
ANNUAL REPORT

AUGUST 2015 – JULY 2016

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August 2015 to July 2016

1. Introduction

Over the last few years, the Council has seen rapid changes to the organisation as the number of programmes and the scope of the programmes have grown. The constitution of the Council was amended in 2014, and the ExCo subcommittees were formed in 2015.

In the meantime, the staff count at the Council has grown from 5 in 2011 to 10 in 2015. In 2016 a new member of staff has joined with the new portfolio to manage the NAC 2-year campaign to promote Singapore Literature.

Most recently in 2015, the Storytelling Festival was cancelled to allow for better allocation of resources, and a strategic review was undertaken to assess the impact of the Council's programmes and activities in the Singapore context.



The NBDSCS Executive Committee 2014-2016 with members of staff



The NBDSCS Executive Committee, partners and supporters during the recent NBDSCS Strategic Review

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2. Administration

a. Executive Committee

The current Executive Committee was elected during the Annual General Meeting in 2014 and comprises:

1. Ms Claire Chiang, Chairperson
Senior Vice President, Banyan Tree Holdings
2. Mr Chua Hong Koon, Vice-Chairperson
Publishing Director, World Scientific Publishing Company
3. Mrs Kiang-Koh Lai Lin, Honorary Secretary
Consultant, National Archives of Singapore, National Library Board
4. Mr Leo Vincent, Honorary Treasurer
Director, Advance Library Services
5. Ms Lim Li Kok, Immediate Past Chairperson
Managing Director, Asiapac Books
6. Ms Valerie Cheng, Member
Director of Content Services, National Library Board
7. Mr Melvin Choo, Member
Director of Business Development & Projects, Alkem Company
8. Ms Koh Juat Muay, Member
Author & Chief Alignment Officer, The Little Blue Dot Consultancy
9. Mr Seow Yung Wen David, Member
Author
10. Mr R Thuraimanikam, Member
Vice President, Association of Tamil Writers
11. Ms Evelyn S Wong, Member
Author & Consultant
12. Ms Jennifer Yin, Member
Director of Volunteer Engagement Division, National Heritage Board

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b. Subcommittees

In 2015 the following subcommittees were formed from the ExCo members:

1. Funding Committee
2. Audit and Finance Committee
3. Programme and Services
4. Community Outreach
5. Human Resources, Remuneration and Staff Appointment Committee

Each of these committees met separately, either in person, or via email over the course of the year.

In June 2016 the committees were reconstituted as follows:

1. The Funding Committee and the Audit and Finance Committee were merged into one to form the **Audit, Funding and Finance Committee**.
2. A new **Marketing and Social Media Committee** was formed.
3. The **Programme and Services** was retained.
4. The **Community Outreach Committee** was retained.
5. The **Human Resources, Remuneration and Staff Appointment Committees** was retained.

An ad-hoc committee to plan for the NBDCS 50th Anniversary in 2018 was also formed with the following members:

- Ms Claire Chiang
- Mr R Ramachandran
- Ms Evelyn Wong
- Ms Koh Juat Muay
- Mr Leo Vincent
- Mrs Kiang-Koh Lai Lin

c. Executive Committee Meetings

The Council's Executive Committee met 4 times between August 2015 to July 2016 to review the Council's activities and programmes, and to provide advice and direction on future projects and festivals. In addition, the secretariat staff met with the Chairperson on several occasions at her office for detailed planning and updates.

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3. New Initiatives

a. Strategic Review

In November 2015, the Executive Committee participated in a Management Retreat for a strategic review exercise with consultants from Bain & Co. Prior to the Retreat in November, the consultant approached various members of the literary arts and publishing community for their comments and feedback on the existing work of the Council. These comments and feedback were shared with the ExCo and other community stakeholders at the Retreat. Bain & Co. also presented a comparison of the Council to a selection of comparable literary organisations in other countries. From the findings presented, several immediate changes were taken on board and other recommendations noted for future planning.

A key outcome of the Review was a revision of the Council's Vision, Mission, and Objectives:

VISION

- To develop and promote Singapore's books and literary arts sector

MISSION

- To serve the community of professionals in the books and literary arts sector and be a platform for them to network, learn and collaborate to achieve global recognition

OBJECTIVES

- To continually build the skill-set of professionals in the books and literary arts sector
- To give awards and recognition to encourage excellence
- To organise programmes and festivals to raise professional and community engagement
- To network with relevant local stakeholders and agencies to foster fellowship and enhance support
- To network with relevant stakeholders and agencies to increase the global footprint of our community

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b. Outreach and Collaboration

Over the last two years, the Chairperson has initiated a series of familiarisation visits to relevant government agencies and other organisations.

Apart from familiarising the personnel at these organisations with the varied work of the Council, the opportunity was also taken to identify areas of overlap, as well as possible areas of consolidation and cooperation. One such outcome was to match the dates of the All In! Young Writers Festival to the Words Go Round programme organised by National Arts Council / Singapore Writers Festival, as well as having shared programming.

The agencies and organisations visited were the National Arts Council (NAC), National Library Board (NLB), National Heritage Board (NHB), Ministry of Education (MOE), Early Childhood Development Agency (ECDA), Tan Chin Tuan Foundation (TCTF), Storytelling Association of Singapore (SAS), National Archives of Singapore (NAS),

Some of the outcomes of these meetings were:

- ECDA has endorsed the Council's AFCC programme by supporting teachers to attend.
- A decision to match the timings of the All In! Young Writers Festival and NAC's Words Go Round was made, with NAC providing several speakers to the All In! programme.
- NLB reaffirmed its commitment to provide venue support for the Council's programmes.
- The Council will offer storytellers and writers for NHB's language festivals.
- MOE is tapping on the Council's expertise for connections with publishers and writers.
- The Council met with SAS to suggest that they continue the Singapore International Storytelling Festival.

c. New Book Award

The Asian Children's Book Award was launched during AFCC 2016, with the support of Genting Singapore. This award is open to publishers, authors, and illustrators from across Asia.



The NBDCS Staff



NBDCS Ex-Co and AFCC Board of Advisors during the 2015 Tokyo Midstream Meeting

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4. **Book Council Staff**

The Council employs a total of 11 full-time staff including:

- 1 Executive Director
- 1 Deputy Director
- 2 Assistant Directors
- 1 Vice Principal, ALAP
- 3 Senior Managers
- 1 Manager
- 2 Executives

In addition, the Council continues to employ part-time staff and to outsource work in the following areas:

- Accounting
- Website development and maintenance
- Technical support

5. **Staff Training**

Staff members attended the following events and book fairs:

- R Ramachandran, Executive Director - Asian Broadcasting Union, Kuala Lumpur, March 2016
- Kenneth Quek, Deputy Director - New Delhi World Book Fair, January 2016
- Carlo Pena, Assistant Director - Tokyo for AFCC Midstream Meeting, November 2015
- Adan Jimenez, Assistant Director - World of Awards Conference, Washington D.C., June 2016
- Celine Chow, Senior Manager - New Delhi World Book Fair, January 2016
- Mabel Lee, Senior Manager - Tokyo for AFCC Midstream Meeting, November 2015

6. **Midstream Meeting**

Several Executive Committee members, AFCC Board members, and two staff travelled to Tokyo to meet with AFCC partners in Japan, publishers, authors, and illustrators, to prepare for Japan as Country of Focus at AFCC.

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7. Festivals

a. Asian Festival of Children's Content - 25 to 29 May 2016

AFCC 2016 was the 7th edition of the Festival, featuring Japan as the country-of-focus. This also coincided with SJ50, the celebration of 50 years of diplomatic relations between Singapore and Japan.

AFCC 2016 drew 729 conference delegates to the 5-day Festival that featured 4 major conferences (Writers & Illustrators Conference, Cross-Platform Summit, Teachers Congress and Parents Forum). There were a total of 116 speakers (58 local, 58 international), 43 moderators and 114 sessions, which included 3 Masterclasses, 2 Speed Pitching sessions, Portfolio Review, Rights Exchange, First Look: Illustration Critique and First Pages: Writing Critique. A total of 30 tickets were purchased for the 3 Masterclasses, and 203 participants attended the 9 Fun with Languages programmes.

In addition, another 1,915 participants attended Book and Product launches and 729 participants attended the 6 special programmes (Opening Ceremony and Award Presentation, Celebrating Our Stars, Japan Night, Children's Literature Lecture, Makan & Mingle, Young Author Award Finale 2015/2016), along with an estimated 8,500 visitors to the AFCC Book Fair, Book Illustrators Gallery and Japanese Picture Book Exhibition.

Speakers and delegates to AFCC 2016 came from 22 different countries, including for the first time, participants from Bangladesh, Brazil, Ghana, Iran, Ireland, Korea, Pakistan, and Thailand.



“AFCC 2016 provided many opportunities to learn from and connect with fellow creators of children’s content. Though we were all from different industries and parts of the world, the discussions mostly revolved around delighting children despite grown-up challenges. The generous practical idealism dispensed at the various talks and events equipped and inspired me.”

- Melanie Lee, Author



“Because of my love for books and for children’s literature in particular, the AFCC is a conference after my own heart. I have attended this conference for many years, and have seen the organisation and logistics improve from year to year. At the AFCC 2016, there were many sessions that inspired me, educated me, rejuvenated me, and lifted my soul. For those who love children’s books, this is THE conference to attend!”

- Ruth Wong, Lecturer





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Highlights of AFCC

1. Collaboration with Lee Kuan Yew Fund for Bilingualism–AFCC Fun with Languages

Held two weekends before AFCC, these free public programmes for parents and children were conducted in Mandarin, Malay, and Tamil. A total of 9 Fun with Languages programmes were held at 3 regional libraries in Bishan Public Library, Tampines Regional Library and Woodlands Regional Library.

2. Collaboration with Media Development Authority–AFCC Cross Platform Summit

Previously named as AFCC Media Summit, the name was changed due to feedback from the industry, to better reflect current trends. The sessions in the Cross Platform Summit are intended to expose writers to alternative platforms for their work, while introducing industry professionals and commissioners to content creators.

3. Skype session with Shaun Tan

One of the most popular sessions in the Festival was the Skype interview with the renowned illustrator and author Shaun Tan. The interview was conducted by a panel comprising Dr Ken Spillman, Dr Myra Garcés Bacsal, Adeline Foo, and Dave Liew. Shaun was able to share his thoughts with the audience of about 120, via Skype.

4. Japan Night

Over 200 guests and AFCC speakers attended this night of celebration, hosted by Resorts World Sentosa at the S.E.A. Aquarium. Two collaborative picture books were launched, as well as the new Asian Children's Book Award. Entertainment for the evening was provided by students from The Little Arts Academy, CHIJ Kellogg Choir, and Little Creators.

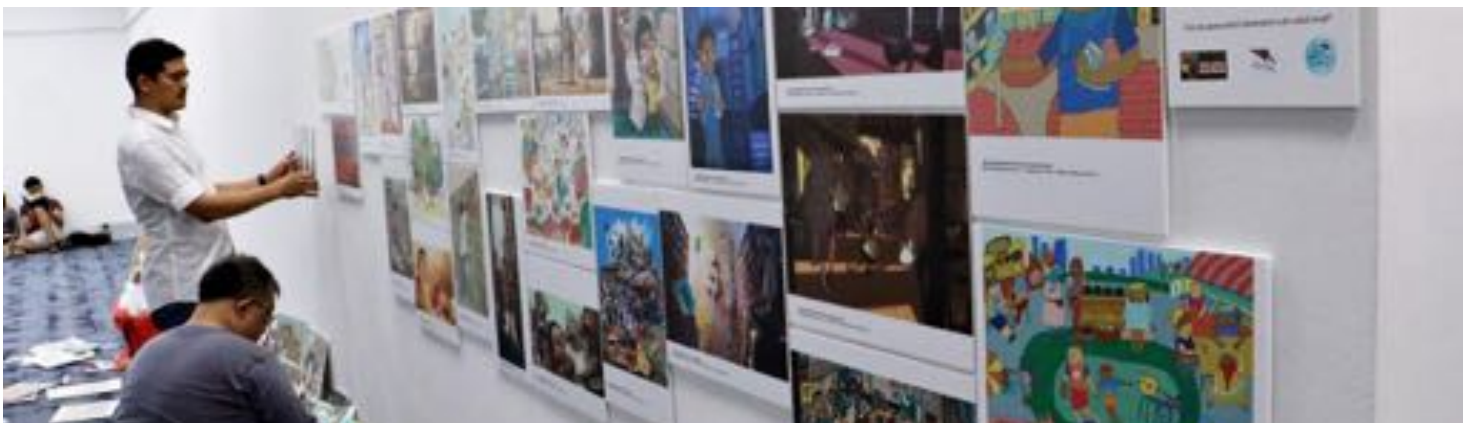
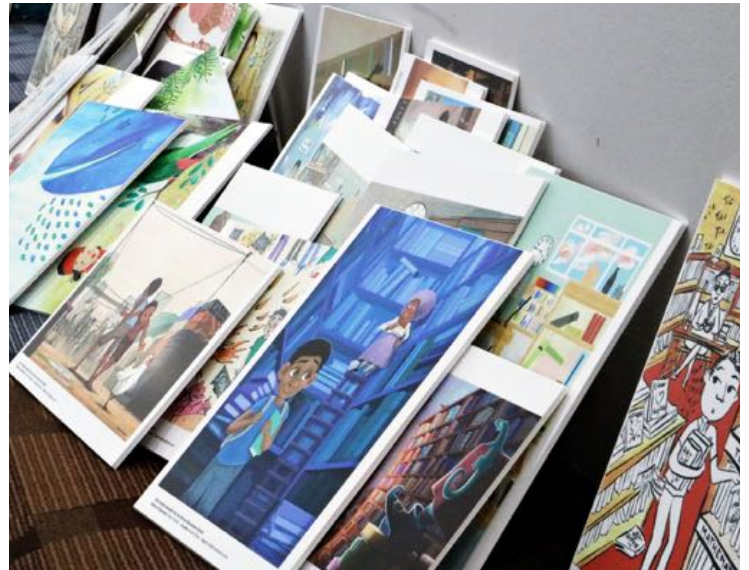
5. AFCC Book Fair

The AFCC Book Fair (previously known as the Media Mart) held at the NLB Plaza, featured the Country of Focus booth and the Festival Bookstore, and over 40 booths showcasing a wide selection of quality children's book titles from local and international publishers.

BOOK ILLUSTRATORS GALLERY

14 MAY – 3 JUNE 2016
10:00AM – 9:00PM

The Book Illustrators Gallery (BIG) is a display of diverse collections of works by illustrators and artists from Singapore and the region, featuring both published and unpublished art pieces.



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There were more programmes for illustrators at AFCC 2016 including:

1. AFCCSketch

An online competition, AFCCSketch drew 102 submissions from illustrators in 15 countries. The participants had to draw an original illustration based on the keywords “birds”, “friendship” and “Japan”. Two winners received complimentary passes to attend the Festival.

2. Book Illustrators Gallery (14 May to 3 June)

This regular feature of AFCC showcased over 100 works by 70 illustrators from around the world, in the exhibition space of the Central Public Library at NLB Victoria Street.

3. Portfolio Review

This was a new programme where student-illustrators or illustrators new to the industry could show their portfolio of work to, and receive some tips and guidance from their seniors.

4. Exhibition: History of Japanese Picture Books (24 May to 10 July)

“The History of Japanese Picture Books: from E-inagkyo to The Family of Fourteen” was an exhibition jointly organised by the Council and Chihiro Art Museum. It featured the artworks of 6 celebrated Japanese artists: Suekichi Akaba, Takeshi Motai, and Yasuo Segawa, Shinta Cho, Chihiro Iwasaki and Kazuo Iwamura.

From the oldest illustrated manuscript in the 8th century to the contemporary picture books seen today, this unique exhibition traced the evolution of books in Japan through a fine collection of high quality reprints of historical documents and images.



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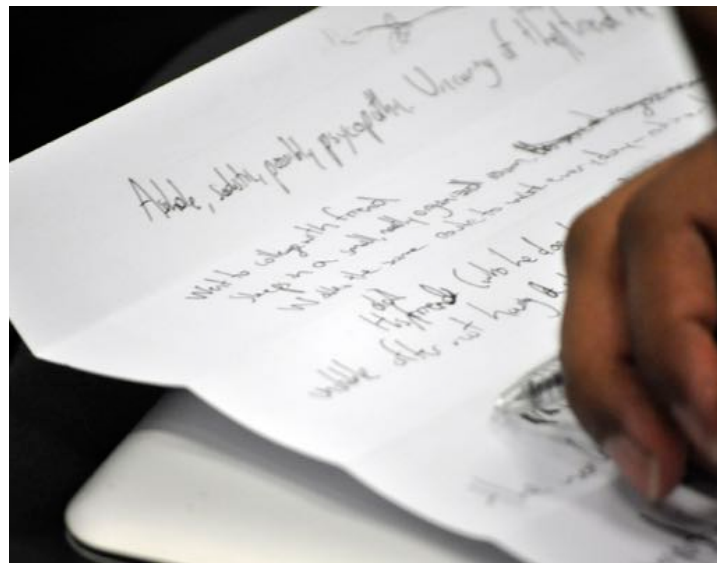
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b. All In! Young Writers Festival - 12 to 13 March 2016

The All In! Young Writers Festival is an annual festival for aspiring writers between the ages of 13 and 25. This event brings together a wide array of writing mentors and industry players in publishing, broadcasting, blogging, creative writing, screenwriting and journalism, and advertising, among others, to meet, mingle and share their expertise with today's young writers. The Festival showcases successful industry players who have chosen writing careers and the paths they took to get there.

A total of 323 delegates participated in All In! Young Writers Festival 2016, which was supported by the National Arts Council as an Art Education Programme (AEP). Other partners include the Media Development Authority (MDA) and the National Youth Council (NYC). Forty-eight speakers (45 local, 3 international) and 9 moderators conducted a total of 36 sessions, including 1 keynote session, 15 panel discussions, 1 masterclass, 6 workshops, 3 competitions, 5 fringe activities, 2 partner presentations and 3 NAC-Words Go Round sessions.

This was the 8th edition of All In! and the biggest so far, with 275 tickets bought by students and an additional 48 masterclass tickets supported by MDA. The Festival also launched the ASEAN Young Short Filmmakers Exhibition, 2 book launches of students' works, 3 paper presentations by selected student-essayists, and film exhibitions from winners of the National Youth Film Awards and Singapore Polytechnic.



“Fast and professional. Interesting. Speakers demonstrated confidence. Food was delicious and filling. There was enough time remaining for Q&A.”

“The speakers obviously prepared a lot. The venue was huge, clean and looked nice.”

- Delegates' Feedback on All In!



“I really loved the activities and they were definitely going to help. The info was on topic and did not stray away from important info. They gave me more info than what they would give me in school.”

- Delegate Feedback on All In!





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Highlights of All In!

1. Collaboration with Singapore Writers Festival–Words Go Round

After discussions held with the National Arts Council and the Festival Director of the Singapore Writers Festival (SWF), it was decided that the dates of All In! would be aligned with those of the SWF Words Go Round programme. SWF then contributed 4 Singaporean and 2 international speakers to the All In! line up, with the All In! event being the culmination of the two-week long SWF Words Go Round programme.

2. Collaboration with Media Development Authority

All In! also partnered with MDA and NTUC U-Creative to host a Game Writing Masterclass on the day prior to the Festival. The Masterclass trainer was Toiya Finley, from the International Game Developers Association (USA).

3. Collaboration with National Youth Council

The National Youth Council also supported “All Out for All In”, a follow-up event that was held on 23 April with musical performances of songs created at the lyric writing workshop prior to All In!



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8. Awards

a. Singapore Literature Prize 2016

The Singapore Literature Prize 2016 Award Ceremony was held on 14 July 2016 at the Regent Hotel. Over 200 people attended the event, including judges, shortlisted authors, publishers, distributors, booksellers, editors, translators and other guests.

The earlier announcement of the winners, compared to previous years, will allow for the winners to be better featured in the Singapore Writers Festival in November.

For the first time ever, MPH agreed to be the official bookstore for SLP and carry all the shortlisted titles in all 4 languages for 18 months after the shortlist announcement on 12 May.

The award presentation held on 14 July was only one part of the comprehensive SLP programme. From the announcement of the shortlist on 12 May till 14 July, many of the shortlisted authors were invited to speak on panels, talking about their shortlisted works.

No.	Program Title	Speakers	Date	Language
1	Meet the SLP 2016 Shortlisted Non-Fiction Authors	Various	26 May 2016	All
2	Meet the SLP 2016 Shortlisted Poets	Various	28 May 2016	All
3	Meet the SLP 2016 Shortlisted Fiction Authors	Various	9 June 2016	English
4	Meet the SLP 2016 Shortlisted Authors	Various	16 June 2016	Chinese
5	Meet the SLP 2016 Shortlisted Authors	Various	23 June 2016	Tamil
6	Meet the SLP 2016 Shortlisted Authors	Various	30 June 2106	English
7	SLP: The Importance of Translation	Various	21 July 2016	All
8	Meet the SLP 2016 Shortlisted Authors	Various	23 July 2016	Malay

Several of the authors have also been invited to speak at the Singapore Writers Festival 2016 to be held in November. The Council is also organising many school and library talks, and also planning to send several of the authors to regional literary festivals or events.

After a record-breaking 235 entries, and 49-strong shortlist, 22 authors were awarded 22 prizes across the 12 categories, making for the most winners ever.

Please refer to Appendix A for the list of SLP winners







WINNERS OF THE SKTAA WITH MS CLAIRE CHIANG, AFCC BOA CHAIRPERSON (2ND ROW, 3RD FROM LEFT), MR BAEY YAM KENG, PARLIAMENTARY SECRETARY, MINISTRY OF CULTURE, COMMUNITY AND YOUTH (2ND ROW, CENTRE), AND MR GERALD CAI FROM SAMSUNG DIGITAL (2ND ROW, 3RD FROM RIGHT)



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b. Samsung KidsTime Authors Award 2016

The Samsung KidsTime Authors Award was presented for the 2nd time at AFCC 2016. Winners from across Southeast Asia were given cash prizes of \$2,000 as well as assistance to develop their books and manuscripts into apps for the Android platform. This year, 145 entries were received from six ASEAN nations. However, due to corporate changes at the sponsor, Samsung, this award was discontinued after AFCC 2016.

Grand Prize Winners

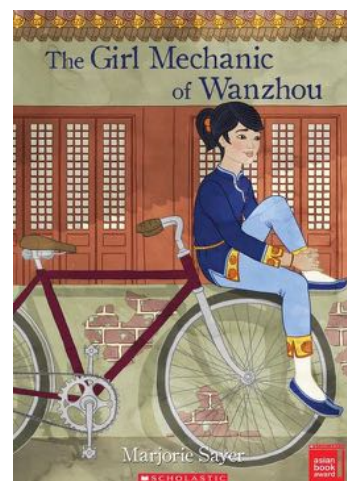
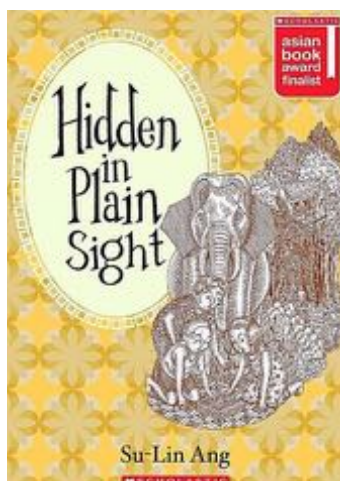
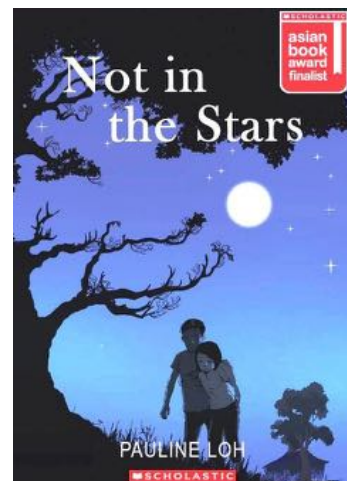
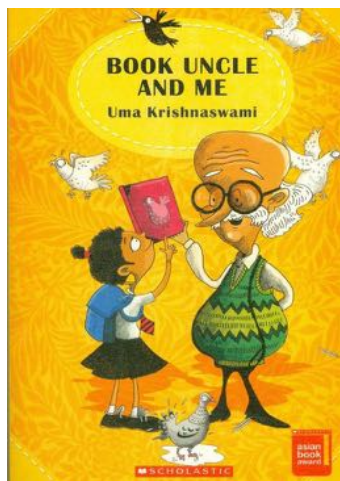
- *Butter Don't Want to Sleep* by Nguyen Hong Anh and Nguyen Thi To Uyen (Vietnam)
- *The Crying Trees* by Mary Ann Ordinario and Yasmin S Ong (Philippines)
- *Dou Dou, the Little Imperial Chef* by Linn Shekinah and Ong Sheng Hua (Singapore)
- *The Hyena and the Monster* by Low Joo Hong (Singapore)
- *The Last Dream of the Old Oak Tree* by Chooi Ling Keiong (Malaysia)
- *Lautkah Ini* by Kusumadewi Yuliani and Anna Triana (Indonesia)
- *Look for the Star* by Grace Chong and Beth Parrocha-Doctolero (Philippines)
- *The New King of Fruits* by Pg Khamarul Zaman bin Pg Haji Tajuddin (Brunei)
- *Nguoi Ban Tuyet Voi* by Ta Lan Hanh (Vietnam)
- *Sang Kancil and the Snail* by Rahimidin Zahari and Jaafar Taib (Malaysia)
- *Wuusss... Angin Membawa Telur Terbang* by Angi Siti Anggari and Gina (Indonesia)

Please refer to Appendix B for the list of second prize winners



(ABOVE) MS SELINA LEE, VICE-PRESIDENT SCHOLASTIC ASIA (FAR LEFT) WITH NBDCS CHAIRPERSON MS CLAIRE CHIANG (2ND FROM LEFT), AND GUEST OF HONOUR MS LOW YEN LING, PARLIAMENTARY SECRETARY, MINISTRY OF EDUCATION (FAR RIGHT) WITH WINNERS OF THE 2016 SCHOLASTIC ASIAN BOOK AWARDS (SABA).

(BELOW) PAST SABA WINNERS PUBLISHED BY SCHOLASTIC ASIA



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c. Scholastic Asian Book Award 2016

The Scholastic Asian Book Award was presented for the 4th time at AFCC 2016. We received 54 submissions from 12 nations. The judges shortlisted five titles, and chose the winners as below.

Winner

Codex: The Lost Treasure of the Indus by Aditi Krishnakumar (India)

1st Runner-Up

Chasing Freedom by Tina Cho (South Korea)

2nd Runner-Up

Island Girl by Ho Lee Ling, Stephanie (Singapore)

Shortlist

The Budding Traveller by Golda Mowe (Malaysia)

Dragonflies, Jigsaws and a Rainbow by Varsha Seshan (India)



S.E.A. WRITE AWARD 2016, MR J M SALI AS SINGAPORE RECIPIENT



AWARD LAUNCH: (LEFT-RIGHT) MR TAN HEE TECK, CEO OF GENTING SINGAPORE; SENIOR MINISTER OF STATE DR MOHAMAD MALIKI BIN OSMAN; MS CLAIRE CHIANG, NBDCS CHAIRPERSON; AND MR KENJI SHINODA, JAPANESE AMBASSADOR TO SINGAPORE

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d. S.E.A. Write 2016

The SEA Write Award was presented at the end of 2015. Mr J M Sali was the author selected from Singapore. He was flown to Bangkok in December to receive his award. The SEA Write Committee is currently discussing the 2016 winner.

e. Hedwig Anuar Children's Book Award 2017

The Hedwig Anuar Children's Book Award is a biennial award for the best children's book published in Singapore. Last presented at AFCC 2015, entries are now open for the next edition, to be given out at AFCC 2017. The closing date for entries is 13 Jan 2017.

f. Scholastic Picture Book Award 2017

The Scholastic Picture Book Award is a biennial award for the best unpublished picture book manuscript and illustrations from across Asia. Last presented at AFCC 2015, entries are now open for the next edition, to be given out at AFCC 2017. The closing date for entries is 16 Dec 2016.

g. Asian Children's Book Award 2017

The Asian Children's Book Award is a new award for the best children's book published in Asia. Supported by Genting Singapore, the award was launched at AFCC 2016, and will be presented at AFCC 2017. The closing date for entries is 15 Jan 2017.



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9. Training

Academy of Literary Arts & Publishing (ALAP)

ALAP continues to be the leading organisation in Singapore that provides training for literary arts and publishing professionals, as well as writers who are just starting out.

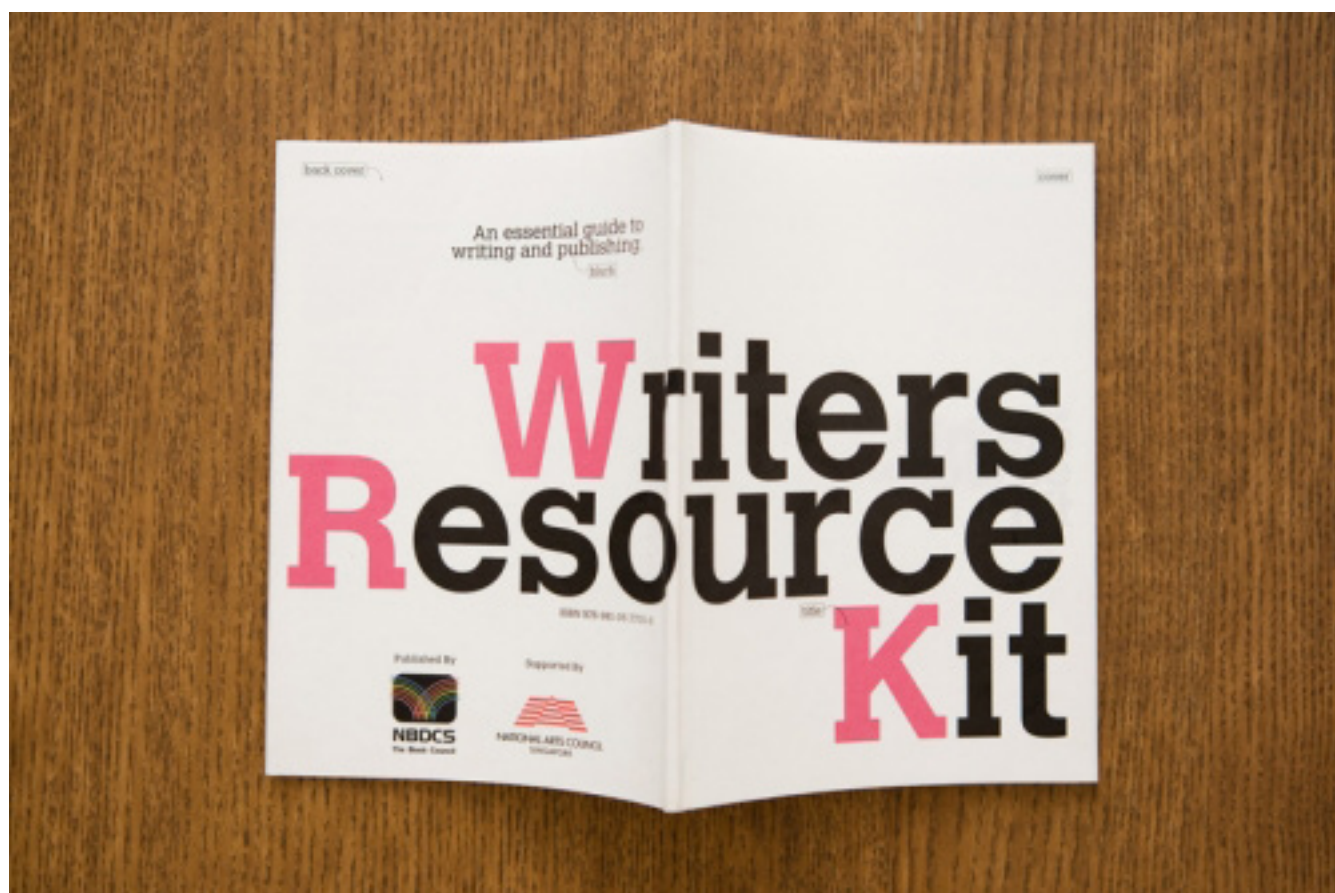
This past year, ALAP organised 38 workshops on various topics related to reading, writing, storytelling, and publishing. Some of the workshops included: *Managing an Editorial Project*, *Discover the Storyteller Within You*, *Intellectual Property (IP) and Social Media*, and *Honing Your Craft: Advanced Copyediting and Proofreading*.

Please refer to Appendix C for the complete list of workshops.



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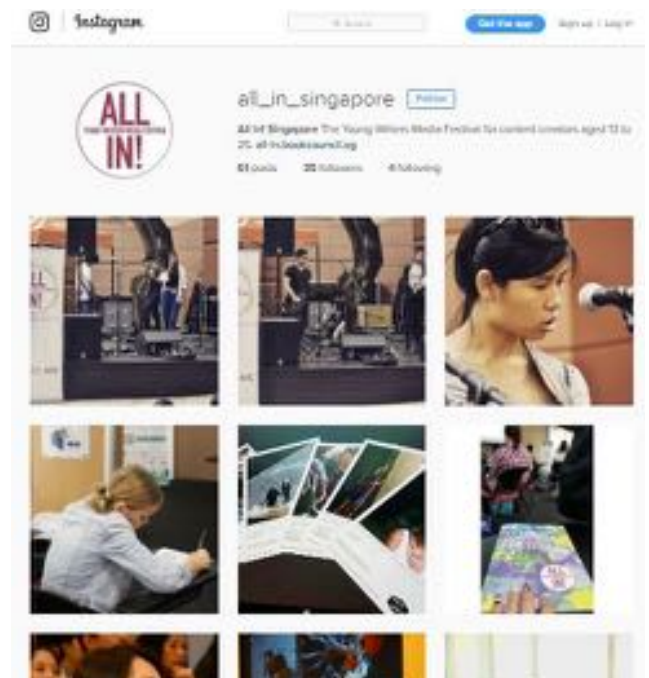
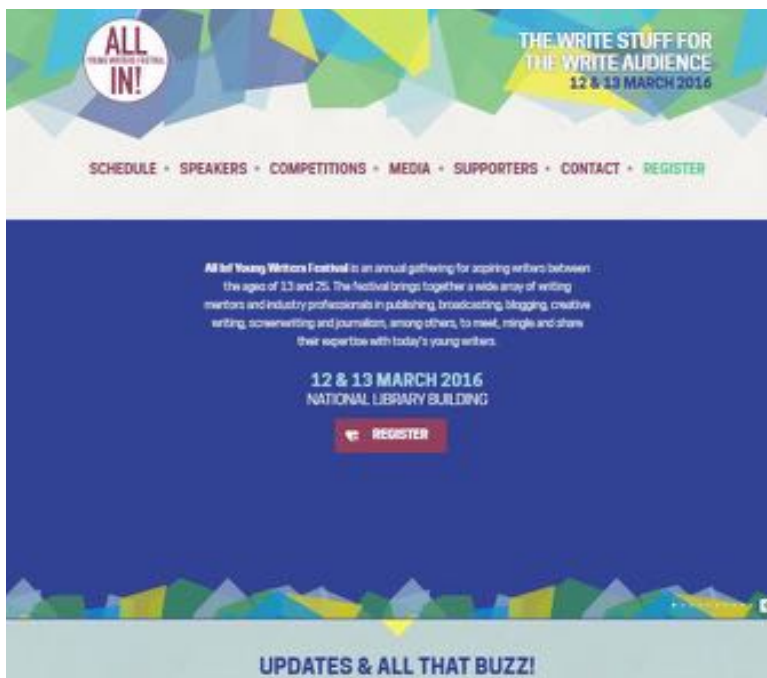
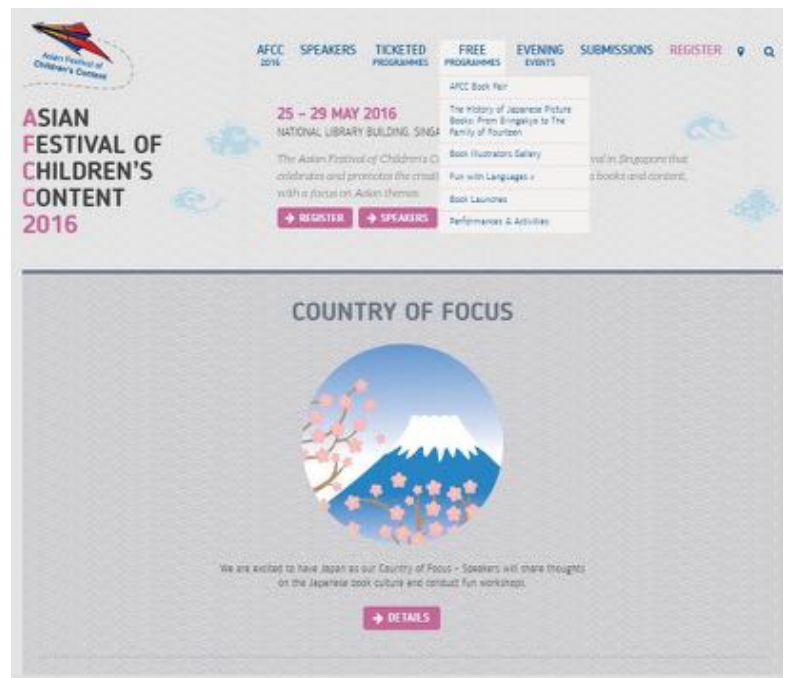
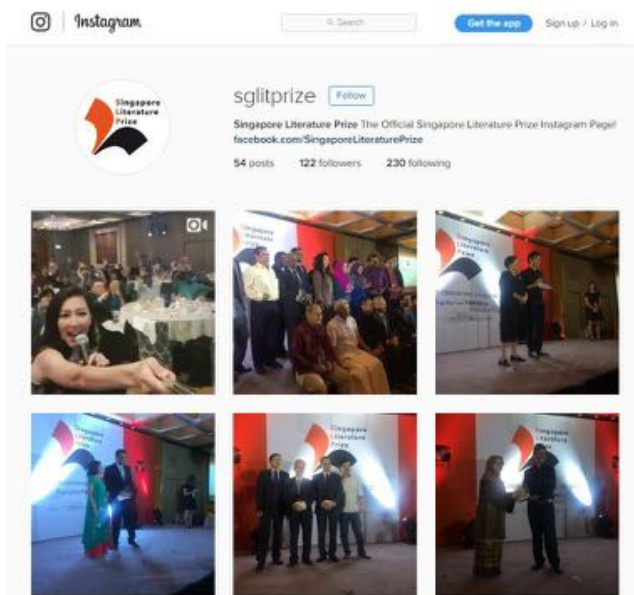
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10. Advisory Services

The Council continues to give local authors and self-publishers advice and guidance either in person, over the telephone, or via email. Common queries include the following:

- ISBN application/Legal Deposit requirements
- Publishing process and writing
- Introductions to publishers and agents
- Awards
- Copyright Act
- Participation in local and international book fairs
- Launching of books
- Editorial services



SOCIAL MEDIA: BOOK COUNCIL AND FESTIVALS ONLINE PRESENCE IN FACEBOOK, INSTAGRAM, AND YOUTUBE



NBDCS ONLINE PRESENCE

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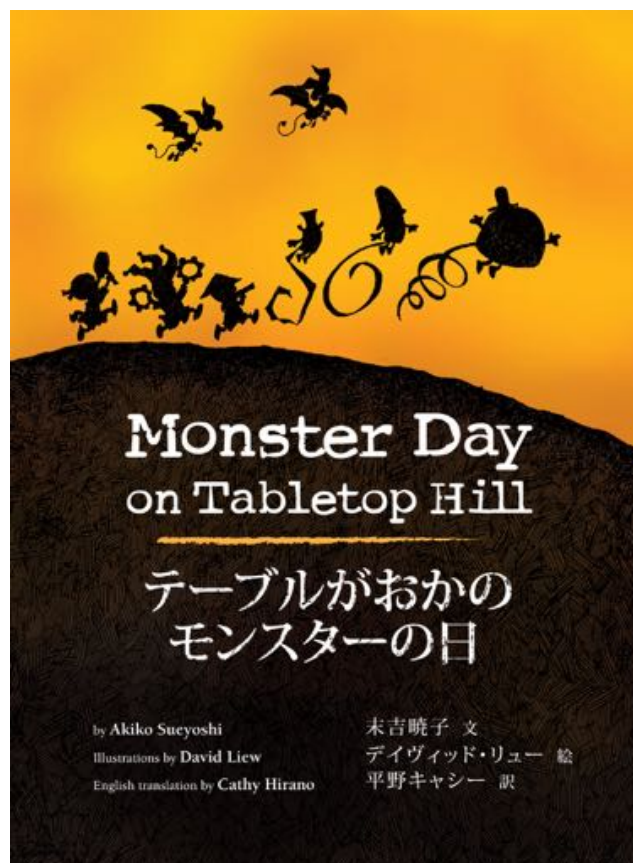
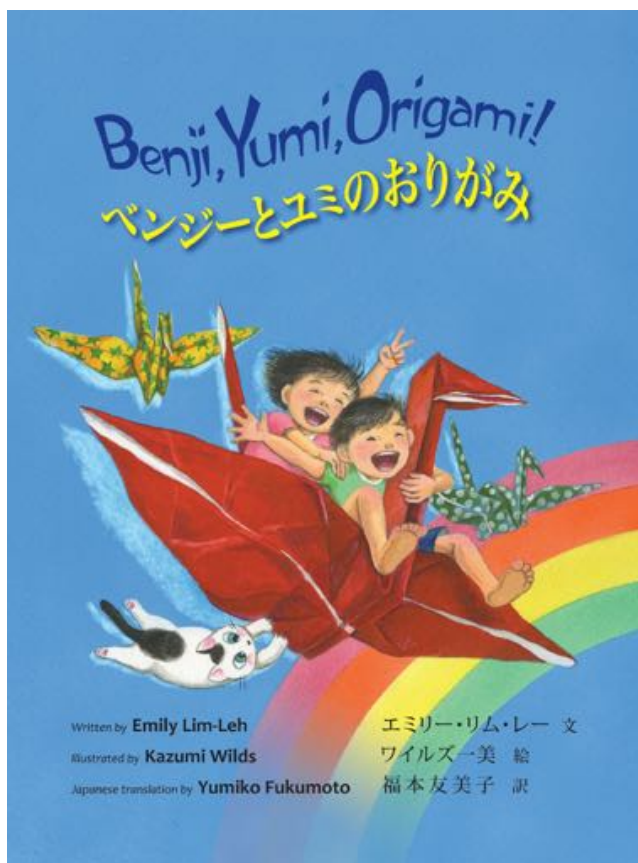
11. Website / Online

The Council maintains several websites and sub-domains pertaining to different areas of work:

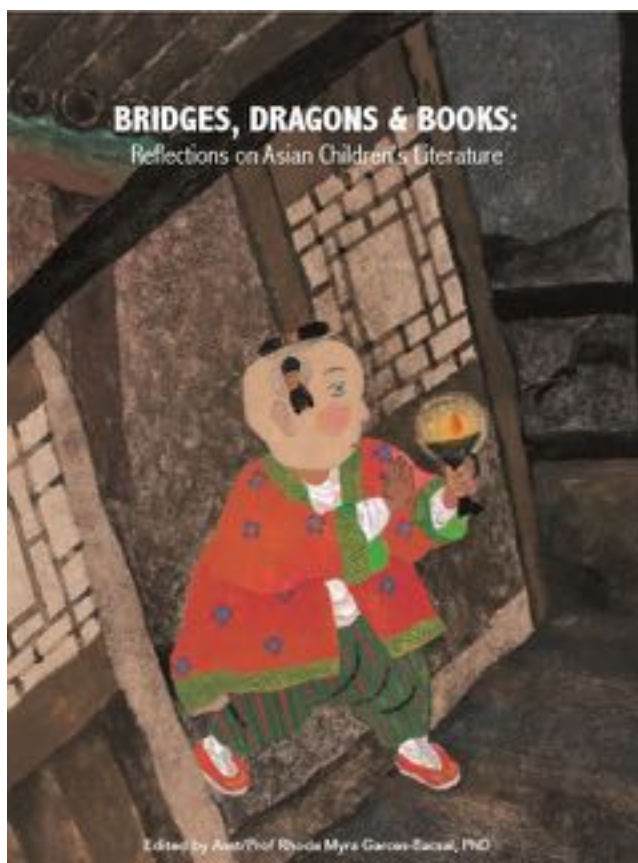
- www.bookcouncil.sg (Overall information and general news)
- www.afcc.com.sg (Asian Festival of Children's Content)
- alap.bookcouncil.sg (Programmes organised by the Academy of Literary Arts & Publishing)
- all-in.bookcouncil.sg (All In! Young Writers Festival)

In addition to the website, the Council is active on several different social media platforms including Facebook, Instagram, and Twitter.

- www.facebook.com/singaporebookcouncil
- www.facebook.com/AFCCSingapore
- www.facebook.com/AllInYWF
- www.facebook.com/SingaporeLiteraturePrize
- www.instagram.com/afccsg
- www.instagram.com/sglitprize
- www.instagram.com/all_in_singapore
- www.twitter.com/sgbookcouncil
- www.twitter.com/allin_singapore



NEW BOOKS: (ABOVE) BILINGUAL JAPANESE BOOKS PUBLISHED IN COLLABORATION WITH JAPANESE AND SINGAPOREAN AUTHORS AND ILLUSTRATORS, WITH TRANSLATIONS PROVIDED BY JAPANESE PARTNERS;
(BELOW, LEFT) COMPILED AFCC PAPER PRESENTATIONS FROM 2015; (BELOW, RIGHT) THEMED BIBLIOGRAPHY OF CHILDREN'S PICTURE AND INFORMATION BOOKS



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12. Publications

a. **Bridges, Dragons, and Books: Reflections on Asian Children's Literature**

Bridges, Dragons, and Books is a compilation of interviews and papers from AFCC 2015. It is the 4th in a series published since 2013.

b. **Take Flight: An Annotated Bibliography of Bird-themed picture books**

Take Flight! is an annotated bibliography showcasing a selection of more than 100 bird-themed picture books from Asia and around the world, both fiction and non-fiction, which can be used as a teaching resource that helps parents and book lovers find interesting books to read.

It is available both in print and as a pdf for download.

c. **Benji, Yumi, Origami! and Monster Day on Tabletop Hill**

These were two AFCC collaborative picture book projects designed to showcase talents from both Japan and Singapore. *Benji, Yumi, Origami!* was written by Singaporean author Emily Lim-Leh, illustrated by Japanese artist Kazumi Wilds and translated by Yumiko Fukumoto.

The second book *Monster Day on Tabletop Hill* was written by a Japanese author Akiko Sueyoshi, illustrated by Singaporean artist David Liew and translated by Cathy Hirano.

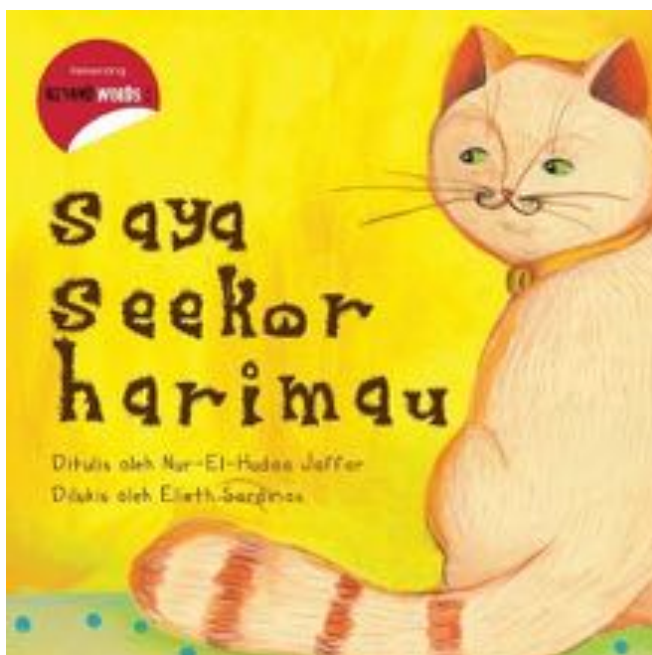
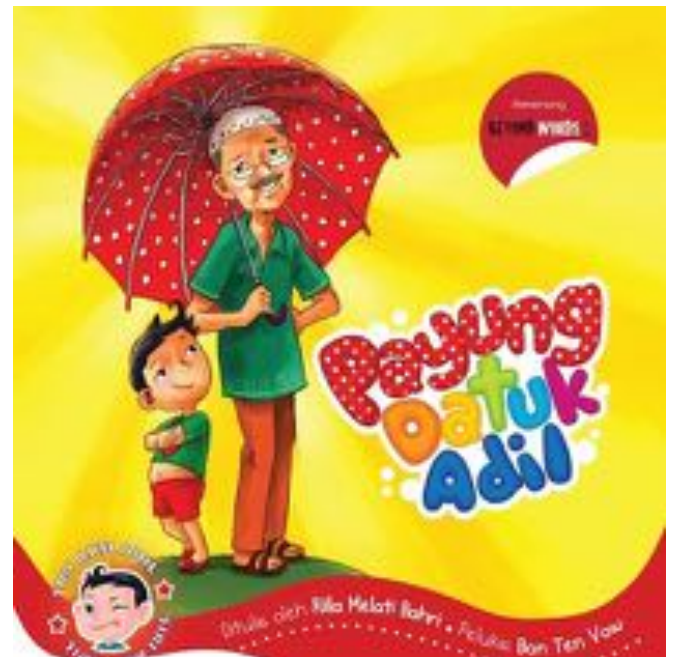
Both books were launched at the S.E.A. Aquarium during AFCC Japan Night, in a spectacular, one of a kind, underwater book launch.

d. **Beyond Words Malay and Tamil Picture Books**

Five Malay picture book titles *Anak Ayam, Nasi Lemak Yayi Pantai Changi, Payung Datuk Adil, Saya Seekor Harimau, Tiga, Dua, Satu... Zoom!* and three Tamil picture book titles, *Aalu Vaalu, Luluvum Sundeliyum, Kundamma Kendamma*, were published under the NAC Beyond Words project.

Two publishers were engaged to develop the books. For the Malay titles, the publisher was Mini Monsters, and for the Tamil titles, the publisher was Crimson Earth.

The Council was managing the project on behalf of NAC.







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13. Community Outreach

a. Twilight Tales

Twilight Tales is a quarterly programme bringing prominent Singaporean authors to new locations like people's homes for talks. First begun in 2015, this programme is growing in popularity.

b. Let's Read Together

Groups of students from neighbourhood schools around Primary 1 & 2 age were invited to attend an afternoon activity at a regional library. The activity included reading aloud, meeting an author and an illustrator for guided reading and book making activities, and a tour of the library.

These programmes were fully sponsored by Premier Corporation.

No.	Event	Date
1	Let's Read Together: Eunus Primary School	18 Aug 2015
2	Twilight Tales: Felix Cheong	10 Oct 2015
2	Book Launch: Dining with Dragons by Carol Selva Rajah	4 Dec 2015
3	Let's Read Together: Canossaville Children's Home	10 Dec 2015
4	Twilight Tales: Dave Chua	30 Jan 2016
5	Twilight Tales: O Thiam Chin	23 Apr 2016



VARIOUS BOOK LAUNCHES SUPPORTED BY NBDCS

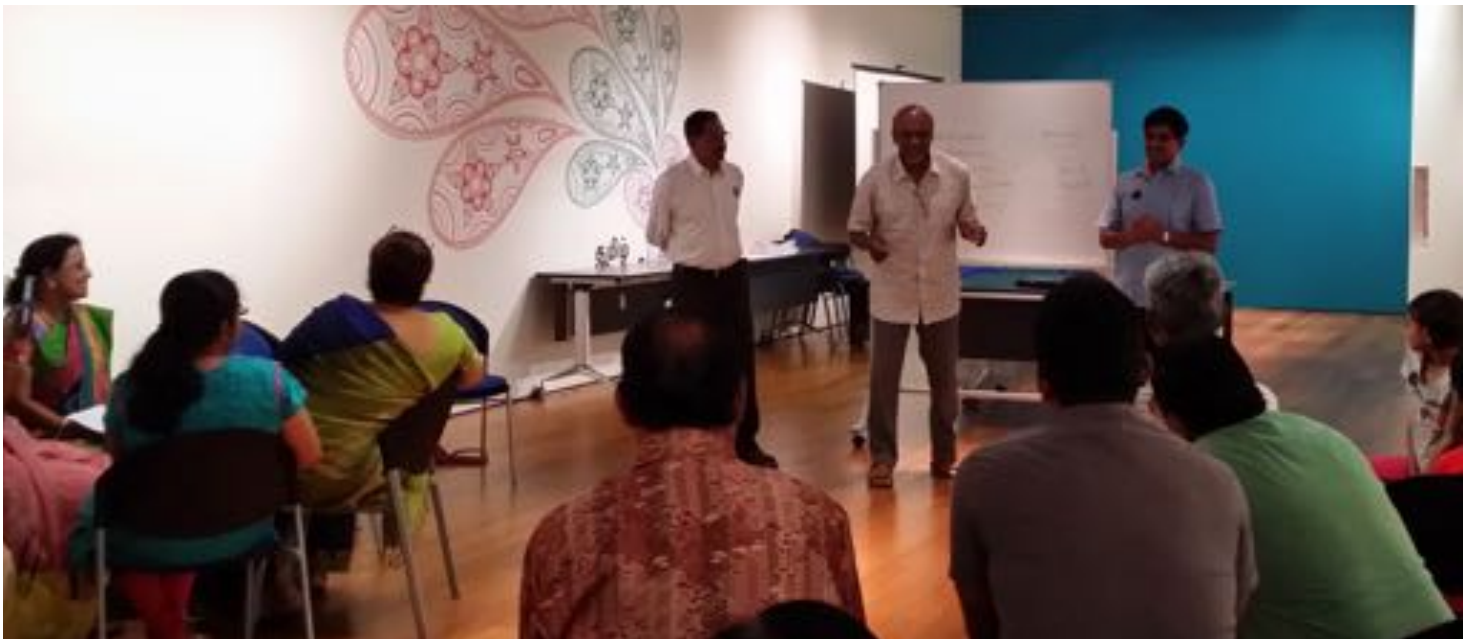
ANNUAL REPORT

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c. Book Launches

With many more publishers now organising their own book launches, the Council has seen the number of requests for ad-hoc book launches plummet, although there are still requests for venue booking assistance. In November 2015, the Council organised the launch of *Dining with Dragons* with venue sponsorship from the National Library Board.

However, AFCC is growing in popularity as a venue at which to launch children's books. The Council was able to accommodate requests to launch 39 new titles from Singaporean publishers and also some visiting authors at AFCC 2016.



LANGUAGE PROGRAMMES: (TOP) SINGAPORE LITERATURE PRIZE LANGUAGE EVENTS; (MIDDLE) TAMIL LANGUAGE FESTIVAL; (BELOW) BULAN BAHASA STORYTELLING AT GARDENS BY THE BAY



LANGUAGE PROGRAMMES SUPPORTED BY NBD CS

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d. Language Programmes

1. Storytelling at Bulan Bahasa (September 2015)

The Council worked with NHB to feature an author and storyteller Jumaini Ariff, with storytelling performances during Bulan Bahasa, at four events held at Gardens by the Bay, Marine Parade Public Library and Woodlands Regional Library.

2. Tamil Language Festival (April 2016)

The Council worked with NHB to feature storytellers Re Somasundaram and M Puravalan, and facilitator Karthikeyan Somasundaram in the Tamil Language Festival held at the Indian Heritage Centre.

3. AFCC Fun With Languages (May 2016)

Nine programmes in Chinese, Malay, and Tamil were held over one weekend at Bishan Regional Library, Woodlands Regional Library, Tampines Regional Library.

4. Singapore Literature Prize panels (May 2016 onwards)

Following the SLP shortlist announcement in May 2016, a number of author talks have been conducted, with some in Chinese, Malay, and Tamil.

Please refer to Appendix D for the complete list of language events.



OUTREACH: (ABOVE) SINGAPORE AUTHORS BEING INTERVIEWED BY LOCAL MEDIA AT THE NEW DELHI WORLD BOOK FAIR 2016; (BELOW) MOTHER TONGUE LANGUAGE SYMPOSIUM 2015 BOOKSTORE MANAGED BY NBDCS



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e. New Delhi World Book Fair 2016

The Council participated in the New Delhi World Book Fair from 9 to 17 January, 2016, with a display booth featuring the latest titles from Singaporean publishers.

A small delegation of five authors (four supported by NAC and one self-funded) participated from 13 to 17 January, and they were featured in two talks at the Book Fair, school visits, and a book shop event. Authors also organised their own meetings with publishers and agents at the Book Fair.

f. MTLS Consolidated Sales Booth

The Council was appointed by the Mother Tongue Language Symposium to manage a Consolidated Sales Booth at their event in August 2015. This work involved coordinating with different selected publishers of Chinese, Malay, and Tamil books and educational materials intended for preschool and early primary students. The Council was appointed to manage the booth again for the next event in August 2016.



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g. NAC Campaign

NBDCS has been appointed by NAC as the secretariat for a 2 year campaign which aims to raise the profile of Singapore books and authors, and to encourage readers to buy and read more Singapore literature. The campaign involves working partners from the commercial sector, including publishers, distributors, and booksellers. The details of the campaign will be announced in August 2016.

h. Budding Writers Project

The Council renewed its support of the Budding Writers programme for primary and secondary school students, organised by the publisher, Marshall Cavendish.

i. National Schools Literature Festival

The Council participated in the National Schools Literature Festival in July 2016 with a stall promoting the Council, particularly the All In! Young Writers Festival.

j. Partners

The Council welcomed several new partners this year, including Genting Singapore, Canon, and Kumon. The Council continues to search for and engage with partners both internationally and in Singapore, who share a common interest in writers, writing, and books, as well as making Singaporean content more widely available.

Please refer to Appendix E for the full list of partners



NBDCS
THE BOOK COUNCIL

Est 1968

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14. Conclusion

The Council continues to develop its core programmes to serve the needs of the community. The Strategic Review process conducted with Bain & Co. was helpful in clarifying those needs, and to better direct the Executive Committee and management in that regard.

In the coming year, the Council's work will emphasise funding, regional exposure for our writers, expansion of the All In! programme, and a possible new programme for memoir writing.

The Council thanks the Executive Committee, the membership, and members of the community for their support and guidance, as well as the staff for the outstanding work in the execution of the Council's programmes.



R Ramachandran
Executive Director

Appendix A – SLP 2016 Winner, Merit and Commendation List

Category	Language	Prize Awarded
POETRY	English	CO-WINNER: <i>I Didn't Know Mani Was a Conceptualist</i> by Mr Desmond Kon Zhicheng-Mingde CO-WINNER: <i>The Lover's Inventory</i> by Mr Cyril Wong
	Chinese	MERIT: 《逐想像而居》 吳耀宗 (<i>Live Where the Imagination Is</i> by Dr Gabriel Wu) MERIT: 《航海紀事》 陳維彪 (<i>The Sea Diary</i> by Mr Tang Jui Piow)
	Malay	WINNER: <i>Tafsiran Tiga Alam</i> by Mr Hamed Ismail, Ms Hartinah Ahmad, and Mr Samsudin Said
	Tamil	MERIT: <i>Singapoor Naanmani Maalai</i> by Mr Varadharajan AK MERIT: <i>Kaatraai Kadanthaai</i> by Mr Sithuraj Ponraj
NON-FICTION	English	CO-WINNER: <i>The Sound of Sch: A Mental Breakdown, A Life Journey</i> by Ms Danielle Lim CO-WINNER: <i>When the Party Ends</i> by Mr Peh Shing Huei
	Chinese	WINNER: 《我所知道的李光耀》 陳加昌 (<i>LKY Whom I Knew</i> by Mr Chin Kah Chong)
	Malay	MERIT: <i>Rentak Rebana</i> by Mr Ahmad Azmi bin Haji Mohamed Ishak COMMENDATION: <i>Sekolahku Tinggal Kenangan</i> by Ms Hafiza Talib
	Tamil	COMMENDATION: <i>CK Makadoom Saiboo and Singai Nesan</i> by Dr Kotti Thirumuruganandam COMMENDATION: <i>Kamban Kaattum Kanaikal</i> by Mr Varadharajan AK COMMENDATION: <i>Nanavu Desam SG50</i> by Mr Mohamed Kassim Shanavas COMMENDATION: <i>Singapore Tamil Munnodigal</i> by Mr SP Panneer Selvam

Appendix A – SLP 2016 Winner, Merit and Commendation List

Category	Language	Prize Awarded
FICTION	English	WINNER: <i>The Art of Charlie Chan Hock Chye</i> by Mr Sonny Liew
	Chinese	MERIT: 《戏服》 英培安 (<i>Opera Costume</i> by Mr Yeng Pway Ngon) COMMENDATION: 《放逐与追逐》 谢裕民 (<i>Exile or Pursuit</i> by Mr Chia Joo Ming) COMMENDATION: 《双口鼎一村一那些年那些事》 张挥 (<i>Shuang Kou Ding Yi Cun</i> by Mr Cheong Weng Yat aka Zhang Hui)
	Malay	WINNER: <i>Air Mata di Arafah</i> by Mr Peter Augustine Goh
	Tamil	WINNER: <i>Maariligal</i> by Mr Sithuraj Ponraj

Winners in each category received \$10,000. If there were Co-Winners, they shared the prize money equally.

Merit and Commendation recipients received \$5,000 and \$1,000 respectively.

All winners received certificates and crystal commemorative trophies.

Second Prize Winners

- *The Adventures of Squirky the Alien Book 4* by Melanie Lee and Dave Liew (Singapore)
- *Bua Tiec Cua Vua Meo* by Quang Phuc and Vu Tuong (Vietnam)
- *Cai Gi Tren Tuong The?* by Le Thi Bich Khoa (Vietnam)
- *The Castle Library* by Nurul Hayati binti Bestho and Evi Shelvia (Malaysia)
- *The Crazy Firefly* by Mohammad Faiz bin Haji Morshidi (Brunei)
- *DIOLA - Heroine of the Philippine Eagles* by Mary Ann Ordinario and Yasmin S Ong (Philippines)
- *The Fellowship of the Pinisi* by Ary Nilandari and Dewi Tri Kusumah (Indonesia)
- *Ke Mana Owly Pergi?* by Mohd Khairul Azman bin Ismail (Malaysia)
- *Keong Emas* by Teoh Choon Ean (Malaysia)
- *Ketika Gilang Ingin Seperti Kak Sita* by Aniek Qoriah Sriwijaya and Melani Setyowati Santoso (Indonesia)
- *Ki Nghi Dang Nho* by Linh Vuong (Vietnam)
- *Kue Ulang Tahun Widi* by Caecilia Krismariana Widyaningsih and Adrinalia (Indonesia)
- *Legendary Princess of Malaysia* by Raman Krishnan and Emila Yusof (Malaysia)
- *The Little Seed* by Mary Ann Ordinario and Frances Marie Alcaraz (Philippines)
- *Lost in the Gardens* by Low Joo Hong (Singapore)
- *Mantel Emas* by Aaron Randy Manda and Evi Indriani (Indonesia)
- *Maxilla* by Lianne Ong and Lim Shing Ee (Singapore)
- *The Missing Mouse* by Melissa Viswani and Darel Seow (Singapore)
- *My Mother's Garden* by Emila Yusof (Malaysia)
- *My Mother's Kitchen* by Emila Yusof (Malaysia)
- *Nhung Ngon Tay Khong Vang Loi* by Ly Minh Phuc (Vietnam)
- *Old is Gold* by Teoh Choon Ean (Malaysia)
- *Qua Trung Nay La Cua Ai?* by Nguyen Phuong Thao (Vietnam)
- *Ranger Anne and the Proud Flamingos* by Anita Sebastian and Eliz Ong (Singapore)
- *Sampan* by Chua Hui Ying (Singapore)
- *The Smelly Fruit* by Mary Ann Ordinario and Rolando Nolasto Royong II (Philippines)
- *Suatu Hari di Museum Seni* by Evelyn Ghosalli (Indonesia)
- *A Thief in the Night* by Low Joo Hong (Singapore)
- *Under the Sea* by Nor Azhar bin Ishak (Malaysia)
- *Waktunya Cepuk Terbang* by Debby Lukito Goeyardi and Jackson (Indonesia)
- *War Makes Me Sad!* by Mary Ann Ordinario and Rolando Nolasto Royong II (Philippines)
- *What Sallamah Didn't Know* by Sharon Ismail (Singapore)
- *Why is the Pig's Nose Flat?* by Mary Ann Ordinario and Beth Parrocha (Philippines)

Appendix C – ALAP Workshops from August 2015 to July 2016

1	Pivot: How Point of View Changes Your Story	Verena Tay	1 Aug 2015
2	Vivid: Making Your Characters Come Alive	Verena Tay	1 Aug 2015
3	Copyright and Licensing	Lynette Owen	3-4 Aug 2015
4	Anatomy of A Short Story (for ages 11-19)	Hassan Hasaa'Ree Ali	22 Aug 2015
5	Mechanics in Writing Sci-Fi (for ages 11-19)	Hassan Hasaa'Ree Ali	22 Aug 2015
6	The Process to a Winning Book Cover	Xavier Comas	27-28 Aug 2015
7	Enriching Your English through Memoir Poetry (for ages 10-15)	Nilanjana Sengupta	8 Sep 2015
8	Writing Styles and Techniques in Modern Poetry (for adults)	Nilanjana Sengupta	19 Sep 2015
9	Understanding Rights and Contracts for Writers and Illustrators	Trina Ha	21 Sep 2015
10	Writing and Illustrating Picture Books	Lee Kow Fong	26 Sep 2015
11	Advanced Manuscript Editing	Shelly Kenigsberg	15 Oct 2015
12	Managing an Editorial Project	Shelly Kenigsberg	16 Oct 2015
13	Walk & Write Workshops	Simon Clews	17-19 Nov 2015
14	Come with Pen and Paper, Leave with a Story	Damyanti Ghosh	21 Nov 2015
15	Did I Hear You Write? Using Storytelling to Support Children's Creative Writing	Sheila Wee	21 Nov 2015
16	Reading Stories Aloud	Susan Amy	26 Nov 2015
17	Discover the Storyteller Within You 1	Ana Sousa Gavin	23 Jan 2016
18	Finding Success on Your Publishing Journey	Phoon Kok Hwa	29 Jan 2016
19	Writing Styles and Techniques in Modern Poetry	Nilanjana Sengupta	20 Feb 2016
20	Dialogic Reading	Dr George Jacobs	27 Feb 2016
21	Reading Comprehension Strategies for Children with Dyslexia	Dr Noel Chia	19 Mar 2016
22	IP and Social Media	Trina Ha	22 Mar 2016
23	Copywriting Workshop	Rachel Maund	31 Mar 2016
24	Impressive Marketing Plans	Rachel Maund	31 Mar 2016
25	Write Weird and Wonderful Stories (Speculative Fiction)	Don Bosco	9 Apr 2016

Appendix C – ALAP Workshops from August 2015 to July 2016

26	For Writers: Pitching your work and engaging the right agents	Fran Lebowitz	29 Apr 2016
27	Discover The Storyteller Within You 2: Storytelling With Pictures	Ana Sousa Gavin	30 Apr 2016
28	Teaching Literary Styles through Modern Poetry	Nilanjana Sengupta	30 Apr 2016
29	Catalyst: Releasing New Writing	Verena Tay	14 May 2016
30	Legacy: First Steps In Creating Your Memoir	Verena Tay	14 May 2016
31	Characters through Action	Verena Tay	25 Jun 2016
32	Territory: Charting out Settings in Stories	Verena Tay	25 Jun 2016
33	Engaging hearts and minds: Storytelling for values education	Sheila Wee	2 Jul 2016
34	Managing an Editorial Project	Shelly Kenigsberg	12 Jul 2016
35	Honing your craft: Advanced copyediting and proofreading	Shelly Kenigsberg	14 Jul 2016
36	Structural Editing Of Non-fiction : Location, Location, Location	Shelly Kenigsberg	15 Jul 2016
37	Songwriting Part 1: Songs Are Great Works Of Art, Melody Composition And Chord Progression	Desmond Moey	23 Jul 2016
38	Songwriting Part 2: Lyric Writing And Performance Of Songs	Desmond Moey	30 Jul 2016

Appendix D – Language Programmes from August 2015 to July 2016

No.	Program Title	Speakers	Date	Language
1	Storytelling with Puppets: The Three Little Pigs	Liang Huiyu	15 August 2015	Chinese
2	Chinese Storytelling at Sengkang Public Library	Fanny Lai	29 Aug 2015	Chinese
3	Malay Storytelling at Gardens By The Bay (2 sessions)	Jumaini Ariff	5 Sep 2015	Malay
4	Malay Storytelling at Marine Parade Public Library	Jumaini Ariff	10 Sep 2015	Malay
5	Malay Storytelling at Woodlands Regional Library	Jumaini Ariff	26 Sep 2015	Malay
6	Using Stories and Storytelling as a Springboard to Teaching in School	R Somasundaram & M Puravalan	23 Apr 2016	Tamil
7	Making Parent-Child Reading Fun!	Liang Huiyu	14 May 2016	Chinese
8	Appreciating Crosstalk	Kow Xiao Jun	14 May 2016	Chinese
9	Malay Book Dramatisation (What Sallamah Didn't Know)	inwardBOUND	14 May 2016	Malay
10	Storytelling in Tamil for Children with ABC Engagement	Tamilarasi Subramaniam	14 May 2016	Tamil
11	The Telling of Many Tales	Praveena K Cartelli	14 May 2016	Tamil
12	Picturebooks: Fly with Your Imagination!	Ace Khong	15 May 2016	Chinese
13	Storytelling and Hanyu Pinyin	Dr Sin Joo Ee	15 May 2016	Chinese
14	Building Vocabulary through Activities using Storybooks	Noraminah Omar	15 May 2016	Malay
15	Malay Book Dramatisation (The Crane and the Crab)	inwardBOUND	15 May 2016	Malay
16	Meet the SLP 2016 Shortlisted Authors	Various	16 Jun 2016	Chinese
17	Meet the SLP 2016 Shortlisted Authors	Various	23 June 2016	Tamil
18	Meet the SLP 2016 Shortlisted Authors	Various	23 July 2016	Malay

Corporate

- Canon
- Genting Singapore
- Samsung
- Scholastic Asia
- Kumon
- Premier Corporation

Institutional

- Early Childhood Development Agency
- Lee Kuan Yew Fund for Bilingualism
- Media Development Authority
- National Arts Council*
- National Heritage Board
- National Library Board
- National Youth Council
- Singapore Management University
- Singapore Writers Festival
- Japanese Chamber of Commerce & Industry Singapore
- Association of Early Childhood Educators Singapore

Schools

- Republic Polytechnic
- Innova Junior College
- Victoria Junior College
- Singapore Polytechnic
- Ngee Ann School of Film & Media Studies
- National University of Singapore
- Nanyang Technological University
- Anglo Chinese School
- NUS Literary Society
- Epiphany – NTU English and Drama Society
- Radio Heat Wave
- International School Libraries Network
- The Little Arts Academy

Others

- Aesop
- Society of Children’s Book Writers and Illustrators (SCBWI)
- Kitaab
- Tusitala
- Closetful of Books
- Youth.sg
- Parallel Ink
- SCAPE
- SINdie
- Havas Worldwide
- Bookmate
- 98ft
- Salon du Sens
- Pilot

International

- Perbadanan Kota Buku, Malaysia
- National Book Development Board, Philippines
- National Book Trust, India
- Children’s Book Trust, India
- Chihiro Art Museum, Japan
- Goethe Institut, Germany
- International Library of Children’s Literature, Japan
- Write the World, United States
- WritingWA, Australia

* NBDCS is a recipient of the National Arts Council’s Major Grant for the period from 1 April to 31 March 2017