NLB | National Library Board Singapore

MAKING IT HAPPEN

ANNUAL REPORT 2011/2012





VISION AND MISSION

Readers for Life, Learning Communities, Knowledgeable Nation

A LIBRARY IS AN ENCHANTING PLACE THAT IGNITES IMAGINATION. A TREASURE TROVE OFFERING BOUNDLESS KNOWLEDGE, THOUGHTS AND IDEAS. A SANCTUARY TO REFRESH THE MIND AND SOUL. WHERE ONE LEARNS, DISCOVERS AND GROWS.

BY DOING WHAT WE DO WITH PASSION AND CONSTANTLY ENHANCING OUR SERVICES AND PROGRAMMES, WE CREATE NEW OPPORTUNITIES. OPPORTUNITIES FOR THE PRESENT GENERATION. OPPORTUNITIES FOR FUTURE GENERATIONS. **MAKING IT HAPPEN.**



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MESSAGE FROM CHAIRMAN AND CHIEF EXECUTIVE OFFICER

These are exciting times for libraries. In Singapore, the library continues to be a well-loved public institution with 36 million visits in FY 2011. At the same time, a wealth of information is instantly and constantly available on a range of mobile devices. Our visitors are getting more discerning about their reading and information needs. They also expect good, quick and efficient service from us. Increasingly, we see greater public interest in co-developing programmes and services. These trends offer both challenges and opportunities for us.

The National Library Board (NLB) has stayed ahead by continuously scanning the environment and anticipating new patterns in our customers' lifestyle, expectations and needs. We have been able to respond quickly by embracing a culture of innovation and inventiveness. More importantly, this culture of pioneering new initiatives and service improvements has been part of our organisational DNA.

It has been another eventful year for NLB. Our visitors have been reading voraciously and our book and audio-visual loans have gone up to 37 million. This year, we had close to 9 million visits to our digital library.

GROWING OUR LIBRARY NETWORK

This year we have also brought the total number of public libraries up to 24 with the opening of Clementi Public Library. It is the first public library to have Interactive Digital Storytelling Kiosks. We also laid the ground for the upcoming library@orchard which is targeted to be opened in 2014. Through the DEAR@Community membership scheme, we collaborated with more than 600 partners including grassroots organisations and educational centres to create additional channels for the public to loan library books.

While growing our network of libraries, we have not forgotten those who may not be able to make regular visits to the libraries. Molly, our mobile library bus, brings books and audio-visual materials closer to their doorstep. We relaunched Molly with 3,000 carefully selected items, iPads, and an in-built book drop. It is also equipped with a ramp for the wheelchair-bound. So far, Molly has served more than 230,000 users from 400 organisations including special education schools, volunteer welfare organisations and homes.

EXPANDING OUR ERESOURCES

Since the launch of our eResources in 2005, we have steadily expanded the range of products and services. We have amassed an eBook collection of 2.2 million. This year, we added two microsites: PictureSG with 18,000 images of Singapore and BookSG with more than 15,000 books and magazines of yesteryear. Our readers also have a wider choice of digitised Chinese novels, poetry, travelogues and magazines published between 1950 and 1970, which were donated by the Youth Book Company and the World Book Company. Besides English language newspapers, researchers can now look up past issues of the *Lianhe Zaobao*, *Sin Chew Jit Poh*, *Nanyang Siang Pau*, *Berita Harian*, and *Tamil Murasu* at NewspaperSG.

PRESERVING MEMORIES FOR FUTURE GENERATIONS

We launched the Singapore Memory Project in August 2011 with a target to collect five million memories by 2015. This initiative enables Singaporeans to play an active role in co-creating a shared narrative of our nation. We have started strongly with a collection of 300,000 memories. More than 120 partners have come onboard to lend their support. Beyond the numbers, we are developing a treasure trove of life experiences authored by ordinary Singaporeans. The stories, photographs and videos will provide future generations with insights into how Singapore has evolved. It will also be a collective gift from us to them.

SHOWCASING OUR LITERARY HERITAGE AND HISTORY

To enhance the appreciation of our heritage, we continued with our series of exhibitions focusing on literary pioneers of Singapore. This year, we organised exhibitions showcasing the literary works of award-winning writers Yao Zi, Abdul Ghani Hamid and P Krishnan. To acquaint our visitors with the rich history behind Singapore roads, we launched the *Stories Behind Singapore Streets* exhibition. To coincide with the 70th anniversary of the battle for Singapore, two exhibitions, *Four Days in February: Adam Park the Last Battle* and *Images of Internment: The Eye and Art of William Haxworth* were held. These exhibitions depicted the harsh conditions of war and the courage and resilience of the human spirit.

CREATING NEW READING EXPERIENCES

Our annual signature reading initiative, READ! Singapore has grown in strength and touched more than 215,000 people. To cater to an increasing number of mobile users, we launched the MobileRead application. So far, 63,000 READ! Singapore eBooks have been downloaded by iPhone users. We continue to encourage children and youth to read through innovative programmes such as Quest and Conquest, which are bundled with games and comics. Our kidsREAD programme conducted at 120 clubs has benefited 16,000 children from low income families.

Our volunteer engagement and outreach programmes such as Project Deliver Me, Molly our mobile library, reading and language promotion campaigns have been instrumental in connecting us with our diverse audience.

FORGING COLLABORATIONS

We have forged fruitful collaborations and professional exchanges with many foreign partners. These have allowed us to emulate best practices and create new pathways to deliver quality resources and services. A key highlight of 2011 included the renewal of our partnership with the National Library of New Zealand on the development of digital library services for schools and the professional capabilities of our staff.

We are also honoured to be given the opportunity to host the 79th International Federation of Library Associations and Institutions' World Library and Information Congress, which will be held in August 2013. We look forward to hosting more than 3,000 delegates from all over the world, who will come to Singapore to explore and chart the future directions for libraries.



PEOPLE AND ORGANISATIONAL EXCELLENCE

These achievements were made possible by the passion, dedication and tireless efforts of our colleagues. Thus, it is with pride that we received the Singapore Quality Award. This is the second time that we have bagged this award which recognises the overall strength of NLB as an organisation, and in particular, our customer-centric culture and leadership in service innovation.

THE WAY FORWARD

Moving ahead, we strive to deliver a good library experience for all our customers by enhancing customer engagement and increasing collaboration with partners. As knowledge sources rapidly become more complex, NLB's library spaces, collections and resources provide our customers with the assurance that they have the means for lifelong learning. Our customers are our most important partners in our journey to improve. It is by involving, consulting and co-creating with our customers that NLB hopes to continue being a well-loved public service.

Ms Yeoh Chee Yan
Chairman

Mrs Elaine Ng
Chief Executive Officer



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& Singapore Memory Project

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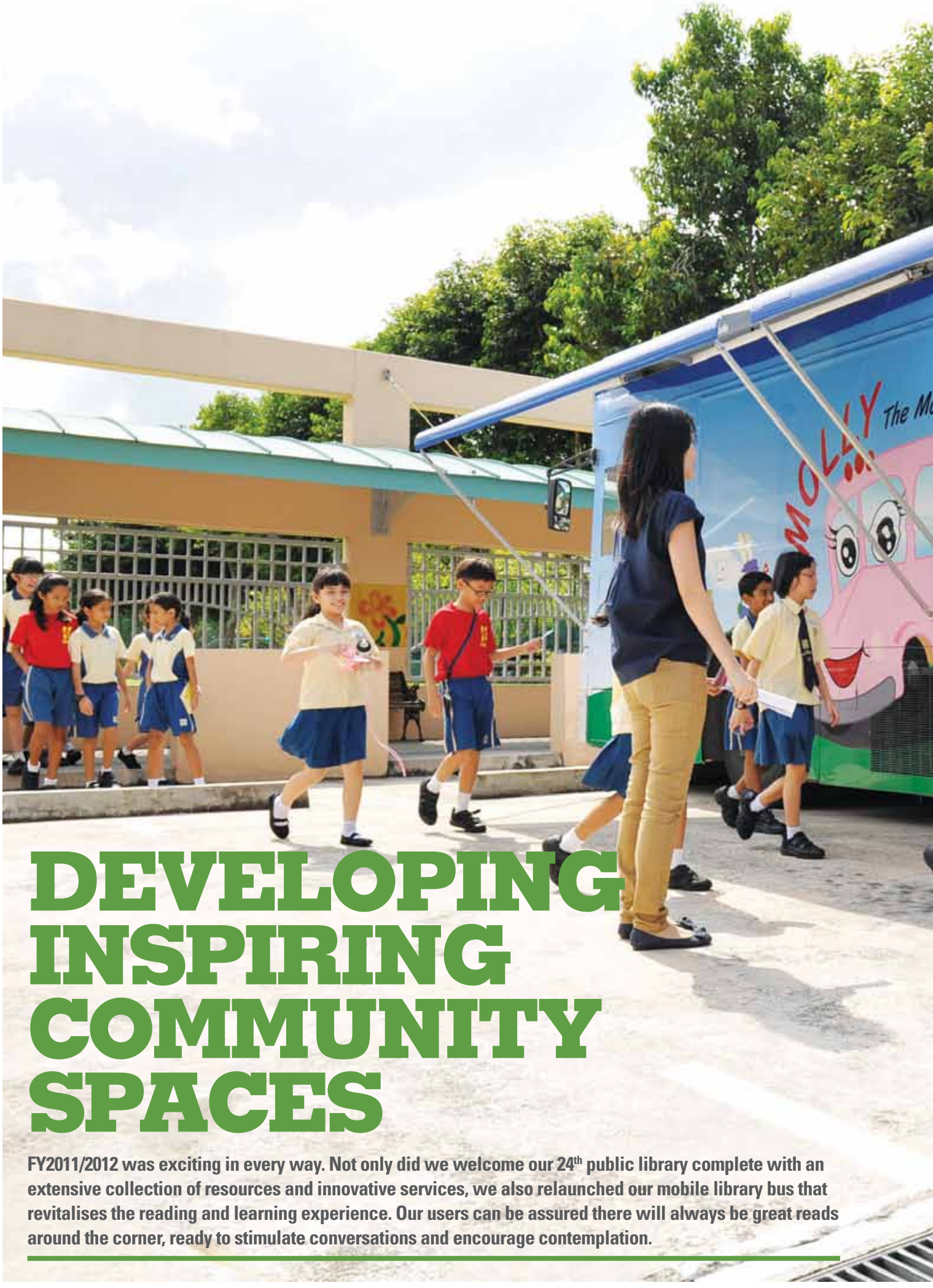
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Properties & Facilities Management



DEVELOPING INSPIRING COMMUNITY SPACES

FY2011/2012 was exciting in every way. Not only did we welcome our 24th public library complete with an extensive collection of resources and innovative services, we also relaunched our mobile library bus that revitalises the reading and learning experience. Our users can be assured there will always be great reads around the corner, ready to stimulate conversations and encourage contemplation.


with Molly on a journey of
obile Library



Residents of the South West region can now enjoy exciting new library services right in their neighbourhood with the opening of the **Clementi Public Library** on 23 April 2011. It features first-of-its-kind Interactive Digital Storytelling Kiosks that enable children to watch their favourite tales come to life.





Our beloved Molly, the mobile library bus, has undergone a facelift. Apart from a specially curated collection of 3,000 books and audio-visual materials, **Molly-reloaded** also comes equipped with new features including eight iPads to facilitate easy access to our eResources.

Standing for Drop Everything And Read, **DEAR@Community** makes it possible for educational centres as well as social, welfare and community organisations to start their own mini library with up to 2,000 books.





3,000

BOOKS AND AUDIO-VISUAL MATERIALS AVAILABLE ON MOLLY-RELOADED

NURTURING READERS FOR LIFE

We have come a long way with a wide range of reading initiatives, from the endearing kidsREAD programme to the engaging READ! Singapore. At the heart of these initiatives is our commitment to develop new and innovative programmes that cultivate lifelong learning.




50
years of growing up





Launched in 2004 to promote the joy of reading among children from low income families, the **kidsREAD** programme celebrated its annual Volunteer Appreciation Day on 28 October 2011 to thank volunteers for their support and dedication.



16,000
CHILDREN HAVE BENEFITED FROM kidsREAD

658
READING CLUBS



Themed "Reading – Your Very First Gift to Your Child", **10,000 & More Fathers Reading! 2011** launched on 4 June 2011 reinforced how fathers can spend quality time with their children through their favourite reads. Fathers were encouraged to pen and share their thoughts on books that they had read with their young ones.



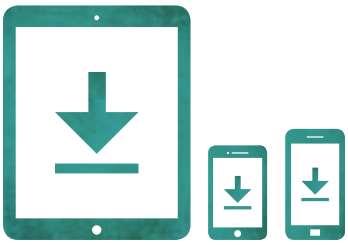
A fantasy story and collectible card programme, **Quest** encourages children, particularly boys, aged between 7 and 12 years to explore the fun side of reading. Some 175,000 children read the storyline, with over 3.4 million card redemptions and more than 4.5 million book loans.

Readers aged 10 to 15 also have their share of fun with **Conquest**, an interactive reading programme incorporating board games. Since its launch in November 2011, the programme has reached out to more than 4,700 youths through the redemption of over 44,000 starter packs.





READ! Singapore 2011 launched MobileRead, a free iPhone application that allows book lovers to read on the go by providing access to a collection of stories selected from past editions of the annual reading initiative.



63,000

READ! SINGAPORE eBOOKS HAVE BEEN DOWNLOADED

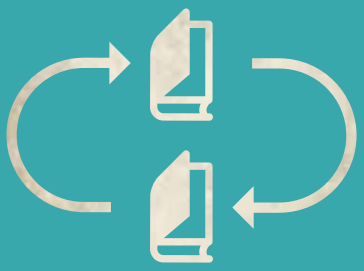

Book Exchange 2011
Give a book, Get a book




25



Book lovers did their part for the environment while sharing their love of reading on 15 and 16 April 2011 at **Book Exchange 2011**. More than 77,000 books changed hands over the two days.



7,300

BOOK LOVERS PARTICIPATED IN BOOK EXCHANGE 2011

At the annual **Charity Book Donation** held on 22 July 2011, 96 non-profit organisations and voluntary welfare organisations such as the Pathlight School, Ramakrishna Mission and Singapore Prison Service received 47,000 library books and magazines.



355,000

USED BOOKS AND MAGAZINES AT THE LIBRARY BOOK SALE





CONNECTING TO A WORLD OF KNOWLEDGE

We are living in an increasingly connected world. New technologies have changed the way we live, work and learn. At NLB, we provide our users with online resources which they can access, anytime, anywhere.



Our **eResources** (eresources.nlb.gov.sg) provide users with access to a wide variety of eBooks, eMagazines, music tracks, eNewspapers and eComics.



Readers can look forward to a wider selection of bilingual books, dictionaries and magazines with the sealing of a Memorandum of Understanding with **Shanghai Book Company (Pte) Limited** on 21 February 2012.

The "International Conference on Preservation of Digital Objects (iPRES)" was jointly organised with Nanyang Technological University (NTU) from 1 to 4 November 2011 to share best practices and latest trends.



Fans of local music can search for their favourite tunes from as far back as the 1940s with the help of **MusicSG** (music.nl.sg). Users will be able to gain valuable insights into music genres that are unique to Singapore.

Leaf through historical and even rare titles in the comfort of your home through **BookSG** (sgebooks.nl.sg), a collection of books and printed materials digitised from the National Library's collections. Apart from selected works from the British Library's Oriental and India Office Collection, you can also take your pick from the recently added Chinese collections published by the Youth Book Company and the World Book Company.



>15,000

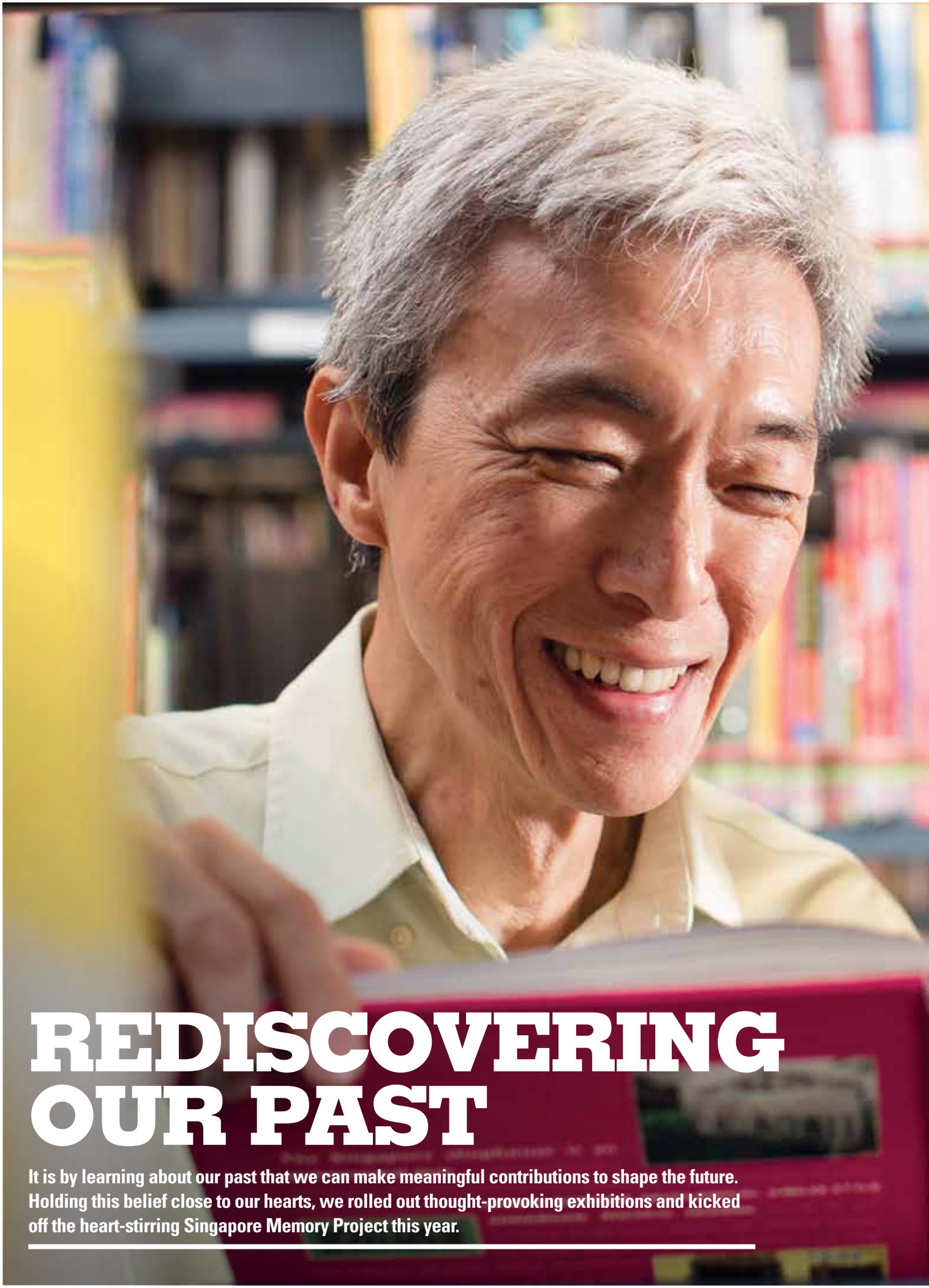
BOOKS AND MAGAZINES ON BookSG



Through **NewspaperSG** (newspapers.nl.sg), users can digitally access a total of 28 newspaper titles from Singapore and Malaya dating back to 1831. Newspapers in the four official languages, including *The Straits Times*, *Lianhe Zaobao*, *Berita Harian* and *Tamil Murasu*, are available.

PictureSG (pictures.nl.sg) allows users to view 18,000 photographs and artworks on Singapore's major events and places. Users can tag the images with descriptive key words that help others to locate the images easily.

18,000
IMAGES AVAILABLE ON PictureSG



REDISCOVERING OUR PAST

It is by learning about our past that we can make meaningful contributions to shape the future. Holding this belief close to our hearts, we rolled out thought-provoking exhibitions and kicked off the heart-stirring Singapore Memory Project this year.


SINGAPORE
CHOPHOUSE

HONOURING OUR LITERARY PIONEERS

Visitors learnt about the life and contributions of Yao Zi (姚紫), a celebrated novelist, essayist and editor of early Singapore, at the **Yao Zi: His Literary Journey** (姚紫 – 文学历程) exhibition, organised in conjunction with the Singapore Literature Society on 9 October 2011.





At the **Abdul Ghani Hamid: Mata & Hati** exhibition launched on 3 December 2011, Singaporeans got acquainted with the journey and works of Abdul Ghani Hamid, an acclaimed author and poet on the local literary scene.



Our readers were brought on a literary journey when the works of media veteran, P Krishnan, took centre stage at the **P Krishnan Exhibition: His Literary Journey**, which was launched on 10 March 2012.





RECOLLECTING OUR SHARED MEMORIES

The **Singapore Memory Project (SMP)** is a whole-of-nation movement to capture five million memories related to Singapore by 2015.The stories, photographs and videos will be a collective gift to future generations of Singaporeans. A conference titled "When Nations Remember" held on 28 November 2011 recognised the efforts of our partners and over 100 volunteers, known as Memory Corps, towards this initiative.





300,000

MEMORIES CONTRIBUTED SINCE AUGUST 2011



Singaporeans learnt the origins of some of our streets, as well as our early history and multicultural heritage at the **Stories Behind Singapore Streets** exhibition, launched on 11 January 2012. Apart from featuring street names dedicated to prominent people who have played a key role in making Singapore what it is today, the exhibition also highlighted early names of Singapore in the 14th and 15th century, pre-Raffles Singapore, the Raffles Town Plan and the post-colonial period after Singapore's independence in 1965.

>100

STREET NAMES FEATURED







The **Four Days in February: Adam Park the Last Battle** and **Images of Internment: The Eye & Art of William Haxworth** exhibitions brought to life the harsh conditions of war and the resilience of our forefathers. The exhibitions, held in commemoration of the 70th anniversary of the battle for Singapore, reminded Singaporeans of a difficult period in our nation's past and the invaluable lessons drawn from it.

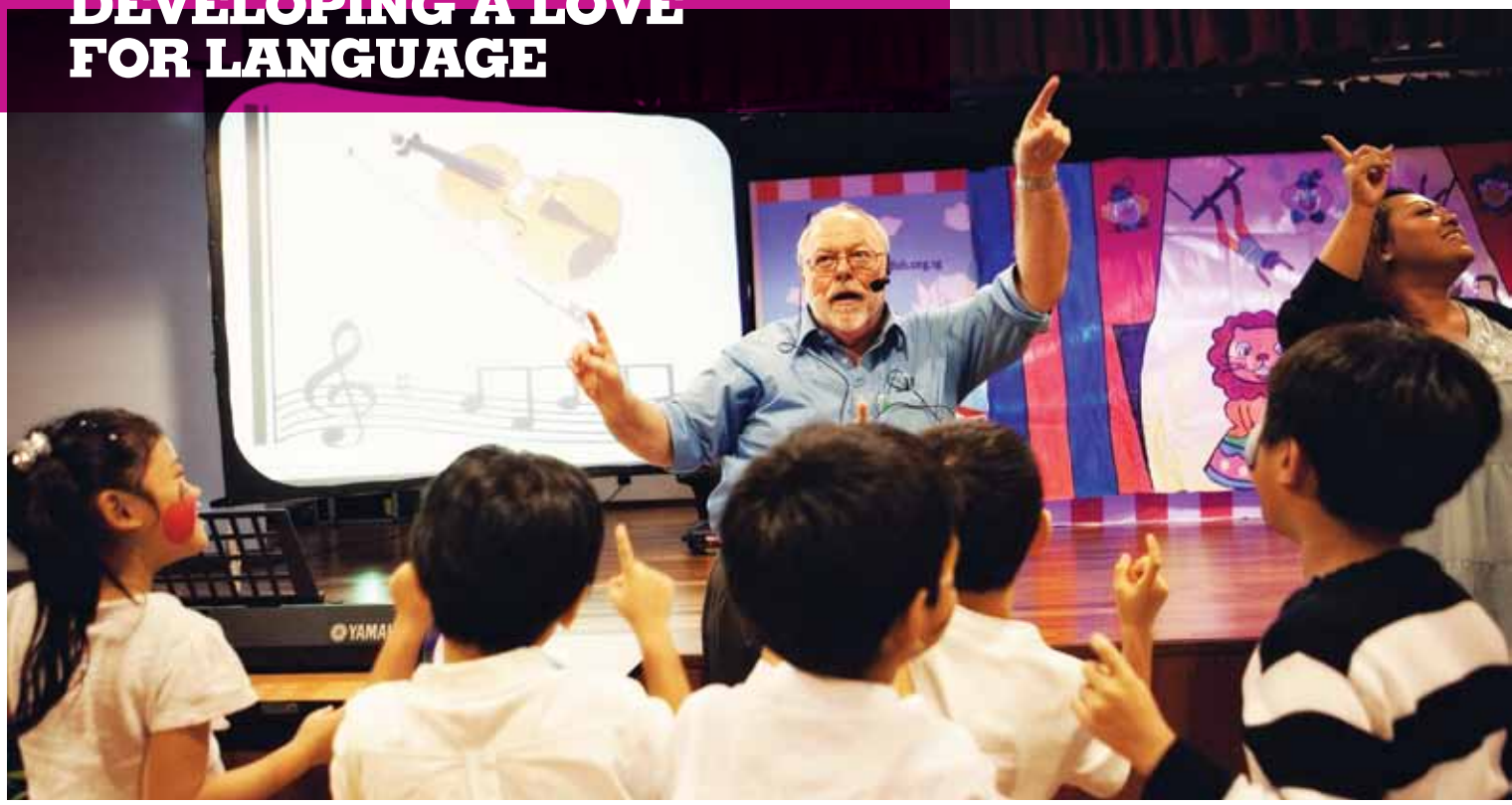


FOSTERING A LEARNING COMMUNITY

Working hand in hand with our partners, we seek to inspire a nation of learners through various enriching learning opportunities which range from language campaigns to community outreach programmes.



DEVELOPING A LOVE FOR LANGUAGE



Launched in September 2011 with a new tagline of "How You Speak Makes a Difference", the **Speak Good English Movement 2011** encouraged all Singaporeans to speak and use good English. As part of the movement, the Jurong Regional Library was transformed into a buzzing "Speak Good English Carnival" on 10 and 11 September 2011, where children, youths and parents picked up useful tips on speaking standard English through fun and interesting activities.



Back for the 32nd time in July 2011, the **Speak Mandarin Campaign** stirred youths' interest and participation through a theme song contest and a short video clip competition.



The Tamil Language Council spiced up the month of April 2011 with a series of events, organised as part of the **Tamil Language Festival**. Through debates, drama competitions, a family day and more, participants were encouraged to use the Tamil language in their daily lives.

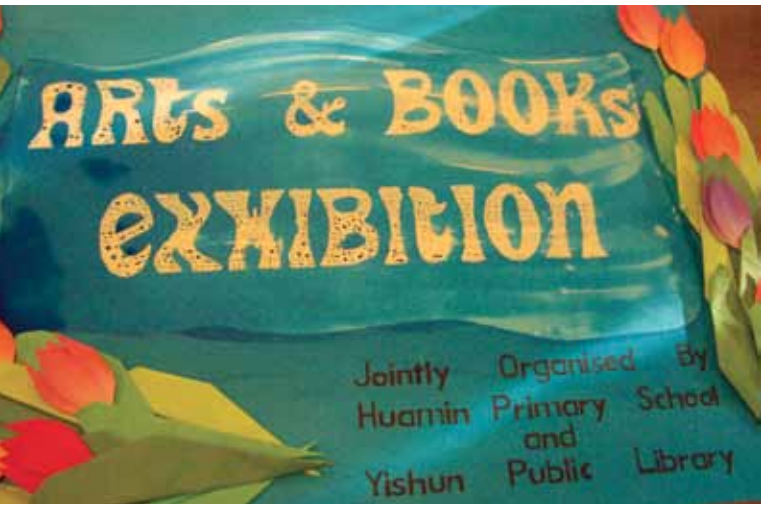


For the month of July 2011, **Bulan Bahasa** (Malay Language Month) piqued participants' interest in the Malay language with storytelling sessions, traditional Malay dance performances and other interesting activities.



EXTENDING OUR REACH

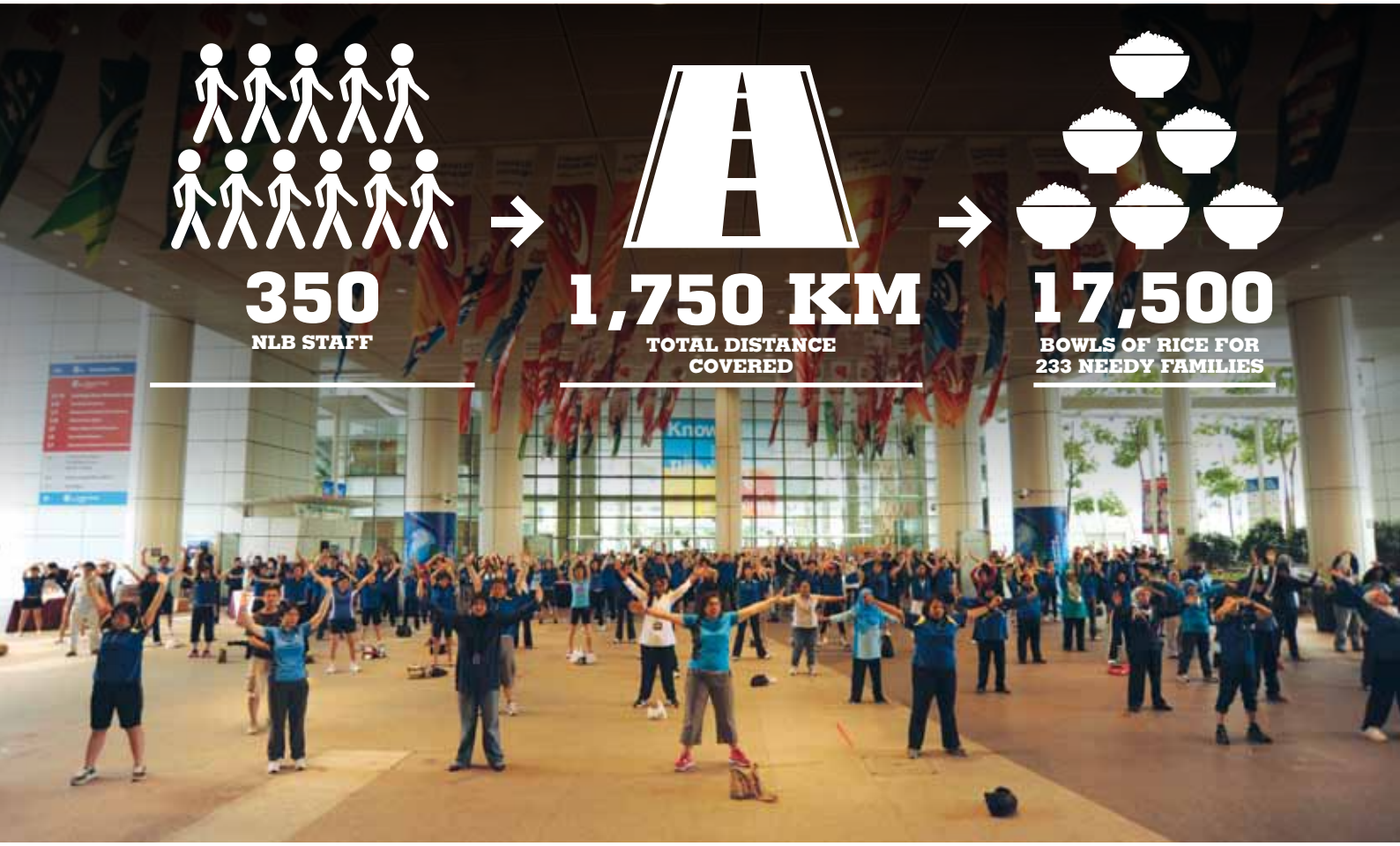
Displays on mental health and mental wellness were set up at 23 libraries on 9 October 2011, in collaboration with Silver Ribbon (Singapore), as part of **World Mental Health Day** to raise awareness as well as to showcase our libraries' collections on the topic.



The **Arts and Books Exhibition at Yishun Public Library** showcased the artwork of students from Huamin Primary School for a month, beginning 22 November 2011. With artworks ranging from ceramics to paper mache, the exhibition provided a platform for the student artists to present their artworks to the public.

ON THE WORLD MAP

NLB won the bid to host the **International Federation of Library Associations and Institutions (IFLA) World Library and Information Congress** in Singapore in August 2013. The eight-day event is expected to attract over 3,000 participants from more than 100 countries to discuss developments and trends in the library arena.



NLB staff came together for a worthy cause – **Walk for Rice and Active Day** – on 16 September 2011. The meaningful and enriching walk brought the staff past heritage sites such as the Singapore Art Museum, National Museum, Fort Canning Park, Asian Civilisations Museum and National Archives of Singapore.



The Renewal of Arrangement on the Cooperation sealed with the **National Library of New Zealand** on 17 November 2011 paved the way for the development of digital library services for schools and staff attachments.

PARTNERS WHO BROUGHT OUR BOOKS TO THE LESS PRIVILEGED

Achievers' Group, Philippines
Alzheimer's Disease Association
Angsana Home @ Pelangi Village
Asian Women's Welfare Association
Association of Muslim Professionals (AMP Mercu Learning Centre)
Assumption Pathway School
Banyan Home @ Pelangi Village
Bethany Methodist Nursing Home
Bethesda Care, HIS Connection Student Care
Bishan Home for the Intellectually Disabled
Cahaya Bangsa Classical School
CampusImpact
Care Community Services Society
Centre for Family Harmony
Chee Hoon Kog Child Care Centre
Chee Hoon Kog Moral Child Development Centre
Ci You Child Care Centre
Ci You Infant and Toddler Care Centre
Clubilya
Darul Makmur Mosque
Daybreak Family Service Centre (Methodist Welfare Services)
Disabled People's Association
D'Joy Children's Centre (Methodist Welfare Services)
Dyslexia Association of Singapore
Eden School
Handicaps Welfare Association
Hearty Care Centre
Hougang Sheng Hong Student Care Centre
Institute of Mental Health
Iyad-Perdaus Child Development
Jamiyah Nursing Home
JDWPublic (Vijaya Bhaskaran, Bhutan)
kits4kids Special School
Lee Kong Chian Gardens School, MINDS
Life Student Care
MacPherson Moral Family Service Centre (THK)
Madrasah Aljunied Al-Islamiah
Madrasah Al-Maarif Al-Islamiah
Madrasah Wak-Tanjong Al-Islamiah
Malay Youth Literary Association Kindergarten (Persatuan Persuratan Pemuda Pemudi Melayu)
Marine Parade Family Service Centre
MCYC Community Services Society
Merlion International School
Metropolitan YMCA, Singapore
Metta PreSchool@Punggol
Metta PreSchool@Simei
MINDS – Children's Wing
MINDS – Towner Gardens School
Moral Family Service Centre (Bukit Panjang)
Muhammadiyah Welfare Home
Muscular Dystrophy Association (Singapore)
Muslim Missionary Society – Jamiyah Business School
New Life Community Services
PAP Women's Wing @ Toa Payoh East
Parkinson Society
Pathlight School
People's Community Foundation
Pertapis Centre for Women & Girls
Pertapis Children's Home
PPIS Child Development Centre, Bedok
PPIS Child Development Centre, Pasir Ris 1
PPIS Jurong Student Care Centre
Project Silverfish
Ramakrishna Mission
SAF Detention Barracks
SASCO Childcare
Sembawang Family Service Centre
SINDA (Singapore Indian Development Association)
Singapore Association for Mental Health
Singapore Association of the Visually Handicapped
Singapore Boys' Home
Singapore Cheshire Home
Singapore Children's Society – Sunbeam Place
Singapore Civil Defence Force
Singapore Prison Service
Society for the Physically Disabled
Society of Moral Charities Centre 2 (Moral EIPIC Centre)
Society of Moral Charities Centre 3 (Moral EIPIC Centre)
Society of the Physically Disabled
Southeast CDC – Metta Student Care Centre 1
Spastic Children's Association School
St Andrew's Cathedral Child Development Centre
Tampines Family Service Centre
The Ang Mo Kio Family Service Centre (Healthy Start Programme)
The Salvation Army, Bukit Batok East Child Care Centre
The Salvation Army, Bukit Panjang Child Care Centre
The Salvation Army, Bukit Panjang Family Service Centre
The Salvation Army, Tampines Child Care Centre
The Singapore Association for the Deaf
Thong Kheng Student Care Centre
TOUCH Childcare
TOUCH Family Services Limited
Wie Hwee Temple Ho Si Association
Workplace Safety & Health Institute
Yayasan Esco
Yayasan Mendaki
Yishun Student Care Centre
Young Women's Christian Association of Singapore (YWCA)

GENEROUS DONORS WHO ENRICHED OUR COLLECTIONS

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Mr George Hicks
Mr Goh Tock Cheng
Mr Koh Seow Chuan
Mrs Lee Kip Lin
Mr Li Jian
Dr Lim Yen-Hong
Datin Patricia Lim
Mr Lin Qiong
Mr Lu Si Zhang
Mr Magota Ryohei
Mr Mei Phei Sitt
Mr Mo He
Encik Mohamed Raman Daud
Mr Tan Swie Hian
Mr Michael Tay
Mr Yeo Oi Sang
Mrs Young Shou Mei (Mdm Chan Ai-Chin)
Mr Zhou Can
Mr Lee Kuan Yew, the Istana Collection
Mr S R Nathan, the Istana Collection
Family of the late Chen Bo Ping
Family of the late Hsing Chi Chung
Family of the late Liu Yan Ling
Family of the late Masuri Salikun
Family of the late Zhu Xu
AWARE (Association of Women for Action and Research)
Methodist Church in Singapore
The Shanghai Book Co. (Pte) Ltd.
Yao Zi Literary Foundation

GENEROUS DONORS, SPONSORS AND PARTNERS WHO HELPED ENRICH THE LIBRARY EXPERIENCE

10,000 & MORE FATHERS READING!
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ComfortDelgro Corporation Ltd
F&N Foods Pte Ltd
Marshall Cavendish International (Asia) Pte Ltd
McDonald's Restaurants Pte Ltd
Ministry of Community Development, Youth & Sports – Fathers Action Network "Dads for Life"
Ministry of Community Development, Youth & Sports – National Family Council
Monsters Under the Bed
PAP Community Foundation
People's Association – Family Life Champion
Regional Language Centre
SEED Institute
Singapore Post Ltd
Singapore Sports Council
Society for Reading and Literacy
WINGS

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kidsREAD
American Embassy
Chinese Development Assistance Council
Cicada Tree Eco-Place
HSBC Singapore
McDonald's Restaurants Pte Ltd
Ministry of Community Development, Youth and Sports
PAP Community Foundation
People's Association
Singapore Discovery Centre
Singapore Pools Pte Ltd
Tote Board

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