

## FACTSHEET

# LAUNCH OF THE EARLY CHILDHOOD INDUSTRY DIGITAL PLAN

## Background

1. The Early Childhood (EC) industry plays a key role in achieving national goals of supporting parenthood, nurturing the next generation and improving social mobility. EC is a diverse and growing sector, with over 500 operators and 1,900 centres providing different types of services such as infant care, childcare, kindergarten. It employs over 22,000 principals, teachers and educators to provide care and education for 188,000 children.
2. With more dual-income families and increased awareness of the importance of early childhood education in a child's development, the demand for high quality EC services will grow and demands on EC professionals will also rise. Digital technology plays an important role in helping the EC industry meet this demand. Preschool operators that use digital solutions to enhance productivity, automate operations and manage business costs can improve not only service delivery, but also their value proposition to EC professionals.

## Early Childhood Industry Digital Plan

3. The EC Industry Digital Plan (IDP) will help preschool operators in their digital journey. Aligned to the EC Industry Transformation Map (ITM), the EC IDP is part of the SMEs Go Digital programme<sup>1</sup> that aims to make going digital simple for operators.

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<sup>1</sup> [www.imda.gov.sg/SMEsGoDigital](http://www.imda.gov.sg/SMEsGoDigital)

**IMDA** INFOCOMM MEDIA DEVELOPMENT AUTHORITY | **SMEs GO DIGITAL**

# 3 STEPS TO GO DIGITAL

**1** | **Is your business digital-ready?**  
Find out using the Industry Digital Plan (IDP) for your sector.

**2** | **How do you get started?**  
Take up pre-approved solutions with grant support.

**3** | **Where can you get help?**  
Contact your nearest SME Centre for support.

**For more information**  
Scan the QR code or visit [www.imda.gov.sg/SMEsGoDigital](http://www.imda.gov.sg/SMEsGoDigital)

**Support available**

- Pre-Approved Solutions
- Start Digital Pack
- Grow Digital
- Consultancy Services (SME Digital Tech Hub)
- Government Grants (e.g. Productivity Solutions Grant (PSG); SkillsFuture Enterprise Credit (SFEC))
- Digital Resilience Bonus
- Digital Project Management Services

- The EC IDP was developed by the Infocomm Media Development Authority (IMDA), in partnership with the Early Childhood Development Agency (ECDA), SkillsFuture Singapore (SSG) and industry partners<sup>2</sup>, to guide preschool operators in their digital transformation efforts. It provides them with a step-by-step guide on the digital solutions to adopt at each stage of their growth. The IDP will be updated over time as the industry progresses and newer, more relevant technologies are introduced.
- The three-stage Digital Roadmap of the IDP charts out the digital solutions that enterprises in the EC sector can adopt at each stage of their growth to support their digital journey.

<sup>2</sup> Association of Early Childhood and Training Services (ASSETS) and Association for Early Childhood Educators (Singapore) (AECES)

## Digital Roadmap



- **Stage 1: Getting Ready for the Digital Economy** – Adopt and Adapt. This stage calls for operators to adopt digital solutions such as e-enrolment and adapt centre processes for more efficient processes and digital-enabled work.
- **Stage 2: Growing in the Digital Economy** – Analyse and Automate. This stage calls for preschools to adopt digital solutions such as data analytics that can help them analyse and automate operations and educator training for more data-driven operations and digital-enabled training.

- **Stage 3: Leaping Ahead** – Advance Capabilities. This stage identifies solutions such as smart resource management and virtual training for teachers, so that operators can advance capabilities for smart centres and innovative learning.

6. The IDP also includes a Digital Roadmap on Training to ensure that the industry’s workforce is adequately equipped with the necessary skills to adopt digital solutions and adapt to the changes that come with digital transformation.

### Digital Roadmap on Training

	STAGE 01	STAGE 02	STAGE 03
<b>“TECH BASICS”</b> EC leaders, teachers, centre administrators and HR personnel	<b>Getting Ready for the Digital Economy</b> <i>Adopt and Adapt</i>	<b>Growing in the Digital Economy</b> <i>Analyse and Automate</i>	<b>Leaping Ahead</b> <i>Advance Capabilities</i>
	<ul style="list-style-type: none"> <li>• <a href="#">SkillsFuture for Digital Workplace</a></li> <li>• <a href="#">Enhancing Lesson Study</a></li> <li>• <a href="#">Digital and Agile Transformation</a></li> <li>• <a href="#">Cyber Security Awareness</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Introduction to Data Analytics and Cyber-security</a></li> <li>• <a href="#">Introduction to Digital Marketing</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Augmented Reality &amp; Virtual Reality</a></li> </ul>
Vendor-Specific Solutions Training			
<b>“TECH ADVANCED”</b> Employees that use or are exploring advanced tech in their work / organisation	<ul style="list-style-type: none"> <li>• <a href="#">Transforming Digital Business with Virtual Reality</a></li> <li>• <a href="#">Digital Learning Beginner Workshop</a></li> <li>• <a href="#">Essentials of Personal Data Protection</a></li> <li>• <a href="#">User Experience Design Fundamentals</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">SEO, Social Media &amp; Digital Marketing Mastery</a></li> <li>• <a href="#">Basic Video Creation and Editing</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Understanding of Internet of Things</a></li> <li>• <a href="#">Internet of Things Fundamental for Beginners</a></li> <li>• <a href="#">Smart Sensors and Integration</a></li> </ul>
Training programmes aligned to <b>Skills Framework</b> and emerging areas under <b>SkillsFuture Series</b>			

### Online Self-Assessment Checklist

7. Enterprises can also use the online Self-Assessment Checklist to assess their digital readiness and identify opportunities to go digital based on their current

business operations, level of digitalisation and business expansion plans. For more information on the EC IDP, visit: <https://go.gov.sg/imda-ec-idp>

## Further support under SMEs Go Digital

8. The sector-specific IDPs are central to the SMEs Go Digital programme. The programme also comprises the following:

- **Pre-Approved Solutions**

To make it easy for SMEs to adopt digital solutions recommended in the EC IDP, IMDA provides a list of pre-approved solutions assessed to be market-proven, cost-effective and supported by reliable vendors. SMEs can visit ECDA's website<sup>3</sup> for the contact information of the pre-approved solution providers. Funding support for pre-approved Business Capabilities solutions is available through the Productivity Solutions Grant. Information on funding support for the sector-specific solutions and the list of such pre-approved solutions will be shared in the second half of 2021.

SMEs can also participate in digital projects that are initiated jointly by IMDA and industry leaders. Such projects pilot new digital solutions or platforms that have the potential to uplift the whole sector.

- **Start Digital**

For SMEs that are just starting their business or are new to digital technology, they can take up a **Start Digital Pack**<sup>4</sup> to begin their business right with foundational and competitively priced digital solutions. New SMEs can take up any two solutions free for at least six months with a minimum 18-month contract period from six categories: Accounting, Human Resources Management & Payroll, Digital Marketing, Digital Transactions, Digital Collaboration and

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<sup>3</sup><https://www.ecda.gov.sg/Operators/Pages/EC-industry-digital-plan.aspx>

<sup>4</sup>[www.imda.gov.sg/StartDigital](http://www.imda.gov.sg/StartDigital)

Cybersecurity. The solutions are pre-approved by IMDA and offered by Start Digital Partners like DBS, M1, Maybank, OCBC, Singtel and UOB.

- **Consultancy Services**

For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**<sup>5</sup> for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cybersecurity, will be referred to the Principal Consultants at the **SME Digital Tech Hub**<sup>6</sup>. These digital consultancy services are provided at no cost to SMEs.

- **Advanced Digital Solutions**

SMEs can also receive funding support to adopt advanced and integrated solutions<sup>7</sup> to improve their business resilience and long term competitiveness. Supported solutions include those for integrated facilities management and security services.

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<sup>5</sup> List of SME Centres can be found [here](#)

<sup>6</sup> For more information, visit: [www.digitaltechhub.sg](http://www.digitaltechhub.sg)

<sup>7</sup> For more information, visit: [www.imda.gov.sg/advanceddigitalsolutions](http://www.imda.gov.sg/advanceddigitalsolutions)

### **About Infocomm Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

### **About The Early Childhood Development Agency (ECDA)**

The Early Childhood Development Agency (ECDA) serves as the regulatory and development agency for the early childhood sector in Singapore, overseeing key aspects of children's development below the age of 7, across both kindergartens and child care centres. ECDA is an autonomous agency jointly overseen by the Ministry of Education (MOE) and the Ministry of Social and Family Development (MSF), and is hosted under the Ministry of Social and Family Development. For more news and information, visit [www.ecda.gov.sg](http://www.ecda.gov.sg).

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