
ANNUAL REPORT

AUGUST 2014 – JUL 2015

Annual Report – August 2014 to July 2015

1. Introduction

The past twelve months saw key changes to the Book Council due to the amendments of the constitution that took effect on 9 May 2014. The following were the significant changes made:

- i. To allow for the appointment of a Patron for the Council
- ii. To allow for the appointment of the Board of Advisors
- iii. To allow for the appointment of official, distinguished and Individual members to the Council.
- iv. The Executive Committee was increased from 11 to 12 members with the inclusion of the Immediate Past President.
- v. The term of office of the Executive Committee was extended to 2 years.

The amendments authorised the Council to enlarge the membership of the Council's Executive Committee. The Council accordingly invited Ms Claire Chiang as the first distinguished member of the Council. Following her acceptance, she was elected as Chairperson of the Executive Committee at the AGM in July 2014.

There was also a marked upswing in the public profile of the Council both in Singapore and Asia, particularly in the area of awards. The Singapore Literature Prize was boosted significantly with the creation of new categories, and the Scholastic and Samsung awards also received more encouraging responses from writers and publishers from across Asia. The AFCC was widely written about in online blogs and in the social media, as well as receiving coverage in the mainstream media. For the first time, several articles on AFCC, its programmes and speakers were featured in the Thai press.



Singapore Literature Prize 2014 winners and sponsors with Minister for Culture, Community and Youth, Lawrence Wong.

Annual Report – August 2014 to July 2015

2. Administration

a. Executive Committee

Besides the Chairperson, 11 other members were elected to the Executive Committee. The Committee now comprises a mix of new and older members who provided continuity and facilitated change.

The current Executive Committee comprises:

1. Ms Claire Chiang, Chairperson
Senior Vice President, Banyan Tree Holdings
2. Mr Chua Hong Koon, Vice Chairman
Publishing Director, World Scientific Publishing Company
3. Mrs Kiang-Koh Lai Lin, Hon. Secretary
Consultant, National Archives of Singapore, National Library Board
4. Mr Leo Vincent, Hon. Treasurer
Director, Advance Library Services
5. Ms Lim Li Kok, Immediate Past Chairperson
Managing Director, Asiapac Books
6. Mr David Seow, Member
Author
7. Ms Evelyn S Wong, Member
Author/Consultant
8. Ms Jennifer Yin, Member
Director of Volunteer Engagement Division,
National Heritage Board
9. Ms Koh Juat Muay, Member
Search Director, Stanton Chase
10. Mr R Thuraimankam, Member
Vice President, Singapore Tamil Writers Association
11. Ms Valerie Cheng, Member
Director of Content Services, National Library Board

In March 2015, Mr Gene Tan stepped down and was replaced by Ms Valerie Cheng as the NLB representative w.e.f. 1 April 2015.

In June 2015, Mr Edmund Wee resigned and the Council has requested the Singapore Book Publishers Association to nominate a representative to replace him.

Annual Report – August 2014 to July 2015

b. Sub-Committees

The Chairperson set up five sub-committees:

1. Audit & Finance Committee
Committee Chair: Ms Claire Chiang
Committee Members: Mr Chua Hong Koon, Mrs Kiang-Koh Lai Lin, Mr Leo Vincent
2. Human Resource/Remuneration & Staff Appointments Committee
Committee Chair: Ms Claire Chiang
Committee Members: Mr Chua Hong Koon, Mrs Kiang-Koh Lai Lin
3. Programme Services Committee
Committee Chair Ms Evelyn Wong
Committee Members: Mr David Seow, Mr Edmund Wee
4. Community Outreach Committee
Committee Chair: Ms Jennifer Yin
Committee Members: Ms Claire Chiang, Ms Koh Juat Muay, Mr Gene Tan, Mr R Thuraimanikam
5. Fund-Raising Committee
Committee Chair: Mr David Seow
Committee Members: Ms Claire Chiang, Ms Jennifer Yin

c. Executive Committee Meetings

The Council's Executive Committee met 4 times over the period of August 2014 to July 2015 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 AFCC planning and other updates.

Annual Report – August 2014 to July 2015

3. New Initiatives

a. Meetings and Roadshows

The Chairperson undertook a series of meetings and roadshows with key government agencies and private foundations to:

- i. promote the Council's roster of activities to government agencies and private foundations for possible collaboration.
- ii. ensure that the Council's programmes and projects did not overlap and replicate programmes of the statutory boards.

The government agencies and foundations visited to date are:

- i. National Heritage Board
- ii. National Library Board
- iii. Ministry of Education
- iv. Early Childhood Development Authority
- v. Tan Chin Tuan Foundation

b. Programme Review

The Programme Committee made a preliminary study of all the Council's programmes and their role in the development and promotion of literary arts in Singapore. As a result of the review, it was suggested that the Council focus on fewer programmes and aim at organising them more effectively with partners. It was decided that the Singapore International Storytelling Festival (SISF) would not be organised in 2015. Instead, the Council should organise storytelling programmes with partners in different languages and thereby strengthen its capability in organising language programmes. This emphasis on language-based activities and projects is part of the Council's bid to support national efforts to promote the use of mother tongue languages, particularly among the young.

c. Asian Festival of Children's Content (AFCC) Midstream Meetings

As part of its strides to deepen and strengthen the Council's international relationships and also to finalise programming for AFCC's Country of Focus partners, the Chairperson recommended that the AFCC Board of Advisors conduct midstream meeting visits to the countries concerned. ExCo members were invited to join the meetings too. Accordingly, the AFCC Board of Advisors and several Council ExCo members met in Shanghai in November 2014, coinciding with the China International Children's Book Fair.

At the Fair, a memorandum of understanding was signed between representatives from the Hunan Juvenile and Children's Publishing House and the Council.

Annual Report – August 2014 to July 2015



Delegation of authors, ExCo, AFCC Board of Advisors and staff at Shanghai Book Fair

Similarly, AFCC BOA members and Council ExCo members will meet in Tokyo towards the end of the year to finalise programming for AFCC 2016 when Japan is Country of Focus. The next midstream meeting will be in Tokyo from 8-11 November, 2015.

d. Regional Book Fairs

Council would place greater attention in promoting Singapore writers and their works in regional book fairs. As India and Philippines have a large English speaking population, the Council recommended that it would be strategic to focus on these two countries for a start.

e. Awards

The Executive Committee recommended that the Council consider establishing the following two new awards:

- i. A Children's Book Award for Books published in Asia
- ii. A Children's Book Award for the Asian Diaspora

f. ExCo and Management Retreat

To help further define the Council's mission and vision, the ExCo has proposed a management retreat for the ExCo members and Council staff towards the end of July 2015. The facilitated retreat will focus on the current and projected programmes of the Council, its strengths and the potential opportunities and collaborations it may get involved in.

Annual Report – August 2014 to July 2015

4. Finance

The Council has seen a decline in sponsorships and donations that affected the budget. The Council was prompted to take on NAC jobs on a project basis to make up for the decline in sponsorships. This year only two new sponsors came on board and they are the Bank of China and Tusitala, a digital publishing company.

The Council's balance at the end of the FY 2015 of \$896,486.

The Council will ramp up its aggressive drive for donations and sponsorship this year despite the predicted poor economic outlook. With increased sponsorship it is hoped to present a surplus budget at the next AGM. At the same time all programme costings are being reviewed to examine where additional savings could be made and overall expenditure reduced.

5. Book Council Staff

The Council employs a total of 10 full-time staff including:

- 1 Executive Director
- 1 Deputy Director
- 2 Assistant Directors
- 1 Vice Principal, ALAP
- 1 Senior Manager, Festivals
- 1 Senior Manager, Communications and Programmes
- 1 Manager, Admin & Finance
- 2 Executives

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

- Accounting
- Website Development and Maintenance
- Technical Support

a. Manpower

The Chairperson discussed the manpower resources of the Council at an Executive Committee Meeting and recommended the appointment of staff proficient in Mandarin, and as well as one with experience in Marketing.

b. Staff Development

i. Conferences and Book Fairs

Staff members attended the following conferences and book fairs, where they could gain exposure to the wide range of materials published in other countries as well as to explore how Singapore books could be marketed in the respective countries.

Kenneth Quek, Deputy Director

- Society of Children's Book Writers and Illustrators Conference, Los Angeles, August 2014
- Frankfurt Book Fair, October 2014

Annual Report – August 2014 to July 2015

- China International Children's Book Fair, Shanghai, November 2014
- New Delhi World Book Fair, February 2015
- London Book Fair, April 2015

Carlo Peña, Assistant Director

- Manila International Book Fair, September 2014
- New Delhi World Book Fair, February 2015

Adan Jimenez, Assistant Director

- London Book Fair, April 2015

Celine Chow, Senior Manager

- Frankfurt Book Fair, October 2014
- New Delhi World Book Fair, February 2015

Alycia Teo, Festival Executive

- China International Children's Book Fair, Shanghai, November 2014



The Singapore Pavilion at the London Book Fair

Annual Report – August 2014 to July 2015

6. Singapore Writers Centre

a. Advice Centre

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

- ISBN application/legal deposit requirements
- Publishing process and writing
- Introductions to publishers and agents
- Awards
- Copyright Act
- Participation in Book Fairs
- Launching of Books
- Editorial Services

b. Website

The Council's website was redesigned and re-launched in January 2014. The website provides information for the publishing community including listings of authors, publishers, editors and illustrators. It also includes sections for social media updates and a blog.

c. Writers Resource Kit

After the third edition in 2011, the Council is planning to issue an updated fourth edition in late 2015.



The Writers Resource Kit is distributed free of charge to aspiring authors, with print and e-book versions available.

Annual Report – August 2014 to July 2015

7. Festivals

a. Asian Festival of Children's Content (30 May – 6 June 2015)

AFCC 2015 was the 6th edition of the Festival, featuring China as the country of focus. In addition to the well-established conferences and book fair, AFCC 2015 introduced several new features, including the AFCC Writers Retreat, Swipe Right for Digital, Fun with Languages and live simultaneous interpretation for the sessions conducted in Mandarin by speakers from China. For the first time, the Council provided special programmes for children so that they would be engaged as their parents attended other sessions. This was possible with the assistance of a new partner, Fun@Giggles Children's Workshop.

This year, the Council also worked with SMU as a new venue partner, using the Mochtar Riady Auditorium to host the AFCC launch, several keynotes and an evening event. The National Library Building was the main venue for most of the AFCC sessions, book launches, awards and other evening programmes. AFCC Language Programmes were conducted at various regional libraries across Singapore.

AFCC 2015 was held from 30 May to 5 June, followed by one day of Masterclasses on 6 June. The programmes organised for the duration of the festival were as follows:

- AFCC Teachers Congress (30 – 31 May)
- AFCC Parents Forum (31 May)
- Language Programmes (30 – 31 May)
- Fun With Languages* (1 – 2 June)
- AFCC Writers and Illustrators Conference (3 – 5 June)
- Swipe Right for Digital* & Rights Exchange (4 June)
- AFCC Media Summit (5 June)
- Masterclasses (6 June)

AFCC Special Events:

- AFCC Writers and Illustrators Retreat, Bintan (30 May – 2 June)

The first AFCC Writers and Illustrators Retreat conducted in Angsana Resort in Bintan, featured four publishing mentors: Ms Andrea Pasion-Flores (Literary Agent, Philippines), Ms Sarah Odedina (Publisher, UK), Ms Candy Gourlay (Author, UK/Philippines) and Ms Catarina Sobral (Illustrator, Portugal). It was attended by 23 aspiring and established authors and illustrators from Asian countries.

Annual Report – August 2014 to July 2015



The participants of the 1st AFCC Writers and Illustrators Retreat on the way to Angsana Resort, Bintan

- China Night (5 June)

China Night was held at the Mochtar Riady Auditorium with Ms Sim Ann as the Guest of honour. The Cultural Secretary of the Embassy of China was present. It was a lovely musical and literary evening that saw the Teng Ensemble musicians perform, and the launch of *Lion's Heart, Painted Thoughts*.

- Media Mart & Book Fair (30 May – 3 June)

The Media Mart and Book Fair featured the China Pavilion and the Festival Bookstore, along with 10 booths showcasing a wide selection of quality children's book titles from local and international publishers in Singapore and China.

- Book & Product Launches (30 May – 3 June)

AFCC's book and product launches are public events where writers, illustrators and publishers meet and mingle with their readers and introduce new children's books, apps, and other products to the public. A total of 19 book and product launches were conducted during AFCC 2015, including several books published through the Singapore Memory Project, a bibliography funded by the CDL on tree-themed children's picture books, as well as a collection of presentations from AFCC 2014.

- Book Illustrators Gallery (22 May – 15 June)

The Book Illustrators Gallery welcomed 154 entries from 19 countries, with illustrations coming from as far as Iran and Russia. The exhibition ran for three weeks, and for the first time, the Council held an opening ceremony for the Gallery, with Mr Venka Purushothaman, Provost of LaSalle School of Arts as the Guest-of-Honour.

Annual Report – August 2014 to July 2015



Media Summit (Speed-Pitching)



Keynote Talk: Candy Gourlay



Children's Literature Lecture: Professor Mei Zihan



Parents Forum & Teachers Congress

AFCC 2015 drew 718 delegates from 17 countries to the week-long festival that featured 4 major conferences. There was a total of more than 100 speakers, 60% of which were from Singapore; 75 moderators in more than 100 sessions, which included 6 masterclasses, 2 speed-pitching sessions, and new programmes like Fun with Languages and Swipe Right for Digital.

This year, the festival also organised 18 Language Programmes, 4 school and library visits, and its second year of Rights Exchange. It also held its inaugural Writers and Illustrators Retreat at Bintan, and introduced its first-ever sponsored Fun@Giggles Children's Workshop.

In addition, another 10,000 participants attended the Media Mart and Book Fair, 19 book and product launches, 7 special programmes and 4 award presentations.



Book and Product Launches



Awards Presentations

Annual Report – August 2014 to July 2015

AFCC Publications

- *Asia: Land of Perennial Stories*

The Council published a compilation of interviews and articles based on papers that were presented at AFCC 2014, edited by Dr Myra Garces-Bascal. This is a continuing series, following the first two books: *Beyond Folktales, Myths and Legends* (2013) and *One Big Story* (2014).



The book features 10 chapters of presentations and papers from AFCC 2014

- *Forest of Stories*

The Council produced an annotated bibliography featuring more than 80 tree-themed *children's* picture books for AFCC 2015. The bibliography was compiled by Dr Myra Garces-Bascal and Ms Evelyn Wong. The compilation was launched at *My Tree House* during the Festival. Illustrations were provided by students from Raffles Institution for the cover and chapter headings. This is a continuing series, following the first two bibliographies: *Splash! Asia* (2013) and *All About Rice* (2014). In 2016 the bibliography will focus on picture books about birds.

Annual Report – August 2014 to July 2015



The cover of the bibliography and the co-editors Evelyn Wong and Dr Myra Garcés-Bacsal at the launch of the bibliography at AFCC

- *Lion's Heart, Painted Thoughts*

Lion's Heart, Painted Thoughts was a joint project between the Council and Hunan Juvenile & Children's Publishing House from China. The book is a bilingual collection of 16 illustrated stories from 8 Chinese authors and 8 Singaporean authors. The book was launched at AFCC 2015.



The anthology featured stories from both Singaporean and Chinese authors, with illustrations by Chinese artists.

Annual Report – August 2014 to July 2015

b. Singapore International Storytelling Festival (1 – 9 September 2014)

The theme of the 9th edition of SISF, Asia's longest running storytelling festival, was "Translations: Storytelling from the Word to the Voice." SISF 2014 delved into the possibilities of storytelling in translation, which opened the door to a wider spectrum of audience and frees stories from limitations in form or language.

SISF 2014 was held from 1-9 September and focused on the various techniques and styles of sharing oral stories through careful and considered translation. Some of the forms showcased included the narrative verses of *Dastaan* from the Indian subcontinent, musical *Pansori* storytelling from Korea, the three mother tongue languages of Singapore (Malay, Tamil and Chinese), as well as the importance of translating and re-telling the literary works of eminent local authors.



Korean Pansori performance



Lectures and Workshops



Interactive Session with Audiences



Panel Discussions on Performances

Another highlight was the translation of Shakespeare's works into the art form of oral storytelling with a 2-day masterclass to celebrate the Bard's 450th anniversary.

The Asian premiere of *Angerona: The Secret Name of Rome* opened the festival with a powerful Shakespearean tale of blood and honour. The SISF Fringe programming kick-started the festival with a family-friendly performance by home-grown storytellers and its outreach events took the festival to libraries and schools across Singapore.

As the SISF will not be presented in 2015, the Council opted to organise smaller storytelling sessions with other partners. Besides engaging in the art of storytelling, such sessions would, at the same time, reinforce the use of storytelling in the promotion of literacy in the mother tongue and preservation of our cultural heritage.

Annual Report – August 2014 to July 2015

Hence, the Council supported the Speak Mandarin Campaign, Tamil Language Festival and Bulan Bahasa by curating storytelling workshops and performances for adults and children in the three official mother tongue languages. These sessions were conducted at various libraries. The two performances by Singapore author-storyteller Jumaini Ariff are at Gardens by the Bay in collaboration with the National Heritage Board. The Council worked with Re Somasundram and Karthikeyan Somasundram whose experience in the Tamil media industry allowed them to share their expertise with both adults and children in stimulating and fun workshops.

To further explore the use of multiple languages in storytelling, the Council organised storytelling in tandem in English and Korean as part of the public performances in the 2015 Asian Festival of Children's Content.



Performances in the mother tongue languages



Children's programming and community outreach

Annual Report – August 2014 to July 2015

c. All In! Young Writers Festival (28 February – 1 March 2015)

All In! 2015 was held at a new venue, the library@orchard in Orchard Gateway mall, with additional programme space provided by Ten Square. The weekend programme included one day of lecture-style presentations followed by one day of workshops.

A total of 220 delegates registered for this year's Festival. Students were able to tap on the NAC's Art Education Programme (AEP) subsidy to purchase tickets. Day One offered a series of panel discussions and seminars, having a total of 11 sessions featuring 21 speakers, while Day Two offered 5 intensive workshops.



Workshops and Masterclasses



Conference Sessions



Celebrities and Interactive Segments



Fringe Activities with School Partners

The target audience of students ages 13 and above were introduced to a wide range of professionals who need to use writing in their everyday work, such as authors, poets, graphic novelists, and journalists, among others. All In! 2015 also featured radio broadcasters and social media mavens to draw the attention of the students.

For the first time, international students from the Philippines also attended the Festival as participants. There were four fringe activities in between sessions, including performances and book talks by the participating partners and speakers.

The activities were:

- Poetry Reading by Tysha Khan (NTU)
- Book Talk by author Zed Yeo
- Emotive Reading by mentees of playwright Faith Ng (NUS)
- Spatial Performance by ACSian Theatre (ACJC)

Annual Report – August 2014 to July 2015

The Festival also featured two competitions for young writers, and produced an e-
compilation of the entries.

Along with AFCC, the Council hopes to develop All In! as a signature event. Hence,
All In! is bound to grow and develop in scale, depth and duration in the course of
time.



A total of 220 delegates attended All In! 2015



The featured authors' works were sold at the Festival
bookstore

Annual Report – August 2014 to July 2015

8. Academy of Literary Arts & Publishing

a. Workshops

ALAP has organised 5 reading, 13 writing, 1 storytelling and 16 publishing courses from August 2014 to July 2015. Some new courses include '*Storytelling with Unusual Props*', '*Songwriting*' and '*Managing an Editorial Project*' were well attended, while courses such as '*Copyediting*', '*Social Media Marketing*', '*Writing and Illustrating Picture Books*', '*Dialogic Reading*' and '*Reading Stories Aloud*' remained popular.

In addition, two publishing-related intellectual property courses were co-organised for the first time by ALAP and IP Academy under the "ALAP- IPA IP Knowledge Series".

Please refer to **Appendix A** for the full list of workshops.

b. Website

ALAP maintains its own sub-domain internet address (www.alap.bookcouncil.sg) as the number of courses has increased significantly from previous years. This allows the Academy to enhance its profile and focus its marketing of the workshops offered, separately from the Council's other programmes.



ALAP provides training and platform to develop literary and publishing skills.

Annual Report – August 2014 to July 2015

9. Language Programmes

a. Programmes

A total of 24 language programmes were organised during the period. These included 12 Chinese programmes, 6 Malay programmes and 6 Tamil programmes. A list of the language programmes conducted from August 2014 to July 2015 is at **Appendix B**.

10. Community Outreach

No.	Book Event	Date
1	Book Launch: The Dragon Phoenix Bracelet	23 Nov 2014
2	NTUC Back to School Fair	12 – 14 Dec 2014
2	Twilight Tales: Meira Chand	24 Jan 2015
3	Let's Read Together: Eunus Primary School	6 Feb 2015
4	Twilight Tales: Suchen Christine Lim	11 Apr 2015
5	Let's Read Together: Jurong Primary School	17 Apr 2015
6	Twilight Tales: Josephine Chia	11 Jul 2015

a. Twilight Tales

A new programme bringing authors to neighbourhood communities was trialled in Feb 2015, with guests invited to the home of a host, to meet a local author for an evening of conversation about writing and books.



The first edition featured author and lecturer Dr Meira Chand, while the second edition featured author Suchen Christine Lim. The third instalment of Twilight Tales featured author Josephine Chia on 11 July, 2015. One additional event is being planned for October 2015.

b. Let's Read Together

The Council revived this programme, which was first trialled in 2012. Groups of students from neighbourhood schools around Primary 1 & 2 age were invited to attend an afternoon activity at a regional library. The activity includes reading aloud,

Annual Report – August 2014 to July 2015

meeting an author and an illustrator for guided reading and book making activities, and a tour of the library. Two more such programmes will be conducted in August and October 2015



Reading and Vocabulary Activities with Ms Janet George



The students from Batch 1 of the Let's Read Together Programme

The first session was held at Geylang East Public Library in Feb 2015, and the second session at Jurong West Public Library in Apr 2015. Two more sessions will be conducted in 2015. These programmes were fully sponsored by Premier Corporation.

c. NTUC Back-to-School Fair 2014

The Council participated for the third year in the NTUC Back-to-School Fair at NLB Plaza. The Council was invited to curate a small programme of local authors for talks and workshops. The target audience was NTUC's low-income families, as well as PMETs.

d. Other events

The Council continues to participate in suitable events organised by other societies and partners to promote books by local authors, content creators, and publishers. This enables the Council to reach new groups and previously untapped audience.

11. International Book Fairs

The Council was appointed by NAC to project-manage or assist with Singapore's participation in the following international book fairs:

a. Frankfurt Book Fair, October 2014

The Council were invited by NAC to participate in the Singapore booth for literary publishers at the Frankfurt Book Fair 2014. Three Singapore publishers and an assortment of titles from other local publishers were featured in the Country booth. Council staff assisted in promoting Singaporean titles to visitors at the booth for literary publishers.

b. London Book Fair, April 2015

The Council was reappointed as the project manager for the Singapore Pavilion at the London Book Fair 2015. The Pavilion featured Bubbly Books, Monsoon Books, Select Books, Lingzi Media, Marshall Cavendish International, Epigram Books, Ethos Books, Pustaka Nasional, and NUS Press. In addition NAC and the

Annual Report – August 2014 to July 2015

Council displayed books from other publishers and self-published authors who could not travel to the Fair.



The London Book Fair 2015

c. New Delhi World Book Fair, February 2015

Singapore was invited to participate as the Guest Country of Honour in the New Delhi World Book Fair (NDWBF) by the National Book Trust, India.

The Fair provided a great opportunity for Singapore publishers and authors to reach out to the Indian market and to test its potential. It was the first time that Singapore was featured as a Country of Honour at an international Book Fair.

The Council, with the support of NAC, MDA, and SBPA, presented a country pavilion with a delegation of 50 authors, illustrators, publishers and storytellers at the Book Fair. In addition, the Council organised more than 40 programmes for the delegation to speak at the Book Fair, and at bookshops and schools across Delhi, as well as a presentation at the National Museum of New Delhi.

Publishers also attended the two-day Global-Local Forum, which was an exclusive B2B platform integrating expert talks and matched networking opportunities.

As part of the programme of activities, the High Commissioner of Singapore to India graciously hosted an evening reception for the delegation.



Opening Ceremony of the Singapore Pavilion at NDWBF 2015



Panel of SLP winners, among the 40 activities prepared by Book Council at the NDWBF 2015

Annual Report – August 2014 to July 2015



Participating publishers attended the Rights Table



In-booth events were well-attended during the NDWBF



The delegation at the High Commission of Singapore in Delhi

Annual Report – August 2014 to July 2015

12. Awards

For Published Books

a. Singapore Literature Prize (SLP)

With the major announcement of increased funding from NAC specifically for the SLP as well as some corporate sponsorship, the prize was expanded from four to twelve categories. Fiction and Poetry were considered separately, and a non-fiction category was added, in each of the four languages: English, Chinese, Malay, and Tamil.



The winners of SLP 2014 were:

English Fiction: Ministry of Moral Panic by Ms Amanda Lee Koe (Winner)

Chinese Fiction: 《林高微型小说》 林高 (Mr Lim Hung Chang aka Lin Gao) (Winner)

Malay Fiction: Kumpulan Cerpen Armageddon by Mr Yazid bin Hussein (Winner)

Tamil Fiction: Moontraavatu Kai by Mr Mohamed Kassim Shanavas (Winner)

English Poetry: The Viewing Party by Yong Shu Hoong and Sonnets from the Singlish by Joshua Ip (Co-Winners)

Chinese Poetry: 《你和我的故事》 周德成 (Mr Chow Teck Seng) (Winner)

Malay Poetry: Pasar Diri by Mr Johar Buang (Winner)

Tamil Poetry: Malaigalin Parathal by Mrs Krishnamurthi Mathangi (Commendation Winner)

English Non-Fiction: Kampong Spirit Gotong Royong: Life in Potong Pasir, 1955 to 1965 by Ms Josephine Chia and The Leader & You by Mr Lim Siong Guan and Ms Joanne H Lim (Co-Winners)

Chinese Non-Fiction: 《父亲平藩的一生》 何乃强 (Dr Ho Nai Kiong) and 《心也飞翔》 尤今 (Ms Tham Yew Chin aka You Jin) (Merit Winners)

Malay Non-Fiction: Alam Kepenyairan Singapura: Pengamatan dan Penciptaan by Mr Mohamed Latiff Mohamed (Merit Winner)

Tamil Non-Fiction: Singapore Tamil Kavithai Varalaaru by Dr Kotti Thirumuruganandam (Winner)

Post SLP Events to Promote Winners

Annual Report – August 2014 to July 2015

A significant portion of the funding was allocated for the marketing and promotion of the winners and shortlisted authors.

For the first time, winners and the shortlisted authors in the twelve categories were featured in 26 events (with more to be organised later in 2015), over 100 news and publicity mentions in print, radio, and television, and two advertising campaigns with Books Kinokuniya (in their stores) and ClearChannel (bus stop ads) This was possible with increased funding and support from NAC.



Hidayah Amin at Changkat Changi Secondary School



Meet the SLP Winners at Singapore Writers Festival



First SLP School Event at Dunman High School with Koh Jee Leong



Malay panel of authors at Woodlands Regional Library

Annual Report – August 2014 to July 2015

b. Hedwig Anuar Children's Book Award (HABA)

There were 63 total submissions for the 2015 award, and six titles were shortlisted:

- i. *Hidden in Plain Sight* by Su-Lin Ang
- ii. *Letters to Aly* by Lee-Ann
- iii. *The Mango Tree* by Hidayah Amin and Idris Ali
- iv. *Not in the Stars* by Pauline Loh
- v. *The Rock and the Bird* by Chew Chia Shao Wei and Anngee Neo
- vi. *The Travel Diary of Amos Lee: Monkeying in Malaysia* by Adeline Foo and Stephanie Wong

From these titles, an independent judging panel assessed and selected two co-winners announced at AFCC 2015. The co-winners were *The Mango Tree* and *The Rock and The Bird*.



Winners of HABA 2015, Hidayah Amin & Idris Ali (first two on left) and Chew Chia Shao Wei & Anngee Neo (last two on right) with AFCC BOA Chairperson Ms Claire Chiang and Minister Yaacob Ibrahim (centre)

c. S.E.A. Write Award

The chair of the Singapore selection committee, Professor Edwin Thumboo, stepped down from this position mid-year. Professor Wong Yoon Wah assumed the position as Chairperson with the recommendation of Prof Thumboo and the support of the other judges listed below.

- Professor Wong Yoon Wah – Chairperson
- Ms Suchen Christine Lim
- Mr Robert Yeo
- Dr Gwee Li Sui
- Mr Chia Hwee Peng
- Dr Tan Chee Lay
- Mr Isa Kamari
- Dr Saeda bt Buang
- Mr Anuar Othman

Annual Report – August 2014 to July 2015

- Mr Mohamed Iqbal
- Mr Elangovan
- Dr Seetha Lakshmi

Playwright Haresh Sharma, who received the Singapore Literature Prize merit award for Drama in 1993, was selected by the committee to receive the S.E.A. Write award in Bangkok. The presentation ceremony was held over a four day period from 10 to 15 December 2014.



Mr Haresh Sharma received the SEA Write Award in Thailand

For Unpublished Works

a. Scholastic Picture Book Award

There were a total of 136 entries from 16 Asian countries. The nine longlisted titles were:

- The Bundle* by Roya Yadollahi Shahrah and Vajihe Golmazari (Iran)
- The First Journey* by Phung Nguyen Quang and Huynh Kim Lien (Vietnam)
- The Jaggan Dragon Kite* by Shoba Dewey Chugani and Lyly Young (Indonesia)
- Mooncake Panda* by Emily Lim and Patrick Yee (Singapore)
- Pandu, the Ogoh-Ogoh Maker* by Ary Nilandari and Dewi Tri K. (Indonesia)
- Purchased Dream* by Ichinnorov Ganbaatar and Bolormaa Baasansuren (Mongolia)
- The Small Fox* by Jina Heo (South Korea)
- Somi and the Clouds Gardener* by Kim Seon Young (South Korea)
- Wandering Off* by Wendy Aw and Alan Choong (Singapore)

The following winners were announced at AFCC 2015:

- 1st prize winner: *The First Journey*
- 1st runner up: *Pandu, the Ogoh-Ogoh Maker*
- 2nd runner up: *Purchased Dream*

Annual Report – August 2014 to July 2015



The First Journey Winner, SPBA 2015 (Vietnam)



Purchased Dream 2nd Runner-up SPBA (Mongolia)



Panduh, the Ogoh-Ogoh Maker 1st Runner-up, SPBA (Indonesia)

Digital Awards

a. Samsung KidsTime Authors' Award

The Council has partnered with Samsung to organise an award to give ASEAN authors a chance to have their works turned into a mobile application on the Samsung KidsTime platform.

The award is open to both published and unpublished picture books by citizens of ASEAN nations. Samsung has pledged USD200,000 for the award, and is looking for 100 winners: 2 grand prize winners (who will receive SGD2,000 cash and whose work will be turned into a mobile app) and 8 second prize winners (whose work will be turned into a mobile app) from each ASEAN nation.

There were a total of 117 published and 32 unpublished entries, and the winning entries were announced at AFCC 2015:

Annual Report – August 2014 to July 2015



Grand prize winners of the Samsung KidsTime Authors' Award with nominated Member of Parliament Ms Janice Koh (far left) and Samsung Electronics Vice President (Media Solutions Centre-SEAO) Mr Nicholas Wodtke (far right)

Grand Prize Winners include

- *Anong Gupit Natin Ngayon* by Russell Molina and Hubert B Fucio (Philippines)
- *Haluhalo Espesyal* by Jill Arwen Posadas and Yvette Fernandez (Philippines)
- *The Mango Tree* by Hidayah Amin and Idris Ali (Singapore)
- *Misteri di Pasar Terapung* by Eva Y Nukman and Ella Elviana (Indonesia)
- *Sun and Moon* by Le Thi Bich Khoa (Vietnam)
- *Trai Tim Cua Me* by Pham Thi Hoai Anh and Dau Thi Ngoc Vinh (Vietnam)

Appendix C lists the Second Prize Winners of SKTAA 2015.

b. Scholastic Asian Book Award (2016)

This award will be next presented in 2016, and is now open for submissions.

Annual Report – August 2014 to July 2015

13. Other Projects

a. Budding Writers Project

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

c. Beyond Words Malay & Tamil

The Council was appointed by the NAC to manage the Beyond Words Malay & Tamil programme. Three workshops were conducted in Feb 2015.

1	Beyond Words: Book Publishing Workshop	Linda Tan Lingard	9 Feb 2015
2	Beyond Words: Writing & Illustrating Children's Picture Book Workshop	Yusof Gajah	10 Feb 2015
3	Beyond Words: Writing & Illustrating Children's Picture Books & Young Adult Fiction Workshop	V. Geetha	11 Feb 2015

This was followed by an open call for proposals from authors for new books and apps to be created in Malay and Tamil.

d. Picture Book for Building Construction Authority (BCA)

The Council assisted BCA in developing the picture book *The Adventures of Greco and Beco: The Glass House*. The story was written by Gwen Lee and illustrated by Brandon Chng. The book was launched on 27 June 2014 at the BIG Day Out event organised by BCA.

e. Picture Book for PUB, Singapore's National Water Agency

The Council assisted PUB in developing the picture *A Water Wally Adventure: The Surprise Visitor*. The story was written by Linn Shekinah and illustrated by Yap Jian Shen. The book was launched on 12 March 2015 at Woodlands Regional Library.



Launch of the PUB Book at Woodlands Regional Library

Annual Report – August 2014 to July 2015

f. Translated Picture Books

The Council completed a proposal for the LKY Fund for Bilingualism to translate and publish the following titles in Chinese, Malay and Tamil versions:

- i. *The Crane and the Crab* by SR Nathan
- ii. *What Sallamah Didn't Know* by Sharon Ismail
- iii. *The National Pledge* (illustrated with commemorative stamps) by Dr WK Tan
- iv. *Where's Grandma?* by Edmund Lim (HABA 2013 winner)

The three translations of *The Crane and the Crab* were launched at AFCC 2014, while the three other books were launched at AFCC 2015.

g. 50 Stories from My Life by SR Nathan (Hindi translation)

The Council assisted the National Book Trust, India in obtaining the rights to publish a Hindi translation of *50 Stories from My Life* written by Singapore's sixth President Mr S R Nathan. The book was launched at the New Delhi World Book Fair in February 2015.

14. New Partners

a. Bank of China

Having sponsored China Night, the Bank of China comes in as a strong partner for the AFCC as well as other programmes of the Council.

b. Banyan Tree

Banyan Tree sponsored the AFCC Writers Retreat which was held at the Angsana Resort on Bintan island from 30 May to 2 June.

c. Chihiro Art Museum, Japan

Formerly known as the Chihiro Iwasaki Art Museum of Picture Books, the museum houses a large collection of books and artwork from significant children's book illustrators from around the world.

d. Foreign Ministries of Culture and/or Information and Foreign Arts Councils

The Council has approached the many foreign ministries of culture and/or information of Asian nations, as well as various foreign arts councils to help promote various awards the Council administers, including the Scholastic Picture Book Award and the Samsung KidsTime Authors' Award. The Council hopes to foster these connections into full-fledged partnerships beyond merely the dissemination of information, and perhaps seek general funding and/or sponsored author visits in the future.

e. Fun@Giggles Children's Workshop

The Council partnered with Fun@Giggles to conduct on-site learning activities for pre-schoolers during the Parents Forum at AFCC 2015.

Annual Report – August 2014 to July 2015

f. Hunan Juvenile & Children's Publishing House, China

Hunan Publishing was the Council's partner during AFCC 2015's Country of Focus programmes. They flew in 10 writers and illustrators, as well as five publishers.

g. Samsung

Samsung has partnered with the Council to present a new award (Samsung KidsTime Authors' Award). It is our hope that this award will continue beyond this initial year. Samsung also took a booth at AFCC to announce their KidsTime app platform.

h. Tusitala

Although we had previously worked with Tusitala to produce the ebook version of *Beyond Folktales, Myths and Legends*, this was the first time we worked with Potato Productions to create an Augmented Reality Rice Game for AFCC. Tusitala also sponsored the production an iPhone app for AFCC delegates to connect and communicate *pro bono*.

Tusitala is continuing to work with the Council as a digital services partner.

Appendix D lists other partners of the Council.

15. Conclusion

The Council will continue its efforts to promote writers and their publications both locally and internationally.

As from last AGM, the Council entered a new phase. With a new Chairperson and a fresh Executive Committee under the revised constitution, a new vision and mission would be carved out at the on forthcoming Retreat, which will have significant effect on the programmes and services of the Council. It is anticipated that more attention would be placed on marketing and great emphasis in programmes in mother tongue and a special focus on translations of books to mother tongue and other regional languages.

This development is most welcome as it is in keeping with the tradition of the Council to reinvent and reorient itself in order to stay relevant and dynamic in the changing and challenging environment taking place in the literary and publishing scene in Singapore.



R. Ramachandran
Executive Director

Appendix A – List of ALAP Courses conducted from August 2014 to July 2015

No.	Workshop Title	Trainer	Date
1	Reading Stories Aloud	Susan Amy	1 Aug 2014
2	Vivid: Making Characters Come Alive	Verena Tay	2 Aug 2014
3	So You Think You Can't Draw	Ana Sousa Gavin	23 Aug 2014
4	Introduction to Web Editorial Skills	Christina Thomas	27 Aug 2014
5	Introduction to Copy-Editing	Christina Thomas	29 Aug 2014
6	Writing for Newspapers, Magazines, and Beyond	Simon Clews	30 Aug 2014
7	Self-Publishing – From Idea to Hardback, or eBook	Simon Clews	17 Sep 2014
8	Cooperative Games for Reading	Dr George Jacobs	20 Sep 2014
9	Catalyst: Releasing New Writing	Verena Tay	20 Sep 2014
10	Business Writing Skills Made Easy	Swee Leng Teoh	11 Oct 2014
11	Stories with 5 Senses + Emotions	Ana Sousa Gavin	1 Nov 2014
12	Impressive Marketing Plans	Rachel Maund	6 Nov 2014
13	Copywriting Workshop	Rachel Maund	7 Nov 2014
14	Flash Fiction Writing	Felix Cheong	8 Nov 2014
15	Songwriting – Write One in a Day!	Desmond Moey	17 Jan 2015
16	Appreciating Contemporary Poetry	Nilanjana Sengupta	31 Jan 2015
17	Learning to Write Memoir Poetry (for Primary School teachers and parents)	Nilanjana Sengupta	7 Feb 2015
18	Beyond Words: Book Publishing Workshop	Linda Tan Lingard	9 Feb 2015
19	Beyond Words: Writng & Illustrating Children's Picture Book Workshop	Yusof Gajah	10 Feb 2015
20	Beyond Words: Writing & Illustrating Children's Picture Books & Young Adult Fiction Workshop	V. Geetha	11 Feb 2015
21	Intensive and Extensive Reading	Dr George Jacobs	7 Mar 2015
22	Introduction to Copyediting	Swee Leng Teoh	23 Mar 2015
23	Writing and Illustrating Picture Books	Lee Kow Fong	28 Mar 2015
24	Characters Through Action	Verena Tay	11 Apr 2015
25	Pre-reading and Post Reading Activities	Dr George Jacobs	18 Apr 2015
26	Rights and Contracts in the Publishing Industry	Trina Ha, Kylie Peh	27 Apr 2015
27	Preparing for Publication	Simon Clews	6 May 2015
28	Communication Skills for Writers	Simon Clews	8 May 2015

Appendix A – List of ALAP Courses conducted from August 2014 to July 2015

29	A Stone or Boat? Storytelling with Unusual Props	Ana Sousa Gavin	9 May 2015
30	Ancient Tales/Modern Spin: How to Rewrite Your Version of Old Stories	Verena Tay	16 May 2015
31	Catalysts: Releasing New Writing	Verena Tay	16 May 2015
32	Collaborative Teaching Strategies for Teaching Reading	Dr George Jacobs	19 Jun 2015
33	Introduction to Copyediting	Swee Leng Teoh	19 Jun 2015
34	Young Adult Fiction 101: Fantasy Fiction	Samantha De Silva	27 Jun 2015
35	Reading Stories Aloud	Susan Amy	30 Jun 2015
36	Writing Textbooks	Shelly Kenigsberg	16 Jul 2015
37	Fiction Writing (Advanced)	Samantha De Silva	25 Jul 2015

Appendix B – Language Programmes conducted from August 2014 to July 2015

No.	Program Title	Trainer	Date	Language
1	Mother Tongue Tales: The Legend of Puteri Santubong & Puteri Sanjinjang	Tay Chou Peng	5 Sep 2014	Chinese
2	Mother Tongue Tales: The Enchanted Bow and the Silver Flute	Rifdee Raziman	5 Sep 2014	Malay
3	Mother Tongue Tales: Raajaathi Raja	Praveena Kobu	5 Sep 2014	Tamil
4	Learn and Speak Tamil Through Stories (Adults)	Re Somasundran & Durgah Devi Palanisamy	18 Apr 2015	Tamil
5	Learn and Speak Tamil Through Stories (Children)	Karthikeyan Somasundram & Durgah Devi Palanisamy	19 Apr 2015	Tamil
6	Learn and Speak Tamil Through Stories Performance (Children)	Karthikeyan Somasundram, Durgah Devi Palanisamy, Sashirekka Rountan & Madhan Selvam	19 Apr 2015	Tamil
7	Getting Your Child Ready for a Bilingual Future	Goh Yeng Seng & Lim Seok Lai	30 May 2015	Chinese
8	Write Tamil Poetry with Your Child	Krishnamurthi Mathangi	30 May 2015	Tamil
9	Acquaint Your Child with Malay Language	Drs Bahri Rajib	30 May 2015	Malay
10	Making Reading Fun!	Su Zhangkai	30 May 2015	Chinese
11	How to Illustrate your Picture Book with Different Mediums and Techniques	Patrick Yee	30 May 2015	Chinese
12	Learn to Read: Opening the Door to Learning	Li Li	30 May 2015	Chinese
13	Marketing Picture Books for Children	Zamri mohamad	31 May 2015	Malay
14	Books for Children with Special Needs: We Want to Read Too!	Hidayah Amin	31 May 2015	Malay
15	Moods Illustrated!	Lee Kow Fong	31 May 2015	Chinese
16	Inculcating the Joy of Reading in Your Children and Enjoy Other Secret Benefits	Krishnamurthi Mathangi	31 May 2015	Tamil
17	Teaching Your Children Storyboards	Lee Kow Fong	31 May 2015	Chinese
18	Bedtime Story Making with Your Children	CK Koh	31 May 2015	Chinese
19	Having Fun Making Your Own Picture Books	Latfy Anuar Latif	31 May 2015	Malay
20	Chinese is Fun!	Su Zhangkai	2 Jun 2015	Chinese
21	Stories Build Children's Imagination and Character	Mei Zihan	6 Jun 2015	Chinese

Appendix B – Language Programmes conducted from August 2014 to July 2015

22	Book Talk (Featuring Chinese & Singaporean Authors)	Zhao Bingbo, Qin Weijun, Dr Tan Chee Lay & Ai Yu	6 Jun 2015	Chinese
23	Writing the Malay Pantun with Illustrations	Emila Yusof & Mahaya Mohd Yassin	6 Jun 2015	Malay
24	Drawing Stories	Low Joo Hong	11 July 2015	Chinese

Appendix C – Samsung KidsTime Authors Award 2015 – Second Prize Winners

1. *38 Blessings* by U Pe Thein (Myanmar)
2. *The Adventures of Mooty Bundled Set* by Jessie Wee (Singapore)
3. *Alat Musik Paling Hebat* by Eva Y Nukman and Ari Sigit (Indonesia)
4. *Amazing Tanida and Grandma Preat* by Catherine Songphatanayothin (Thailand)
5. *Apuy's Fury* by Liwliwa Malabed and Ramil Vinarao (Philippines)
6. *The Curry Puff War of Kampung Asam* by Lim Lay Har and Lim Lay Koon (Malaysia)
7. *Diego and Marie* by Robert Magnuson (Philippines)
8. *The Drum Seller and the Demons* by Nguyen Thanh Huong and Vu Xuan Hoan (Vietnam)
9. *The Forest Fable* by Gelyn Ong (Singapore)
10. *Go to Sleep, Kuting* by Robert Magnuson (Philippines)
11. *Green's Green Day* by Phan Thu Thuy (Vietnam)
12. *Jangan Sedih, Bujang!* by Sofie Dewayani and Dina Riyanti (Indonesia)
13. *The Legend of the Goddess of Mercy* by Nguyen Cong Hoan and Le Thanh Nga (Vietnam)
14. *Let's Play With Grandma* by Nur Assyikin, Nurulfizah, and Levene Wong (Singapore)
15. *Lion's Tooth* by Wang Chu Qiao and Clara Patricia (Singapore and Indonesia)
16. *Little Goat Made a Mooncake* by Phung Nguyen Quan and Huynh Thi Kim Lie (Vietnam)
17. *No Lipstick for Mother* by Grace Chong, Kora Dandan-Albano, and Letty Paler (Philippines)
18. *Peter and Ahmed* by Jojie Wong, Kora Dandan-Albano, and Letty Paler (Philippines)
19. *Pewarna Langit* by Eva Y Nukman and Evi Shelvia (Indonesia)
20. *Playtime With Ye Ye* by Pauline Loh and Haw Shing Yee (Singapore)
21. *Purple* by Wang Chu Qiao and Cai Lixian (Singapore)
22. *Ryan the Playground Expert* by Pauline Loh and Ong Sheng Hwa (Singapore)
23. *Sandoseng Kuya* by Russel Molina and Hubert B Fucio (Philippines)
24. *Soaring Saturdays* by Sophia Lee and Chay Lazaro (Philippines)
25. *Stacey Goes to the National Museum and Stacey Goes to the Peranakan Museum* by Lianne Ong and James Tan (Singapore)
26. *SweZin's Dance* by Than Lwin Myint (Myanmar)
27. *Taman Bermain Dalam Lemari* by Sofie Dewayani and Evelyn Ghozalli (Indonesia)
28. *Where is My Home?* by Nur-el-Hudaa Jaffar and Lim Leei Leei (Singapore)
29. *The White Shoes* by Grace Chong, Sergio Bumatay III, and Luis P Gatmaitan (Philippines)
30. *The Window* by Ta Huy Long (Vietnam)
31. *You Know What I Mean* by Ary Nilandari and Hutami Dwijayanti (Indonesia)
32. *The White Shoes* by Grace Chong, Sergio Bumatay III, and Luis P Gatmaitan (Philippines)

Appendix D – List of Partners

a. Samsung

Samsung has partnered with the Council to present a new award (Samsung KidsTime Authors' Award). It is our hope that this award will continue beyond this initial year. Samsung also took a booth at AFCC to announce their KidsTime app platform.

b. National Book Trust, India

NBT was the Council's partner during AFCC 2014's Indian Country of Focus programmes. They flew in 20 writers and illustrators, as well as three publishers.

c. Children's Book Trust, India

The Council has met with the trustees and staff of the Children's Book Trust several times and continues to explore potential areas of cooperation.

d. writingWA, Australia

The Council partnered with writingWA for the publication *Near and Dear*, which featured short stories by seven Australian authors and seven Singaporean authors. They will be flying local authors to Australia for festivals and school visits.

e. International Board of Books for Young People

The Council has approached the many IBBY chapters in Asia to help promote various awards the Council administers, including the Scholastic Picture Book Award and the Samsung KidsTime Authors' Award. The Council hopes to foster these connections into full-fledged partnerships beyond merely the dissemination of information.

f. Society of Children's Book Writers and Illustrators

The Council has approached the many SCBWI chapters in Asia to help promote various awards the Council administers, including the Scholastic Picture Book Award and the Samsung KidsTime Authors' Award. The Council hopes to foster these connections into full-fledged partnerships beyond merely the dissemination of information.

g. Aga Khan Foundation

A private, not-for-profit international development agency that seeks to provide long-term solutions to problems of poverty, hunger, illiteracy, and ill health in the poorest parts of South and Central Asia, Eastern and Western Africa, and the Middle East. A representative visited AFCC 2014 and was keen to pursue long-term partnerships. Thus far, they have agreed to help announce the Scholastic Picture Book Award and Scholastic Asian Book Award to Central Asia and the Middle East, regions the Council has traditionally not had many partners in.

h. National Book Development Board, Philippines

A government agency mandated to develop and support the Philippine book publishing industry, it is the co-organiser of the Manila International Book Fair, and also presents book awards in the Philippines.

i. Perbadanan Kota Buku, Malaysia

Kota Buku is the closest counterpart to NBDCS in Malaysia and we have worked together in the last few years mainly to bring more Malaysian delegates to AFCC and other events.