



**PRESS RELEASE**

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**HERITAGE AWARENESS AT AN ALL-TIME HIGH AS NHB LAUNCHES TRAVELLING EXHIBITION COLOURS OF HERITAGE**

**28 September 2009** – Fancy a museum offering a sampling of Singapore’s diverse heritage at your doorstep? *Colours of Heritage*, the National Heritage Board’s (NHB) travelling heritage bus, offers just that and more. Housing an exhibition featuring cultural themes close to our hearts, *Colours of Heritage* is targeted at children, senior citizens and families.

**The Heritage Awareness Survey 2008**

1 The launch of *Colours of Heritage* follows the heartening results of the *Heritage Awareness Survey 2008 (HAS 2008)*. A study commissioned by NHB and carried out by the National University of Singapore’s Department of Geography, *HAS 2008* was done to assess the level of heritage awareness among Singaporeans.

2 The *HAS 2008*<sup>1</sup> largely replicates two similar surveys conducted in 2002 and 2006 respectively. 2008’s results are heartening with an overall improvement of heritage awareness among Singaporeans over the last two years. The *Heritage Awareness Index (HAI)* – a quantitative multi-indicator index reflecting heritage knowledge, appreciation and involvement – increased from 5.24 in 2002 to 6.25 in 2006, and to an all-time high of 6.34 in 2008.

3 Aside from the HAI, other key findings include an increase in visits to heritage sites and participation in heritage activities, in particular travelling exhibitions:

<b>Heritage Sites and Activities</b>	<b>2008</b>	<b>2006</b>	<b>Extent of Change</b>
Travelling Exhibitions	21.7%	6.5%	+15.2%
Heritage Programmes or Activities in Schools	18.5%	10.3%	+8.2%
Heritage Festivals	11.4%	5.3%	+6.1%

**Table A: Visits To and Participation in Heritage Sites and Activities Within Last One Year (n=1000)**

<sup>1</sup> The key findings for *HAS 2008* were derived from a large-scale questionnaire survey of 1,000 Singaporeans, using face-to-face interviews conducted from August to September 2008. The survey sample was stratified as representative of the national population profile derived from the Yearbook of Statistics 2008.

4 Interestingly, a majority of Singaporeans also affirmed the positive impact of museums on Singapore and the Singaporean society:

Views on Museum Development in Singapore	Agree	Disagree	Don't Know
<b>Impact of Museums on Singapore and Singaporean Society</b>			
Visiting museums and participating in heritage activities will enhance Singapore's quality of life.	82.1%	15.5%	2.4%
Having more museums in Singapore will help foster better cultural understanding among the different communities in Singapore.	73.3%	24.4%	2.3%
Having more museums in Singapore will become more important as the country moves towards becoming a more gracious society.	71.6%	25.0%	3.4%
<b>Personal Interest in Museum-related Activities</b>			
The museums should organise activities and programmes specially tailored to specific groups such as senior citizens or pre-schoolers.	91.7%	7.8%	0.5%
I am interested in learning more about other cultures and civilisations through museum exhibitions and activities.	77.1%	21.5%	1.5%

**Table B: Views on Museum Development in Singapore (n=1000)**

### Colours of Heritage

5 This museum-on-wheels will travel around the island especially to the heartlands, regional libraries, community clubs, schools, kindergartens, orphanages and elderly homes. Funded by Innovation@MICA – an initiative which encourages the implementation of innovative and creative ideas, *Colours of Heritage* is a joint project shared by NHB, the Ministry of Information, Communications and the Arts (MICA), Media Development Authority, National Arts Council, National Library Board and Info-Comm Development Authority of Singapore.

6 Designed to engage, excite and entice, the façade of the vehicle, painted a vibrant orange, is as colourful as its name implies. Inside, the exhibition featuring educational text panels, interactive props and engaging multimedia displays is divided into three segments:

### **Fabrics & Weddings**

- An interactive multimedia display will show the wedding ceremonies of Singapore's four major ethnic groups.
- Fabrics used in wedding garments such as batik, lace, saree and silk are available for visitors to feel and touch.
- Elaborate accessories used in the different ceremonies – wedding baskets for the Chinese, *bunga telor* (a decorated egg with a fabric flower that is a symbol of fertility) for the Malays, *thali* (a pendant that is one of the most revered symbols of marriage) for the Indians and wedding cakes for the Eurasians – will also be displayed.

## **Food & Spices**

- View first-hand, the cooking utensils and pottery of yesteryears.
- An interactive video display and recipes of local delights such as *char kway teow*, chilli crab, *nasi lemak* and *roti prata* will tantalise your tastebuds.
- Engage your sense of smell with 18 different spices used in popular local delicacies.

## **Games**

- Visitors can relive their childhood days with games such as five stones, *gasing* (spinning top) and marbles.
- Descriptions of the games and instructions of how each game is played will also be displayed.

7 *Colours of Heritage* will be launched on 28 September 2009 at Tanjong Pagar Plaza by Guest-of-Honour Mr Sam Tan, Parliamentary Secretary for Ministry of Trade and Industry, and Information, Communications and the Arts. “Aside from making Singapore’s heritage more accessible, *Colours of Heritage* also enables Singaporeans who find it hard to visit our museums to have a sampling of Singapore’s rich heritage and culture,” said Mr Sam Tan.

8 Said Mr Michael Koh, Chief Executive Officer of NHB: “I am happy to report that NHB has achieved significant headway in making heritage a part of every Singaporean’s life. The positive results of this survey is a great boost to all of us in the heritage sector, and we will work towards introducing more initiatives like *Colours of Heritage* to build on our good results.”

9 With travelling exhibitions gaining popularity among Singaporeans, the introduction of *Colours of Heritage* is most apt. To interest more Singaporeans in our history and heritage, *Colours of Heritage* will be made available for bookings. All bookings must be made at least two weeks prior to the date of visit and a registration fee of S\$50 is applicable.

– The End –

## **About the National Heritage Board**

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. Please visit [www.nhb.gov.sg](http://www.nhb.gov.sg) for more information.

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## **HERITAGE AWARENESS SURVEY 2008 FACTSHEET**

***All information is embargoed till 3.00pm on Monday, 28 September 2009***

### **OBJECTIVES**

The key objectives of the *Heritage Awareness Survey 2008 (HAS 2008)* are as follows:

- Assess heritage awareness and interest among Singaporeans
- Analyse the effectiveness of the Government's efforts in promoting such awareness
- Evaluate effectiveness of the National Heritage Board's (NHB) programmes in promoting such awareness

### **AT A GLANCE**

- Research Company: Department of Geography, National University of Singapore (NUS)
- Survey Period: August 2008 to September 2008
- Sample Size: 1,000 Singaporeans
- Respondent Profile: 15 to 69 years old, stratified by age and gender according to general census
- Survey is the third done by NHB, with the first two conducted in 2002 and 2006 respectively
- Questionnaires divided into three sections:
  - A) Level of Heritage Awareness and Involvement of Respondents
  - B) Assessment of Government Role in Heritage Preservation
  - C) Relationship between Heritage and Emotional Rootedness in Singapore

### **KEY FINDINGS**

Generally, *HAS 2008*'s results revealed an increase in the level of heritage awareness among Singaporeans, with heritage playing a positive and important role in nearly all Singaporeans' lives. The key indicators are:

#### **1. *Heritage Awareness Hits All-Time High***

- The figures from the *HAS* serve as heritage indicators used for the derivation of a *Heritage Awareness Index (HAI)*. The *HAI* is a quantitative multi-indicator index reflecting heritage knowledge, appreciation and action. The *HAI* reflects

how Singaporeans view their level of personal involvement with heritage activities, how much they value the role of local heritage, their confidence in imparting heritage knowledge, and their personal interest in cultural traditions and customs. The higher the index, the greater the overall levels of heritage awareness among Singaporeans.

- The *HAI* improved from 6.25 in 2006 to 6.34 in 2008 (on a 10-point scale). This is a 1.4% rise in the overall level of heritage awareness among Singaporeans. This multi-indicator index, which was tracked since *HAS 2002*, reflects an all-time high in the level of heritage awareness among Singaporeans.

## 2. Increased Awareness and Importance of Heritage to Singaporeans

- The 2008 survey showed that there were increased visits to heritage sites and participation in heritage activities. These are summarised in **Table A** below:

Heritage Sites and Activities	2008	2006	Extent of Change
Travelling Exhibitions	21.7%	6.5%	+15.2%
Heritage Programmes or Activities in Schools	18.5%	10.3%	+8.2%
Heritage Festivals	11.4%	5.3%	+6.1%

**Table A: Visits to and Participation in Heritage Sites and Activities Within Last One Year (n=1000)**

- Travelling exhibitions did especially well with 21.7% of respondents visiting them. This is a significant 15.2% increase from 2002.
- Heritage festivals such as NHB's *Explore Singapore!*, *International Museum Day* and *Singapore HeritageFest* also gained popularity with a 6.1% increase in attendance.

## 3. Positive Impact of Museums on Singapore and Singaporean Society

- A majority of Singaporeans also affirmed the positive impact of museums on Singapore and the Singaporean society. See **Table B** below:

Views on Museum Development in Singapore	Agree	Disagree	Don't Know
<b>Impact of Museums on Singapore and Singaporean Society</b>			
Visiting museums and participating in heritage activities will enhance Singapore's quality of life.	82.1%	15.5%	2.4%
Having more museums in Singapore will help foster better cultural understanding among the different communities in Singapore.	73.3%	24.4%	2.3%
Having more museums in Singapore will become more important as the country moves towards becoming a more gracious society.	71.6%	25.0%	3.4%

<b>Personal Interest in Museum-related Activities</b>			
The museums should organise activities and programmes specially tailored to specific groups such as senior citizens or pre-schoolers.	91.7%	7.8%	0.5%
I am interested in learning more about other cultures and civilisations through museum exhibitions and activities.	77.1%	21.5%	1.5%
I would rather visit museums overseas than in Singapore.	38.3%	59.4%	2.3%

**Table B: Views on Museum Development in Singapore (n=1000)**

- More than 80% of the Singaporeans surveyed view visiting museums and participating in heritage activities as enhancing Singaporeans' quality of life.
- Close to 92% also agree that museums should organise activities and programmes tailored to specific groups such as the young and elderly.

#### **4. Strong Emotional Rootedness to Singapore**

- A majority of Singaporeans strongly affirmed heritage as a 'rooting' factor. They also have a strong sense of belonging and commitment to Singapore. See **Table C** below:

<b>Statement</b>	<b>2008</b>	<b>2006</b>	<b>Extent of Change</b>
Preserving our local heritage will become more important as Singapore moves towards becoming a global city.	92.8%	90.4%	+2.4%
A better understanding and appreciation of Singapore's history and heritage will increase my sense of belonging to Singapore.	88.7%	87.0%	+1.7%
Respondents agreeing or strongly agreeing that they are strongly committed to spending the rest of their lives in Singapore.	85.0%	81.7%	+3.3%

**Table 4: Assessment of Importance of Heritage as a 'Rooting' Factor and Sense of Belonging and Commitment to Singapore (n=1000)**

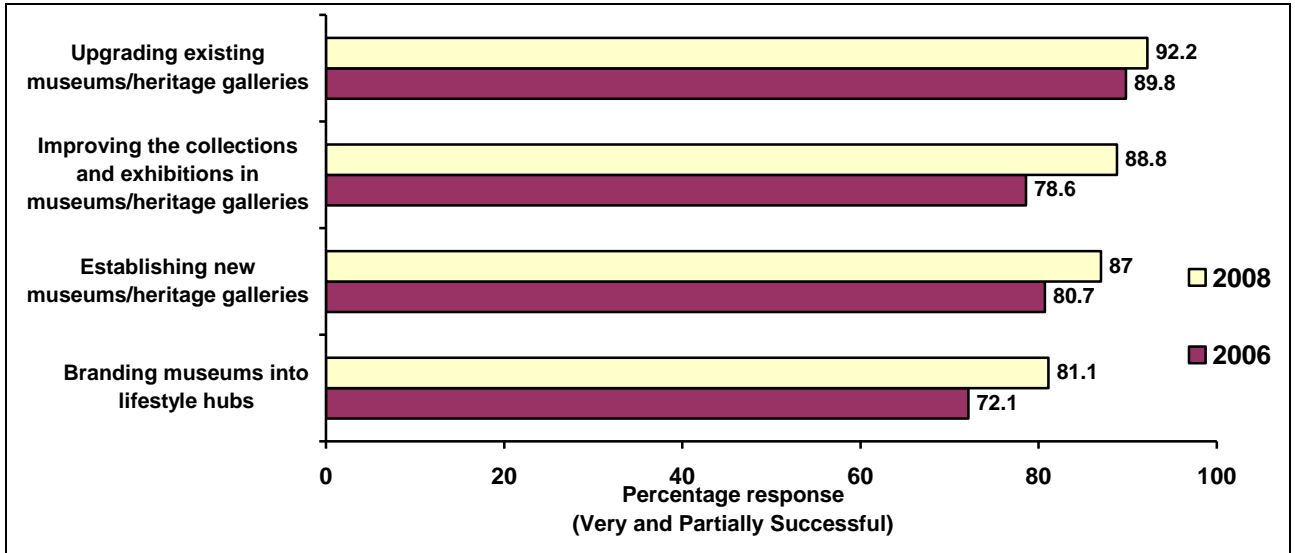
- Up to 92.8% of Singaporeans interviewed believe that preserving our local heritage will become more important as Singapore moves towards becoming a global city.
- 85% of respondents also stated that they are strongly committed to spending the rest of their lives in Singapore. This is a 3.3% increase from 2006's results.

#### **5. Strong Endorsement for Continued Government Investment in Heritage**

- There was broad agreement that the Government's overall efforts in improving heritage activities in the last five years have been successful to some degree, with an overwhelming majority of 91.5% endorsing the

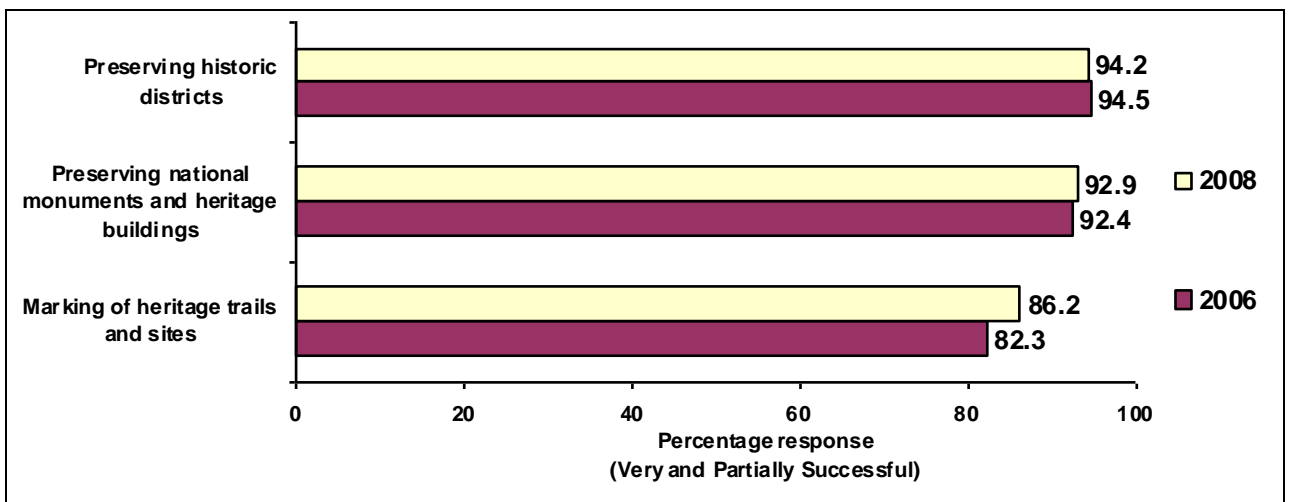
Government's efforts. The following charts summarise the improved scores in these areas:

(a) Museums and heritage galleries:



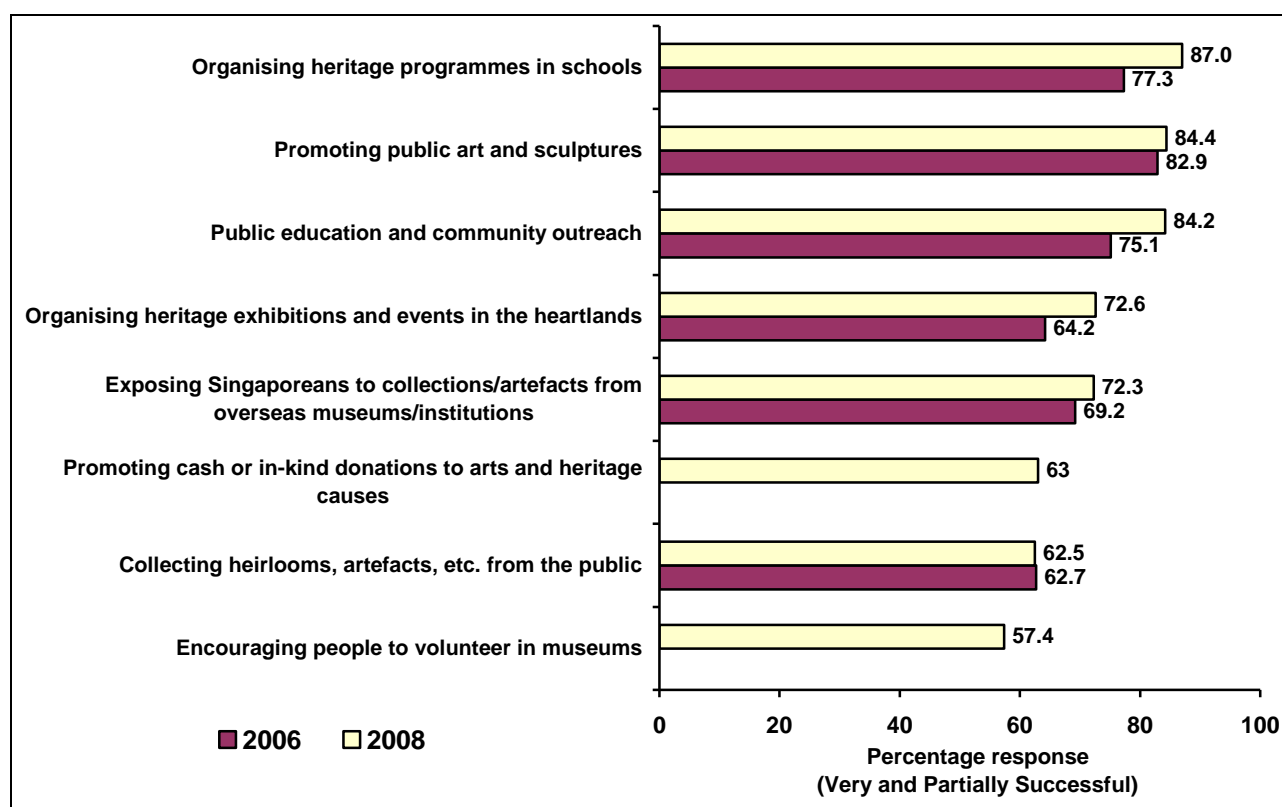
**Diagram A: Public Assessment of Government's Efforts on Museums**

(b) Preservation of historic districts, national monuments, heritage buildings and marking of heritage trails and sites



**Diagram B: Public Assessment of Government's Efforts on Heritage Landscapes**

(c) Outreach efforts



**Diagram C: Public Assessment of Government's Efforts on Public Outreach on Heritage**

**6. Arts, Heritage and Culture Sector Needs More Investment of Resources**

- Arts, heritage and culture was ranked 6<sup>th</sup> (up from 7<sup>th</sup> position in HAS 2006) in a list of 13 sectors in which respondents felt Singapore needs to invest more of its resources. This places the arts, heritage and culture sector ahead of tourism, sports and recreation, military defence and trade and industry.

Sector (n=1000)	2008		Rank in 2006	Rank in 2002
	%	Rank		
Education	71.9	1	1	1
Social welfare	39.0	2	2	2
Skills upgrading	34.1	3	3	3
Media*	25.8	4	4	9
Community development	24.5	5	5	6
<b>Arts, heritage and culture**</b>	<b>20.4</b>	<b>6</b>	<b>7</b>	<b>7</b>

Tourist sites	18.1	7	8	11
Sports and recreational facilities	14.4	8	8	12
Information technology (IT)	13.7	9	6	4
Military defence	11.9	10	10	5
Infrastructural development	9.7	11	12	10
Trade and industry	8.8	12	11	8
Shopping amenities	6.3	13	13	13
None	0.1	14		
<p>*This was "Arts and media" in the two previous surveys.  **This was "Heritage and culture" in the two previous surveys.  ^Respondents were allowed to select up to three sectors. Almost all respondents (99.1% or 991 of the 1,000 respondents) did indeed select three options. Percentages were calculated on a base of 1,000.</p>				