

年报 | ANNUAL  
REPORT  
2024-2025

倾注心思  
开创新姿  
CULTIVATE  
INNOVATE  
ADVOCATE



## 愿景 VISION

多元种族・和谐社会  
华族文化・本土丰彩

A vibrant Singapore Chinese culture,  
rooted in a cohesive, multi-racial society.

## 宗旨 MISSION

发展本土华族文化，承先启后  
开展多元文化交流，促进社会和谐。  
Nurture Singapore Chinese culture and  
enhance social harmony.

## 目录 CONTENTS

主席献词  
CHAIRMAN'S MESSAGE  
P.3

总裁献词  
CEO'S MESSAGE  
P.6

赞助人和董事会  
PATRON & BOARD OF  
DIRECTORS  
P.9

董事委员会  
BOARD COMMITTEES  
P.11

我们的捐献者  
OUR DONORS  
P.12

组织结构  
ORGANISATION  
STRUCTURE  
P.13

亮点纷呈  
ACHIEVEMENTS  
P.14

活动亮点  
PROGRAMME HIGHLIGHTS  
P.20

活动一览  
EVENTS AT A GLANCE  
P.47

财务摘要  
FINANCIAL HIGHLIGHTS  
P.54

机构信息  
CORPORATE INFORMATION  
P.56

公司治理  
CORPORATE GOVERNANCE  
P.58



# 主席献词

## CHAIRMAN'S MESSAGE

吴绍均  
主席  
新加坡华族文化中心  
  
Ng Siew Quan  
Chairman  
Singapore Chinese Cultural Centre



### 引言

2024 年对新加坡华族文化中心而言具有里程碑意义，这一年我们更新了领导团队、重新设定策略重点，并进一步履行承诺发扬本土华族文化。2024 年 6 月我们迎来前国家文物局副局长（政策与社区）陈子宇先生出任中心总裁。在此，我也要感谢前任总裁刘思伟先生在 2018 至 2024 年任期内对中心所作出的贡献。

我们在 2024 年 9 月召开董事交流会，检讨并重新设定四大策略重点：打造中心成为引领本土华族文化的机构；弘扬本土华族文化价值观；支持本地华族文化艺术团体；以及推广华文华语并同时接纳方言文化。

### 携手展宏愿

2024 年，中心一如既往，同各方参与者及志同道合的伙伴建立关系、推动本地华族文化艺术团体的项目和能力建设，以及通过节庆、活动和外展工作促进我们和公众之间的交流联系。

为了解参与者的想法，我们在 2024 年举行了 15 场交流会，向 50 名来自文化艺术团体和学术界的代表收集反馈，理解他们的挑战，同时探索合作机会。中心正考虑采纳交流会上提出的一些建议，包括为业界举办创意营、推动跨界合作以及将本土华族文化艺术项目推向国际等。

除了巩固与现有伙伴的关系，中心也积极寻求新伙伴。去年我们创纪录与 78 个伙伴建立关系，当中有长期伙伴如新加坡华乐团、新加坡宗乡会馆联合总会，也有新伙伴如晚晴园 - 孙中山南洋纪念馆、艺苑公司等。在视觉艺术伙伴计划下，我们也和现有

的八家艺术视觉协会更新协议，为他们的年展提供场地赞助。在我们和陆路交通管理局携手推出农历新年主题列车和巴士装饰取得成功之后，双方也签署三年协议，从 2026 至 2028 年继续为乘客带来欢乐的新春佳节气息。

去年中心也和新加坡警察部队反诈骗指挥处与保健促进局合作，通过短剧在深受欢迎的方言歌唱节目《欢喜来唱歌》演出中，向年长者宣导反诈骗和保健信息。此外，我们也在 2024 年 9 月首次参与由教育部、推广华文学习委员会及其他母语学习委员会联合主办的母语学习论坛，向 4,030 个家庭和教师介绍我们推广母语的活动。

通过群策群力与全新的合作，我们希望进一步迈向目标，成为研究、发展、呈献和发扬本土华族文化艺术及遗产的顶尖机构。

### 陶冶世代人

中心不只是同参与者和伙伴建立关系，也致力于为本地华族文化艺术团体提供展露才华的平台，同时创造机会让国人一起欣赏、一起庆祝我们的文化建设。

中心在 2017 年推出的旗舰项目《华彩》文化节，就是展现本土华族文化艺术精髓的一个舞台。去年这项盛会呈献了 10 场演出和展览，本地著名团体如南华潮剧社、馨乐团也参与其中，为期两个月的活动吸引近 1 万 5,000 人出席。

如同往年，我们也和新加坡华乐团联合主办《农历新年：“SINGAPO 人”合家 FUN》及《中秋合家 FUN：“SINGAPO 人”一起玩》节庆活动，推出一系列老少咸宜的节目，鼓励家庭到中央商业区欢庆佳节。



中心在 2024 年 9 月召开董事交流会，让董事和职员讨论如何实施中心新设定的策略重点和活动项目支柱  
SCCC Board Retreat held in September 2024 where SCCC Board members and staff discussed ways to implement SCCC's new strategic priorities and programming pillars.





左起：中心研究组主任陈怀亮先生、文化、社区及青年部兼贸工部高级政务部长刘燕玲女士、前文化、社区及青年部长兼律政部第二部长唐振辉先生和中心主席吴绍均先生见证《新加坡华族文化百科》网站的启用仪式  
From left: Mr Chen Hwai Liang, Head of SCCC Research Unit; Ms Low Yen Ling, Senior Minister of State for Culture, Community and Youth & Trade and Industry; Mr Edwin Tong, former Minister for Culture, Community and Youth, and Second Minister for Law; and Mr Ng Siew Quan, Chairman of SCCC at the launch of Culturepaedia.

我们也走出中心，和长期合作伙伴宗乡总会举办一年一度的《爱国歌曲大家唱》，加强参加者对国家的自豪感与归属感。此外，我们还携手主办《春到河畔 2025 新加坡派》，为公众呈献新春歌唱与文化表演。农历新年期间，中心也在人民协会主办的《妆艺大游行》开场表演中打头阵，以艺术展现多元种族特色。

为了让文化更贴近公众，宣扬华族、马来族和印度族共享 10 个普世价值观的《好好做人 · 家里做起》巡回展，在上个财政年到 18 个地点，包括图书馆、学府和商场展出。另一个聚焦新加坡华族六大节日的《节日解锁》巡回展则在 14 个地点举行，最后一站回到中心。这些社区活动把本土华族文化带到全岛各地，吸引超过 320 万人参观。

2024 年 7 月份，中心研究组开通了《新加坡华族文化百科》网站。这个一站式双语网络平台的启用，是中心在推广本土华族文化和与线上观众交流的重大建树。文化百科知识库里的文章以八大主题分类，涵盖文学、音乐、美术、语言与教育、民俗与信仰、大众文化与媒体及社群。

为充分发挥文化百科的内容，中心与新加坡报业媒体旗下的华文媒体集团合作，由早报学生报以浅白易懂的文字把文化百科的知识介绍给中小学生。另外，我们也与新传媒机构合作摄制了两套纪录片，一套聚焦本地喜剧泰斗王沙和野峰，另一套讲述四位新加坡建国一代本地歌手潘秀琼、黄清元、秦淮和吴刚的故事；纪录片让在家的观众也能观赏到我们的节目。

未来一年里，中心仍会不断寻找新点子，为公众带来富有新意的活动和节目。中心也会同我们相关的参与者、伙伴以及本地文化艺术团体维持坚固长久的关系，集思广益，提供更多机会和平台让国人、新移民和游客接触并了解本土华族文化。

总的来说，衷心感谢董事会、捐献者、伙伴们、中心团队和本地文化艺术界过去一年来对中心的全力支持。我期待 2025 和 2026 年有更多创意合作项目，让我们大家齐步迈向 2027 年中心成立 10 周年大庆！

## INTRODUCTION

2024 was a milestone year for SCCC as we renewed our leadership, refreshed our strategic priorities, and reaffirmed our commitment to promoting local Chinese culture. In 2024, we welcomed on board Mr Alvin Tan, former Deputy Chief Executive (Policy & Community) from National Heritage Board, as the new CEO of SCCC from June 2024. I would like to take the opportunity to thank outgoing CEO, Mr Low Sze Wee, for his contributions to the Centre during his tenure from 2018 to 2024.

We also held a Board Retreat in September 2024 where we reviewed and refreshed our four key strategic pillars to establish SCCC as the pre-eminent institution on local Chinese culture; promote core values as part of local Chinese culture; provide support for local Chinese arts and cultural groups; and promote Chinese language and embrace dialects as part of local Chinese culture.

## CULTIVATING RELATIONS

In 2024, we continued with our efforts to cultivate relationships with key stakeholders and like-minded partners, to develop offerings as well as capabilities of local Chinese arts and culture groups, and to establish ties and connect with our audiences through our festivals, programmes, and outreach efforts.

As part of SCCC's stakeholder cultivation efforts, we organised 15 engagement sessions in 2024 involving close to 50 representatives from arts and culture groups and academia to gather their feedback, address challenges and seek opportunities for collaboration. Some of the ideas from

these engagement sessions that SCCC is considering include creative camps for the sector, cross-industry collaborations, internationalisation of our local Chinese arts and cultural offerings etc.

Last year, SCCC also strengthened existing partnerships and forged new ones. We established relations with a record 78 partners including with long-term partners like Singapore Chinese Orchestra and Singapore Federation of Chinese Clan Associations (SFCCA), as well as new ones like Arts House Limited and Sun Yat Sen Nanyang Memorial Hall. Under our Visual Arts Partnership, we renewed our agreements with eight local visual arts societies to provide spaces for their annual exhibitions. Following our successful collaboration with Land Transport Authority (LTA) to decorate their trains and buses during the Chinese New Year, we have further inked an agreement to bring festive cheer to commuters for another three years from 2026 to 2028.

SCCC also partnered Singapore Police Force's Anti-Scam Command and Health Promotion Board to disseminate anti-scam and health-related messages through light-hearted skits to seniors at our popular *Happy Sing-Along* sessions. For the first time, we participated in Mother Tongue Languages Symposium in September 2024 co-organised by Ministry of Education (MOE), Committee to Promote Chinese Language Learning (CPCLL), and other Mother Tongue Committees, to promote mother tongue programmes and reached out to 4,030 families and teachers.

Through both existing and new collaborations with our stakeholders and partners, we hope to work towards our goal of becoming *the* pinnacle institution for the research, development, presentation and promotion of local Chinese arts, culture, and heritage.

## CONNECTING WITH AUDIENCES

However, SCCC is not only committed to building connections with our stakeholders and partners but also to providing platforms for local Chinese arts and cultural groups to shine and creating opportunities for Singaporeans to come together to appreciate and celebrate our cultural achievements.

Launched in 2017, the Centre's annual flagship festival *Cultural Extravaganza* provides a platform to showcase the best of local Chinese arts and culture. Last year's festival offered 10 performances and exhibitions by renowned local arts groups such as Nam Hwa Opera and The TENG Company, and attracted nearly 15,000 patrons over a period of two months.

We also continued to co-organise our signature programmes *CNY Family FUN* and *Mid-Autumn Family FUN* with Singapore Chinese Orchestra, offering a slew of family-friendly activities for young and old to celebrate both Chinese New Year and Mid-Autumn Festival in the heart of the Central Business District.

Beyond our Centre, we worked with our long-standing partner SFCCA to co-organise the annual *National Day Sing-Along* to strengthen participants' sense of pride and belonging towards the country, and *River Hongbao 2025 Singapore Talent Night* to showcase an array of song and cultural performances during Chinese New Year. As part of the festivities, we also presented the opening act in the annual Chingay street parade organised by People's Association to showcase the uniqueness and vibrancy of our multi-culturalism through the arts.



Our travelling exhibition *The Good Hood: Where Values Come Home*, which showcased 10 universal values across Chinese, Malay and Indian communities, made its way to 18 locations in FY24 including libraries, schools and malls to make culture more accessible. *Festivals Unlocked*, our other travelling exhibition featuring six festivals celebrated by Chinese Singaporeans, also travelled to 14 locations before making its final stop at our Centre. These various community engagement efforts reached out to more than 3.2 million members of the public, allowing them to learn more about local Chinese culture across the island.

In July 2024, SCCC celebrated a significant achievement in its efforts to promote local Chinese culture and connect with audiences in the digital sphere with the launch of Culturepaedia, a bilingual one-stop online repository by our Research Unit. It is a treasure trove of credible research about our local Chinese culture categorised according to subjects such as literature, music, art, language and education, social practices, popular culture, communities and more.

Leveraging on Culturepaedia’s content, SCCC partnered SPH Chinese Media Group to create easily digestible and informational pieces for

younger readers on their student-oriented publications and platforms. Two documentary series, jointly produced with Mediacorp, spotlighting our local comedian pioneers Wang Sha and Ye Feng, as well as our pioneer generation singers – Poon Sow Keng, Huang Qing Yuan, Chin Whai and Wu Gang – have also been produced to allow us to reach our audiences in the comfort of their homes.

For the year ahead, SCCC will continue to develop and present programmes that are refreshing to both existing and new audiences. SCCC will also remain committed to cultivating strong and lasting

relations with our stakeholders, partners, and local arts and cultural groups, and to creating platforms and opportunities for Singaporeans, new citizens and tourists alike to learn more about and engage with local Chinese culture.

In conclusion, I would like to thank our Board of Directors, donors, partners, the SCCC team, and the local arts and culture community for their support over the past year and I look forward to more creative collaborations in 2025 and 2026 as we work towards SCCC’s 10th anniversary in 2027.



新加坡华族文化中心总裁（左）和主席吴绍均先生（右）在《农历新年：“SINGAPO 人”合家FUN》活动为LED蛇点睛  
CEO of SCCC and Mr Ng Siew Quan, Chairman of SCCC dotting the eyes of the LED snake at SCCC’s CNY Family FUN event.



# 总裁献词

## CEO'S MESSAGE

陈子宇  
总裁  
新加坡华族文化中心

Alvin Tan  
Chief Executive Officer  
Singapore Chinese Cultural Centre



### 引言

接过新加坡华族文化中心总裁一职已有一年，2024 年对我、我的团队和中心来说是收获满满的一年。我们与中心董事紧密合作，致力于支持和聚焦更多本地华族文化艺术团体，并以大胆、创新且振奋人心的方式推广本土华族文化。

### 开展文创风

过去一年里，我和团队为现有的节目披上新装，推出了好几个崭新且富有创意的项目，让本土华族文化更具吸引力并贴近大众。整体而言，我们的努力带来了更高的访客量与参与度、更精彩的活动、更广泛的媒体报道，也显著提高公众认知度。

2024 年 10 月，我们在两年一次的《SING 浪：“SINGAPO 人”演唱会》融入电子舞曲，邀请本地及海外艺人大展歌喉。演唱会首次售罄，吸引了超过 7,200 人出席。我们也在每月举行的《周 5 音乐站》为本地街头艺人举办一场专场表演，让他们有舞台展现才华。

我们也在 2024 年作出新尝试。为了替首届《传统戏曲节 2025》打响宣传第一炮，我们制作了一系列轻松有趣的视频，让参与演出的戏曲团体传递公共部门机构的公共服务信息。这些宣传短片于 2025 年 5 月夺得 MARKies Awards “最具创意 - 特定受众奖”金奖。

除了中心定期的保健活动《活力加油站》，我们与本地团体 FENG 鼓、韵樂房和仁合作，为商业区上班族开办《都市保健坊》，通过声音疗愈、音能共振疗愈和击鼓健身等具有文化色彩的锻炼活动，怡情养生。14 场

在午餐时间和下班后举行的活动，一共吸引了 316 名参与者。

我们也在 2024 年 11 月主办首届祖父母节活动《阿公阿嬷话当年》，邀请本地文化艺术领域的六名资深工作者分享自己的经历，鼓励跨代交流。公众反应热烈，六场分享会出席人数超出预期的 200%。

最后，我们也首次与艺苑公司合作，为《新加坡作家节》呈献其中五个华文文学活动，以讲座、导览、诗歌欣赏等形式，让更多人认识本地华文作家和他们的作品。中心希望营造生机盎然的本地文学艺术氛围，提高对华文华语的欣赏水平。

### 齐心创新峰

我们深信中心与伙伴们在 2024 年所做的努力，对本地华族文化艺术工作者与团体带来正面影响，也使我们的文化艺术生态更蓬勃发展。

中心于 2024 年委约杰出的本地文化艺术团体制作 17 个作品，其中猴纸剧坊以独特的纸偶操控技术为经典小说《西游记》注入生命，搬演《西游之火焰山》；鼎艺团则巧妙融合剧场体验和华乐室内乐，全新诠释《花木兰》。

另外，中心也为 46 场活动提供场地赞助，是自 2019 年实施场地伙伴计划以来最多



于新加坡室内体育馆举行的《SING 浪：“SINGAPO 人”演唱会》压轴演出  
The closing performance for SCCC's sold out SING浪 The SINGAPO人 Concert at Singapore Indoor Stadium.



的一次。这包括化生艺术团的《神兽灵木》，结合了舞蹈、音乐和舞台艺术装饰；还有新加坡传统艺术中心的《第十二届狮城青少年戏曲汇演》，由学生和年轻演员担纲演出。

去年，我们也推出艺术联盟计划，不遗余力为本地华族文化艺术团体提供宣传支持。至今已有 38 个团体从中获益，中心的宣传渠道涵盖联合早报季度广告、每月宣传电邮、网站活动列表以及中心广场的活动月历。

2025 年 3 月，中心在新推出的艺术驻留计划下迎来了三个新驻户——回响吹打团、淡滨尼艺术团和 FENG 鼓。继 2019 年推出的艺术支持框架成功落实，我们进一步为

艺术驻户提供收费合理的行政空间、能力建设和委约创作的机会，同时让他们免费使用中心场地进行演出、培训和排练。

以上分享的几个项目代表了中心对本地华族文化艺术团体全方位支持的承诺和努力。这样一来，他们就可以专注于创作、精益求精、培养新观众，朝向持久的运营模式，为丰富我们的文化艺术生态作出贡献。

过去一年对我来说确实是丰收的一年。我很感谢中心董事会的信任，也感谢合作伙伴、本地华族文化艺术群体和我的团队给予的支持。我们希望寻求突破、拓展节目，在伙伴们的全力支持下，一起努力为下一代新加坡人及他们的后代保留和发扬本土华族文化，留下深远的影响。

## INTRODUCTION

It has been a year since I took over as CEO of SCCC and it was a rewarding 2024 for me, my team and the Centre as we work closely with the SCCC Board of Directors towards supporting and showcasing more local Chinese arts and cultural groups, and promoting Singapore Chinese culture in bold, new and exciting ways.

## INNOVATING CULTURE

Over the past year, my team and I have refreshed existing programmes, and introduced several new and innovative projects to make local Chinese culture more appealing and accessible,

and to bring Chinese culture closer to all. Overall, our efforts have resulted in higher visitorship and participation figures, more exciting programmes, more extensive media coverage, and increased public awareness.

For our biennial Mandopop concert *SING 浪 The SINGAPORE Concert* in October 2024, we featured electronic dance music and invited both local and regional artistes. As a result, the concert was sold out for the first time and attracted more than 7,200 concert goers. We also dedicated one session of our monthly *TGIF Music Station* concerts to feature local buskers and provide them with a platform to showcase their talents.

We also launched a number of new initiatives in the year 2024. In November 2024 and as part of the first wave of publicity efforts for our inaugural *Chinese Opera Festival 2025*, we produced a series of light-hearted videos featuring participating local opera troupes disseminating public service messages from partner public sector agencies. In May 2025, these videos won Gold for “Most Creative – Specific Audience Award” at the prestigious Marketing-Interactive MARKies Awards.

Besides our regular fitness programme *Energize* and as part of our efforts to improve physical, social, and mental well-being through arts and culture, we engaged local groups Drum Feng, RuanAtWorkz, and SAtheCollective to present a suite of wellness programmes for the working crowd in the Central Business District. *Wellness in the City* comprised fitness drumming, sound baths and transformative vibrational healing classes held during lunch time and after office hours, and attracted 316 participants over 14 sessions.

We also introduced our inaugural Grandparents’ Day programme in November 2024 comprising a

series of talks titled *Life Lessons with Ah Gong and Ah Ma*. Six veteran local arts and cultural practitioners were invited to share their life stories and facilitate intergenerational dialogue. The response to these talks was overwhelming and the sessions were oversubscribed by 200%.

Finally, we partnered Arts House Limited for the first time to co-present five Chinese literary programmes as part of *Singapore Writers Festival 2024’s* “In Conjunction With...” to promote Chinese literature and raise awareness about local Chinese writers and their works. These five programmes included talks, guided walks and experiential poetry sessions, and were part of SCCC’s efforts to foster a thriving local literary arts scene and nurture a better appreciation of the Chinese language.

## MAKING AN IMPACT

Through the concerted efforts of SCCC, our stakeholders and our partners in 2024, we believe we have made a positive impact on our local Chinese arts and cultural practitioners and groups, and contributed to a more vibrant arts and culture ecosystem.

In 2024, SCCC commissioned a total of 17 works by our talented local arts and cultural groups. Some of these works included *Journey West: Mount Fiery* by local arts group Paper Monkey Theatre which brought to life the Chinese classic *Journey to the West* using innovative puppetry techniques; and *Hua Mu Lan* by Ding Yi Music Company which seamlessly blended a theatrical experience with Chinese chamber music.

In addition, SCCC was the venue partner for a total of 46 arts and culture events in



个人经历被搬演成戏剧《剃头刀》，1950 至 1960 年代街戏名伶温亚签女士（图右）主讲的分享会  
A sharing session by Mdm Oon Ah Chiam (rightmost), a popular Chinese street opera actress in the 1950s and 1960s whose life story inspired the play *Titoudao*.



2024, the highest number of partnerships ever since we introduced our Venue Partnership programme in 2019. These partner events included *Amazing Beasts & Botanicals* by The Arts Fission Company Ltd which blended dance, music and stage-art installation; and *Singapore Youth Opera Showcase 2024* by Traditional Arts Centre which featured opera performances by students and young performers.

Last year, we launched the Arts Alliance Scheme to provide marketing and publicity support to local Chinese arts and cultural groups. Since then, 38 such groups have

benefitted from SCCC's integrated marketing efforts including our quarterly *Lianhe Zaobao* print ad, monthly digital newsletters, website event listings, and our events calendar at our Concourse.

More recently, in March 2025, we welcomed Reverberance, Tampines Arts Troupe and Drum Feng as the three new arts groups under our new Arts Residency Scheme. Building upon the success of the Arts Support Framework introduced in 2019, this enhanced scheme provides resident arts groups with affordable administrative spaces, capability development opportunities, commissioning possibilities,

and complimentary use of our venues for presentations, training and rehearsals.

The initiatives that I have shared are testament to SCCC's commitment and efforts to provide all-rounded support to local Chinese arts and cultural groups so that they can continue to create new works, hone their craft, reach out to new audiences, work towards long-term operational sustainability and contribute to vibrant arts and culture ecosystem.

It has certainly been a fulfilling year for me. I am thankful for the trust of the SCCC Board,

and the support of our partners, the local Chinese arts and culture community, and my team over the past year. By constantly pushing boundaries with our programmes, and with the strong support from our partners, we hope to make a lasting impact as we work together towards preserving and promoting our SINGAPORE 人 culture for the next generation of Singaporeans and the generation after them.



中心总裁陈子宇先生（中间）和中心的新艺术驻户回响吹打团、淡滨尼艺术团体和 FENG 鼓  
Mr Alvin Tan, CEO of SCCC (center) with the Centre's new arts residents Reverberance, Tampines Arts Troupe and Drum Feng.



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衷心感谢下列捐献者在这个财政年的捐款，也希望他们能继续支持中心和中心的活动。  
We thank our generous donors for their donations in this financial year, and we hope that they will continue to support SCCC and our programmes in the years ahead.

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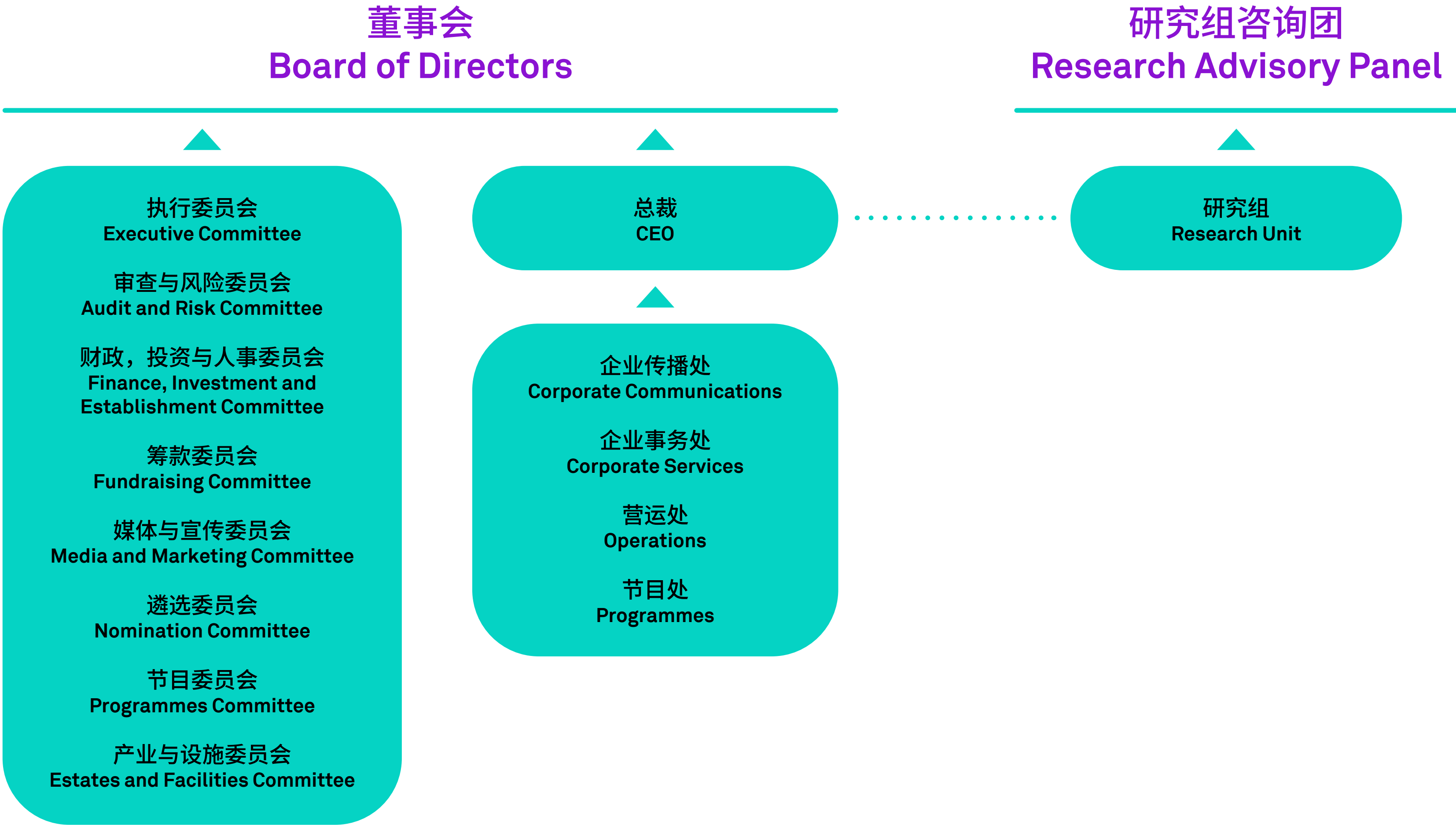
Sang Xulei

我们的捐献者  
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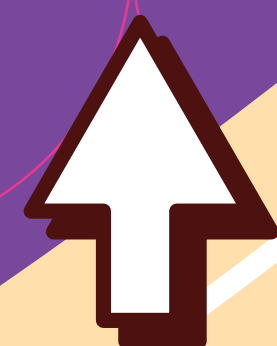
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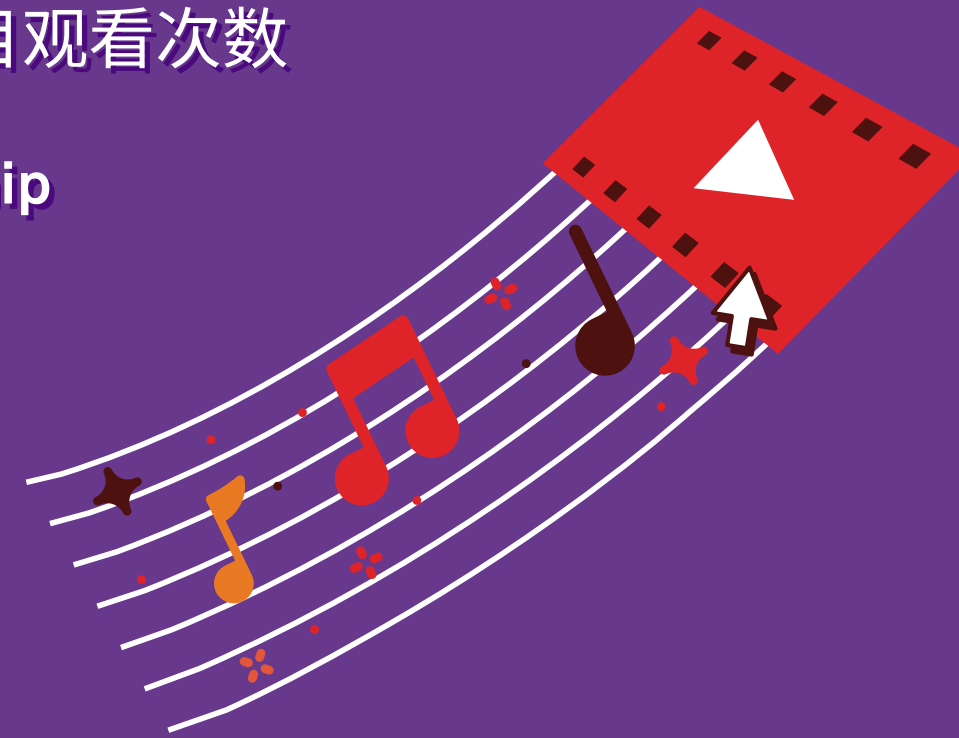
>1.2mil

参与者  
Attendees



>11mil

线上节目观看次数  
Online viewership



>90%

对节目和《新加坡华人》  
常设展满意指数  
Satisfaction with our  
programmes and  
SINGAPO人 exhibition



17

委约作品  
Works  
commissioned



46

场地合作伙伴  
Venue partnerships



61

线上视频  
Online videos





## 表彰中心捐献者 Acknowledging our donors

中心的一位捐献人荣获 2024 年“艺术赞助奖”，另外六位捐献人则获颁 2024 年“艺术之友”。由国家艺术理事会颁发的奖项肯定了他们对中心的贡献。

One SCCC donor received the Patron of the Arts Award 2024 while six of our donors received the Friend of the Arts Award 2024 from National Arts Council in recognition of their contributions to SCCC.



## 线上知识库 Digital knowledge hub

聚焦本土华族文化课题的《新加坡华族文化百科》一站式双语网上知识库，开通两个月内页面浏览量达到 11 万 5 千次。

Culturepaedia, an online bilingual repository on Singapore Chinese culture, garnered 115,000 page views within two months of launch.



## 别具意义的合作 Meaningful collaborations

由中心研究组和新传媒联合制作的纪录片《逗笑人间 60 年》于 2024 年 7 月开播，荣获 2025 年红星大奖“最佳资讯节目”。

Documentary series *Legends of Singapore Comedy* jointly produced by SCCC Research Unit and Mediacorp was broadcasted in July 2024 and won Best Infotainment Programme at the *Star Awards 2025*.



## 创意宣传取得佳绩 Recognition for creative marketing

《传统戏曲节 2025》宣传短片夺得 2025 年 MARKies Awards “最具创意 - 特定受众奖”金奖。

Publicity videos for *Chinese Opera Festival 2025* won Gold for "Most Creative - Specific Audience Award" at the Marketing-Interactive MARKies Awards.





## 旗舰项目

### SIGNATURE EVENTS

#### “华彩 2024”——经典重现 代代精彩 Cultural Extravaganza 2024 – (Re)presenting Our SINGAPO 人 Treasures

中心于 2024 年 5 月 8 日至 6 月 30 日举行年度“华彩”文化节，呈献 10 项富有本土华族文化色彩的节目，吸引了近 1 万 5 千人到场。其中 71% 首次到访中心，公众整体满意度 89%。

We held our annual signature festival *Cultural Extravaganza* from 8 May to 30 June 2024 and attracted nearly 15,000 patrons who attended 10 programmes showcasing our vibrant and distinctive SINGAPO 人 culture. 71% of patrons were first-timers to SCCC and the overall festival satisfaction score was at 89%.



"It's great and I'd highly recommend others for future such shows!"  
– Cultural Extravaganza 2024 patron



"Mid-Autumn Festival was a blast! Really really like the circus act and the games were fun for the kids!" – Mid-Autumn Family FUN visitor



#### 中秋合家 FUN：“SINGAPO 人”一起玩 Mid-Autumn Family FUN

配合《中秋合家 FUN：“SINGAPO 人”一起玩》，我们推出首个天台花园中秋艺术装置，展示不同方言籍贯的巨型月饼。活动由中心和新加坡华乐团联合主办，从 2024 年 9 月 6 日至 8 日期间共吸引 3 万 8,388 人参与，同比 2023 年激增 153%，创下新纪录。

We launched our first Mid-Autumn Festival roof garden installation as part of *Mid-Autumn Family FUN 2024* featuring mooncakes from different dialect groups. The festival was co-organised with Singapore Chinese Orchestra (SCO) from 6 to 8 September 2024 and attracted a record attendance of 38,388 participants, an increase of 153% from 2023.

#### 农历新年：“SINGAPO 人”合家 FUN CNY Family FUN

今年 1 月 17 日至 19 日，我们携手与新加坡华乐团、新伙伴晚晴园—孙中山南洋纪念馆主办《农历新年：“SINGAPO 人”合家 FUN》。一连三天迎接蛇年的活动，吸引了 1 万 3,267 人到场。

This year, we continued to co-organise our *CNY Family FUN* event with SCO and our new partner Sun Yat Sen Nanyang Memorial Hall from 17 to 19 January 2025. The event attracted a total of 13,267 participants who joined SCCC and our festival partners to usher in the Year of the Snake.





## 原创视频宣传活动 Produced original videos for event publicity

为了宣传《中秋合家 FUN: “SINGAPO 人”一起玩》和《农历新年: “SINGAPO 人”合家 FUN》，我们制作了两支原创视频向家庭和小朋友介绍活动亮点。轻松逗趣的视频在中心的社媒平台推出三个月内，累计观看次数超过 6 万 9 千。

We produced two original videos for SCCC CEO to share the key offerings at *Mid-Autumn Family FUN* and *CNY Family FUN* with families and children. These light-hearted clips garnered more than 69,000 views on our social media platforms within three months.



## 寓教于乐视频系列 Developed edutainment video series

聚焦本地华社的艺术、文化和传承，中心和“我们阿公的故事”联手制作三个视频系列——《狮城生活》、《灶神游狮城》和《创新者》。视频总数达 39 集，它们在中心宣传平台播出三个月内，累计观看次数超过 106 万。

We also partnered Our Grandfather Story to produce three video series – *The Singapore Experience*, *The Adventures of Kitchen God* and *Trailblazers* to showcase the arts, culture and heritage of our local Chinese community. Featuring a total of 39 episodes, these videos garnered more than 1.06 million views on our social media platforms within three months.



# 扩大合作伙伴网络

## EXPANDING OUR NETWORK OF PARTNERS



## 跨机构营销合作 Established cross-institutional marketing partnerships

我们将滨海艺术中心和新加坡华乐团视为文化伙伴，让他们的会员享有中心的优惠票价，同时借助他们的管道接触新观众，一起推进更蓬勃的艺术文化生态。

We roped in Esplanade and SCO as our cultural partners to offer discounts to their members for our ticketed events and to leverage on their networks to reach out to new audiences and build a more vibrant arts and culture ecosystem.

## 与新伙伴同行 Worked with new partners

我们与艺苑公司首次协作，为《新加坡作家节》呈献其中五个华文文学活动，向爱好文学的公众伸出触角。

We collaborated with Arts House Limited for the first time to co-present five Chinese literary programmes as part of *Singapore Writers Festival's* “In Conjunction With...” in order to reach out to new audiences interested in literary arts.



## 与公共机构加强联系 Strengthened ties with public sector agencies

我们与新加坡警察部队反诈骗指挥处、保健促进局合作，在第二季方言歌曲节目《欢喜来唱歌》演出时，通过短剧向年长者宣导反诈骗和保健信息。

随后，为了宣传首届《传统戏曲节 2025》，我们和五个本地传统戏曲团体及五个公共部门机构合作推出五个视频，以轻松有趣的戏曲形式向公众传递信息。参与的公共部门包括保健促进局、陆路交通管理局、护联中心、中央公积金局、卫生部、社会及家庭发展部公共服务署、国家公园局和新加坡警察部队。

We worked with Singapore Police Force's Anti-Scam Command and Health Promotion Board for the second season of our popular monthly dialect concert *Happy Sing-Along* to incorporate anti-scam and health-related messages into the sing-along's skit segments which were targeted at seniors.

Subsequently, as part of pre-publicity for the inaugural *Chinese Opera Festival 2025*, we partnered five local opera troupes and five public sector agencies to spread public service messages through Chinese opera in a light-hearted way. The agencies were Health Promotion Board, Land Transport Authority, Legacy Planning Campaign by Agency for Integrated Care, Central Provident Fund Board, Ministry of Health, Ministry of Social and Family Development and Public Service Division, National Parks Board and Singapore Police Force.



PROGRAMME  
HIGHLIGHTS

活动亮点





# 发扬 主题族 展览艺 文化

## PROMOTING CHINESE ARTS AND CULTURE THROUGH EXHIBITIONS

### 《节日解锁》巡回展 *Festivals Unlocked Travelling Exhibition*

这个巡回展于 2023 年 9 月推出，由中心与南侨中学和南洋女中学生共同策划，着重介绍新加坡华人庆祝的六个节日。巡回展在上个财政年到学校和商场等 14 个地点展出，最后回到中心，参观人数为 6 万 7,923。

Co-developed with Nan Chiau High School and Nanyang Girls' High School, this travelling exhibition was launched in Sep 2023 and showcased six festivals celebrated by the Chinese community in Singapore. It travelled to 14 locations including schools and shopping malls last FY and reached out to 67,923 visitors before making its final stop at SCCC.



### 《好好做人 · 家里做起》巡回展 *The Good Hood: Where Values Come Home Travelling Exhibition*

这个巡回展于 2023 年 12 月推出，由中心与印族文化馆及马来文化馆共同策划，通过不同族群的故事，宣扬 10 个普世价值。巡回展在上个财政年也走入图书馆和商场等 18 个地点，参观人数为 67 万 9,441。

Co-developed with Indian Heritage Centre and Malay Heritage Centre, this travelling exhibition was launched in Dec 2023 and featured 10 universal values as depicted through stories from the different ethnic communities. It travelled to 18 locations including public libraries and shopping malls last FY and reached out to 679,441 visitors.



## 虔诚与传承：新加坡九皇文化 *Expressions of Devotion: The Nine Emperor Gods Festival in Singapore Exhibition*

中心携手晚晴园 - 孙中山南洋纪念馆和 15 家庙宇，呈献九皇爷文化特展，让访客了解九皇宝诞的节日起源、宗教仪式，以及因九皇信仰而建立起来的社区组织。为期三周的特展在创意室举行，吸引了 2,816 人参观。

In collaboration with Sun Yat Sen Nanyang Memorial Hall (SYSNMH) and 15 partner temples, SCCC co-presented a special exhibition on the Nine Emperor Gods Festival where visitors learnt about the festival's origins, intricate rituals and its role in fostering communal bonds. The exhibition was held over three weeks at Creative Box and attracted a total of 2,816 visitors.



"It was a very detailed exhibition, and I enjoyed myself fully. It was the first time I really spent time to read and understand an exhibition well." – visitor of Expressions of Devotion: The Nine Emperor Gods Festival in Singapore



## 逗笑人间 60 年：王沙野峰特展 *Legends of Singapore Comedy: An Exhibition on Wang Sha & Ye Feng*

中心策划这项聚焦本地戏剧泰斗王沙和野峰的特展，回顾他们的人生、成就、演艺生涯的点滴与对本土华族文化的贡献。为期四个月的特展在中心广场举行，吸引了 2 万 5,779 人参观。

SCCC curated and presented an exhibition to showcase the lives and achievements of local comedian pioneers Wang Sha and Ye Feng. It also highlighted their memorable performances and impact on the local entertainment scene. The exhibition was held over four months at SCCC Concourse and attracted a total of 25,779 visitors.



## 来吃一口、来喝一杯：彩色铅笔手绘美食与文学 *Local Flavours – Drawings and Short-Short Stories by Ong Hui Chee*

为支持本地艺术家，中心呈献《来吃一口、来喝一杯：彩色铅笔手绘美食与文学》展览。这是“艺·有空”计划展览之一，通过王慧琪的手绘作品与幽默风趣的文字，反映美食、文化与个人记忆的关系。为期六个月的展览吸引了 3 万 9,008 人参观。

As part of SCCC's efforts to support local artists, SCCC presented *Local Flavours – Drawings and Short-Short Stories by Ong Hui Chee*. The Artspace exhibition featured the colour-pencil drawings and short stories by Ong and highlighted the connections between food, culture and personal memory. The exhibition was on display for six months, and attracted a total of 39,008 visitors.





## 美艺求美 *Desire to Scrawl*

由漫画家林增如策划的特展，以林增如与许丰定的书作《艺论风生：新加坡历代漫画家缩影》为灵感，展示了书内的漫画作品和八位本地漫画家包括张汝器、关山美等的漫画历程。为期六个月的展览吸引了 3 万 2,609 人参观。

Based on *Drawn to Satire*, the first comic book about cartoonists in Singapore by Lim Cheng Tju and Koh Hong Teng, *Desire to Scrawl* is an Artspace exhibition that featured art from the comic book as curated by Lim as well as the life stories and works of eight cartoonists such as Tchang Ju Chi and Kwan Shan Mei. The exhibition was on display for six months, and attracted a total of 32,609 visitors.



## 华社 60 杰出文化人 60 Prominent Cultural Figures from the Chinese Community

为庆祝新加坡独立 60 周年，中心与新加坡中华总商会和新加坡宗乡会馆联合总会携手呈献这项回顾展，向 60 位华社杰出人物致敬。横跨学术、商界、文学界、媒体业、表演艺术与美术等领域，对新加坡文化作出显著贡献。在中心和新加坡大会堂不同角落呈现的展览展示，截至 2025 年 3 月已吸引了 2 万 3,624 人参观。

In commemoration of SG60, SCCC, Singapore Federation of Chinese Clan Associations (SFCCA) and Singapore Chinese Chamber of Commerce & Industry (SCCCI) co-presented this exhibition which paid tribute to 60 individuals from the Chinese community who shaped Singapore's cultural landscape across academia, commerce, literary arts, media, performing arts, and visual arts. Displayed at different locations within SCCC and Singapore Conference Hall, it has attracted 23,624 visitors as of Mar 2025.



# 呈现 本土 心华 汇演 族文化

## SHOWCASING LOCAL CHINESE ARTS AND CULTURE THROUGH PERFORMANCES AND ACTIVITIES

### 华彩 2024 Cultural Extravaganza 2024

中心与本地文化艺术团体合作，为年度文化盛典《华彩 2024》呈献 10 项精彩节目，凸显我们独特的本土华族文化。1 万 4,982 人参与了中心的旗舰文化节。

文化、社区及青年部兼贸工部高级政务部长刘燕玲女士在开幕典礼上颁发了第七届新加坡华族文化贡献奖，聚舞坊创办人兼艺术总监严众莲女士荣获个人奖，九年剧场获颁团体奖。

SCCC collaborated with local arts and cultural groups to present 10 programmes that showcase our vibrant and distinctive SINGAPORE arts and culture during the annual *Cultural Extravaganza*. SCCC's flagship festival attracted a total of 14,982 festival goers.

At the festival's opening ceremony, Ms Low Yen Ling, Senior Minister of State for Culture, Community and Youth & Trade and Industry, presented the 7th Singapore Chinese Cultural Contribution Award to Mdm Yan Choong Lian, Founder and Artistic Director of Dance Ensemble Singapore (DES) (Individual Category); and Nine Years Theatre (Organisation Category).

### 典妻 The Pawned Wife

由南华潮剧社呈献的《典妻》，汇集获奖制作团队和本地潮剧人才，讲述一名女子嫁给贫困丈夫的辛酸故事。演出吸引了 1,403 名观众。

Presented by Nam Hwa Opera, *The Pawned Wife* brought to life the poignant and tragic tale of a woman who married into poverty and featured an award-winning international production team and local Teochew opera talents. The performances attracted a total of 1,403 audiences.





## 爵士也华彩 2024 Jazz It Up! A Jazzy Celebration of Chinese Songs 2024

这场音乐会邀请著名英语及粤语歌手杜丽莎、本地粤语歌手黄伟深以及创作歌手龚芝怡，演唱耳熟能详的中文经典和流行歌曲。新加坡爵士协会交响乐团（JASSO）在高级副音乐总监陈伟祥的指挥下，现场伴奏。音乐会吸引了 753 名观众。

Featuring renowned English and Cantonese pop singer Teresa Carpio, local Cantonese singer Wysom Wong and singer-songwriter Serene Koong, *Jazz It Up! A Jazzy Celebration of Chinese Songs 2024* showcased jazzy renditions of well-loved Chinese evergreens and modern-classic songs performed by the Jazz Association Singapore Orchestra (JASSO), led by JASS Senior Associate Music Director Weixiang Tan. The concerts attracted a total of 753 audiences.



## 起承转合 The Singaporean Composers Series

为庆祝创立 20 周年，龔乐团策划《起承转合》音乐会，演绎由 20 位作曲家、制作人、电影人和设计师创作的 10 首作品。音乐会凸显新加坡艺术的文化交融，吸引了 1,247 名观众。

In celebration of its 20th anniversary, TENG Ensemble presented *The Singaporean Composers Series* which featured 10 commissioned works across genres by 20 composers, producers, filmmakers and designers. The concerts showcased the unique diversity of Singaporean artistry and attracted a total of 1,247 audiences.



**“消逝中…”：古早童谣叮当响**  
**Disappearing Series...: Childhood Melodies of Yesteryears**

鼎艺团呈献第三版《“消逝中。。。 ” 系列》音乐会，聚焦消逝中的华族、马来族及印度族童谣。由客卿指挥郭勇德精心策划的，音乐会融合新时代音乐呈现方式，吸引了 852 名观众。

Ding Yi Music Company presented the third edition of its *Disappearing... Series* which spotlighted vanishing dialect nursery rhymes and Singapore folk songs from the different ethnic communities. Helmed by Guest Conductor Quek Ling Kiong, the concerts presented timeless melodies with a contemporary twist and attracted a total of 852 audiences.



**聚 2.0**  
**Reunion 2.0**

继 2023 年的第一季演出后，新加坡国家青年华乐团前团员再度齐聚一堂，呈献《聚 2.0》。音乐会由新加坡国家青年华乐团客席指挥连汶华执棒，吸引了 735 名观众。

Following the first edition in 2023, Singapore National Youth Chinese Orchestra (SNYCO) Alumni Collective reunited once again to present *Reunion 2.0*. Led by SNYCO Guest Conductor Lien Boon Hua, the concert attracted a total of 735 audiences.

**华彩绽放歌声飞扬**  
**A Choral Extravaganza**

这是《华彩》文化节首次呈献的合唱音乐会，五组合唱团在演出中表现传统合唱音乐丰富的文化底蕴，也重新诠释经典曲目。音乐会吸引了 323 名观众。

As the first choral performance in *Cultural Extravaganza's* history, *A Choral Extravaganza* featured powerful voices from five choral groups that showcased the classical art of choral singing. The concerts re-interpreted classics and attracted a total of 323 audiences.





### 遇 · 见：梁文福作品音乐会 Encounter: Liang Wern Fook's Composition Showcase

歌手董姿彦、田伟鸿、刘晋旭和汤薇恩连同新加坡华乐团的音乐家带领观众踏上新谣代表人物梁文福的音乐旅程，把他不同阶段的歌曲创作与华乐融合一体。音乐会吸引了 2,791 名观众。

Together with musicians from SCO, vocalists Joanna Dong, George Chan, Ric Liu and Chriz Tong brought concert goers on a musical journey where Liang Wern Fook's xinyao compositions were performed, accompanied by Chinese orchestral music. The concerts attracted a total of 2,791 audiences.



### 必要麦克白 Essentially Macbeth

这出舞台剧首次于 2023 年国大艺术节演出，国大中文戏剧社与国大华乐团在《华彩 2024》再次上演。《必要麦克白》舞台剧探讨艺术的用意，以及成功、志愿和成就感对现代人们的意义。演出吸引了 514 名观众。

First staged at the NUS Arts Festival in 2023, *Essentially Macbeth* was restaged at *Cultural Extravaganza* in 2024 by NUS Chinese Drama and NUS Chinese Orchestra. The play explored the purpose of art and the meaning of success, ambition and fulfilment to today's generation. The performances attracted a total of 514 audiences.

### 诚心诚艺 Devoted to Serve

这个配合《华彩 2024》而举行的特展，展出八位本地漫画家张汝器、刘抗、Shamsuddin H Akib、许锡勇、林木化、蔡兴顺、戴隐郎与关山美等人的漫画历程和作品，吸引了 2,069 人参观。

Launched in conjunction with *Cultural Extravaganza 2024*, this special exhibition featured the stories and works of eight local prominent cartoonists – Tchang Ju Chi, Liu Kang, Shamsuddin H Akib, Koeh Sia Yong, Lim Mu Hue, Morgan Chua, Dai Yin Lang and Kwan Shan Mei. It attracted a total of 2,069 visitors.





**校园名家书画：从钟泗滨到林子平**  
**Treasures of Our Schools: From Cheong Soo Pieng to Lim Tze Peng**

这也是《华彩 2024》的节目之一，展出本地学府所收藏的书画珍品和知名海外艺术家赠予的作品，吸引了 4,176 人参观。

As part of *Cultural Extravaganza 2024*, this exhibition showcased works by renowned artists from the collections of local schools. The exhibition also included works gifted by important overseas artists and attracted a total of 4,176 visitors.



"Very immersive performance. I especially like how Hua Mu Lan and the ensemble interact. Great music, great acting, great show. Looking forward to the next one!" – audience of Hua Mu Lan



**花木兰**  
**Hua Mu Lan**

随着《楚霸王》一剧取得成功，鼎艺团再次呈献器乐剧系列的第二章《花木兰》，以华乐室内乐和沉浸式叙事，重现木兰从军的故事。演出吸引了 736 名观众。

Following the success of *The Warlords*, Ding Yi Music Company presented the second edition of its instrumental theatre series titled *Hua Mu Lan* which brought the classic tale of Hua Mu Lan to life through Chinese chamber music and immersive storytelling. The performances attracted a total of 736 audiences.



## 西游之火焰山 Journey West: Mount Fiery

作为《西游》系列的最后一部作品，猴纸剧坊呈献《西游之火焰山》，采用“手动电影”的表演方式，让观众通过摄像机和投影仪，一窥幕后演员实时操控纸偶。演出吸引了 1,289 名观众。

In the third and final instalment of its *Journey West* series, Paper Monkey Theatre presented *Journey West: Mount Fiery*. Utilising a “manual cinema” format to tell the story, the performances allowed the audience the opportunity to see actors manipulate paper puppets in real-time with the use of video cameras and projectors. The performances attracted a total of 1,289 audiences.



图片来源:猴纸剧坊  
Image Source: Paper Monkey Theatre



## 阿公阿嬷话当年 Life Lessons with Ah Gong and Ah Ma

中心主办首届祖父母节活动向年长者致敬，采用“真人图书馆”的概念，邀请了本地文化艺术领域的六名资深工作者分享自己的经历。公众反应热烈，六场分享会出席人数超出预期的 200%，吸引了 232 人参与。

SCCC organised its inaugural Grandparents' Day programme to celebrate the wisdom that comes with age. Inspired by the concept of “human libraries”, six senior practitioners from the local Chinese arts, culture and heritage sector were invited to share their life stories and life lessons. These sessions were oversubscribed by 200%, and attracted a total of 232 participants.



都市保健坊  
Wellness in the City

为了促进上班族的身心健康，中心与本地艺术团体韻樂房、仁和 FENG 鼓合作，推出一系列保健活动，包括声音疗愈、音能共振疗愈和击鼓健身。15 场活动吸引了 316 人参与。

To promote physical and mental well-being amongst working adults in the CBD, SCCC launched a new suite of wellness programmes with arts groups RuanAtWorkz, SAtheCollective and Drum Feng. These programmes included relaxing sound baths, transformative vibrational healing and fitness drumming workouts. A total of 15 sessions were organised and they attracted 316 participants.



"I really enjoyed the programme by 木子 today. Thank you for the interesting insights on classical literature, and the generous servings of wine!" – participant of A Poetry Soiree: To the Power of N



新加坡作家节  
Singapore Writers Festival

中心首次和艺苑公司合作，为《新加坡作家节》呈献其中五场华文文学活动，让更多人认识本地华文作家和他们的作品。这些活动包括讲座、导览和诗歌欣赏，吸引了 181 人参与。

SCCC collaborated with Arts House Limited for the first time to co-present five Chinese literary programmes as part of *Singapore Writers Festival's* "In Conjunction With" series to raise awareness about local Chinese writers and their works. These programmes included talks, guided walks and experiential poetry sessions which attracted 181 participants.



## SG: SW 2024 我写我的歌 SG:SW 2024 I Write the Songs

由中心、新加坡词曲版权协会 (COMPASS) 与海蝶音乐合办的一年一度歌曲创作节来到第八届，共收获 244 位创作者的 277 首作品。创作节的压轴演唱会由前文化、社区及青年部兼社会及家庭发展部高级政务次长蔡瑞隆先生担任主宾，吸引了 369 名观众。

Jointly organised by SCCC, Composers & Authors Society of Singapore (COMPASS) and Ocean Butterflies Music, the eighth instalment of this annual song-writing festival attracted 277 song entries from 244 songwriters. The finale concert was graced by Guest of Honour Mr Eric Chua, former Senior Parliamentary Secretary for Culture, Community and Youth & Ministry of Social and Family Development, and attracted 369 audiences.



"To everyone who submitted their work, you're the heartbeat of our music scene and part of our vibrant arts ecosystem! Your stories are unique and come together to form what Singapore is all about. Let's keep supporting our local talents - the future of Singapore music is bright!" Mr Eric Chua, former Senior Parliamentary Secretary for Culture, Community and Youth & Ministry of Social and Family Development



## 周 5 音乐站 TGIF Music Station

中心每个月定期举办《周 5 音乐站》，为本地和区域歌手及团体提供施展歌艺的舞台。2024 年 10 月，中心首次呈献街头艺人专场表演，让 10 位年轻和资深的本地街头艺人提高曝光率。《周 5 音乐站》一共呈献了 12 场现场和线上直播演出，吸引了 4,970 现场观众和超过 120 万线上观看次数。

SCCC's monthly music concert *TGIF Music Station* serves as a platform for local and regional singers and groups to showcase their music and talents. For the first time, a buskers edition was held in Oct 2024 where 10 local buskers, young and old, had the opportunity to reach out to new audiences. A total of 12 concerts were held onsite and live-streamed online, attracting 4,970 onsite audiences and more than 1.2 million online views.



### SING浪：“SINGAPO人”演唱会 SING浪 The SINGAPO人 Concert

中心两年一次的大型华语流行音乐演唱会于新加坡室内体育馆举行，结合传统华族音乐、武术和电子舞曲。前文化、社区及青年部长兼律政部第二部长唐振辉先生以主宾身份出席活动。演唱会门票首次售罄，吸引了超过 7,200 名观众。

Held at the Singapore Indoor Stadium, SCCC’s biennial large-scale Mandopop concert fused traditional Chinese music and wushu with electronic dance music. The event was graced by Guest-of-Honour former Minister for Culture, Community and Youth and Second Minister for Law, Mr Edwin Tong. It was sold-out for the first time and attracted more than 7,200 audiences.



### 欢喜来唱歌 Happy Sing-Along

中心每月为乐龄朋友举办一场《欢喜来唱歌》，邀请本地艺人现场演唱华语和方言歌曲，节目深受欢迎。2024 年，中心与新加坡警察部队反诈骗指挥处和保健促进局合作，在节目第二季通过短剧向年长者宣导反诈骗和保健信息。2025 年 1 月举办的农历新年特别版，让乐龄朋友边看表演边捞鱼生，享用新春佳肴。中心一共呈献了九场演出，吸引了 4,108 现场观众和 74 万 5,121 线上观看次数。

SCCC’s popular *Happy Sing-Along* is a monthly concert specially organised for seniors where local artistes performed Mandarin and dialect songs. In 2024, SCCC partnered Singapore Police Force’s Anti-Scam Command and Health Promotion Board for the second season of this programme to spread anti-scam and health-related messages through the skit segments. In Jan 2025, a Chinese New Year special session was held where seniors enjoyed *lohei* and a feast accompanied by performances. A total of nine concerts were held, attracting 4,108 onsite audiences and 745,121 online views.



# 欢凝 乐聚 节社 庆群

GALVANISING  
THE COMMUNITY  
THROUGH FESTIVE  
CELEBRATIONS

## 月满市区合家 FUN 2024 Mid-Autumn Family FUN

《中秋合家 FUN：“SINGAPO 人”一起玩》由中心和新加坡华乐团联合主办，是中心两大重要节庆项目之一，希望为中央商业区增添佳节气氛。2024 年的中秋盛会共有 21 项活动，吸引了 3 万 8,388 人参与，是历来最多的一次。

Co-organised by SCCC and SCO, *Mid-Autumn Family FUN* (MAFF) is one of SCCC's two signature festive celebrations which aims to bring Mid-Autumn festivities to the heart of the Central Business District. MAFF 2024 offered 21 activities and attracted a record turnout of 38,388 festival goers.

### 巨型月饼来报到！ Giant Mooncakes Takeover

中心首次委约设计中秋节天台艺术装置，摆放六个代表不同籍贯的巨型月饼，在活动期间吸引了 1 万 3,789 人参观。

For the first time, SCCC commissioned a roof garden installation for the festival featuring giant mooncakes from various dialect groups. The installation attracted a total of 13,789 visitors over the event period.



### 月光下的任务 The Moon Mission

中心与个·体工作室合作呈献儿童剧场《月光下的任务》，重新诠释嫦娥的故事和她在月亮上的任务，让小朋友了解不同的神话人物。演出吸引了 1,174 名观众。

SCCC collaborated with The Solitude Movement to present *The Moon Mission*, a children-friendly theatre featuring a reimagined tale of Chang'e and her mission on the moon. The performance attracted a total of 1,174 participants.





## 经典回响之古月照今城 Hits of Classics: Ancient Moon, Present Light

由中心与新加坡华乐团联合举办的中秋节音乐会，呈献华乐经典名曲，还有公众投票选出和中秋节有关的曲目。两场音乐会吸引了 1,180 名观众。

Co-presented by SCCC and SCO, this concert featured popular classics and Mid-Autumn related songs as voted by the public. Two shows were held and attracted a total of 1,180 audiences.



图片来源:新加坡华乐团  
Image Source: SCO



## 秋聚玩耍趣 Moonlight Delights Fiesta

中心举办市集，售卖不同籍贯的月饼，还有中秋民间故事及人物有关的游戏、猜灯谜和魔术表演。市集也有杂耍、相声、变脸、96.3 好 FM 主持人大合唱和儿童剧场，吸引了 2 万 8,480 人参与。

As part of MAFF 2024, SCCC organised a fair which featured booths offering mooncakes from different dialect groups, games inspired by Mid-Autumn folklore and characters, lantern riddles and magic shows. In addition, the fiesta also featured performances such as juggling, crosstalk, mask-changing, singing sessions by 96.3 HAO FM DJs and children theatre performances. It attracted a total of 28,480 participants.

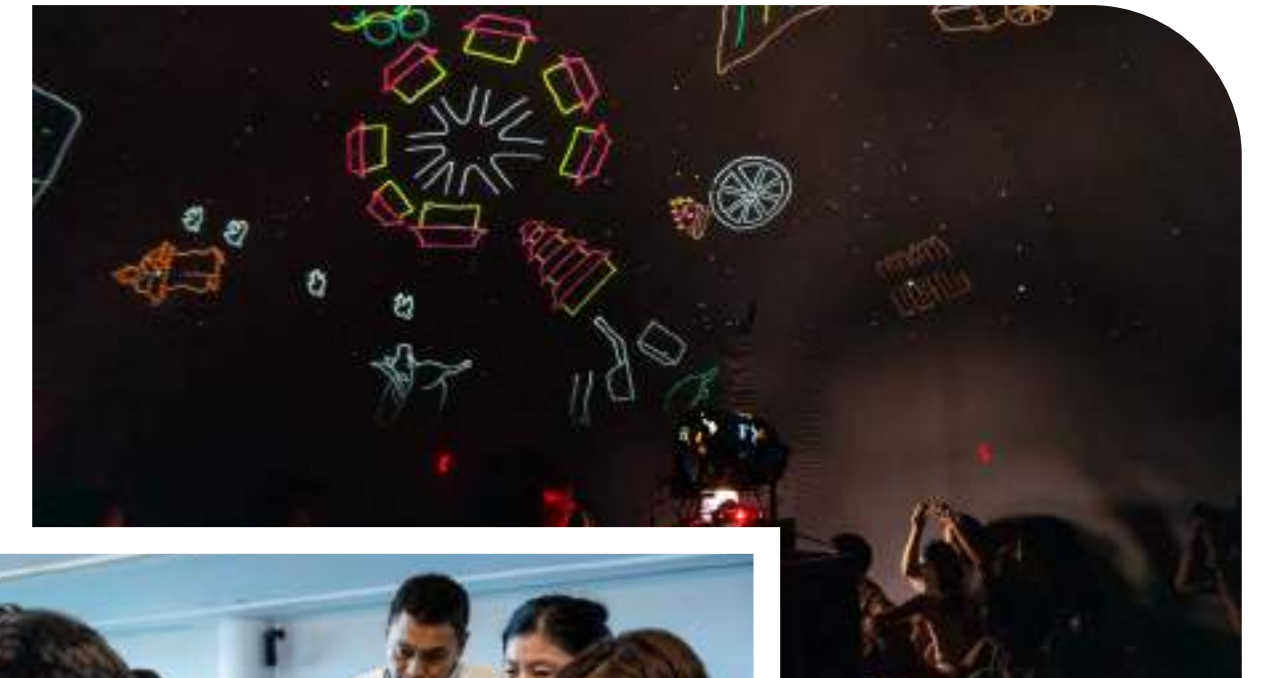
## 宇宙探险趣、一起看星星 Let's Explore the Universe, Amazing Stargazing

中心和新加坡科学中心合作，呈献星象投影，让访客了解古人如何通过观星知时节辨方位。

小朋友能完成科学中心的小小天文学家挑战，可获取精美徽章。访客也能通过科学中心提供的望远镜观星赏月。活动吸引了 1,305 人参与。

In partnership with Science Centre Singapore (SCS), SCCC presented a unique planetarium show where visitors could learn how the stars were used for navigation in the past and how their positions changed over the seasons.

Children could also complete activities in SCS's Young Astronomer Activity Pack to claim their Young Astronomer badges while visitors were able to gaze at the moon and stars using telescopes provided by SCS. These activities attracted a total of 1,305 participants.





## 古筝和发簪工作坊 Guzheng and Oriental Hairpin Workshops

中心主办了适合初学者的古筝工作坊，由新加坡华乐团古筝副首席许徽指导参与者了解古筝。发簪工作坊则教导参与者制作优雅发簪。工作坊吸引了 171 人参与。

As part of *MAFF 2024*, SCCC organised a beginner-friendly guzheng workshop led by SCO guzheng Associate Principal Xu Hui, and an artistry workshop on Chinese oriental hair pins. These workshops attracted a total of 171 participants.



## 提灯笼漫步、手绘中式扇 Lantern Walk and Fan Painting Activities

中心也举行灯笼导览活动，让小朋友边提灯笼漫步，边听中秋节和月亮的精彩故事。访客还能把亲手绘制中式扇带回家做纪念。这些活动吸引了 1,084 人参与。

Guided lantern walks were also organised for children to carry lanterns and listen to engaging stories about Mid-Autumn Festival and the moon. Visitors were also able to paint their own oriental fans and bring them home as souvenirs. These activities attracted a total of 1,084 participants.



## 亲子工作坊 Parent-Child Workshop

中心也主办了亲子工作坊，让大人小孩通过互动游戏和活动了解自己的籍贯、姓名和家族史。工作坊吸引了 14 人参与。

SCCC also organised a parent-child workshop where participants learnt about their lineage, dialect group and family tree through role-play and games. The workshop attracted 14 participants.





农历新年：“SINGAPO人”合家 FUN  
CNY Family FUN

《农历新年：“SINGAPO人”合家 FUN》同样由中心和新加坡华乐团联合主办，这个欢庆节日的旗舰项目共有 22 项老少咸宜的活动，吸引了 1 万 3,257 名访客到中央商业区欢庆新年。

Also co-organised by SCCC and SCO, *CNY Family FUN (CNYFF)* is another signature festive celebration for families to celebrate Chinese New Year in the Central Business District. *CNYFF 2025* offered 22 family-friendly activities and attracted a total of 13,257 festival goers.

新春市集、舞台表演及手工活动  
Chinese New Year Spring Bazaar and Craft Activities

中心的新春市集展卖年饼、传统糕点和装饰品。访客在专业书法家的指导下，也挥毫学写春联。活动吸引了 2,621 人参与。

SCCC's spring bazaar featured booths offering CNY snacks, decorations, traditional pastries and accessories. Visitors could also write auspicious words under the guidance of skilled calligraphers and bring home their own hanging ornament. Both activities attracted a total of 2,621 participants.



“蛇 prise”农历新年艺术装置和蛇梯棋  
“蛇 prise” CNY Art Installation, Snakes and Ladders Game

为了迎接蛇年，中心的农历新年天台花园展出巨型蛇草坪装置、好运亭和在夜晚发光的灯箱。中心广场也设置了大型“蛇梯棋”游戏，让访客在玩乐的同时也了解农历新年的传统和禁忌。两个装置在个别展出的期间吸引了 6 万 2,795 人参观。

To usher in the Year of the Snake, SCCC's CNY rooftop installation featured a giant snake installation, a prosperity pavilion and light boxes which lit up at night. A larger-than-life snakes and ladders game was also set up at SCCC Concourse for visitors to learn about CNY traditions and taboos while playing the game. Both installations attracted a total of 62,795 visitors over their respective display periods.





### 新加坡人麻“酱”学堂 The SINGAPO 人 Style Mahjong Classroom

中心和 Mahjong Lah 合作举办麻将工作坊，分享麻将的起源、文化意义、不同玩法，以及麻将游戏如何培养家人和朋友之间的感情。工作坊吸引了 171 人参与。

SCCC partnered Mahjong Lah to conduct mahjong workshops that shared the origins, cultural significance and different styles of mahjong, and how the game encouraged bonding between family and friends. These workshops attracted a total of 171 participants.



### 晚晴园—孙中山南洋纪念馆活动 Programmes by SYSNMH

作为《农历新年：“SINGAPO 人”合家 FUN》的新伙伴，晚晴园 - 孙中山南洋纪念馆策划了三项活动：纸板生肖机器人工作坊、合家乐比赛及手工艺站。这些互动性活动吸引了 1,167 人参与。

A new partner for *CNYFF 2025*, SYSNMH offered three programmes comprising a cardboard robotics workshop, a family contest and a handicraft station where participants were able to take part in hands-on activities. These programmes attracted a total of 1,167 participants.

### 春花齐放 2025：金蛇狂舞喜迎春 Rhapsodies of Spring 2025

由新加坡华乐团首席指挥郭勇德执棒的新春音乐会，亮点包括古筝副首席许徽与柳琴演奏家张丽联袂演绎华乐经典，紫色交响合唱团的倾情演出，以及 CAPITAL 958 电台广播剧《团圆》的舞台版大结局。两场音乐会吸引了 1,364 名观众。

Led by SCO Principal Conductor Quek Ling Kiong, this CNY concert featured solos by guzheng Associate Principal Xu Hui and liuqin musician Zhang Li, the beautiful voices of The Purple Symphony Choir, and the finale of CAPITAL 958's radio drama Reunion. The two concerts attracted a total of 1,364 audiences.



图片来源：新加坡华乐团  
Image Source: SCO





### 舞台活动、分享会、舞狮及舞蛇表演 Stage Activities, Talks, Lion Dance and Snake Dance Performances

中心也举办了一系列舞台表演和文化活动，包括家庭竞比赛、华乐表演、变脸，以及关于金狮、蛇类及蛇年生肖运势讲座。为了增添佳节气氛，中心特别安排舞狮和 LED 舞蛇表演。这些活动吸引了 6,388 人参与。

As part of *CNYFF 2025*, SCCC organised stage performances and cultural activities ranging from family contests to Chinese orchestral music and mask changing, as well as educational talks on the history of Golden Lions, snakes in Singapore and zodiac forecasts for the new year. To add to the festive ambience, SCCC also organised lion dance and LED snake dance performances. Overall, these activities attracted a total of 6,388 participants.



### 第 18 届爱国歌曲大家唱 18th National Day Sing-along

由中心和宗乡总会联合呈献的第 18 届《爱国歌曲大家唱》以“团圆、圆梦、圆满”为主题，旨在加强参加者对国家的自豪感与归属感。前交通部长兼财政部第二部长徐芳达先生以主宾身份莅临现场，与近 2,000 名公众欢度国庆。

Co-organised by SCCC and SFCCA, the *18th National Day Sing-Along* adopted the theme of “Reunion, Dreams and Fulfilment” and sought to deepen participants’ sense of belonging and pride in Singapore. The event was graced by Mr Chee Hong Tat, former Minister for Transport and Second Minister for Finance and attracted close to 2,000 participants.



新春团拜 2025  
Spring Reception 2025

同样由中心和宗乡总会联合主办的《新春团拜 2025》于农历新年初三举行，华社成员齐聚一堂拜年。国务资政李显龙以主宾身份出席本次团拜，与 888 位嘉宾一起迎春贺岁。

Also co-organised by SCCC and SFCCA, *Spring Reception 2025* took place on the third day of Chinese New Year and served as an annual gathering for members of the Chinese community to get together and exchange festive well-wishes. The event was graced by Guest-of-Honour Senior Minister Lee Hsien Loong and attracted 888 guests.



春到河畔 2025 新加坡派  
River HongBao Singapore  
Talent Night 2025

由中心与春到河畔联合呈献的《春到河畔 2025 新加坡派》，邀请艺人和本地文化团体带来精彩表演。前外交部兼国家发展部高级政务部长沈颖女士以主宾的身份莅临现场，活动吸引了 2,000 名现场观众和 44 万 7,000 名线上及电视观众。

Co-presented by SCCC and River HongBao, *River HongBao Singapore Talent Night 2025* offered a star-studded line-up of performances by artistes and local cultural groups. The event was graced by Guest-of-Honour Ms Sim Ann, former Senior Minister of State for Ministry of Foreign Affairs and Ministry of National Development and attracted 2,000 participants and 447,000 viewers.



# 激发年轻一代的文化传承兴趣

## INSTILLING INTEREST IN CHINESE ARTS AND CULTURE AMONGST THE YOUNG

### 学校导览 School Tours

来自 182 所学校的 1 万 2,120 名学生参加了中心的教育导览活动、工作坊和自主导览之旅。这些学生包括幼儿园儿童、小学生、中学生和高中生。他们参加《新加坡华人 · 探索本土华族文化》常设展，也善用中心的教学资源了解本土华族文化。

A total of 12,120 students from 182 schools participated in SCCC's education programmes such as guided tours, workshops, and self-guided visits. These students included preschoolers, primary and secondary school students as well as tertiary students. They visited the Centre's *SINGAPORE* 人 exhibition and made use of our educational resources to enhance their understanding of local Chinese culture.



### 学校假期活动 School Holiday Programmes

中心精心策划的 10 场学校假期活动，吸引了 91 名家长和 94 名儿童参与。这些活动让年幼的参与者通过《新加坡华人》常设展的导览和工作坊，进一步了解本土华族文化。

SCCC organised a total of 10 school holiday programmes which attracted 91 parents and 94 children. Through these programmes, the young participants learnt more about local Chinese culture by participating in guided tours of our *SINGAPORE* 人 exhibition and hands-on workshops.



## 教师导览活动 Sessions for Educators

中心为 91 名教师举办了导览活动，带领他们参观《新加坡华人》常设展，也分享我们所提供的教学资源如何丰富他们的课程。

中心也举办了四场分享会，为 2,195 名幼儿园教师及教育部母语处的主任、课程规划员和教师介绍我们的教育活动，以及中心新推出的《新加坡华族文化百科》网站。

此外，中心首次参与母语学习论坛，通过这项两年一次的活动与 4,030 个家庭和教师交流。

SCCC conducted programmes for 91 educators and brought them on guided tours of the SINGAPOREAN exhibition and shared how SCCC's educational resources and programmes could support their teaching.

SCCC also hosted four sharing sessions for 2,195 Heads of Department, Curriculum Planning Officers, and teachers from the Mother Tongue Languages Branch (MTLB) during which SCCC showcased its suite of educational programmes and introduced the newly launched *Culturepaedia*.

In addition, SCCC participated in the Mother Tongue Languages Symposium (MTLS) for the first time and through the biennial event, reached out to 4,030 families and teachers.



## 新加坡华族文化中心点亮“烛火书芳”计划!、我会唱! Project Litup Goes to SCCC! and I Can Sing!

中心与青少儿广播演艺组和学生组织“烛火书芳”合作，分别推出两项新活动：《我会唱!》和《新加坡华族文化中心点亮“烛火书芳”计划!》，以促进少年儿童对华语的兴趣和欣赏。活动于 2024 年 11 月举行，吸引了 402 名儿童参与。

《我会唱!》使用前新加坡广播电台在 1970 和 1980 年代出版的儿童歌曲本子，教导小朋友唱歌学华语。“烛火书芳”则由学生教课，利用经典华文小说、乐器和中国象棋激发起儿童对华语的兴趣。

SCCC worked with local arts group Young People's Performing Arts Ensemble (YPPAE) and student group Project Litup to launch two new programmes – *I Can Sing!* and *Project Litup Goes to SCCC!* respectively – to foster a greater appreciation of the Chinese language. These sessions held in Nov 2024 attracted 402 participants.

YPPAE's *I Can Sing!* used songbooks published by the former Radio and Television Singapore in the 1970s to 1980s to introduce Chinese language to children through song. *Project Litup Goes to SCCC!* by volunteer students from Nanyang Girls' High School adapted content from classic Chinese novels and used musical instruments and Chinese chess to spark the children's interest in the language.



锐 MIX：“SINGAPO人”青年来接棒  
REMIX: SINGAPO人 Youth Takeover

由中心主办的《锐 MIX：“SINGAPO人”青年来接棒》年度青年文化节去年推出了七项活动，包括艺术、舞蹈、游戏和演出。以“重回校园时光”为主题的文化节于10月18日至27日举行，吸引了9,120名访客。

*REMIX: SINGAPO人 Youth Takeover* is SCCC's annual signature youth festival and last year's edition offered seven programmes across art, dance, food, play and performances. Held from 18 to 27 Oct, the festival adopted the theme “Back to School” and attracted 9,120 festival goers.

纸箱课室展览  
Cardboard Classroom Exhibition

这项纸箱课室展览由本地纸皮雕刻师 Bartholomew T 与新加坡理工学院学生联手设计，展出一只三米高的毕业熊、一架四米长的纸飞机、巨型橡皮擦跷跷板以及其他作品，吸引了3,181人到场。

Designed by local cardboard artist Bartholomew T in collaboration with students from Singapore Polytechnic, this cardboard classroom exhibition featured giant cardboard structures including a 3-metre-tall graduation bear, a 4-metre-long paper airplane, a large protractor and an eraser see-saw. It attracted a total of 3,181 visitors.



吃喝玩乐  
Recess Time

活动期间，中心将广场改造成学校食堂，摆满食物、饮料和游戏摊，让访客回味课间休息的情景，吸引了4,103人到来。

During the festival period, SCCC's Concourse was transformed into a school canteen with food and drinks stalls as well as game and redemption booths for visitors to relive recess time in school. It attracted a total of 4,103 participants.



**逃学卧底藏乌龙**  
**Fight Back to School**

这个角色扮演游戏让参与者化身为侦探，寻找藏在中心大楼内的线索以顺利破案，吸引了 681 名参与者。

This onsite role-playing game allowed participants to take on the roles of detectives to solve a case with clues and hints hidden throughout the SCCC building. It attracted a total of 681 participants.



**精锐之舞 2K24**  
**RE-MIX The Dance 2K24**

备受瞩目的“精锐之舞 2K24”比赛呈现激动人心的 1 对 1 街舞对决和舞团演出，也举行由本地高等学府舞蹈社团指导的舞蹈工作坊。两项活动吸引了 972 名参与者。

This street dance competition featured an electrifying 1V1 street dance battle and group showcase competition, and included dance workshops conducted by dance clubs from local Institutes of Higher Learning. Both activities attracted a total of 972 participants.





### 纸板机械人工作坊 Cardboard Robotics Workshop

新加坡理工学院学生举办工作坊，让访客学习制作纸板机器人，并带走作品。三场工作坊吸引了 155 名参与者。

Students from Singapore Polytechnic conducted a workshop for participants to create and take home their own cardboard robots. A total of three sessions were held which attracted 155 participants.



### 网红分享会：散播正能量 Influencer Sharing Workshop: Where Positivity Begins

中心邀请本地网红李安 Annette Lee 和林恩沛 Anna En 举行线上分享会，讨论如何利用社交媒体凝聚正面影响力、探讨社会议题以及对年轻人发挥作用。分享会累计 4,064 线上观看次数。

SCCC invited local influencers Annette Lee and Anna En for a workshop where they shared tips and advice on how to leverage the power of social media to make a positive impact, advocate for social issues and shape the lives of fellow youths. The workshop attracted a total of 4,064 online views.

### 群岛之歌 Songs of the Archipelago

新加坡艺术学院音乐系学生及校友携手呈献的音乐会，演奏的曲目包括本地民谣、本地作曲家吴多才和冯国峻的创作、学院学生的原创作品以及传统民谣。音乐会吸引了 28 名参与者。

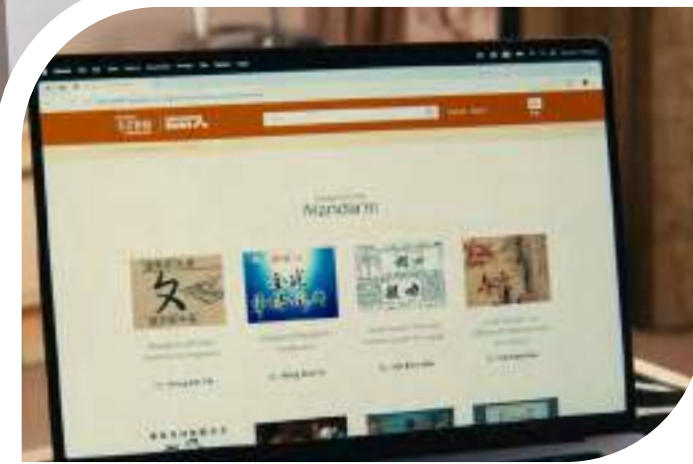
Presented by music students and alumni from School of the Arts (SOTA), this concert featured local folk tunes, music by local composers such as Zechariah Goh and Phang Kok Jun, original compositions by SOTA composers as well as traditional Chinese folk tunes. The concert attracted a total of 28 audiences.





# 记录华族文化艺术研究

CONDUCTING RESEARCH TO DOCUMENT CHINESE ARTS AND CULTURE



## 新加坡华族文化百科 Culturepaedia

2024 年 7 月，中心推出《新加坡华族文化百科》一站式双语网上知识库，聚焦新加坡独特的华族文化。这个免费平台汇集的文章以八大主题分类，涵盖社群、语言与教育、大众文化与媒体、民俗与信仰、文学、美术、音乐及表演技术。

In Jul 2024, SCCC launched Culturepaedia, a one-stop bilingual repository dedicated to document and celebrate Singapore's distinctive Chinese culture. This free online platform contains a treasure trove of articles on communities, language and education, popular culture and media, social practices, literature, art, music and stage performances.

## 学术讲座 Public Lectures

中心在 2024 财政年举办了九场讲座，探讨本土华族文化的各方各面，一共吸引了 553 名现场观众和 1,315 名线上观众。

For FY24, SCCC organised nine public lectures on various topics related to local Chinese culture and attracted a total of 553 participants and 1,315 online participants.

配合《虔诚与传承：新加坡九皇文化》特展，中心与晚晴园 - 孙中山南洋纪念馆和南洋理工大学文学院携手举办《新加坡九皇文化研讨会：传统、文化与社群》，深入探讨九皇庙在新加坡及东南亚的发展。讲座吸引了 71 名现场观众。

As part of *Expressions of Devotion: The Nine Emperor Gods Festival in Singapore*, SCCC, SYSNMH and NTU's School of Humanities co-organised *A Seminar on the Nine Emperor Gods Festival in Singapore: Heritage, Culture, and Community* which focused on the development of Nine Emperor Gods temples in Singapore and Southeast Asia. The seminar attracted a total of 71 participants.

配合《逗笑人间 60 年：王沙野峰特展》，中心与新加坡国立大学中文系和雲茂潮中華文化研究中心联合主办《笑看众生相：王沙野峰及本土大众文化》讲座，探讨本地戏剧泰斗王沙和野峰如何以音乐、戏剧和影视作品影响新加坡大众文化。讲座吸引了 66 名现场观众和 241 名线上观众。

In conjunction with *Legends of Singapore Comedy: An Exhibition on Wang Sha & Ye Feng*, SCCC, NUS Department of Chinese Studies and Wan Boo Sow Research Centre for Chinese Culture co-organised *Laughing Matters: Wang Sha Ye Feng and Local Popular Culture*, which explored how the comedic duo Wang Sha and Ye Feng influenced Singapore's popular culture through music, theatre, and television. The lecture attracted 66 in-person participants and 241 online participants.

中心与华裔馆和新加坡亚洲研究学会也一起举办了《中华书法对新马水彩发展的影响》讲座，探讨各种书法笔法风格在英国水彩画、中国书法和水墨画影响下的演变。讲座吸引了 59 名现场观众和 130 名线上观众。

SCCC, Chinese Heritage Centre and Singapore Society of Asian Studies also co-organised the *Influence of Chinese Calligraphy in the Development of Singapore-Malaysia Watercolour Art* seminar which explored the evolution of various calligraphic brushwork styles as influenced by British watercolour, Chinese calligraphy and ink painting. The seminar attracted 59 in-person participants and 130 online participants.





中心在 2024 年为 46 个文化艺术活动提供场地赞助，是自 2019 年实施场地伙伴计划以来最多的一次。这些文化艺术活动包括：

SCCC provided venue partnership support for a total of 46 arts and culture events in 2024, the highest number since our Venue Partnership programme was introduced in 2019. Some of the arts and culture events in FY24 supported include:

由敦煌剧坊呈献的《敦煌粤艺耀狮城：张泽明戏曲作品展演》，体现新加坡粤剧粤曲的魅力，吸引了 288 名观众。

Chinese Theatre Circle's *A Gem in Our Midst: Works of Playwright Norman Cheung* which showcased the charm of Cantonese opera and songs in Singapore, and attracted a total of 288 audiences.



Image: Crispian Chan

由人·舞团呈献的《看不见的归属》融合生活中的绝对和变动，以舞蹈展开身体与环境的对话，吸引了 360 名观众。

T.H.E Dance Company's *Invisible Habitudes* which merged solidity and fluidity in a dialogue between the body and its environment, and attracted a total of 360 audiences.

由新加坡陶艺节主办的《陶艺工作者市集》汇集了 120 个摊位，展出手工陶瓷物品，也包括工作坊、陶艺示范和陶器制作，吸引了 7,235 名参与者。

Singapore Clay Festival's *Clay Makers' Market* which featured 120 booths of hand-made ceramics and various activities such as hands-on workshops, clay demonstrations, pottery throwdowns etc. and attracted a total of 7,235 participants.



Image: Singapore Clay Festival

支持伙伴办活动  
场地赞助  
SUPPORTING LOCAL CHINESE ARTS AND CULTURAL GROUPS THROUGH VENUE PARTNERSHIPS



# 活动 一览



EVENTS AT  
A GLANCE



线上内容 ONLINE CONTENT

4 Apr 2024	《灶神游狮城》清明节篇 The Adventures Of Kitchen God – Qingming Festival
17 May 2024	《灶神游狮城》酿豆腐篇 The Adventures Of Kitchen God – Yong Tau Foo
	《灶神游狮城》肉骨茶篇 The Adventures Of Kitchen God – Bak Kut Teh
	《灶神游狮城》海南咖喱饭篇 The Adventures Of Kitchen God – Hainanese Curry Rice
	《灶神游狮城》叻沙篇 The Adventures Of Kitchen God – Laksa
22 May 2024	《灶神游狮城》大伯公诞辰篇 The Adventures Of Kitchen God – Tua Pek Kong
10 Jun 2024	《灶神游狮城》端午节篇 The Adventures Of Kitchen God – Duanwu Festival
12 Jul 2024	《创新者》：把多语言带入剧场的郭宝坤 Trailblazers: Birth of Multi-lingual Theatre
15 Jul 2024	《创新者》：南洋画风先驱张荔英 Trailblazers: Finest Fruit Art
20 Jul 2024	《创新者》：有 English Pop 和 Rap 马来民歌 Trailblazers: Infusing English Pop and Rap into Malay folk songs
26 Jul 2024	《创新者》：用传统乐器演绎现代流行音乐！ Trailblazers: Reinterpreting modern hits with traditional Chinese instruments!
2 Aug 2024	《创新者》：五十元钞票上的“钱”景艺术家！ Trailblazers: The artist behind our \$50 note!
10 Aug 2024	《灶神游狮城》七夕节篇 The Adventures Of Kitchen God – Qixi Festival
18 Aug 2024	《灶神游狮城》中元节篇 The Adventures Of Kitchen God – Zhongyuan Festival
22 Aug 2024	《认识王沙野峰：懒人包系列》- 头号粉丝篇 Get to know Wang Sha Ye Feng – Number One Fan Edition
	《认识王沙野峰：懒人包系列》- 唱片篇 Get to know Wang Sha Ye Feng – Audio Records Edition
	《认识王沙野峰：懒人包系列》- 电视篇 Get to know Wang Sha Ye Feng – Television Edition
	《认识王沙野峰：懒人包系列》- 电影篇 Get to know Wang Sha Ye Feng – Movie Edition
	《认识王沙野峰：懒人包系列》- 口头禅篇 Get to know Wang Sha Ye Feng – Catchphrases Edition

24 Aug 2024	《灶神游狮城》南洋咖啡篇 The Adventures Of Kitchen God – Nanyang-style Kopi & Toast
	《灶神游狮城》咖喱卜篇 The Adventures Of Kitchen God – Curry Puff
	《灶神游狮城》辣椒螃蟹篇 The Adventures Of Kitchen God – Chilli Crab
	《灶神游狮城》印度炒面篇 The Adventures Of Kitchen God – Mee Goreng
3 Sep 2024	巨型月饼转型 Mid-Autumn giant mooncakes transformation
5 Sep 2024	巨型月饼来报到 Giant Mooncakes Takeover
14 Sep 2024	《狮城生活》：东南亚的生活文化 The Singapore Experience: Life in Southeast Asia
	《狮城生活》：多元族群、多元文化 The Singapore Experience: Diverse Ethnicities, Multiple Cultures
	《狮城生活》：国际化的城市国家 The Singapore Experience: Both Nation and a Global City
	《狮城生活》：英国殖民时期的生活 The Singapore Experience: Life as a British Colony
	《狮城生活》：早期的华南移民 The Singapore Experience: Early Migrants from Southern China
17 Sep 2024	《灶神游狮城》中秋节篇 The Adventures Of Kitchen God – Mid-Autumn Festival
21 Sep 2024	《创新者》：威士忌肉骨茶 还是 肉骨茶味的威士忌？ Trailblazers: Whiskey Bak Kut Teh or Bak Kut Teh Flavored Whiskey?
22 Sep 2024	《创新者》– Ah Mah Legacy 的创意麻薯红龟粿 Trailblazers: Modernising Traditional Kuehs
24 Sep 2024	《十万毫升泪水》– 郭文耀翻唱 A Hundred Thousand Millilitres of Tears – Cover by Asher Medelsohn
27 Sep 2024	《创新者》：传统灯笼的重新诠释 Trailblazers: A reinterpretation of traditional lanterns
28 Sep 2024	《创新者》：用“米”画出的杰作 Trailblazers: A masterpiece made of rice
29 Sep 2024	《小人物的心声》– 黄宏溢翻唱 The Voices of Ordinary People – Cover by WHYLUCAS

24 Apr 2024	欢喜来唱歌线上直播
19 Jun 2024	Happy Sing-Along Livestream
3 Jul 2024	
14 Aug 2024	
11 Sep 2024	
9 Oct 2024	
13 Nov 2024	
11 Dec 2024	
8 Jan 2025	
19 Apr 2024	周 5 音乐站线上直播
24 May 2024	TGIF Music Station Livestream
21 Jun 2024	
19 Jul 2024	
16 Aug 2024	
13 Sep 2024	
18 Oct 2024	
15 Nov 2024	
6 Dec 2024	
17 Jan 2025	
21 Feb 2025	
21 Mar 2025	
3 Oct 2024	《灶神游狮城》九皇爷诞辰篇 The Adventures Of Kitchen God – Nine Emperor Gods Festival
5 Oct 2024	《创新者》：把古典名著翻译成峇峇马来文的翻译者 Trailblazers – Chinese classical novels translator
6 Oct 2024	月光下的任务 The Moon Mission
12 Oct 2024	《创新者》：制作土生华人珠绣球鞋？！ Trailblazers: Peranakan Beaded Sneakers?!
25 Oct 2024	《创新者》：早期促进新加坡女孩的教育的诗人 The Poet Who Promoted Girls' Education in Early Singapore
9 Nov 2024	《灶神游狮城》– 薄饼篇 The Adventures of Kitchen God – Chinese Springrolls
13 Nov 2024	《灶神游狮城》– 海南鸡饭篇 The Adventures of Kitchen God – Who Invented Hainan Chicken Rice?
15 Nov 2024	《灶神游狮城》– 福建面篇 The Adventures of Kitchen God – Hokkien Mee & Sambal with Lime
21 Nov 2024	SCCC and Singapore Police Force: Don't fall for scams. A.C.T. against scams today!
22 Nov 2024	《创新者》：融合了中国图标的西方波普艺术 Trailblazers: Jahan Loh
23 Nov 2024	《创新者》：肉骨茶口味的曲奇饼 Trailblazers: Old Seng Choong



线上内容 ONLINE CONTENT

29 Nov 2024	《创新者》：林黎云 Triologie Trailblazers: Sylvia Lim Triologie
21 Dec 2024	《灶神游狮城》－冬至篇 Adventures of Kitchen God – Winter Solstice
	SCCC and National Parks Board: Don't feed pigeons and dispose of food scraps properly!
29 Dec 2024	《SING 浪：“SINGAPO 人” 演唱会 2024》 SingLang: The SINGAPO 人 Concert 2024
16 Jan 2025	Alvin 叔叔、包子和红豆来拜年! Festive Greetings from Uncle Alvin, Baozi and Hongdou!
5 Feb 2025	春韵齐奏庆新春 Melodious Celebration of Spring
	FENG 声随起，福响万方 Unity in Drums! – Rise in the Year of Snake 2025
	LED 绚烂舞蛇 Dazzling LED Snake Dance
	双狮献瑞 迎新春 Lion Dance – Roaring in the New Year
14 Feb 2025	Mirasole 亭安《一碗番薯糜 SGSW 2024 最佳歌曲奖》MV
21 Feb 2025	SCCC and Health Promotion Board: Everyone should remember to have regular health screening
21 Mar 2025	SCCC and Legacy Planning Campaign: Plan your legacy today!
22 Mar 2025	王鼎智 Daniel《我不吃你这一套 SGSW 2024 优异作词奖》Official MV
26 Mar 2025	meixuan《自己 SGSW 2024 优异作曲奖、最高人气奖》Official MV

活动 EVENTS

19 Apr 2024 24 May 2024 21 Jun 2024 19 Jul 2024 16 Aug 2024 13 Sep 2024 18 Oct 2024 15 Nov 2024 6 Dec 2024 17 Jan 2025 21 Feb 2025 21 Mar 2025	周 5 音乐站 TGIF Music Station	27 Jul 2024	早报文创空间 Zaobao Cultural and Creative Space
		3 Aug 2024	第 18 届《爱国歌曲大家唱》 18th National Day Sing-along
		28 – 29 Aug 2024	教师专场活动（2024 年 8 月） Aug 2024 Educator Tours
		30 Aug – 1 Sep 2024	西游之火焰山 Journey West: Mount Fiery
		23 Dec 2023 – 7 Jan 2024	《节日解锁》巡回展 @ 东福坊 Festivals Unlocked at Eastpoint Mall
		15 Sep 2024	花木兰 Hua Mu Lan
		25 – 26 Sep 2024	新加坡华人的故事 Family Programmes – Tales of the Chinese Singaporean
		26 Oct – 23 Nov 2024	我会唱！ I Can Sing!
		30 Oct 2024	SING浪 “SINGAPO 人” 演唱会 SING浪 The SINGAPO 人 Concert
		2 – 30 Nov 2024	《新加坡华族文化中心点亮“烛火计划”！ Project Litup Goes to SCCC!
		2 Nov 2024 – 22 Apr 2025	来吃一口、来喝一杯：彩色铅笔手绘美食与文学 Local Flavours – Drawings and Short-Short Stories by Ong Hui Chee
		10 Nov 2024	神奇的按钮 The Mysterious Button
			诗 / 思 / 丝路——邂逅淡莹的诗情画意 From Muse to Music: Encountering Dan Ying’s World Through Music
			城市漫步：丹戎巴葛 Walk in the City: Tanjong Pagar
			诗歌晚会：诗和酒的 N 次方 A Poetry Soiree: To the Power of N
		16 Nov 2024	【SG：SW 2024 我写我的歌】压轴演唱会 SG:SW 2024 I Write The Songs ‘Finale Concert’
		17 Nov 2024	书 · 声 · 浴 Story & Sound
		22 – 24 Nov 2024	阿公阿嬷话当年 Life Lessons with Ah Gong and Ah Ma
		18 Dec 2024 – 30 Apr 2025	“蛇prise” 农历新年艺术装置 “ 蛇prise” CNY Art Installation
		4 Feb – 1 Apr 2025	都市保健坊 Wellness in the City
		31 Jan 2025	新春团拜 2025 Spring Reception 2025
6 Apr 2024	早报文创空间 Zaobao Cultural and Creative Space		
10 Apr 2024	教师专场活动（2024 年 4 月） April 2024 Educator Tours		
13 Apr 2024	探索新加坡趣味小贩中心 Family Programme – Singapore Hawker Food		
3 May – 31 Oct 2024	美艺求美 Desire to Scrawl		
8 May – 30 Sep 2024	新加坡华族文化贡献奖 2025 提名 Singapore Chinese Cultural Contribution Award 2025 (SCCCA) Nominations		
24 Apr – 2 Jun 2024	2024 端午嘉年华 2024 Duan Wu Festival		
23 May 2024 28 May 2024	教师专场活动（2024 年 5 月） May 2024 Educator Tours		
25 May 2024 31 May 2024 19 Jun 2024	《未来的女士先生们：论语》 Family Programme – Ladies & Gentlemen To Be: The Analects of Confucius		
8 Jun 2024	何谓新加坡华人？ Family Programme – What Makes a Chinese Singaporean		
29 Jun 2024	“我的新加坡狂想曲” 微电影大赛颁奖典礼 “My Singapore Rhapsody” Micro Film Competition Awards Ceremony		
6 Jul – 5 Nov 2024	逗笑人间 60 年：王沙野峰特展 Legends of Singapore Comedy: An Exhibition on Wang Sha & Ye Feng		
18 Jul – 12 Aug 2024	虔诚与传承：新加坡九皇文化 Expressions of Devotion: The Nine Emperor Gods Festival in Singapore		



## 活动EVENTS

4 – 5 Feb 2025	春到河畔新加坡派 River Hongbao Singapore Talent Night
8 Feb 2025	《谁偷走了黄梨挞》童话故事与黄梨挞制作亲子工作坊 “Who Stole Grandma’s Pineapple Tarts?” Parent-Child Storytelling and Pineapple Tart Making Workshop
6 Mar – 30 Nov 2025	华社 60 杰出文化人 60 Prominent Cultural Figures from the Chinese Community
18 Mar 2025	《三个王国的兄弟情》全天文化工作坊 Family Programme: Bromance of the Three Kingdoms Full Day Workshop

## 巡回展TRAVELLING EXHIBITIONS

18 Mar – 5 Apr 2024	《节日解锁》巡回展 @ 南洋女子中学校 Festivals Unlocked at Nanyang Girls' High School
5 – 26 Apr 2024	《节日解锁》巡回展 @ 励志中学 Festivals Unlocked at Pasir Ris Crest Secondary School
26 Apr – 10 May 2024	《节日解锁》巡回展 @ 培华长老会小学 Festivals Unlocked at Pei Hwa Presbyterian Primary School
1 – 22 Apr 2024	《好好做人 · 家里做起》巡回展 @ 勿洛心动大厦 The Good Hood: Where Values Come Home at Heartbeat@Bedok
23 Apr – 10 May 2024	《好好做人 · 家里做起》巡回展 @ 百德中学 The Good Hood: Where Values Come Home at Bukit View Secondary School
10 – 23 May 2024	《好好做人 · 家里做起》巡回展 @ 南侨中学 The Good Hood: Where Values Come Home at Nan Chiau High School
24 May – 9 Jun 2024	《好好做人 · 家里做起》巡回展 @SAFRA 蔡厝港 The Good Hood: Where Values Come Home at SAFRA Choa Chu Kang
25 May – 23 Jun 2024	《节日解锁》巡回展 @ 新加坡华族文化中心 Festivals Unlocked at SCCC
12 – 30 Jun 2024	《好好做人 · 家里做起》巡回展 @ 淡滨尼区域图书馆 The Good Hood: Where Values Come Home at Tampines Regional Library
1 – 12 Jul 2024	《节日解锁》巡回展 @ 立德小学 Festivals Unlocked at Riverside Primary School
2 – 12 Jul 2024	《好好做人 · 家里做起》巡回展 @ 圣约瑟书院附小 The Good Hood: Where Values Come Home at St. Joseph’s Institution Junior
13 – 14 Jul 2024	《好好做人 · 家里做起》巡回展 @ 淡滨尼天地 The Good Hood: Where Values Come Home at Our Tampines Hub
29 Jul – 19 Aug 2024	《好好做人 · 家里做起》巡回展 @ 新加坡女子学校 The Good Hood: Where Values Come Home at Singapore Chinese Girls' School
15 – 26 Jul 2024	《节日解锁》巡回展 @ 安德逊小学 Festivals Unlocked at Anderson Primary School
26 Jul – 28 Aug 2024	《节日解锁》巡回展 @ 培道中学 Festivals Unlocked at Punggol Secondary School
19 – 28 Aug 2024	《好好做人 · 家里做起》巡回展 @ 励志中学 The Good Hood: Where Values Come Home at Pasir Ris Crest Secondary School

29 Aug – 15 Sep 2024	《好好做人 · 家里做起》巡回展 @ 万国小贩中心 The Good Hood: Where Values Come Home at Buangkok Hawker Centre
28 Aug – 4 Oct 2024	《节日解锁》巡回展 @ 南侨中学 Festivals Unlocked at Nan Chiau High School
16 Sep – 7 Oct 2024	《好好做人 · 家里做起》巡回展 @ 东福坊 The Good Hood: Where Values Come Home at Eastpoint Mall
8 – 31 Oct 2024	《好好做人 · 家里做起》巡回展 @ 碧山公共图书馆 The Good Hood: Where Values Come Home at Bishan Public Library
2 – 29 Nov 2024	《好好做人 · 家里做起》巡回展 @ 内政团队战备人员协会 卡迪 The Good Hood: Where Values Come Home at HomeTeamNS Khatib
18 Nov – 1 Dec 2024	《节日解锁》巡回展 @ 万国小贩中心 Festivals Unlocked at Buangkok Hawker Centre
1 – 14 Dec 2024	《好好做人 · 家里做起》巡回展 @ IMM The Good Hood: Where Values Come Home at IMM
3 Dec 2024 – 5 Jan 2025	《节日解锁》巡回展 @ 内政团队战备人员协会 勿洛蓄水池会所 Festivals Unlocked at HomeTeamNS Bedok Reservoir
16 Dec 2024 – 6 Jan 2025	《好好做人 · 家里做起》巡回展 @ 武吉坎贝拉 The Good Hood: Where Values Come Home at Bukit Canberra
8 Jan – 16 Feb 2025	《好好做人 · 家里做起》巡回展 @ 内政团队战备人员协会 勿洛蓄水池会所 The Good Hood: Where Values Come Home at HomeTeamNS Bedok Reservoir
10 – 17 Jan 2025	《节日解锁》巡回展 @ 先锋小学 Festivals Unlocked at Frontier Primary School
17 – 27 Jan 2025	《节日解锁》巡回展 @ 中正中学 ( 总校 ) Festivals Unlocked at Chung Cheng High School (Main)
3 – 28 Feb 2025	《节日解锁》巡回展 @ 榜鹅区域图书馆 Festivals Unlocked at Punggol Regional Library
17 Feb – 7 Mar 2025	《好好做人 · 家里做起》巡回展 @ 宏茂桥中学 The Good Hood: Where Values Come Home at Ang Mo Kio Secondary School
8 – 30 Mar 2025	《好好做人 · 家里做起》巡回展 @ 城市广场 The Good Hood: Where Values Come Home at City Square Mall
1 – 31 Mar 2025	《节日解锁》巡回展 @ 新加坡华族文化中心 Festivals Unlocked at SCCC



讲座 PUBLIC TALKS

7 Apr 2024	福建与东南亚庙宇网络：宗教碑铭解析 Chinese Temple Networks in Fujian and Southeast Asia: Analysis of Religious Inscriptions
11 May 2024	艺论风生：绘本与画展之缘起 Why We are Drawn to Satire: The Origins of the Book and Exhibition
22 Jun 2024	中华书法对新马水彩发展的影响 Influence of Chinese Calligraphy in the Development of Singapore-Malaysia Watercolour Art
21 Jul 2024	新加坡九皇文化研讨会：传统、文化与社群 A Seminar on the Nine Emperor Gods Festival in Singapore: Heritage, Culture, and Community
28 Jul 2024	佛心原要一肩承——转道老和尚教育思想初探 Venerable Zhuan Dao as an Educator: A Study on His Thoughts of Buddhist Education
5 Oct 2024	笑看众生相：王沙野峰及本土大众文化 Laughing Matters: Wang Sha Ye Feng and Local Popular Culture
30 Nov 2024	西方，西方音乐和 20 世纪初的新加坡华人社群 The West, Western Music and the Chinese Community in early 20th Century Singapore
15 Mar 2025	中华传统及其南洋演变 Chinese Traditional Culture and its Evolution in Singapore and Southeast Asia
22 Mar 2025	发现新加坡华语：口语语料库的构建和探索 The Voice of Singapore Mandarin: Insights from a Spoken Language Database

华彩 2024  
CULTURAL EXTRAVAGANZA 2024

9 – 12 May 2024	典妻 The Pawned Wife
18 – 19 May 202	爵士也华彩 2024 Jazz It Up! A Celebration of Chinese Songs 2024
25 – 26 May 2024	起承转合 The Singaporean Composers Series
1 Jun 2024	“消逝中…”：古早童谣叮当响 Disappearing Series...: Childhood Melodies of Yesteryears
2 Jun 2024	聚 2.0 Reunion 2.0
8 – 9 Jun 2024	华彩绽放歌声飞扬 A Choral Extravaganza
8 Jun 2024	遇 · 见：梁文福作品音乐会 Encounter: Liang Wern Fook's Composition Showcase
15 – 16 Jun 2024	必要麦克白 Essentially Macbeth
10 May – 2 Jun 2024	诚心诚意 Devoted to Serve
31 May – 30 Jun 2024	校园名家书画：从钟泗滨到林子平 Treasures of Our Schools: From Cheong Soo Pieng to Lim Tze Peng
12 Aug – 12 Nov 2024	典妻（线上版） The Pawned Wife (online)
12 Aug – 12 Nov 2024	爵士也华彩 2024（线上版） Jazz It Up! A Celebration of Chinese Songs 2024 (online)
12 Aug – 12 Nov 2024	起承转合（线上版） The Singaporean Composers Series (online)
12 Aug – 12 Nov 2024	“消逝中…”：古早童谣叮当响（线上版） Disappearing Series...: Childhood Melodies of Yesteryears (online)
12 Aug – 12 Nov 2024	聚 2.0（线上版） Reunion 2.0 (online)
19 Aug – 19 Nov 2024	华彩绽放歌声飞扬（线上版） A Choral Extravaganza (online)
19 Aug – 19 Nov 2024	必要麦克白（线上版） Essentially Macbeth (online)

《中秋合家 FUN：“SINGAPO人”一起玩》2024  
MID-AUTUMN FAMILY FUN 2024

3 Sep – 3 Nov 2024	巨型月饼来报到！ Giant Mooncakes Takeover
6 and 8 Sep 2024	爷爷的爷爷：关于家族血统的故事 Family Programme: Grandpa's Grandpa: Stories of our Ancestral Heritage
6 – 7 Sep 2024	经典回响之古月照今城 Hits of Classics: Ancient Moon, Present Light
7 Sep 2024	小小天文学家 Young Astronomer Activity Pack
7 – 8 Sep 2024	秋聚玩耍趣 Moonlight Delights Fiesta
7 Sep 2024	宇宙探险趣 Let's Explore the Universe
7 Sep 2024	月光下的任务 The Moon Mission
7 – 8 Sep 2024	提灯笼漫步：月亮有故事 Lantern Walk: Wonders of the Moon
7 – 8 Sep 2024	手绘中式扇 Chinese Ink Painting on Oriental Fans
7 Sep 2024	一起看星星 Amazing Stargazing
7 – 8 Sep 2024	杂耍艺术 Juggling Artisans
7 – 8 Sep 2024	狮城相声庆中秋 Mid-Autumn Crosstalk Celebration
7 – 8 Sep 2024	一起看变脸 Spot the Mask Changing
7 Sep 2024	阿秋的梦幻世界：儿童音乐剧 Ah Qiu's Imaginary World: A Children's Musical
7 Sep 2024	秋聚射虎台 Guessing the Lantern Riddles
7 – 8 Sep 2024	魔术变！变！变！ Show Me The Magic!
7 – 8 Sep 2024	秋聚簪手艺 An Artistry Workshop on Chinese Oriental Hair Pin
7 – 8 Sep 2024	古筝的音乐世界：亲子工作坊 The World of Guzheng: A Parent-Child Workshop
7 Sep 2024	秋聚赏灯技 Circles in Circus
8 Sep 2024	96.3 好 FM 《好想跟你唱》 96.3 HAO FM "I Wish to Sing with You"



锐 MIX: “SINGAPO人” 青年来接棒  
REMIX: SINGAPO人 YOUTH TAKEOVER

18 Oct 2024	周 5 音乐站（街头艺人版） TGIF Music Station (Buskers Edition)
18 – 20 Oct 2024	吃喝玩乐 Recess Time
18 – 27 Oct 2024	纸箱课室展览 Cardboard Classroom Exhibition
19 – 20 Oct 2024	纸板机械人工作坊 Cardboard Robotics Workshop
19 – 20 Oct 2024	网红分享会：正能量正式开始 KOLs Workshop: Where Positivity Begins
19 Oct 2024	精锐之舞 RE:MIX The Dance 2K24
20 Oct 2024	舞动全城：舞蹈工作坊 Tertiary Feature
19 – 20 Oct 2024	逃学卧底藏乌龙 Fight Back to School

《农历新年：“SINGAPO 人” 合家 FUN》2025  
CNY FAMILY FUN 2025

17 Jan 2025	周 5 音乐站（新春版） TGIF Music Station (CNY Edition)
18 Jan 2025	金狮闹春 The Story of Golden Lions
19 Jan 2025	FENG 声随起，福响万方 Unity in Drums! – Rise in the Year of Snake 2025
18 – 19 Jan 2025	双狮献瑞 迎新春 Lion Dance – Roaring in the New Year
18 – 19 Jan 2025	新加坡人麻“酱”学堂 The SINGAPO 人 Style Mahjong Classroom
18 – 19 Jan 2025	晚晴春节童话故事会 X 纸板生肖机器人工作坊 Wan Qing Tales of Spring Festival x Zodiac Cardboard Robotics Workshop
18 – 19 Jan 2025	春韵齐奏庆新春 Melodious Celebration of Spring
18 – 19 Jan 2025	讲蛇么？ Ssssnakes Talk?!
18 – 19 Jan 2025	晚晴春节合家乐比赛 Wan Qing Spring Festival Family Fun Contest
18 – 19 Jan 2025	蛇年生肖运势 Zodiac Forecast Talk
18 – 19 Jan 2025	新春串烧组曲 CNY Medley Orchestra Performance
18 – 19 Jan 2025	变脸表演 Mask Changing
18 – 19 Jan 2025	LED 绚烂舞蛇 Dazzling LED Snake Dance
18 – 19 Jan 2025	挥春祈福 Inked Blessings
18 Dec – 12 Feb 2025	蛇年生肖运势展 Year of the Snake Zodiac Forecast Exhibition
18 Dec – 12 Feb 2025	“蛇 prise” 蛇梯棋 “蛇 prise” Snakes and Ladders Game
17 – 18 Jan 2025	春花齐放 2025：金蛇狂舞喜迎春 Rhapsodies of Spring 2025
18 – 19 Jan 2025	新春市集 Chinese New Year Spring Bazaar
18 – 19 Jan 2025	晚晴春节手工艺站 Wan Qing Spring Festival Inspired Crafts
From 18 Dec 2024	领取红包封 Red packet collection
18 Dec – 5 Jan 2025	新春手作大比拼 “Huat & Crafts” CNY Decoration Competition

场地合作伙伴活  
VENUE PARTNERSHIP EVENTS

1, 5, 12, 29 Apr 2024 13, 14, 16, 20, 21 and 23 May 2024 15, 16, 23, 26 Jul 2024 15 and 28 Aug 2024 13 Sept 2024 8 and 14 Oct 2024	《相声来了 2024》by Sin Feng Xiang Sheng Society
5 Apr 2024	新荣和兴 精彩再现 by Chinese Opera Studio
6 Apr 2024	溯 · 箏 The TENG Recital series: Transcendence by The TENG Company Ltd
12 Apr 2024	越剧欣赏晚会 ~ 《五女拜寿》 Yue Opera Appreciation Night "Five Daughters Celebrating Grand Birthday" by Tang Renaissance
20 – 25 Apr 2024	“洪振群笑看风云行善心” 摄影展暨传记书发布会 "Ang Chin Koon's Reflections and Doing Good Deeds" Photography Exhibition and Book Launch by Nam Hwa Opera Limited
28 Apr 2024 28 Apr 2024 28 July 2024 25 Aug 2024 29 Sept 2024 13 Oct 2024 9 Feb 2025 16 Mar 2025	Nam Hwa Blazes by Nam Hwa Opera Limited
17 May and 16 Sept 2024	“竹板响嗒嗒” Young People's Performing Arts Ensemble Ltd
23 Jun 2024	Cantonese Opera Extravaganza by Chinese Theatre Circle Ltd
28 Jun - 7 Jul 2024	二战故事：国家英雄录 War Stories: Echoes of Courage and Strength by Tang Renaissance
6 Jul 2024	方修文学奖颁奖礼 Fang Xiu Cultural Award Distribution Ceremony by Tropical Literature and Art Club
9 - 12 Jul 2024	《哄堂 17》Young People's Performing Arts Ensemble Ltd
14 Jul 2024	腾飞的弦 — 梦想 · 追逐 · 飞跃 Taking Flight — “Pursuit of Dreams” by Singapore Chinese Dance Theatre
17 – 20 Jul 2024	爷爷的冒险岛 Come on, Ryder! Singapore Focus Theatre Ltd
20 Jul 2024	第七届全国课文朗诵比赛 2024 7th Text Recital Competition 2024 Pei Hwa Presbyterian Primary School



场地合作伙伴活  
VENUE PARTNERSHIP EVENTS

24 and 26 Jul 2024	万花筒 Kaleidoscope Jazz Association (Singapore)
26 – 27 Jul 2024	神兽灵木 Amazing Beasts & Botanicals by The Arts Fission Company Ltd
11 – 14 Aug 2024	新加坡美术总会国庆美展 FASS National Day Exhibition 2024 by Federation of Arts Societies (Singapore)
17 Aug 2024	Jazz Appreciation Talk by Jazz Association
17 Aug 2024	Chinese Cultural and Art Competition by Chinese Cultural Toastmasters Club
20 Aug 2024	第十二届狮城青少年戏曲汇演 Singapore Youth Opera Showcase 2024 by Traditional Arts Centre
28 Sept 2024	Monthly Gathering ( 雅集 ) by Federation of Art Societies (Singapore)
29 Aug 2024	国庆群众大会 2024 对话会 National Day Rally 2024 Mandarin Dialogue by REACH (Ministry of Digital Development and Information)
30 - 31 Aug 2024	Proudly Peranakan - The Great Baba Nyonya Celebration! by Peranakan Sayang
1 Sep 2024	TENG Chinese Instrumental Music Grading Examination Seminars 2024 by The TENG Company Ltd
5 Sep 2024	Literary Bites: Spotlight on Singapore Literature Prize 2024 Nominees by Singapore Book Council
7 – 12 Sep 2024	第 55 届新加坡水彩画会年展（缤纷色彩） SWS 55th Anniversary Annual Watercolour Exhibition (Colourful Splashes) by Singapore Watercolour Society
8 Sep 2024	琵琶东南亚风情 by Pipa Society (Singapore)
11 Sep 2024	Culture Academy 8th HR Community of Practice by Ministry of Culture, Community and Youth
18 – 22 Sep 2024	新加坡艺术协会 75 周年美展 Singapore Art Society 75th Anniversary Art Exhibition 2024 by Singapore Art Society
21 – 22 Sep 2024	The Finger Players x Sovanna Phum Shadow Puppetry Masterclass by The Finger Players Ltd
26 – 28 Sep 2024	Wayang Peranakan by Gunong Sayang Association
11 Oct 2024	弦韵 The TENG Recital Series: Transcendence II by The TENG Company Ltd
24 Oct 2024	群岛之歌 Songs of the Archipelago by School of the Arts (SOTA)

30 Oct – 2 Nov 2024	南洋彩艺 中华美术研究会 89 周年美展 The Society of Chinese Artists 89th Annual Art Exhibition 2024 by The Society of Chinese Artists
7 – 10 Nov 2024	Singapore Clay Festival - Clay Makers' Market '24 by Clay Festival Pte Ltd
8 – 9 Nov 2024	看不见的归属 Invisible Habitudes by T.H.E Dance Company Ltd
12 Nov 2024	戏中情缘 III Tales of Love III by Tian Yun Beijing Opera Society
14 – 17 Nov 2024	啸涛篆刻書画会第 54 届常年会员作品展 Siaw-Tao 54th Annual Exhibition by Siaw-Tao Chinese Seal Carving, Calligraphy & Painting Society
18 – 19 Nov 2024	Effective Use of 2024 Primary 2 CL Instructional Materials by Ministry of Education - Mother Tongue Languages Branch
23 Nov 2024 29 Dec 2024	Nam Hwa Core Blazes by Nam Hwa Opera Limited
29 Nov – 1 Dec 2024	陈之初博士美术奖 2024 Dr. Tan Tsze Chor Art Award Exhibition 2024 by Singapore Art Society
30 Nov 2024	闽南文化在新加坡之 “新厦论坛” Hokkien Culture in Singapore 2024 : Singapore-Xiamen Forum by Singapore Amoy Association
8 Dec 2024	典雅浪漫的综合艺术 Glow Beyond The Galaxy by Dance Ensemble Singapore Ltd
17 – 19 Dec 2024	墨澜社 57 周年纪念展 Molan Art Association 57th Anniversary Exhibition by Molan Art Association
22 Dec 2024	于谦 Yu Qian by Chinese Opera Studio
27 Dec 2024	典雅浪漫的综合艺术——昆曲 by Singapore Chinese Music Federation
12 – 19 Jan 2025	重塑现代 - 新加坡现代画会第 60 届常年美展 Redefining Modern, Modern Art Society 60th Annual Exhibition by Modern Art Society Singapore
19 Jan 2025	Blast 25 – 新春音乐会 Blast 25 by Reverberance Ltd
10 Feb 2025	Appreciation Night for Chingay 2025 International Groups by People's Association
15 Feb 2025	A Gem in our Midst: Showcase of Singaporean Cantonese Opera Composer Norman Cheung by Chinese Theatre Circle Ltd
15 Feb 2025	Chinese Debate Competition by Chinese Cultural Toastmasters Club

18 Feb 2025	Secondary Chinese Language (CL) Key Personnel (KPs) Annual Meeting by Ministry of Education - Mother Tongue Languages Branch
20 Feb 2025	REACH Post-Budget Conversations by REACH (Ministry of Digital Development and Information)
22 Feb 2025	2025 新春校友聚会 2025 Chinese New Year Alumni Gathering by The Association of Nanyang University Graduates
8 – 9 Mar 2025	烛光——闪烁中的声音 Shimmering Voices in the Candlelight by Nanfang Arts Association
8 – 16 Mar 2025	【金木水土系列】之金 Metal by Sculpture Society (Singapore) by Sculpture Society (Singapore)
16 Mar 2025	凤凰展翼 Resounding Fervour by Siong Leng Musical Association
16 Mar 2025	庆祝新加坡建国六十周年暨艺术合唱团常年音乐会 by Melo Art Choir
21 – 23 Mar 2025	新加坡清河图 Tok Tik Tok by Young People's Performing Arts Ensemble Ltd
22 – 30 Mar 2025	续现代画会   诗巴空大学美术交流展 Post Modern Art Society Singapore and Silpakorn University Exchange Exhibition by Modern Art Society (Singapore)
23 – 30 Mar 2025	新加坡美术家协会艺术展 2025 Artists Society of Singapore Grand Art Exhibition 2025 by Artists Society of Singapore
26 – 28 Mar 2025	孙悟空传奇 The Legend of The Monkey King by Singapore Focus Theatre Ltd



# 财务摘要

## FINANCIAL HIGHLIGHTS





For the financial year ended 31 March 2025

Statement of Profit or Loss		
	31 March 2025	31 March 2024
	\$	\$
Income before grants and donations		
Income from leasing facilities	2,562,130	2,614,981
Interest and dividend income	1,693,677	1,633,062
Fair value gain in investment securities	678,814	993,624
Other income	452,552	476,803
<b>Total operating income</b>	<b>5,387,173</b>	<b>5,718,470</b>
Expenditure		
Other expenses	14,897,581	13,026,827
Rental expenses	4,355,640	4,322,340
Employee benefits	4,983,447	4,353,118
Depreciation and amortisation	2,013,172	2,107,786
<b>Total operating expenditure</b>	<b>26,249,840</b>	<b>23,810,071</b>
<b>Net operating loss before grants and donations</b>	<b>(20,862,667)</b>	<b>(18,091,601)</b>
Grants and donations		
Government grants	23,681,467	22,756,663
Donations	582,648	1,078,898
<b>Total grants and donations</b>	<b>24,264,115</b>	<b>23,835,561</b>
<b>Surplus for the year</b>	<b>3,401,448</b>	<b>5,743,960</b>

Statement of Financial Position		
	31 March 2025	31 March 2024
	\$	\$
ASSETS		
Property, plant & equipment	1,430,193	1,311,357
Intangible assets	956,884	2,392,209
Trade and other receivables	759,102	642,433
Prepayments	8,957	10,531
Investment securities	40,451,341	33,361,523
Cash and fixed deposits	17,718,314	22,287,261
Restricted fixed deposits	25,282	25,282
<b>Total assets</b>	<b>61,350,073</b>	<b>60,030,596</b>
FUNDS AND LIABILITIES		
Unrestricted fund	12,805,241	13,626,406
Restricted fund	301,173	314,000
Endowment fund	38,730,053	34,494,613
Deferred income	6,675,565	8,712,000
Trade and other payables	2,838,041	2,883,577
<b>Total funds and liabilities</b>	<b>61,350,073</b>	<b>60,030,596</b>

Reserves Position		
	31 March 2025	31 March 2024
Unrestricted Funds (Reserves)	\$12,805,241	\$13,626,406
Ratio of Reserves to Annual Operating Expenditure	0.49	0.57

SCCC's Reserve Policy

The reserves of the Company provide financial stability and a means for the Company to carry out its operations and activities. The Company shall maintain a reserve ratio of 0.5, which is six months of annual expenditure. The Board regularly reviews the level of reserves to ensure that they are adequate for fulfilling the company’s continuing obligations.

Please refer to [HERE](#) for the full financial report.

Fund Raising

SCCC uses the Giving.sg platform for online fund-raising. SCCC will also undertake fundraising to support its operations and objectives, if required.



机构信息



CORPORATE  
INFORMATION



# Singapore Chinese Cultural Centre

Singapore Chinese Cultural Centre (“Company”) was incorporated under the Companies Act (Cap 50) on 10 April 2013 and registered as a charity under the Charities Act with effect from 20 January 2014. The company is a public company limited by guarantee, having its Memorandum and Articles of Association as its governing instrument.

UEN Number	201309577Z
IPC Period	1 February 2023 to 31 January 2026
Address	#11-01, 1 Straits Boulevard, Singapore 018906
Website	<a href="http://www.singaporeccc.org.sg">www.singaporeccc.org.sg</a>
External Auditor	Foo Kon Tan LLP
Internal Auditor	Ernst & Young Advisory Pte Ltd
Bankers	OCBC Bank DBS Bank BNP Paribas Wealth Management The Bank of East Asia, Limited
Fund Manager	BNP Paribas Wealth Management
Company Secretary	Yap Wai Ming

CEO	<b>Alvin Tan</b> joined on 3 June 2024
	Mr Alvin Tan is the Chief Executive Officer of Singapore Chinese Cultural Centre. Prior to this, he was the Deputy Chief Executive (Policy & Community) at National Heritage Board where he played a key role in developing NHB’s Our SG Heritage Plans, oversaw the development of three heritage institutions and two community galleries, and conceptualised NHB’s Street Corner Heritage Galleries and Heritage Activation Nodes. Mr Tan is concurrently a member of Singapore Writers Festival Advisory Panel, Stewards of Intangible Cultural Heritage Award Evaluation Panel and Singapore Chinese Music Competition Advisory Committee.



# 公司治理

CORPORATE  
GOVERNANCE





The Company as an Institution of a Public Character (IPC) is committed to good governance and management practices as it seeks to comply with Charity and IPC regulations and Code of Governance for Charities and Institutions of a Public Character (Code). The Company has complied with the relevant guidelines as stipulated in the Code. The Company will submit the online Governance Evaluation Checklist together with the audited accounts and annual report for the year. The annual submissions are available for viewing in the Charity Portal at [www.charities.gov.sg](http://www.charities.gov.sg).

1. Nomination and Appointment of Board of Directors

The Nomination Committee shall review the composition of the Board to ensure that the Board has an appropriate balance of independent Board members with appropriate expertise, skills, attributes, diversity and ability; to identify and nominate potential board member candidates to be elected as members of the board. The Board conducts self-evaluation to assess its performance and effectiveness.

The Board of the Company shall have at least ten (10) Directors and such other number as the Board may determine from time to time. Majority of the Board shall be Singapore Citizens, and at least half of the Board shall be independent directors. So far as the Company is an Institution of Public Character, at least half of the Board shall also be independent, as defined by the Charities (Institutions of a Public Character) Regulations. The Board of Directors need to be adequately represented from the various sections of the Chinese community in Singapore, in meeting the objectives of the Company.

A director shall serve a term of three (3) years. All directors, except the Honorary Treasurer, may be re-elected to the same or related post upon the expiry of each term of office, provided that the Chairman shall not hold his office for more than three (3) consecutive terms.

All the directors are volunteers and receive **no remuneration** from the Company.

2. The Governing Board

The Board’s role is to provide strategic direction and oversight of Singapore Chinese Cultural Centre’s programmes and objectives and to steer the charity towards fulfilling its vision and mission through good governance. The management team led by the CEO has the executive role of managing SCCC, and is responsible for implementing strategies, policies and business practices. At all times, the Board has ready access to the management team, as well as SCCC’s internal and external auditors. The SCCC’s Board of Directors has collective responsibility for the following:

- 1. provide advice on strategic directions;
- 2. ensure that the necessary resources are in place for SCCC to meet its objectives;
- 3. establish a framework of prudent and effective controls which enables risks to be assessed and managed;
- 4. establish a corporate governance framework that ensures optimal use of public and donated funds provided to SCCC; and
- 5. review Management’s overall performance.



### 3. Board Meetings

The Board meets quarterly during the year and has met on the following dates:

- 24 Apr 2024
- 24 Jul 2024
- 30 Oct 2024
- 22 Jan 2025

#### Current Board Members

	Name	No. of meetings attended (4)	Appointed as at
1	Ng Siew Quan (Chairman, 1 Oct 2022) *	4/4	18 Jul 2013
2	Tan Cheng Gay (Honorary Treasurer, 1 Oct 2022)	4/4	1 May 2015
3	Daniel Chan Choong Seng	4/4	1 Oct 2019
4	William Leong Sin Yuen	3/4	1 Oct 2019
5	Pang Lim	4/4	1 Oct 2019
6	Tham Loke Kheng	3/4	1 Oct 2019
7	Joy Tan Whei Mien	4/4	7 Nov 2019
8	Goh Sin Teck	3/4	1 Oct 2022
9	Low Eng Teong	3/4	1 Oct 2022
10	Lim Hock Chee	4/4	1 Oct 2022
11	Zhou Zhaocheng	3/4	1 Oct 2022
12	Heng Boey Hong	2/4	14 Oct 2022
13	Jimmy Toh Yong Leng	4/4	1 Jan 2023
14	Chang Hwee Nee	2/4	1 Aug 2024
15	Zed Teo Zi-Ming	2/4	1 Aug 2024

We express our sincere appreciation to the following Board Members for their service, as they step down from the Board.

- Shaun Goh Shiao Sing (stepped down, 31 July 2024)
- Alvin Tan Tze Ee (stepped down, 2 June 2024)

\* Past Charity Board Appointments – Honorary Treasurer 1 Oct 2019

<sup>1</sup> A person is connected with a Member if that person is a child, sibling, parent, spouse, spouse’s parent, spouse’s sibling, grandparent or grandchild of such Member.

### 4. Volunteer Management

The Company has established a volunteer handbook, to give an overview of SCCC’s volunteer management policies and procedures such as volunteering opportunities, code of conduct, volunteer recruitment, benefits and recognition, and learning and development. SCCC aims to create meaningful and enriching volunteering experience for our volunteers.

### 5. Conflicts of Interest

The Company has established a policy for Conflict of Interest and Declaration to ensure that members act in the best interest of the Company.

“Member” refer to a board member or management or staff or volunteer of the Company.

The declarations of interest are updated in written form annually and whenever any change occurs.

Whenever a Member or a person connected with a Member<sup>1</sup> has a personal interest in a matter to be discussed in a meeting, the Member or connected person must:

- Declare an interest before the discussion on the matter begins;
- Withdraw from the meeting for that item and not participate in the discussions;
- Not be counted in the quorum during that part of the meeting; and
- Withdraw during the vote and have no vote on the matter.

The discussion and final decisions on the matter should be documented in the minutes of the meeting.

### 6. Whistleblowing Policy

The Whistleblowing Policy aims to provide an avenue for SCCC directors, employees and external parties to bring to attention of the Audit and Risk Committee, any misdeed, impropriety committed by directors and employees, and offer reassurance that they will be protected from reprisals or victimisation for whistleblowing in good faith.

### 7. Privacy Policy

The Company is committed in safeguarding the personal data and to treat, manage, protect and process personal data properly and professionally.

### 8. Disclosure and Transparency

The annual report is prepared to include information on its programmes, financial position, governance, board, and management.

Audited financial statements are available on SCCC’s website and information on SCCC’s financial position can also be found on the Commissioner of Charities website.

The annual remuneration of the Company’s three highest-paid employees are disclosed in bands of \$100,000 as follows:

Remuneration Band	31 March 2025	31 March 2024
\$200,001 to \$300,000	2	2
\$100,000 to \$200,000	1	1

There is no paid staff who is a close member of the CEO or Board members receiving more than \$50,000 during the financial year.

No staff is involved in setting his own remuneration.

The Company did not make any loan to any third parties.



Governance Evaluation Checklist (GEC)

Advanced Tier 2

S/N	Call for Action	Code ID	Did the charity put this principle into action?
Principle 1: The charity serves its mission and achieves its objectives.			
1	Clearly state the charitable purposes (For example, vision and mission, objectives, use of resources, activities, and so on) and include the objectives in the charity’s governing instrument. Publish the stated charitable purposes on platforms (For example, Charity Portal, website, social media channels, and so on) that can be easily accessed by the public.	1.1	Yes
2	Develop and implement strategic plans to achieve the stated charitable purposes.	1.2	Yes
3	Have the Board review the charity’s strategic plans regularly to ensure that the charity is achieving its charitable purposes, and monitor, evaluate and report the outcome and impact of its activities.	1.3	Yes
4	Document the plan for building the capacity and capability of the charity and ensure that the Board monitors the progress of this plan.  “Capacity” refers to a charity’s infrastructure and operational resources while “capability” refers to its expertise, skills and knowledge.	1.4	Yes
Principle 2: The charity has an effective Board and Management.			
5	The Board and Management are collectively responsible for achieving the charity’s charitable purposes. The roles and responsibilities of the Board and Management should be clear and distinct.	2.1	Yes
6	The Board and Management should be inducted and undergo training, where necessary, and their performance reviewed regularly to ensure their effectiveness.	2.2	Yes
7	Document the terms of reference for the Board and each of its committees. The Board should have committees (or designated Board member(s)) to oversee the following areas*, where relevant to the charity: a. Audit b. Finance  * Other areas include Programmes and Services, Fund-raising, Appointment/ Nomination, Human Resource, and Investment.	2.3	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
8	Ensure the Board is diverse and of an appropriate size, and has a good mix of skills, knowledge, and experience. All Board members should exercise independent judgement and act in the best interest of the charity.	2.4	Yes
9	Develop proper processes for leadership renewal. This includes establishing a term limit for each Board member. All Board members must submit themselves for re-nomination and reappointment, at least once every three years.	2.5	Yes
10	Develop proper processes for leadership renewal. This includes establishing a term limit for the Treasurer (or equivalent position).  For Treasurer (or equivalent position) only: a. The maximum term limit for the Treasurer (or equivalent position like a Finance Committee Chairman, or key person on the Board responsible for overseeing the finances of the charity) should be four consecutive years. If there is no Board member who oversee the finances, the Chairman will take on the role.  i. After meeting the maximum term limit for the Treasurer, a Board member’s reappointment to the position of Treasurer (or an equivalent position may be considered after at least a two-year break.  ii. Should the Treasurer leave the position for less than two years, and when he/she is being re-appointed, the Treasurer’s years of service would continue from the time he/she stepped down as Treasurer.	2.6	Yes
11	Ensure the Board has suitable qualifications and experience, understands its duties clearly, and performs well. a. No staff should chair the Board and staff should not comprise more than one-third of the Board.	2.7	Yes
12	Ensure the Management has suitable qualifications and experience, understands its duties clearly, and performs well. a. Staff must provide the Board with complete and timely information and should not vote or participate in the Board’s decision-making.	2.8	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
13	The term limit for all Board members should be set at 10 consecutive years or less. Re-appointment to the Board can be considered after at least a two-year break.  For all Board members: a. Should the Board member leave the Board for less than two years, and when he/she is being re-appointed, the Board member’s years of service would continue from the time he/she left the Board.  b. Should the charity consider it necessary to retain a particular Board member (with or without office bearers’ positions) beyond the maximum term limit of 10 consecutive years, the extension should be deliberated and approved at the general meeting where the Board member is being re-appointed or re-elected to serve for the charity’s term of service. (For example, a charity with a two-year term of service would conduct its election once every two years at its general meeting).  c. The charity should disclose the reasons for retaining any Board member who has served on the Board for more than 10 consecutive years, as well as its succession plan, in its annual report.	2.9a 2.9b 2.9c	Yes
14	For Treasurer (or equivalent position) only:  d. A Board member holding the Treasurer position (or equivalent position like a Finance Committee Chairman or key person on the Board responsible for overseeing the finances of the charity) must step down from the Treasurer or equivalent position after a maximum of four consecutive years.  i. The Board member may continue to serve in other positions on the Board (except the Assistant Treasurer position or equivalent), not beyond the overall term limit of 10 consecutive years, unless the extension was deliberated and approved at the general meeting – refer to 2.9.b.	2.9d	Yes



Governance Evaluation Checklist (GEC)

Advanced Tier 2

S/N	Call for Action	Code ID	Did the charity put this principle into action?
Principle 3: The charity acts responsibly, fairly and with integrity.			
15	Conduct appropriate background checks on the members of the Board and Management to ensure they are suited to work at the charity.	3.1	Yes
16	Document the processes for the Board and Management to declare actual or potential conflicts of interest, and the measures to deal with these conflicts of interest when they arise. a. A Board member with a conflict of interest in the matter(s) discussed should recuse himself/herself from the meeting and should not vote or take part in the decision-making during the meeting.	3.2	Yes
17	Ensure that no Board member is involved in setting his/her own remuneration directly or indirectly.	3.3	Yes
18	Ensure that no staff is involved in setting his/her own remuneration directly or indirectly.	3.3	Yes
19	Establish a Code of Conduct that reflects the charity's values and ethics and ensure that the Code of Conduct is applied appropriately.	3.4	Yes
20	Take into consideration the ESG factors when conducting the charity's activities.	3.5	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
Principle 4: The charity is well-managed and plans for the future.			
21	Implement and regularly review key policies and procedures to ensure that they continue to support the charity's objectives. a. Ensure the Board approves the annual budget for the charity's plans and regularly reviews and monitors its income and expenditures (For example, financial assistance, matching grants, donations by board members to the charity, funding, staff costs and so on).	4.1a	Yes
22	Implement and regularly review key policies and procedures to ensure that they continue to support the charity's objectives. b. Implement appropriate internal controls to manage and monitor the charity's funds and resources. This includes key processes such as: i. Revenue and receipting policies and procedures; ii. Procurement and payment policies and procedures; and iii. System for the delegation of authority and limits of approval.	4.1b	Yes
23	Seek the Board's approval for any loans, donations, grants, or financial assistance provided by the charity which are not part of the core charitable programmes listed in its policy. (For example, loans to employees/ subsidiaries, grants or financial assistance to business entities).	4.2	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
24	Regularly identify and review the key risks that the charity is exposed to and refer to the charity's processes to manage these risks.	4.3	Yes
25	Set internal policies for the charity on the following areas and regularly review them: a. Anti-Money Laundering and Countering the Financing of Terrorism (AML/CFT); b. Board strategies, functions, and responsibilities; c. Employment practices; d. Volunteer management; e. Finances; f. Information Technology (IT) including data privacy management and cyber-security; g. Investment (obtain advice from qualified professional advisors if this is deemed necessary by the Board); h. Service or quality standards; and i. Other key areas such as fund-raising and data protection.	4.4	Yes
26	The charity's audit committee or equivalent should be confident that the charity's operational policies and procedures (including IT processes) are effective in managing the key risks of the charity.	4.5	Yes
27	The charity should also measure the impact of its activities, review external risk factors and their likelihood of occurrence, and respond to key risks for the sustainability of the charity.	4.6	Yes



Governance Evaluation Checklist (GEC)

Advanced Tier 2

S/N	Call for Action	Code ID	Did the charity put this principle into action?
Principle 5: The charity is accountable and transparent.			
28	Disclose or submit the necessary documents (such as Annual Report, Financial Statements, GEC, and so on) in accordance with the requirements of the Charities Act, its Regulations, and other frameworks (For example, Charity Transparency Framework and so on).	5.1	Yes
29	Generally, Board members should not receive remuneration for their services to the Board. Where the charity's governing instrument expressly permits remuneration or benefits to the Board members for their services, the charity should provide reasons for allowing remuneration or benefits and disclose in its annual report the exact remuneration and benefits received by each Board member.	5.2	Yes
30	The charity should disclose the following in its annual report: a. Number of Board meetings in the year; and b. Each Board member's attendance.	5.3	Yes
31	The charity should disclose in its annual report the total annual remuneration (including any remuneration received in the charity's subsidiaries) for each of its three highest-paid staff, who each receives remuneration exceeding \$100,000, in incremental bands of \$100,000. Should any of the three highest-paid staff serve on the Board of the charity, this should also be disclosed. If none of its staff receives more than \$100,000 in annual remuneration each, the charity should disclose this fact.	5.4	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
32	The charity should disclose in its annual report the number of paid staff who are close members of the family of the Executive Head or Board members, and whose remuneration exceeds \$50,000 during the year. The annual remuneration of such staff should be listed in incremental bands of \$100,000. If none of its staff is a close member of the family of the Executive Head or Board members and receives more than \$50,000 in annual remuneration, the charity should disclose this fact.	5.5	Yes
33	Implement clear reporting structures so that the Board, Management, and staff can access all relevant information, advice, and resources to conduct their roles effectively. a. Record relevant discussions, dissenting views and decisions in the minutes of general and Board meetings. Circulate the minutes of these meetings to the Board as soon as practicable.	5.6a	Yes
34	Implement clear reporting structures so that the Board, Management, and staff can access all relevant information, advice, and resources to conduct their roles effectively. a. The Board meetings should have an appropriate quorum of at least half of the Board, if a quorum is not stated in the charity's governing instrument.	5.6b	Yes
35	Implement a whistle-blowing policy for any person to raise concerns about possible wrongdoings within the charity and ensure such concerns are independently investigated and follow-up action taken as appropriate.	5.7	Yes

S/N	Call for Action	Code ID	Did the charity put this principle into action?
Principle 6: The charity communicates actively to instil public confidence.			
36	Develop and implement strategies for regular communication with the charity's stakeholders and the public (For example, focus on the charity's branding and overall message, raise awareness of its cause to maintain or increase public support, show appreciation to supporters, and so on).	6.1	Yes
37	Listen to the views of the charity's stakeholders and the public and respond constructively.	6.2	Yes
38	Implement a media communication policy to help the Board and Management build positive relationships with the media and the public.	6.3	Yes





## Singapore Chinese Cultural Centre

新加坡华族文化中心

1 Straits Boulevard #11-01

Singapore 018906

[singaporeccc.org.sg](http://singaporeccc.org.sg)

Home of SINGAPO人

[singaporen.sg](http://singaporen.sg)



新加坡华族文化中心是一家慈善公益机构。  
SCCC is a charity and Institution of a Public Character.