



Children's
Museum
Singapore

YEAR IN REVIEW
FY 2021/2022



Children's
Museum
Singapore

Opening
December
2022



YEAR IN REVIEW

FY 2021/2022

We completed our renovation and received Temporary Occupation Permit (TOP) in May 2021. Work is currently in progress for the gallery fit-out. Museum staff continued to engage our audience in outreach activities.

Singapore Philatelic Museum (SPM) legally changed its name to Children's Museum Singapore (CMSG) on 4 January 2022.

CMSG will be the first national children's museum in Singapore, designed for joyful learning through play. Through immersive environments, interactive programming, exciting themes and diverse objects, children can widen their horizons and appreciate their country and the world around them in fun and multisensory ways that encourage exploration and imagination.

CMSG is scheduled to open in December 2022.



Start with Wonder



Children's
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We launched our new museum name, logo and tagline to the media on 7 December 2021.



Children's
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Singapore

Start with Wonder

Tagline

Wonder is an emotion.

It's what we feel when we see something rare or unexpected.
It's part of human nature. It's our connection with curiosity and
our drive behind intellectual exploration.

It is said that while children go to school for education,
real learning takes place outside the classroom and through play.
This concept uses the visual representation of mark-making
and colouring outside the lines as a metaphor for
wonder, joy, adventure and growth.

Children's Museum Singapore to open next December



Children's Museum Singapore's (from far left) curator Michelle Lim, director and general manager Tressawati Prihadi, and senior curator Lucille Yap outside the museum building in Coleman Street. ST PHOTO: LIM YAOHUA

The first dedicated children's museum here targets families with kids aged 12 and younger

Elisa Chia
Correspondent

The Republic's first museum dedicated to children will be opening its doors to visitors next December.

Targeted at families with kids aged 12 and younger, the museum is located at the former Singapore

Philatelic Museum.

The team behind Children's Museum Singapore gave an update last Tuesday, unveiling its logo and tagline: Start With Wonder.

The museum was first announced in Parliament last year by then Minister for Culture, Community and Youth Grace Fu.

It had been scheduled to open this year, but its completion was delayed by the Covid-19 pandemic.

When it opens its doors in December next year, the two-storey building in Coleman Street will be filled with activity-based exhibitions on local and regional heritage.

Young visitors can, for example, attempt to carry the heavy sacks that coolies used to handle. The Singapore Philatelic Museum's stamp collection will also be on display in an interactive way.

Children's Museum Singapore's director and general manager Tressawati Prihadi says with a chuckle: "Kids are always reminded not to touch the displays at 'adult museums'. Here, we want to tell them, 'Please touch!'"

Quoting the saying "I hear and I forget, I see and I remember, I do and I understand", the museum's curator Michelle Lim says: "We can no longer have very passive

exhibitions and ask children to use only their eye power."

Ms Prihadi notes that while other Singapore museums offer child-friendly exhibitions, they are usually held during the school holidays. "But at Children's Museum Singapore, kids are very much welcome all year round," she adds.

Admission to the museum will be free for Singapore citizens and permanent residents.

In developing the museum, Ms Prihadi says her team has been asking for feedback from early childhood educators, parents and kids.

It helps that the team has experi-

ence in working with young visitors. Most of the new museum's staff are from the former Singapore Philatelic Museum, which was a family-friendly attraction that held activities such as sleep-over camps and birthday parties.

Ms Prihadi and her team have also been inspired by what they have learnt from visiting leading children's museums around the world, including the Tropenmuseum Junior in the Netherlands as well as Austria's Frida & Fred in Graz and ZOOM Children's Museum in Vienna.

elisac@sph.com.sg

The Straits Times, 13 December 2021

本地首个儿童博物馆明年12月开放

位于哥里门街的儿童博物馆将耗资700万新加坡元打造，专为12岁及以下儿童设计。儿童博物馆将提供互动式展览，让孩子们在玩乐中学习。博物馆将展示新加坡的历史和文化，让孩子们了解他们的根源。博物馆还将提供各种活动，让孩子们在玩乐中学习。博物馆将展示新加坡的历史和文化，让孩子们了解他们的根源。博物馆还将提供各种活动，让孩子们在玩乐中学习。

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INSPIRING CURIOUS MINDS

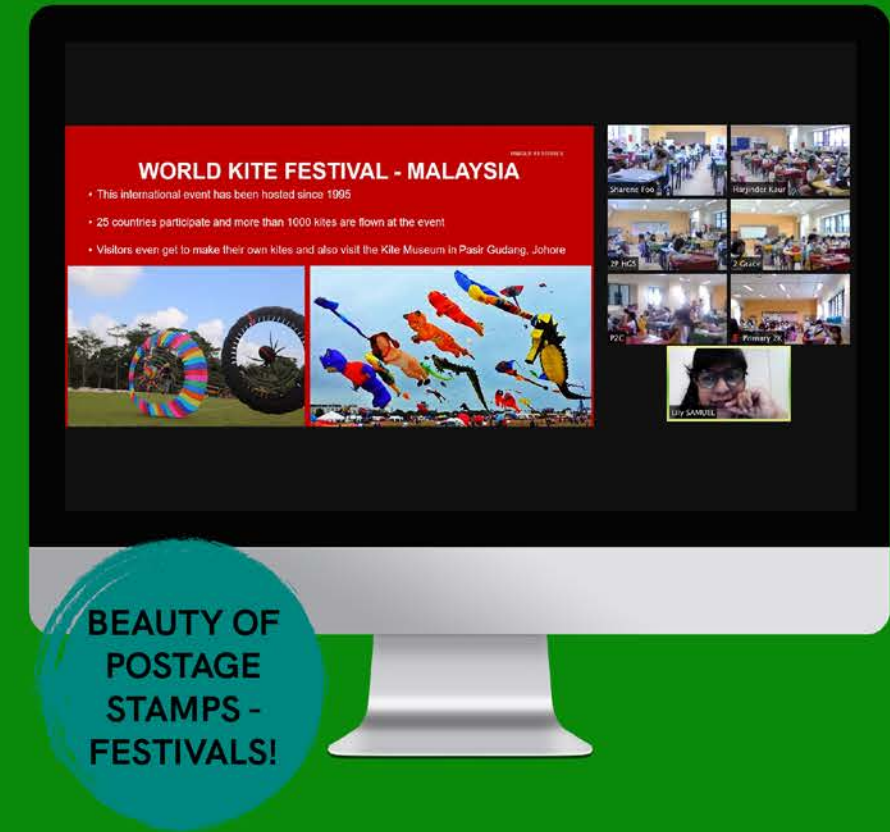
We went digital for education programmes due to the COVID-19 situation.

Programmes were designed for active young learners and helped pupils build comprehension skills, fuel the learning process and instil meaningful values.

Programmes included *Ally at the Playground*, *Beauty of Postage Stamps*, *Beauty of Postage Stamps – Festivals!*, *Home Sweet Home*, *Secret Treasures*, *Stamps that Tickle our Senses*, *Unusual Stamps* and *We Are One – Festivals!*.



VIRTUAL PROGRAMMES



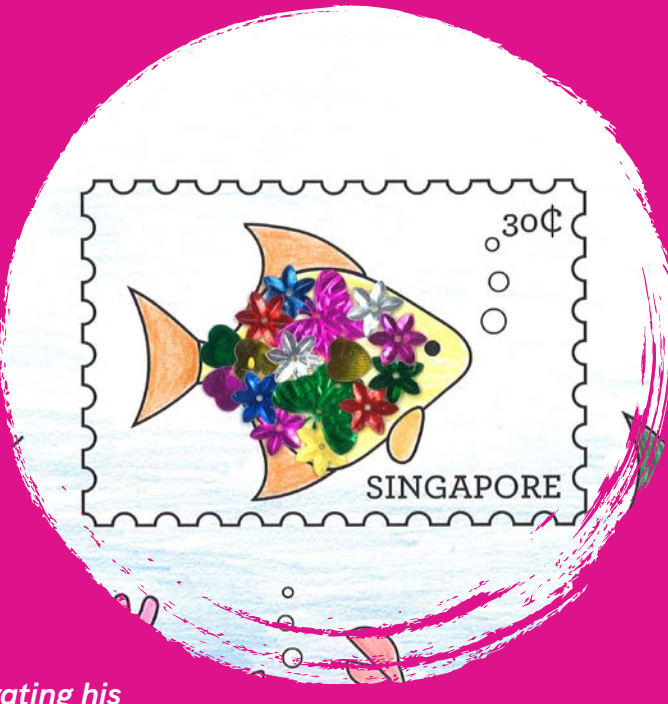
ON-SITE PROGRAMMES



STAMPS THAT TICKLE OUR SENSES

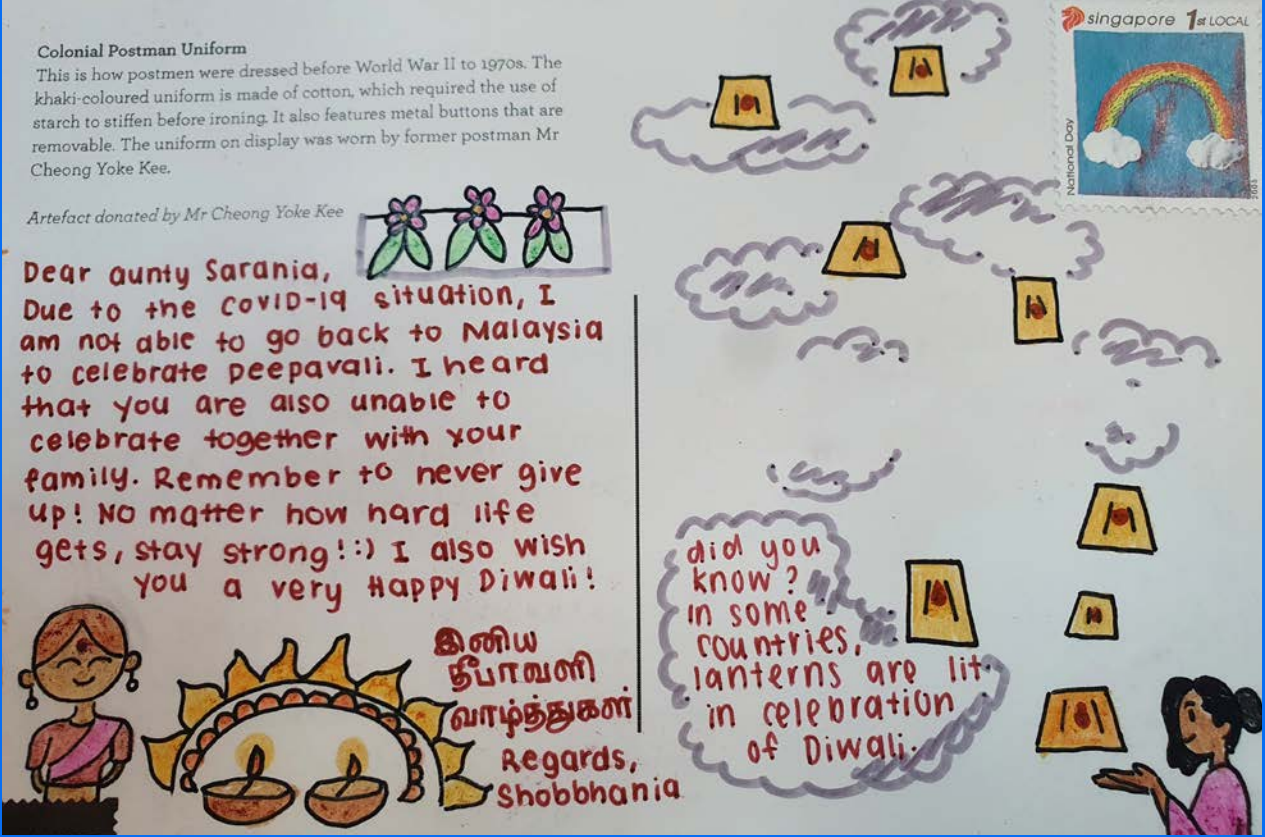


Child decorating his unusual stamp



WORLD POSTCARD DAY

A total of 2,016 students from 48 primary schools wrote postcards to parents, teachers, siblings, relatives and friends.



Postcard from Marsiling Primary School student



Changkat Primary School students writing their postcards

DRAW MY STAMP STORY ART COMPETITION 2021

Participants used drawings to tell a story and included stamps in their artworks. Winning entries were featured on the museum's website and YouTube.

Gold Winning Entry by Vrishin Akula from Wellington Primary School

1,546
SHORTLISTED ENTRIES

56
PRIMARY SCHOOLS

29
SECONDARY SCHOOLS

8,577
PARTICIPANTS

Say no to pollution. Save earth
A Tree for Peace.

PUBLIC PROGRAMMES

Participants had great fun learning about nature at Fort Canning Park, exploring the Civic District and picking up photography skills, creating crafts and more.

The programmes included *Easter Egg Hunt*, *Sensory Trail*, *City Photography Trail*, *Operation Santa*, *Line Art – Mailbox Painting* and *Color Your World – Tote Bag Painting*.

Interesting contests were organised for children.

SENSORY TRAIL



EASTER EGG HUNT



Children at public programmes

CITY PHOTOGRAPHY TRAIL



LINE ART - MAILBOX PAINTING



COLOR YOUR WORLD - TOTE BAG PAINTING



OPERATION SANTA

DESIGN YOUR OWN HONG BAO CONTEST WINNERS



Peh Xin Qiao Jeriel



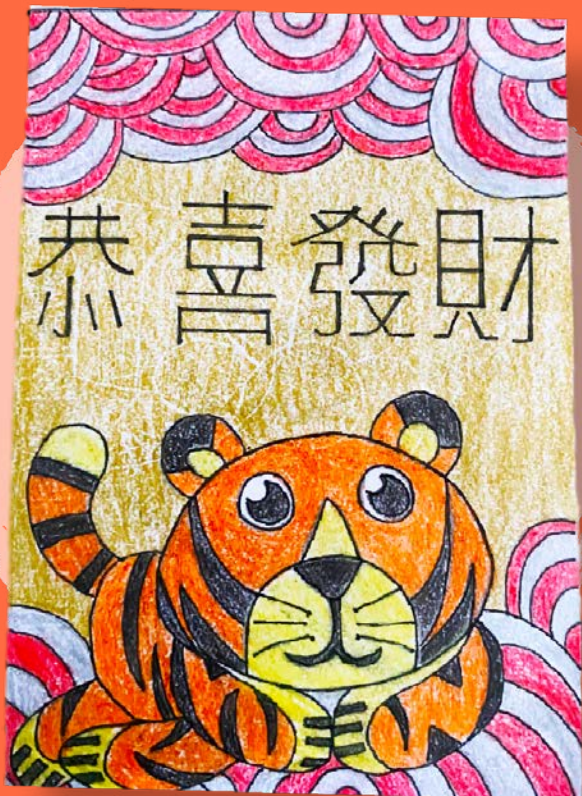
Xiangyu Liu



Stephie Lin Yu En



Enoch Ling Jia An



Liya Ameera



Tye Ming Yew



Audrey Clarissa Chung



Morgan Lai Ruijie

DESIGN YOUR OWN NATIONAL DAY STAMP CONTEST WINNERS



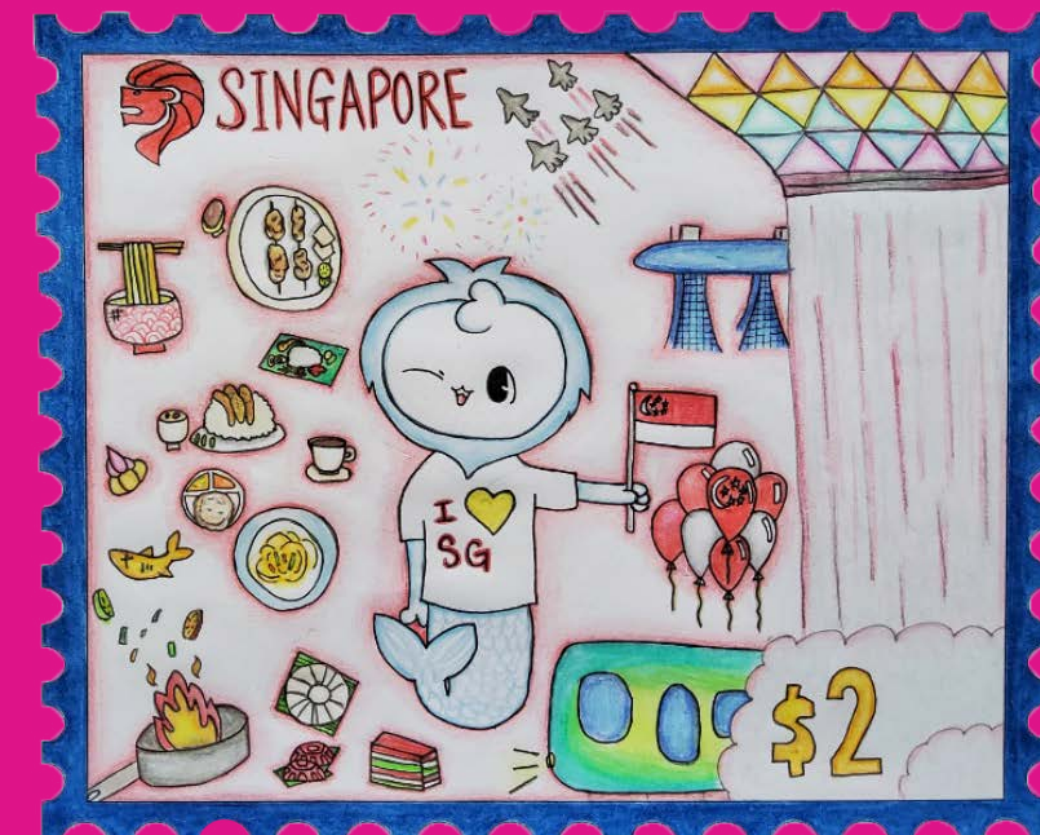
Guan Yi Chen



Tai Yong Tian

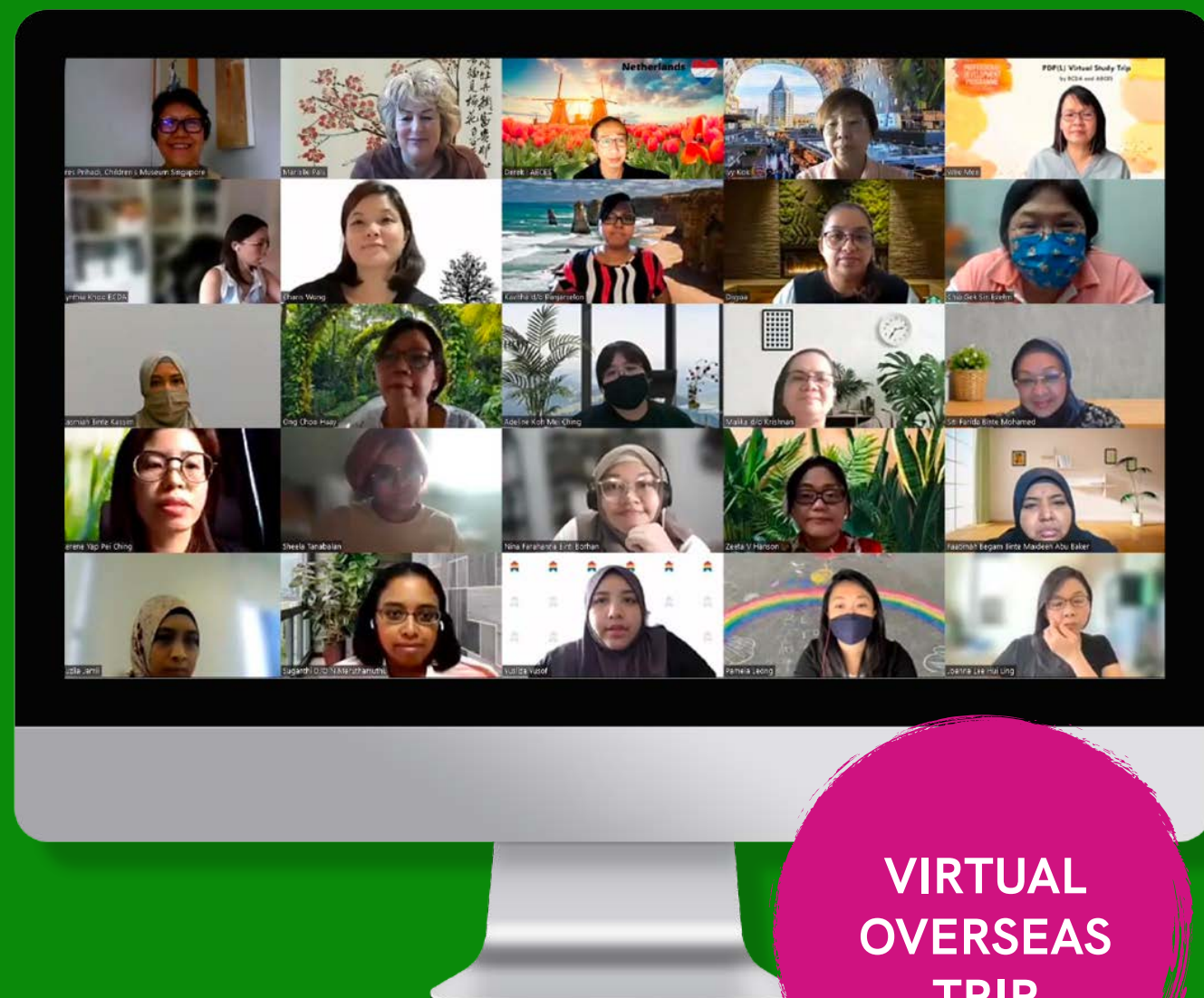


Ayra Inara



Heng Ri En Carmen

REACHING OUT TO EDUCATORS AND PARENTS



Credit: Association for Early Childhood Educators (Singapore)

Director and General Manager of CMSG shared with early childhood educators about the new children's museum at the Professional Development Programme (Leaders) virtual overseas trip organised by the Association for Early Childhood Educators (Singapore).

THE EXPERT SERIES

The Expert Series was launched in November 2021. Educators and parents learnt a range of topics that support children's learning and development from experts in their fields.

In the first session "Giving Your Child The Gift of Play", Dr Nirmala Karupiah, an early childhood specialist shared how parents can leverage museums to support children's play and holistic development in the early years.



Children's Museum Singapore

Annual Report for Financial Year from 1 April 2021 to 31 March 2022

1. Corporate Information

1.1 Registration

Children's Museum Singapore ("CMSG" or the "Company") was incorporated by the Telecommunication Authority of Singapore (TAS) as a Public Company Limited by Guarantee on 1 April 1995 with Memorandum and Articles of Association as its constituent documents.

It was formerly known as Singapore Philatelic Museum (SPM) and its mission is to stimulate interest in philately and to promote the use of philatelic material to learn about national history and heritage, and the world.

The Company was registered on 25 January 1996 as a charity under the Charities Act, Chapter 37, Charity Registration Number 1154.

On 1 April 2000, the museum was transferred from TAS (now Infocomm Development Authority of Singapore) to the National Heritage Board as a fully-owned subsidiary.

The Company is an Institution of Public Character under Section 37(2) (c) of the Income Tax Act since 14 July 2011 under which it can grant tax deductions to its donors. The Company IPC Registration Number is IPC000734. The current IPC Status will expire on 31 December 2022.

On 4 January 2022, SPM legally changed its name to Children's Museum Singapore (CMSG).

CMSG will be the first national children's museum in Singapore, designed for joyful learning through play. Through immersive environments, interactive programming, exciting themes and diverse objects, children can widen their horizons and appreciate their country and the world around them in fun and multisensory ways that encourage exploration and imagination.

1.2 Member of SPM:

Chang Hwee Nee
Low Suat Tin Joni

1.3 Bankers:

United Overseas Bank Limited
The Development Bank of Singapore Limited
The Bank of East Asia Limited
Maybank Singapore Limited

1.4 Company Secretaries:

Marian Ho Wui Mee
Dentons Rodyk & Davidson LLP
80 Raffles Place #33-00 UOB Plaza 1
Singapore 048624

1.5 Auditors:

Ernst & Young LLP
One Raffles Quay, North Tower, Level 18
Singapore 048583

1.6 Company Status:

Company Limited by Guarantee
Incorporation Date : 1 April 1995
Unique Entity Number (UEN) : 199502248C

1.7 Charity Status:

Charity Registration Number : 1154
Date of Charity Registration : 25 January 1996

1.8 IPC Status:

Charity Registration Date : 14 July 2011
IPC Registration No. : IPC000734
IPC Period : 14 July 2020 to 31 December 2022

1.9 Registered Address:

23B Coleman Street
Singapore 179807
Tel: (65) 6337 3888
Fax: (65) 6337 8958
E-mail: NHB_CMSG@nhb.gov.sg
Website: www.nhb.gov.sg/spm

2. Board of Directors

The Children's Museum Singapore Board of Directors comprise of 8 Board Members drawn from the public and private sectors.

All the directors are volunteers and receive no remuneration from the Company.

Children's Museum Singapore

Annual Report for Financial Year from 1 April 2021 to 31 March 2022

Number of board meetings and attendance of each Board member.

1. 15 July 2021
2. 16 September 2021
3. 18 November 2021
4. 20 January 2022
5. 24 March 2022

Board of Directors

Name of Board of Directors	No. of meetings attended	Remarks
Mrs Low Suat Tin Joni	5/5	Appointed on 1 Aug 2020
Mr Hong Tuck Kun	5/5	Appointed on 1 May 2016
Mrs Christine Puey-Kheng Chen	3/5	Appointed on 1 Aug 2017
Mr Dhirendra s/o Shantilal	5/5	Appointed on 1 Aug 2020
Ms Loo Qingwen, Jean	4/5	Appointed on 1 Aug 2020
Rilla Melati Binte Bahri	2/5	Appointed on 1 Aug 2020
Yong Geok Cheng (Yang Yuqing)	1/5	Appointed on 1 Aug 2020
Mrs Wai Yin Pryke	5/5	Appointed on 1 Aug 2020

Resigned Board of Directors

Name of Board of Directors	No. of meetings attended	Remarks
Mr Phang Heng Wee Vincent	1/3	Resigned on 20 December 2021

2.1 Remuneration

The Directors do not receive remuneration from the Company. The annual remuneration of the Company's three highest paid staff by remuneration bands is as follows:

	2022	2021
\$200,001 to \$300,000	1	1
\$100,000 to \$200,000	2	2
	<hr/> 3	<hr/> 3

3. Conflict of Interest

CMSG's Memorandum and Articles of Association state that a Director should ensure he does not place himself in a position whereby, directly or indirectly his duties or interests might be in conflict with his duties or interests as a Director. Disclosure of interests is required should a Director be in conflict with his duties and interests as a Director. He should not participate or vote on the matter.

CMSG has put in place a Conflict of Interest Policy for Staff and a Code of Ethics for Board of Directors and Members.

4. Policy

Finance & Funding

CMSG's operating budget is funded from Philatelic Fund, corporate and public donations. CMSG collects a nominal fee for admission to the museum and for programmes and activities.

The Management Team headed by General Manager/Director of the Company reports to Chairman and the Board of Directors.

Total staff strength as at 31 March 2022 is 14, breakdown as follows:

Administration/IT	6
Education & Programmes	2
Curatorial/ Collections	2
Public Communications	2
Operations	2

5. Activities

The museum is closed for renovations from 19 March 2019 to 2022. Education programmes are held offsite in schools, and offsite exhibitions in libraries.

April 2021	Organised <i>Seeing Is Believing – Every Stamp Tells A Story!</i> travelling exhibition from 1 – 29 April 2021 to Library@Harbourfront.
	Preschool education programme, <i>Stamps That Tickle Our Senses</i> , was carried out at Calvary Pandan Church Kindergarten.
	<i>Easter Egg Hunt</i> public programme was carried out for families with children during the Easter weekend.
May 2021	Organised <i>Seeing Is Believing – Every Stamp Tells A Story!</i> travelling exhibition to Clementi Public Library from 3 – 30 May 2021.

Children’s Museum Singapore

Annual Report for Financial Year from 1 April 2021 to 31 March 2022

June 2021	<i>Home Sweet Home</i> and <i>Secret Treasures</i> virtual programmes were carried out to students at Life Student Care Centre and Serangoon Moral Student Care Centre.			Organised The Expert Series that aims to connect educators and parents with experts in child development and early learning. The first session “ <i>Giving Your Child the Gift of Play</i> ” by Dr Nirmala Karuppiah from NIE was held virtually. A total of 48 educators and teachers attended the session.
July 2021	Stakeholder Engagement sessions were carried out with PAP Community Foundation principals and educators.			
	<i>Beauty of Postage Stamps – Festivals!</i> virtual programme was carried out to Haig Girls’ School.		December 2021	Organised school holiday programmes; <i>Line Art Mailbox Painting</i> , <i>Colour Your World Totebag Painting</i> and <i>Operational Santa</i> for public children during the year-end holidays.
	<i>Sensory Trail</i> a multi-sensory, activity based public programme was carried with children at Fort Canning Park.			<i>We Are One – Festivals!</i> virtual programme was carried out to Big Heart Student Care Centre and Serangoon Moral Student Care Centre. The students were from Chongfu Primary, Fuchun Primary, Evergreen Primary, Princess Elizabeth Primary and Boon Lay Garden Primary Schools.
August 2021	Preschool education programme, <i>Stamps That Tickle Our Senses</i> , was carried out at Skool4kidz @ Canberra.			<i>Unusual Stamps</i> virtual programme was carried out to Big Heart Student Care Centre. The students were from Evergreen Primary, Greenwood Primary and Boon Lay Garden Primary Schools.
September 2021	<i>City Photography Trail</i> public programme was carried out for children during the third term school holidays.			<i>Ally at the Playground</i> storytelling session was carried out to students at 7 Oaks Student Care Centre.
	<i>Home Sweet Home</i> and <i>Secret Treasures</i> virtual programmes were carried out to students of Morning Star Student Care Centre.			
	<i>Beauty of Postage Stamps</i> virtual programme was carried out to Siling Primary School and Sengkang Green Primary School students.		January 2022	Invitations to participate in the <i>Draw My Stamp Story Art Competition 2022</i> were sent to MOE primary schools, student care centres, international schools, art schools, special education schools and religious schools.
	SPM held the annual <i>Draw My Stamp Story Art Competition 2021</i> from January to September. A total of 8,577 primary and secondary school students participated, out of which more than 1,500 entries were shortlisted and judged in September 2021. Winning entries were featured on the museum’s website and YouTube.		February 2022	<i>Unusual Stamps</i> virtual programme was carried out to Big Heart Student Care Centre. The students were from Teck Whye Primary and Xishan Primary Schools.
October 2021	The museum sponsored postcards and stamps to 2,016 upper primary school students to commemorate <i>World Postcard Day</i> . A total of 48 primary schools took part in the activity. These postcards were sent to friends, teachers, and families.			<i>Ally at the Playground</i> storytelling session was carried out to Big Heart Student Care Centre. The students were from Teck Whye Primary, Innova Primary and Xishan Primary Schools.
	<i>Beauty of Postage Stamps – Festivals!</i> virtual programme was carried out to students at Riverside Primary School.		March 2022	Organised <i>Seeing Is Believing – Every Stamp Tells A Story!</i> travelling exhibition to School of the Arts, Singapore (SOTA) from 1 Mar – 31 Mar 2022.
November 2021	<i>Home Sweet Home</i> virtual programme was carried out to Big Heart Student Care Centre. The students were from Yangzheng Primary School.			<i>Ally at the Playground</i> storytelling session was carried out to Big Heart Student Care Centre. The students were from Xingnan Primary, Yangzheng Primary and Boon Lay Garden Primary Schools.
	<i>We Are One – Festivals!</i> virtual programme was carried out to Big Heart Student Care. The students were from Greenwood Primary School and Teck Whye Primary Schools.			<i>Unusual Stamps</i> virtual programme was carried out to Big Heart Student Care Centre. The students were from Yangzheng Primary and Yuneng Primary Schools.
	<i>Unusual Stamps</i> virtual programme was carried out to Big Heart Student Care Centre. The students were from Princess Elizabeth Primary School.			<i>Beauty of Postage Stamps – Festivals!</i> virtual programme was carried out to students at Riverside Primary School.
				<i>Places In Singapore; Then & Now</i> virtual programme was carried out to children at Al-Istiqamah Mosque Kindergarten.



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