

**EMBARGOED UNTIL DELIVERY**

**PLEASE CHECK AGAINST DELIVERY**

**SPEECH BY MR LOW TEO PING, PRESIDENT, SINGAPORE SAILING  
FEDERATION, AT THE OFFICIAL LAUNCH OF SAILSMART PROGRAMME  
ON FRIDAY, 19 JUNE 2009, AT 9.00AM AT THE NATIONAL SAILING  
CENTRE**

Mr. S. Iswaran, Senior Minister of State, Ministry of Trade and Industry, and  
Ministry of Education

Friends of the media

Ladies and Gentlemen

Good afternoon

Today is a proud day for the Singapore Sailing Federation as we launch the SailSmart programme. We have worked hard since we first came up with the idea of developing a programme for children, and to date we have invested in its development. Research and innovation has taken place. Materials have been developed, staff members have been hired, the programme has been fined-tuned and the SailSmart Centre is also ready.

The people that are most important are going to be ones participating in it – the children. The programme aims to educate young children on the environment, the sea, the weather, all while imparting science knowledge and sailing skills in a fun and interactive way.

The Singapore Sailing Federation has taken on the SailSmart programme by applying a business-model approach. We want to develop a model that will benefit three parties: the federation itself, the sailing community, and the children and teachers who take part in SailSmart.

To do this, we have focused on four distinct pillars: Enterprise, Education, Sports and Entrepreneurship.

The SailSmart Programme is enterprising in that new jobs are being created even during this difficult time where opportunities are scarce. To run the programme successfully, we need dedicated instructors and administrators who are trained to execute the activities. We have hired fresh graduates who we believe have the right qualities and then further put them through a rigorous training scheme to ensure that they will carry out the SailSmart programme effectively and safely. We have also kept the teacher student ratio low – there is a cap of five students per instructor – to keep the quality of teaching and learning high.

Another focus is education. We worked closely with the Ministry of Education to achieve two main educational aims. We want to promote the sport of sailing while concurrently using a unique outdoor classroom setting to impart invaluable lessons. These lessons will both complement and add to what students are learning in their own classrooms. We believe the qualities experienced while sailing will help young people face life's challenges.

The last, but by no means least important pillar is Sports. SailSmart intends to promote the sport of sailing to children. We are introducing the sport to them at a young age, and we are making it fun in many ways. Of course it would be our dream for every student to take up sailing as a sport following their experience with SailSmart. This would help to increase our talent pool and hopefully make us more competitive at the international level. It is always that bit easier for children to pick up a sport at a young age as it gives them the time to develop the skills and habits of a good athlete. This is how we create champions.

This programme is also such a unique and successful model that other sailing federations from around the world are keen to implement this programme in their own countries. We are also looking into developing a package for franchise opportunities with external parties. This programme really highlights the entrepreneurship of the Singapore Sailing Federation and I am really glad that we are setting an example of how we can bring an element of business into

sports in Singapore.

It is through these four pillars: Enterprise, Education, Sports and Entrepreneurship that we hope to make this programme a success. Our vision extends beyond just the narrow scope of the Singapore Sailing Federation. We hope that with the SailSmart programme, we will reach out to a greater audience and provide an all-rounded education that children will be able to enjoy thoroughly.

Thank you.