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Sport Industry to Get Singaporeans active through Active Enabler Programme

Singapore, 8 Apr 2020 – As Singapore introduced stricter safe distancing measures to contain community transmission of the COVID-19 virus, SportSG launched a national call for the sport industry to come onboard to create innovative home-based activities and programmes in the months of April and May for Singaporeans to stay active and united as part of its annual GetActive! Singapore campaign.

GetActive! Singapore has brought Singaporeans from all walks of life together to bond and celebrate National Day through sport since 2016. Over the years, its Active Enabler Programme had supported over 1000 ground-up projects from individuals, corporates, community groups and schools. This year we invite Sporting Singapore to create and deliver innovative digital content and virtual activities for Singaporeans of all ages to enjoy at home while meeting their need for exercise to stay healthy and fit.

“SGUnited through sport and physical activity will uplift households and communities in these challenging times. We want to unite with our industry partners to bring their expertise and experience to develop engaging and fun content that will enable Singaporeans to stay active and socially connected online. Sport professionals and businesses can also take this opportunity to develop new capabilities, alternative service delivery channels and business models to better equip themselves for a new generation of digitally savvy sport participants. In starting the GetActive! Singapore campaign now, we also want Singaporeans to not just stay active and healthy, but resilient and united as One Team Singapore even when we are physically apart.” said SportSG CEO Lim Teck Yin.

The Active Enabler Programme (AEP) will have a total grant budget of \$2mil. Its first call for proposals will be launched on 9 April 2020 for digital content and virtual activities to be introduced in the months of April and May to help Singaporeans stay active at home and socially connected. Themed “GetActive!@Home”, proposals could cover online infotainment videos, physical exercise and movement series, talkshows, workshops covering a wide spectrum of health and wellness topics, and/or virtual activities such as games and challenges that can be enjoyed either individually or among household members. With technology as a key enabler, the possibilities are limited only by one’s creativity and imagination.

Sport professionals, coaches and fitness instructors and businesses in the sport industry, such as event organizers, event management companies and gym or studio operators are welcomed to submit proposals that can promote an active lifestyle, health and wellness within the safe distancing guidelines. Selected proposals will receive up to 100% support. All projects must comply with the latest COVID-19 advisories and guidelines.

As Singaporeans adjust to staying home for work and play and many sectors are put to the test during this trying period, we hope the Sporting Singapore stakeholders will take advantage of this grant to transform the way they deliver their services, while at the same time join in the campaign to unite in the fight against COVID-19.

The ActiveSG Circle

Additionally, Sport Singapore is partnering the sport industry through our latest initiative, The ActiveSG Circle, a virtual super sport club platform. Through The ActiveSG Circle, we will develop capabilities for now and the future, for live and virtual service delivery and commerce, leveraging on network technology and data. The ActiveSG Circle will be first introduced during Get Active! Singapore 2020.

Information on the GetActive! Singapore 2020 AEP GetActive!@Home grant will be available from 9 Apr 2020 at getactive.sg. Submission portal will be open from 14 April onwards.

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About GetActive! Singapore

GetActive! Singapore builds on the legacy of the 28th SEA Games and the 8th ASEAN Para Games hosted in Singapore in 2015 and will comprise a week-long series of sports festivals, ground-up sports initiatives and competitions. Held in the lead up to Singapore's national day, GetActive! Singapore aims to rally Singaporeans together to celebrate National Day through sport whilst providing a platform to inspire the Singapore spirit and celebrate our national identity, transforming our sporting spaces into social commons to facilitate greater sport participation and expanding opportunities in promoting an active sporting and healthy lifestyle. GetActive! Singapore will have programmes that reach out to participants of all ages, abilities and skill levels. Working with partners, Sport Singapore will foster community participation and engage Singaporeans to co-create sporting activities under the themes of "Fun, Play and Compete."

For more information on GetActive! Singapore, please visit <http://www.getactive.sg>

About Sport Singapore

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore's sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. At Sport Singapore, we work with a vast network of public-private-people sector partners for individuals to live better through sports.

To find out more, visit our websites www.sportsingapore.gov.sg and www.myactivesg.com. Follow us at www.facebook.com/myActiveSG and www.youtube.com/SingaporeSports.

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