

DISTINGUISHED WINNERS

A1. Websites: Ministry of the Environment and Water Resources (MEWR) - MEWR Website

Launched in April 2012, the revamped website (www.mewr.gov.sg) aims to explain the rationale behind MEWR's policies in an interesting, yet intuitive and meaningful way. It also serves as a key educational tool to build awareness and engage youths on environmental issues such as the strategic direction taken by government.

Visitors to the homepage will be drawn to the striking use of photography and engaging headlines. Deviating from a conventional text-heavy format, the revamped website uses graphics and interactive content to intrigue users to explore and learn more about the environment on the site. Attractive graphics are used to convey information in an aesthetically pleasing manner. Statistical figures are presented in a colourful and dynamic style as well.

To develop a pro-active dimension, visitors are encouraged to take action by joining green interest groups, and by sharing the knowledge they have received via Facebook badges and/or infographics. The target audiences of the website include the general public, youths, students, teachers, researchers and businesses.

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A2. e-Services: Housing & Development Board (HDB) - MyDoc@HDB

HDB receives over 1 million paper documents yearly, with some customers having to retrieve and duplicate the same documents for different transactions with the HDB. With this, MyDoc@HDB was launched in 2011 to consolidate document requests for various applications into a single e-service. To date, 80,000 transactions have been received. Types of transactions include: New flat, Resale flat, HDB Loan Eligibility Letter, Selective En bloc Redevelopment Scheme, Transfer of Flat Ownership (Only for Online Application), Renting a Flat (Only for Parenthood Provisional Housing Scheme Application) and Enhancement for Active Seniors (Only for Direct Application).

Customers can now access their personalised consolidated list of documents online. Efficiency and productivity for HDB operations is enhanced as staff retrieve digitised documents easily and quickly, yet ensure the confidentiality of customers' information.

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A3. m-Services: Land Transport Authority (LTA) - MyTransport.SG Mobile

MyTransport.SG Mobile is a content-rich service offering a wide range of information for all modes of land transportation – empowering commuters, motorists and cyclists in Singapore to make informed decisions and better plan their journey. Its range of features allows users to:

- Personalise favourite services with MyConcierge feature
- Customise the services icon position to suit users' needs
- Search and locate
 - Nearby bus stops and service numbers with bus route details
 - Nearby taxi stands and quick dial for taxi booking services
- Obtain real-time
 - Bus arrival information at selected bus stops
 - Parking lot availability for popular locations
- View live traffic images along all expressways around the island
- Receive the latest traffic news affecting major expressways during peak hours and train service delay information via push notification
- Explore cycling towns, routes, and parking facilities
- Report road defects via Snap and Send
- Find out about lifestyle events and promotions nearby

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A4. People Engagement: Ministry of Defence (MINDEF) - cyberpioneerTV & cyberpioneer Facebook

The cyberpioneerTV YouTube channel was launched in 2008 to connect and engage with audiences from both local and international community. Sharing almost 400 videos related to the SAF, cyberpioneerTV offers a variety of defence videos mainly produced by the Defence Media Centre (DMC), MINDEF Public Affairs Directorate. It has more than 11 million views and 22,000 subscribers.

The cyberpioneer Facebook page was launched in 2010 - aimed at connecting and engaging with Singaporeans to strengthen their commitment to our defence. It has garnered over 35,000 fans.

Through this, MINDEF provides regular updates to allow the public to have a better understanding on what the SAF does. The public can also interact with MINDEF through comments and queries posted on the page. The page also serves as an avenue for MINDEF/SAF to clarify misconceptions and debunk online hoaxes.

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A5. Shared Systems & Services: Building & Construction Authority (BCA) - One-Stop CORENET System

CORENET (Construction & Real Estate Network) is a one-stop shop for building professionals to make electronic submissions to BCA and other 15 government regulatory authorities. It also provides information on codes and regulations, building and construction, and events.

Since its launch in 2001, the building industry has made over 3.54 million online submissions, with an average of more than 500,000 submissions made annually over the last three years. There are 13,138 registered users to date. This has enabled the building industry to save more than SGD\$30 million in printing and dispatch costs. Other savings include manpower, storage and time.

To ensure that the system remains adequate and relevant and to enable further productivity gains, BCA has taken the lead in making enhancements, an instance is the recent initiative to allow 3-D BIM electronic submissions of plans.

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A6. Data Sharing: Land Transport Authority (LTA)

In line with the growing demand for land transport datasets, LTA has embarked on an Open Data-Sharing initiative to the public through a cloud computing programme, and launched DataMall@MyTransport.SG in November 2011.

Located in the MyTransport.SG portal, the initiative aims to share LTA's rich repository of land transport dataset such as public transport, traffic and geospatial data. Since its inception, strong interest has been garnered from business partners, research institutions and third party developers, generating 2 million data downloads per month. This in turn supports more than 8 million monthly hits from 25 new, innovative transport-related applications created on mobile devices such as iPhones and Android phones.

DataMall@MyTransport.SG is an important milestone that marks the synergetic collaboration between LTA, Industry and community to create an ecosystem that encourages the development of innovative transport applications, which empower the public with timely and relevant travel information for smarter travel choices.

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MERIT WINNERS

A7. Websites: Housing & Development Board (HDB) - HDB InfoWEB

By harnessing the ubiquity of the Internet, HDB's corporate website, has become a key engagement channel to meet the needs of customers. With clear content, uncluttered web pages, user-friendly e-Services and personalisation such as 'My HDBPage', the HDB InfoWEB serves more than 2 million customers per month, providing content and e-Services 24x7. It had an average of 28.8 million monthly page views in 2012. Page views for a month can hit as high as 40 million when there are key events, such as the launch of flats for application. Since the re-launch in January 2010, the number of visitors to InfoWEB has increased by 67%, and the feedback from customers has been very encouraging.

Some of the key features from HDB InfoWEB includes: Electronic process for flat applications, 'My HDBPage' Personalized Portal, Interactive Map Services, Multimedia Gallery, Social Bookmarking and iFAQ.

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A8. Websites: Ministry of Defence (MINDEF) - NS Portal

The NS Portal is the unified portal for all NS personnel in Singapore to conveniently access all important information and eServices online.

- **Convenient Access to NS-related Services:** It enables more than 400,000 servicemen from MINDEF/MHA to perform eight million NS-related transactions each year, with more than 99% of all NS-related transactions conducted through the NS Portal. The portal receives more than 100 million page views annually.
- **Supporting Pre-enlistees Preparing for NS Enlistment:** It supports more than 24,000 Pre-enlistees by providing relevant information for them and their parents to learn more about NS.
- **Supporting NSmen Preparing for In-Camp-Training (ICT):** The portal enables NSmen to acknowledge their ICT call-ups, access ICT training programmes and messages from their commanders, and participate in forum discussions with members of their units.

The NS Portal consistently achieves a rating of more than 95% for its customer satisfaction surveys.

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A9. e-Services: Immigration & Checkpoints Authority (ICA) - e-Appointment Booking System

The e-Appointment system is an online service that manages the appointment slots for all three Services Centres of the ICA, namely the Citizen Services Centre, Permanent Resident Services Centre and Visitor Services Centre. It caters to the convenience of applicants seeking immigration services such as the collection of passports at ICA Building or SingPost outlets, completion of Student's Pass formalities and submission of PR application.

Introduced in 2008 on the ICA website (www.ica.gov.sg), its user-friendly and intuitive interface allows appointment booking through four simple steps. After an e-Appointment is made, details will be transmitted to ICA's queue system to facilitate the issuance of queue tickets to customers. It also gives the flexibility to change or cancel appointments.

With this, the public is able to better manage their time when planning a trip to the ICA Building. Workload of ICA officers can too be alleviated as the flow of customers is now more evenly distributed throughout the day.

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A10. e-Services: SPRING Singapore - GeBIZ Alerts

GeBIZ Alert is a daily email service introduced in March 2011 that proactively alerts subscribers of business opportunities posted on GeBIZ, the Singapore government's procurement website, via their preferred mailbox.

The e-service allows subscribers to customise their preferences in receiving information, reducing the need for businesses to filter through all information on GeBIZ. This saves time and provides users with greater convenience. It also improves the competitiveness of businesses as they are kept updated with the latest business opportunities.

With this, businesses no longer have to search through the GeBIZ portal regularly in order to gain information on tender notices posted by the government; which could be time-consuming, labour intensive and costly. Previously, there were also no alert services to actively notify businesses of the opportunities posted on GeBIZ.

Jointly introduced by EnterpriseOne and GeBIZ, this service is targeting at serving all Singapore-registered businesses. As of 31 March 2013, there are about 5,000 subscribers.

GeBIZ Alert can be subscribed to at www.enterpriseone.gov.sg/signup

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A11. m-Services: Housing & Development Board (HDB) - Mobile@HDB

To extend the reach of HDB InfoWEB, a mobile friendly browser-based Mobile@HDB [mobile.hdb.gov.sg] was launched in October 2010, allowing users to receive information in byte-size on their phones. An iPhone application for Mobile@HDB was later developed in April 2011 to encourage its usage and to leverage on iPhone's functionalities (i.e. GPS for proximity-related searches). And the Android version was launched with the increasing popularity of Android-based phones in Singapore.

Designed with mobility in mind, Mobile@HDB is simple to navigate and requires minimal data entry from users.

In 2012, Mobile@HDB had on average attracted close to 741,000 page views per month. The popular pages are related to the buying of new and resale flats. The top 3 services accessed were: *Buying a New flat – Available Flats for Selection*, *Buying a Resale flat / Selling Your Flat – Resale Flat Transacted Prices* and *Interactive FAQs*

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A12. m-Services: People's Association (PA) - OurCommunity

OurCommunity is an iPhone application catered to the needs of residents, especially for working adults and youths. It is a one-stop platform that provides the latest community happenings, allows residents to sign up for PA programmes at over 100 Community Clubs and Water Venture outlets, and connect with friends. It also has a "Nearby" feature to help residents get directions to community events, food outlets, sports facilities, and more.

Virtual Engagement: It has the "shake" feature in-built which allows users to find or make new friends, a "PA Circle" for friends to stay in touch and interact with one another, and the "calendar" function which residents can create their own events and invite friends to join in. As an incentive to participate in online social activities, users are rewarded with virtual points and badges for them to "advance" to different achievement levels.

Real-World Engagement: Residents who participate in PA or community programmes can look forward to taking and sharing photos through the augmented reality photo-taking feature in the app, and other interesting features with the QR scanner.

OurCommunity will be available for download on Android phones soon.

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A13: People Engagement: Ministry of Manpower (MOM) - SNAP@MOM

To facilitate the building of a progressive and pervasive WSH Culture, SNAP@MOM is offered to gather feedback from the public on any unsafe workplace safety and health practices witnessed. Compatible with iPhones and Android phones, members of the public can take photos of unsafe work practices immediately and send them to occupiers of the workplaces for immediate corrective action. This can foster stronger industry ownership and responsibility for workplace safety.

The unique feature of this product is that the feedback provider can track the follow up of the case. In addition, both the occupier of the workplace and MOM are in the information loop to ensure full compliance with the Workplace Safety and Health Act. MOM's Occupational Safety and Health Inspectorate (OSHI) will also monitor feedback provided through this platform and will investigate where necessary. In addition to SNAP@MOM, the public can call the Occupational Safety and Health Hotline at (65) 6317 1111 to report any unsafe acts at any workplace, or email the details and pictures to mom_oshd@mom.gov.sg.

SNAP@MOM was launched during WSH Campaign on 26 April 2012.

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A14. People Engagement: National Library Board (NLB) - Singapore Memory Project

Driven by the Ministry of Communications and Information and led by the National Library Board, the Singapore Memory Project (SMP) is a whole-of-nation movement which aims to capture and document precious moments and memories related to Singapore, from individual Singaporeans, organisations, associations, companies and groups. The SMP currently involves 120 partners (academic, research and library institutions, heritage agencies, public agencies, private entities and community organisations) and 130 Memory Corps as volunteers. 700,000 contributions are collected since the SMP's August 2011 launch.

Members of the public can submit their memories through the SingaporeMemory.SG web portal (www.singaporememory.sg), or the free SG Memory iOS application. Memories can be deposited in the form of texts, audio files, video files or images. Selected memories will be further developed into creative audio-visual presentations for showcase on the portal. This initiative helps in community bonding by connecting contributors with shared memories and similar experiences. It draws Singaporeans from all walks of life closer and foster greater social cohesion.

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A15. Shared Systems & Services: Ministry of Finance (MOF) - Alliance for Corporate Excellence (ACE)

The Alliance for Corporate Excellence (ACE) is a multi-agency initiative led by the Ministry of Finance (MOF) and brings together 19 Statutory Boards' (SB) Human Resource (HR), Finance and Procurement functions into a common shared ICT system to save costs and achieve economies of scale. The Infocomm Development Authority (IDA) is the project manager for this initiative.

The ACE system has brought about improvements in business processes. For example, many manual processes are now automated - bank reconciliations are automated and HR records can be uploaded in batches in the system, resulting in greater efficiency. Employees are also empowered to access and update their personal particulars online through the Employee Self Service function. The participating agencies are expected to achieve up to 30% cost savings as compared to if they had developed and maintained their own similar systems.

The ACE system currently serves over 19,000 employees.

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A16. Shared Systems & Services: Public Service Division (PSD) - Cube

Cube is the new social intranet for the Public Service. Designed by public officers, with public officers, for public officers, it is an online gathering space for officers to exchange ideas, share knowledge, spur collaboration, spark innovation, and discuss issues of interest to them.

More than just a platform, Cube is a **Public Service cultural change initiative** that aims to spur teamwork and communication among public officers across agency boundaries, to build a more networked Public Service community that shares the common objective of serving the nation.

Fast facts

Official launch date: May 2013

Cube groups formed since beta phase in December 2011: 134 and counting

Government organisations on board so far: 99

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A17. Data Sharing: National Environment Agency (NEA)

As part of its efforts to transform Singapore into a clean and green city, the National Environment Agency (NEA) leverages technology to safeguard the environment. One initiative is to provide real time environment-related information to the public, businesses and other government agencies.

The environmental information available includes data that is related to various aspects of public health and environmental protection. The provision of the data allows the public to plan their daily activities and protect their health. It also aims to encourage greater community ownership among individuals through crowd sourcing activities. This data also contributes to other government agencies research, specifically in the areas of public health and climate change.

NEA proactively drives and participates in data sharing and co-creation initiatives to encourage data usage so that the public receives timely environment-related information. NEA also contributes to environment-related research to government agencies.

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A18. Data Sharing: Singapore Land Authority

OneMap is an integrated online geospatial platform that provides reliable, timely and accurate location-based information and services to the public. It is a multi-agency platform built on a common base map of Singapore and provides services and functions that allow users to search and navigate intelligently for places of interest. It is the first major application of the SGSPACE initiative with over 30 participating public agencies adopting a common map platform to publish thematic information and deliver map-based services. Built using Web 2.0 technologies, users can overlay existing thematic information with their own. There are over 60 layers of thematic information shared by public agencies to-date.

Users from the private sector and the community can leverage on its base maps to create new applications with their own data through the use of an Application Programming Interface (API). This allows the sharing of spatial content using internet services, accessible on desktop and mobile platforms. Tools are also available to facilitate crowdsourcing, where users can tag locations of crowdsourced information. Businesses and organisations can leverage on this to reach out and gather information about specific subject matter from “netizens” and mobile users.

OneMap is also the mapping engine for data.gov.sg, the portal for the general public and developers to search and access information published by the Singapore Government where geospatial data is available in many formats for download.

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