

**OPENING REMARKS BY MR DAVID CHIN, EXECUTIVE DIRECTOR OF THE
SINGAPORE MARITIME FOUNDATION FOR THE MARITIMEONE VIDEO
CHALLENGE ON 21 APRIL 2010 AT SINGAPORE POLYTECHNIC, MAIN LECTURE
THEATRE 12 , 4.30PM TO 6PM**

Ms Trudy Lim, Course Manager of Diploma in Media and Communication

Dear friends,

1. Thank you for attending the Judging Session for the MaritimeONE Video Challenge. I am happy to be here today and to see so bright young people. You are our future.
2. This is the first film collaboration that the Singapore Maritime Foundation has embarked as part of the MaritimeONE outreach initiative to reach out to youth and heighten the awareness of the maritime industry and maritime careers amongst the youth. I understand that the third year students are here today as well as SMF will be working with you for another student outreach project, the MaritimeONE logo design competition in a few weeks' time.
3. Some of you may be wondering, what is SMF and MaritimeONE all about? To give you a brief introduction, the Singapore Maritime Foundation (SMF) was started in 2004 as a private sector-led organisation to develop and promote Singapore as an International Maritime Centre. SMF also spearheads partnerships and initiatives to profile the Singapore maritime industry, nurture talents and make maritime careers more attractive to the young people.
4. MaritimeONE stands for Maritime Outreach Network. The four partners in this collective initiative include the two most important associations in the shipping industry, Association of Singapore Marine Industries (ASMI) and Singapore Shipping Association

5. (SSA), the Maritime and Port Authority of Singapore (MPA) and the Singapore Maritime Foundation (SMF). This industry-led initiative seeks to serve as a key platform for maritime stakeholders to synergize efforts to raise awareness and attract quality manpower to the maritime industry. The MaritimeONE initiatives include scholarships, internships, networking sessions for maritime professionals to interact with maritime students and joint-student outreach activities, like this film project.
6. Last year, SMF experimented our first student outreach initiative with Wee Kim Wee School of Communication and Information. Students were tasked to develop creative marketing strategies to make the maritime careers more appealing to youth. Some of the students' creative concepts were very interesting and we further developed one of them into a brand- new maritime advertisement series. The lecturer and students also gave good feedback as the partnership allowed the students to use the maritime industry as a real-like case study to develop their ideas as part of their coursework.
7. We decided that since this student outreach formulae is working out well, we would expand the reach to explore collaborations with other institutes of higher learning, this time using a different medium – film, to tap on the creativity of the youth to create maritime television commercials.
8. I would like to take this opportunity to thank Mr Loh Aik Koon, the lecturer for this course for working alongside with SMF to bring this collaboration into fruition and to our maritime partners for graciously sharing their maritime resources.
9. I would also like to thank all the 105 students for your hard work in taking up in the MaritimeONE Video Challenge throughout the entire semester. I know this challenge is tough as this is your first year in the polytechnic and some of you may be completely clueless about the maritime industry. The process of learning is more important to us. We appreciate and applaud the effort you have put in to create your own maritime television commercial, from the initial research, to the writing of the script, filming and editing and today's presentation and screening.
10. We hope that through the MaritimeONE Video Challenge, we have created a buzz within the youth on campus and made you re-think about the pre-conceived stereotypes about the maritime industry. We hope that in the process of your film project, you have gained

a better understanding of the Singapore maritime industry and the exciting career opportunities in this sector. To extend the reach to a wider audience, members of the public were free to vote for their favourite maritime television commercial as part of the MaritimeONE Video Challenge People's Choice in the 6-week online voting campaign on the popular STOMP website.

11. Today, we are gathered here for the MaritimeONE Video Challenge Judging Session. The panel of judges include Mr Tay Yeow Min, Assistant Director (IMC Capability Development), Mr Kym Campbell, Lecturer of Broadcast and Cinema Studies at Wee Kim Wee School of Communication and Information at NTU and myself. The judges will then deliberate and we will announce the winning team for this MaritimeONE Video Challenge today.
12. We hope that you would share your newly acquired knowledge and understanding of the Singapore maritime industry and maritime careers with your fellow peers and family and serve as our ambassadors to promote the maritime industry as a top career choice. And to the third year students, we hope that you would have a great learning experience with the MaritimeONE logo design challenge.
13. Thank you

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