

CRITERIA AND GUIDELINES FOR SELECTION OF STAMP THEMES

The Stamp Advisory Committee (“**SAC**”) shall adopt the following criteria when selecting stamp themes and designs.

STAMP THEMES

1. To qualify as a stamp theme, the theme should first satisfy one or more of the following criteria:
 - (a) It commemorates notable national achievements and areas of progress, development and success, or important anniversaries of public organisations. Due to the limitations placed on annual stamp programs and the vast number of organisations and institutions in existence, where important anniversaries of public organisations are to be commemorated, it should only be the 25th, 50th, 75th, 100th, 150th or the 200th anniversary.
 - (b) It reflects the history, culture, habitat, nature, attractions, patriotism, multi-racial and multi-religious society, unique lifestyles and traditional values of Singapore.
 - (c) It publicises Singapore’s contribution and participation in regional and international affairs.
 - (d) It serves to accord recognition to regional and international events or activities of importance to Singapore.
 - (e) It commemorates local historical figures / personalities who had pioneered the development or had made significant contributions towards the political, social and economic development of Singapore.
 - (f) It serves to create interest in stamps and stamp collecting among children.

2. When short-listing and selecting the stamp themes for recommendation to IMDA, the SAC should use the following guidelines:
 - (a) The sensitivity of the themes in the context of Singapore’s multi-racial, multi-cultural and multi-religious society. Subject matters which may be construed as controversial or liable to cause offence to individuals or communities in Singapore or internationally are to be avoided.

- (b) There is an interesting variety of stamp themes and designs. There should be an interesting mix of themes by balancing and rotating the themes so as to give variety and to sustain interest of the public who may be collecting different themes. Past and future years' themes should be considered to ensure a balance and variety of subjects. The SAC should consider, among others, whether the themes have been depicted previously, and if so, how frequent and recent; and the popularity and current appeal of the themes to both local and international collectors.
- (c) The theme should be suitable for depicting on stamps without losing its meaning, significance or attractiveness to stamp collectors.
- (d) To avoid over-supply, the number of special stamp issues should generally not exceed 9, out of which a maximum of 2 issues are commemorative stamps, and one greeting stamp issue in any one year.
- (e) For definitive stamps that are produced for normal usage of three to five years, the themes chosen should be relevant for the period the stamps are used and should feature subjects that appeal to locals and are of interest to overseas recipients of mail from Singapore.
- (f) Stamp issues commemorating anniversaries of public organisations may be grouped together and issued under an annual "Anniversaries" theme if there are several anniversaries to commemorate in a year, or issued as standalone issues if there are available slots to accommodate them for that year, and the anniversaries are worth commemorating as standalone issues to celebrate significant national achievements and areas of progress, development and success. Where a public organisation's anniversary stamp theme has been selected as a standalone issue, the recommended number of stamps for the theme will depend on factors such as storyboarding, subject to the SAC's approval, and for consistency and parity across organisations, generally should not exceed four stamps per issue.