



**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**

## **Enhanced Support for Sport Industry to Drive Innovation and Capability Development**

- *SportSG to pilot S\$3M Enterprise Innovation and Capability Grant for the sport industry to build stronger digital capabilities*
- *ActiveSG Circle helps enterprises and self-employed persons to build strong digital foundation, reaching out to Singaporeans through digital content*

**Singapore, 28 May 2020** – As Singaporeans from all walks of life prepare for safe re-opening of businesses and essential workplaces across the country, the sport industry can look forward to an additional boost to accelerate plans for capability development, increase their digital footprint and transform the industry.

With the S\$3M Enterprise Innovation and Capability Grant, eligible businesses in the sport sector can adopt digital solutions and deepen their digital capabilities to seize growth opportunities and build momentum for the gradual resumption of activities. More details are available in Annex A below.

Addressing fitness instructors and business owners at the ExPro Virtual Circuit Breaker conference today, Minister for Culture, Community and Youth, Grace Fu, elaborated on the Grant, which will contribute to drive innovation and capability development for the industry.

“This grant will help build capabilities and capacities of sports enterprises to take advantage of growth opportunities in the digital economy. This will include the development and application of digital technologies, promote training and upskilling of sport professionals, as well as build stronger digital capabilities.”

Emphasising the importance of digitalisation for the industry, SportSG CEO Lim Teck Yin, said, “More than ever, Singaporeans are recognising the need and value of sport and an active lifestyle for health and well-being. Developing strong digital capabilities will enable the industry to enhance engagement of customers and harness the insights from data to better meet their needs and interests. The Covid-19 pandemic has given impetus to fast track these developments and Sport Singapore is keen to work with industry partners for both near term and long-term demand and opportunities.”

## **Other Measures Available for Sport Industry**

**Measures Available for Sport Industry Under Fortitude Budget.** Enterprises may continue to tap on the Jobs Support Scheme for 75% wage support for the first \$4,600 of each Singaporean employee's salary until August 2020, or until their business is allowed to open. Under the Fortitude Budget, the Government will also provide additional rental grants (of up to two months) and property tax rebate to offset operating costs for businesses.

**Leveraging Technology.** Industry players who are keen to expand their customer base and community outreach through online programmes and offerings may do so via SportSG's ActiveSG Circle, an integrated digital platform driven by co-created, sport-related content. The Circle's reach has crossed 10 million views since its launch in April 2020 with its dynamic content offerings, which are available 24/7.

To date, more than 200 self-employed persons have joined the Circle. They will be joined by more than 50 businesses which will be coming onboard the Circle in the next few weeks. More details on the Circle are available in Annex B.

SportSG has also been working closely with coaches and instructors through CoachSG, to directly commission their services, supplementing their income while expanding their reach to audiences by providing hosting on SportSG's digital platforms. CoachSG has developed online resources and has run e-workshops and webinars to immediately support coaches and instructors in enhancing their digital capabilities to conduct online coaching/training /activities. The specially curated Home-based Learning packages for multiple sport and activities have become valuable resources for coaches, instructors to engage their athletes and establish new income streams. These can be accessed [here](#), as well as CoachSG's [Facebook](#) and [Youtube](#) pages.

**Jobs & Training Opportunities.** On the jobs front, more than 80% of the 500 contract opportunities created by SportSG as part of the SGUnited jobs banner have been taken up. More opportunities are available on the SportSG job portal at this [link](#).

Training opportunities will play an important role in upskilling members in the sporting fraternity and help them gain expertise in areas relevant to the future industry trends. Some 3,000 training courses will be available by end 2020. These can be accessed [here](#).

## **Industry Engagement on FB Live**

Minister for Culture, Community and Youth, Grace Fu, will be engaging industry players on a Facebook Live session on Saturday, 30 May 2020 at 8.00pm. Those who are interested may tune in on SportSG's Facebook page at [www.facebook.com/getactivetv](http://www.facebook.com/getactivetv).

**END**

## **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 sport.

To find out more, visit us at <https://circle.myactivesg.com>. Follow us at [www.facebook.com/getactivetv](http://www.facebook.com/getactivetv) and [www.youtube.com/SingaporeSports](http://www.youtube.com/SingaporeSports).

### **For media enquiries, please contact:**

**Laura Cheng**

Public Relations, Sport Singapore

+65 9650 7074

[laura\\_cheng@sport.gov.sg](mailto:laura_cheng@sport.gov.sg)

**SPORTSG ENTERPRISE INNOVATION & CAPABILITY DEVELOPMENT GRANT  
FRAMEWORK**

**OBJECTIVE(S)**

- **Build capability and capacity of sport enterprises** in the development and application of technology and/or innovative solutions to the sport industry.
- **Promote training and upskilling of sport professionals** in development and application of technology and/or innovative solutions to sport.
- Harness science and technology capabilities in Singapore for **smart solutioning within the sport industry**.
- Enable sport as a platform to encourage and stimulate **collaborative research and development with adjacent industries**.

**PURPOSE(S)**

- New grant initiative and tool to **advance V2030R's focus in industry development**.
- Targeted at innovative ideas/solutions that have the **potential to be new growth engine(s)** for various sport industry sectors.
- To enable SportSG and sport enterprises to **discover, create** and **co-invest** in **game changing innovation** from the lens of the following pillars.
  - Fan/consumer engagement;
  - Athlete performance and sport science
  - Next-generation infrastructure/facilities
  - Business insights and analytics
  - Alternative distribution channels
  - New broadcasting formats and/or non-traditional media
  - Alternative sponsorship, marketing and/or advertising methods

## A. GRANT PARAMETERS

### Qualifying Policy

#### a. Eligibility:

- i. Applicant must be one of the following types of enterprises:
  1. Gym/fitness/health & wellness studios;
  2. Sport event organisers and/or event management companies;
  3. Sport facility operators;
  4. Private sport academies and clubs; OR
  5. Other sport-related enterprises as identified and approved on a case-to-case basis
- ii. Be registered and operating in Singapore;
- iii. Not be insolvent at time of application; and
- iv. Make a declaration as to whether it is already receiving other sources of funding for the same proposal (e.g EDB's "*Tech@SG Programme*"; "*Research Incentive Scheme for Companies (RISC)*"; "*Training Grant for Company (TGC)*"; "*Intellectual Property Development Incentive (IDI)*"; "*Enterprise Development Grant (EDG)*")

Note: this requirement is for internal reference and does not automatically disqualify an Applicant from being awarded.

#### b. Grant Themes:

Proposals should target one or more of the following areas:

- Fan/consumer engagement;
- Athlete performance and sport science
- Next-generation infrastructure/facilities
- Business insights and analytics
- Alternative distribution channels
- New broadcasting formats and/or non-traditional media
- Alternative sponsorship, marketing and/or advertising methods

#### c. Qualifying Costs

- i. Third Party Consultancy and/or Service fees (where applicable);
- ii. Software and equipment;
- iii. Internal manpower costs (i.e. hiring of and/or training/upskilling of existing staff);

#### d. About the Proposal

Applicant to address following areas in its proposal:

- i. Current state of business operations or processes.
- ii. Challenges or opportunities (please share statistics/figure if possible).
- iii. How proposal will address the above challenges or opportunities;

- iv. Reasons for your choice of consultant and/ or solution provider (if applicable).
- v. How proposal is innovative in nature, and the potential for it to be a game-changer for the business.
- vi. Strategies and/or approaches towards:
  - Sustainability of Results:
  - Monitoring of Progress/Results
  - Addressing capacity/capability gaps in realising the proposal (if any)
  - Risk identification and management

**e. Proposal Outcomes**

- i. How will this project:
  - help your company build new capabilities or enhance your existing capabilities;
  - contribute to your growth plans and (iii) innovate the way your business and/or operations are run or delivered?
  - If applicable, explain how the proposal differs from existing approaches/solutions in the market and/or set the Applicant apart from the rest of the market

**f. Proposal Milestones**

Brief outline of project phases (to be filled in by Applicant):

<b>Phase</b>	<b>Key Activity</b>	<b>Start (mm/yyyy)</b>	<b>End (mm/yyyy)</b>
1			
2			
3			

For more information on the Grant, interested parties may join SportSG’s “Ask Me More” sessions at [www.sportsingapore.gov.sg/partner-withus/support-for-sport-businesses/ask-me-more](http://www.sportsingapore.gov.sg/partner-withus/support-for-sport-businesses/ask-me-more)

## **ACTIVESG CIRCLE**

ActiveSG Circle aims to empower individuals in the areas of health, wellness and an active lifestyle on a single platform, ultimately elevating the sporting industry in Singapore to next-level transformation. In partnership with industry players to produce content, as well as co-creation of content with SportSG, ActiveSG Circle will use technology as an enabler to break down limitations and barriers associated with physical sport, creating a rich virtual space which serves to inspire citizens and enable them to live better and stay active.

ActiveSG Circle serves to inspire and enable:

- >1.8million ActiveSG members, which will grow year on year
- Industry players with innovative, uniquely-produced content
- Industry players who co-create content with SportSG
- All individuals who may benefit from virtual sport content

### **Key Features of the Circle**

- 24/7 access for members, who may consume the content at their own time and pace
- Deep insights for industry players on content which interests their audiences
- Large array of activities available, from talkshows and how-tos, to online workouts, virtual competitions and races, workshops, articles etc
- 9 pillars of the Circle: Entertainment, Events, Health & Wellness, E-commerce, Gamified, Industry Exchange, New Sport, Facilities and Social
- Members are empowered to own their own health and life span by understanding the importance of staying active and healthy, with the option of working with health coaches
- Online marketplace for members to easily browse and purchase products, services, and be part of a growing community
- Rewards, points and redeemable merchandise with participation in the Circle
- Limitless possibilities in the areas of e-sport, augmented and virtual reality

#####