapore re-opened | | Grants Framework Review |
| 1984 | LASALLE | 2004 | The Arts House | 2008 | 8Q @ SAM | | Cultural Matching Fund |
| 1985 | Arts Housing Scheme | 2005 | Drama Centre @ NLB | 2010 | Arts Spaces Framework | 2014 | Public Art Trust |
| | | | | 2011 | Official opening of SOTA building | | Cultural Diplomacy Fund |
| | | | | | | 2015 | Opening of The National Gallery |



1991

1989

2000

2005

2008

2011

Advisory Council on Culture and the Arts (ACCA)

**Renaissance City Plan (RCP)
- Renaissance City Reports I, II, III**

Arts and Culture Strategic Review (ACSR)



Overview of Singapore's Arts Sector

Arts organisations

Over 5,400 registered arts orgs

38 Major Grant Companies,
24 Seed Grant Companies

2 National Arts Companies
(Singapore Symphony Orchestra,
Singapore Chinese Orchestra)



Arts activities

2015: close to 40,000 activities a year (22 performances and 87 visual arts exhibitions daily)

Major Platforms:

Singapore International Festival of Arts
Singapore Writers Festival
Singapore Biennale
Silver Arts
Noise Singapore
Got To Move
Esplanade's Festivals
MI Fringe Festival (The Necessary Stage)
The Chinese Theatre Festival (The Theatre Practice)
Contact Dance Festival (T.H.E Dance Company)
Singapore Art Week

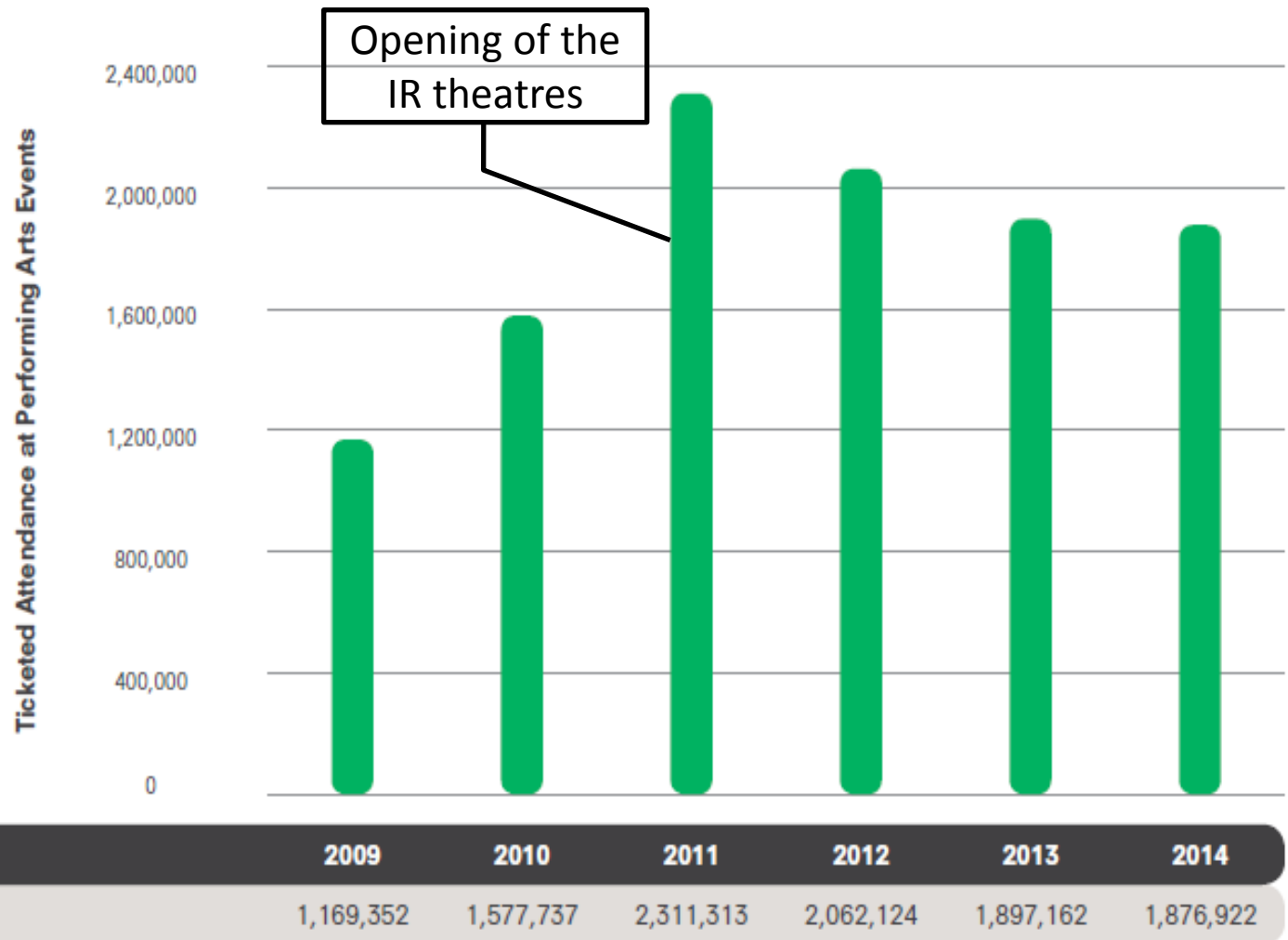
singapore
international
festival of
arts

SINGAPORE
BIENNALE
2013
IF THE
WORLD
CHANGED



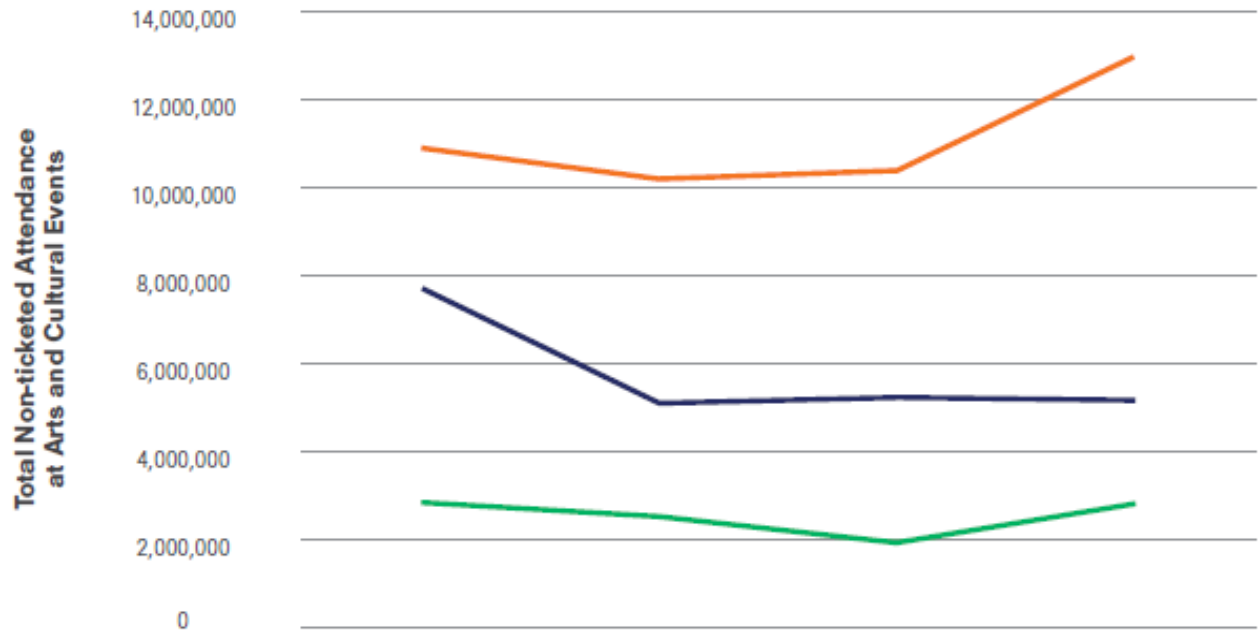
Ticketed attendances held steady

Chart B-1:
Ticketed
Attendance
at Performing
Arts* Events



Non-ticketed audiences increased substantially in 2014

Chart B-3:
Non-ticketed
Attendance
at Arts and
Cultural Events

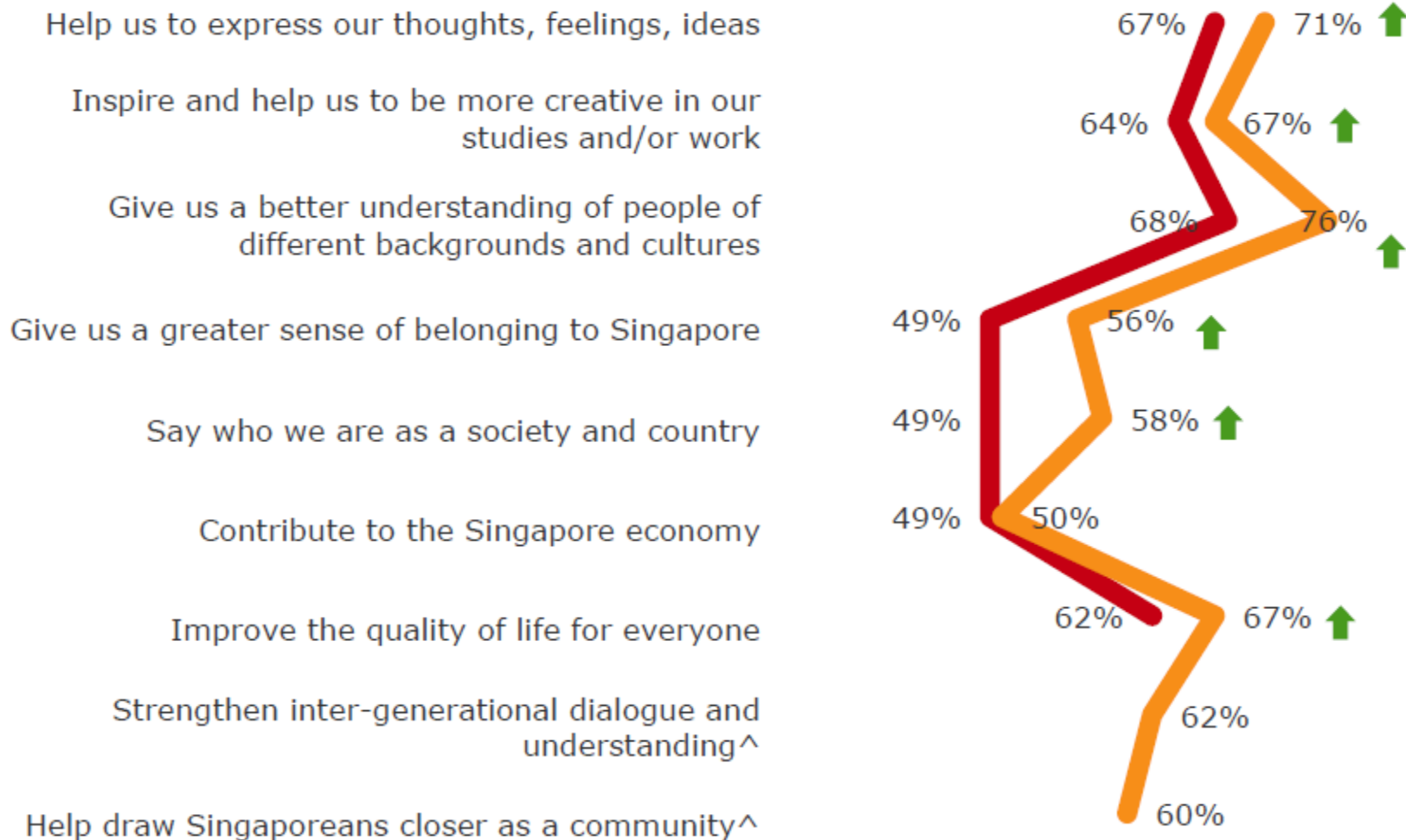


	2011	2012	2013*	2014
Arts Events*	2,832,800	2,519,600	1,995,047	2,832,632
Heritage Events**	7,700,000	5,100,000	5,224,707	5,169,727
Library Events***	10,925,301	10,246,265	10,386,900	12,969,230

Perception of the arts has improved

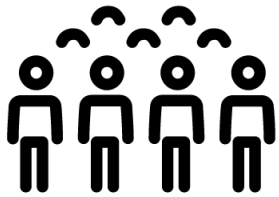
↑ ↓ Significant increase / decrease

2011 2013



KEY DEVELOPMENTS IN SINGAPORE

Our Strategic Directions



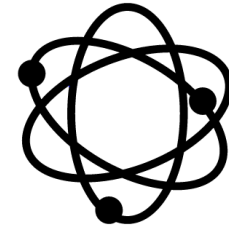
COMMUNITY ENGAGEMENT

Promoting the Arts for
Expression, Learning,
Reflection and Community
Building



ARTISTIC EXCELLENCE

Shaping our Cultural
Development, through the
Arts



STRONG INFRASTRUCTURE

Developing a Sustainable
Environment that Enables Artistic
Creations to Entertain, Enrich and
Inspire

Community Engagement: Outreach

Bringing the arts to Everyone, Everywhere, Everyday



Arts in Education



Arts in the Social Sector



Arts in Special Education



Silver Arts



Youth Arts

Community Engagement: Advocacy

Advocating the arts nationwide



SINGAPORE'S DEFINITIVE
ARTS & CULTURE GUIDE



Artistic Excellence: Masterplans for Long Term Growth

Developing a vision and developmental plans for the long term

Traditional



Preserves our rich cultural heritage

Increase visibility of traditional art forms

Literary



Expresses our stories as a people and celebrates multi-linguistic creativity

Promote Singapore as a city of literature

Visual



A highly pervasive language through which we shape our environment and communicate our culture with the world

Strengthen current infrastructure and network of partners

Performing Arts



A powerful medium through which we express our cultural identity and world view

Connecting with audiences and within industry

Artistic Excellence: Internationalisation

Creating opportunities for our artists and content to reach new markets, expanding learning opportunities, and increasing visibility of Singapore's arts and culture to change international perceptions and foster national pride

**Cultural
Diplomacy
Fund**

\$20 million fund to artists more opportunities to perform and showcase their works overseas



International partnerships & opportunities



Australian Government



Infrastructure: Making Space for the Arts

Enhancing our existing framework for arts spaces

1. Create a space for public and artists to interact or collaborate to create new work;
2. Allow more artists and arts groups to benefit by providing various shared facilities for hire;
3. Build a stronger connection between arts centres and their surrounding community



Centre 42



Goodman Arts Centre



Revitalising the Civic District



Victoria Theatre & Victoria Concert Hall



Launch of the National Gallery Singapore

Infrastructure: Encouraging Cultural Philanthropy

Growing giving to arts and culture

FY2014



- \$200 million fund set up in November 2013
- Dollar-for-dollar matching grants for private cash donations to arts and heritage charities and Institutions of Public Charter.
- Lifetime cap for each organisation raised from \$10 million to \$15 million

Infrastructure: Growing Arts Research & Documentation

Improving NAC's and the public's understanding of the arts and its impact on people and communities, and documenting arts practice and history



Population Survey on the Arts



Current Projects

Reading and Writing Survey.

Documentation of the history of traditional art forms in Singapore.

Employment in the arts sector.

International perception of Singapore arts.

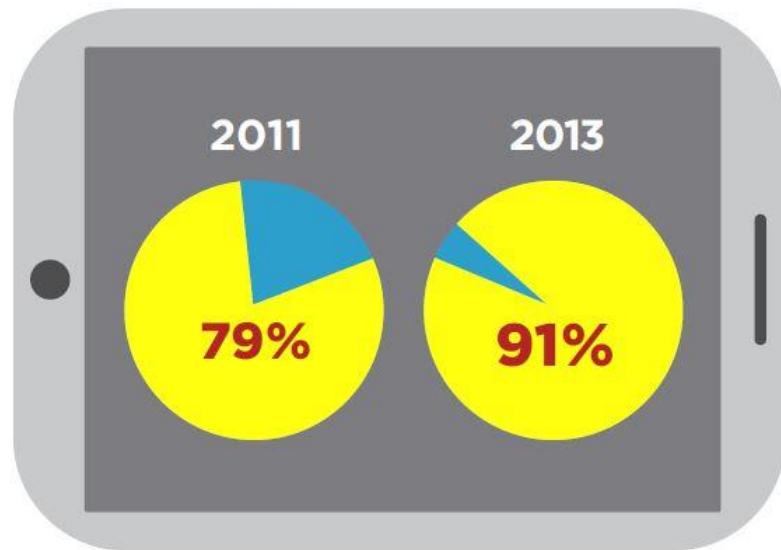
Landscape for volunteerism and cultural philanthropy.

LOOKING AHEAD

I. Staying relevant to audiences

DIGITAL ENGAGEMENT IN THE ARTS (POPULATION SURVEY 2013)

DIGITAL ENGAGEMENT



Consumption of the arts via digital media

Need for digital engagement

- Use digital technology to better understand and grow audiences
- Encourage artists/groups to find meaningful & creative ways to engage digitally
- Enhance quality and type of digital content on existing platforms
- Engage audiences and advocates online

II. Encouraging volunteerism in Singapore

Objectives

Arts Ambassadors Programme

Establish volunteer pool and shared services for arts groups

Strategic Partnerships

Increase volunteer opportunities through integration with other sectors

Community of Practice

Foster ground ownership & network of support for volunteer hosts

National Advocacy to increase visibility of arts volunteerism

III. Building strong allies

- Invest in intermediaries to ensure a sustainable, diverse & robust ecosystem
- Develop capacities of partners to address sector-specific needs:

- Audience engagement
- International opportunities
- Producing/curating
- Place-making



THANK YOU