



Playeum Ltd

Annual Report for period 1 April 2017 – 31 March 2018

Playeum Ltd was set up on 17 December 2013 as a public company limited by guarantee. It was registered under the Charities Act on 11 August 2014.

Unique Entity Number (UEN): UEN201333807K

Registered Address: 273 Thomson Road
#02-03 Novena Gardens
Singapore 307644

Governing Board Members/Management Committee:

Name	Designation	Date of Appointment
Irene Liu	Director	27 June 2017
Loh Nee Sian	Director	17 December 2013
Petrina Kow Wei Shih	Director	17 December 2013
Sumitra Pasupathy	Director	17 December 2013
Susan Carol Adams	Chair	17 December 2013
Jaelle Ang Ker Tjia	Director	13 October 2015

Occupation of each of the current holders of the relevant offices and previous offices held:

Susan Adams (Chair): Freelance in coaching and facilitation, training and consultancy. No prior offices held. The remaining Board members has held the position of Director since being appointed.

Name and date of appointment of the Chief Executive officer: Charlotte Goh, 15 August 2017.

Banker DBS Bank Ltd

Auditor Foo Kon Tan LLP
Public Accountants and Chartered Accountants
24 Raffles Place
#07-03 Clifford Centre
Singapore 048621

Investment Adviser(s)

DEF Financial Consulting Co.

Related entities

The charity has no related entities.

WHO IS PLAYEUM and WHAT DO WE DO

Playeum is a non-profit, independent organisation and IPC charity that champions the development of children through play and creativity, using the arts, and concepts of STEM (science technology engineering and maths) in our play-based approaches. Playeum uses open-ended play approach to develop 21st century skills in children, namely; creativity, critical thinking, communication, collaboration, and problem solving. (www.playeum.com)

Playeum runs the Children's Centre for Creativity currently located at the serene naturalistic setting of Gillman Barracks. ALL children are welcomed to this centre for creativity. Children from marginalised backgrounds come for free through the play-if-forward fund set aside. Playeum also runs high-touch programmes for children, where we work closely with children from our community partners in the social sector.

Other areas of focus include our work and training with teachers and educators through our Inspire through Play and Learning through Play programmes (ECDA endorsed course for pre-schools). Through Leading through Play, we conduct retreats for teachers and schools who want to be open and develop experiences in using play as an approach to discovery and learning.

Playeum also does outreach to the community, bringing Playeum's creative play to other parts of Singapore, space design for schools or settings where a creative makerspace, innovation space or play space can be created to allow children to express their creativity and skills, and finally research, where we document our impact of the work we do.

PLAYEUM'S PEDAGOGICAL DRIVERS ARE:**Championing children**

Indisputably, children, irrespective of age, abilities or social status all have communicative and creative abilities, but need opportunities to make sense of the world and express their thoughts in meaningful ways. We believe in celebrating this through the design of our exhibits and installations through open-ended approaches which each individual child can take in whichever direction they wish. The open-ended design of the exhibits is not the effective pedagogy here; the fact that children can explore their own ideas more effectively through open-ended design, is.

Children's work is also championed through high quality displays, and integrally through listening to and responding to their ideas throughout the development of the content. This is managed through regular consultation sessions with children, from responding to concepts at the ideation stage, to testing their own and others' ideas throughout the design process. Playeum is renowned in designing and leading such

programmes to ensure that children's voices are heard and that they are an integral part of the design process.

Collaborating with artists and other content creators

The arts have been subject to much controversy. Although an artist may interpret a concept in a very different way than a scientist or a technologist, there are many similarities in the creative processes. All of these professionals are adept at working creatively and innovatively with concepts in new and open-ended contexts. All therefore have a great deal to offer when developing hands-on installations for children, resulting in content moving in new and unexpected directions.

We actively ensure that our content creators work closely with children throughout the development process, responding to and adapting their content accordingly. All therefore have a great deal to offer when developing hands-on installations for children, resulting in content moving in new and unexpected directions.

Creating interdisciplinary experiences

Contrary to adults, children do not segregate the world into different subject areas. Too often adults are bound to do so, and so does formal education. Taking an interdisciplinary approach allows for new and fresh interpretations and connections, and is intuitively more in line with children's divergent thinking.

Playeum ensures wide contributions to its content development and collaborations different professions, resulting in fresh and innovative installations that reflect the world, and not pre-defined single-subject matter.

What Playeum Advocates

Playful Learners

We encourage children to engage in hands on, minds on, self-directed enjoyable play situations.

Flexible, Innovative & Creative

We allow multiple entry points to suit children of all ability and skill levels – encompassing a diversity of learning approaches.

Responsive & Caring

We encourage two way respectful exchanges between adults and children through communication and collaboration.

Child Centered

We aim to find out what the learner knows and make meaningful connections to their prior knowledge and personal experience; we integrate their learning.

Empowered

We provide opportunities for children to make choices and be agents of their own learning so that they can develop self- and social confidence.

Developmentally Appropriate

We take into consideration children's background, age and individual differences for maximum inclusion and participation.

Warmth & welcome, Social-emotional Learning, and Intergenerational learning

Many exhibits, installations and activities are at their most successful when they invite more than one person to interact. This can prompt not just increased levels of language, but also the exchange of new ideas and the formation of new relationships. This approach can raise levels of enjoyment, which in turn is proven to deepen the learning experience. Playeum's design approach reflects these significant benefits.

Linked to this is the design of installations which promote intergenerational learning. This type of interaction, when designed successfully, can have a lasting impact on family life and behaviour.

The overall feel of Playeum's installations and environments also seeks to exude social and emotional values within a safe, non-judgemental and trusted environment. The warmth and welcome of a space has a noticeable effect on visitors' confidence and behaviour while in the space, the success of their experience, and ultimately their recall.

These drivers influence how our Playmakers work within the Children's Centre for Creativity. We actively encourage them to strike up conversations and work closely with the adults just as much as with the children. Everyone is welcome at our Centre and we seek to build up communities of support through all of our audiences.

PLAYEUM'S PEDAGOGY

Open-ended, unstructured, child-led.

PLAYEUM'S VALUES

Playeum's pedagogical approach is underpinned by its **values**:

- **Equal opportunities** for all children to express and explore their imagination
- The **freedom** to create
- **Experiential learning** through art, science and play
- **Innovative environments** free from judgement
- Engaging **family & community**
- **Self-directed** learning

OUR SOCIAL IMPACT:

Advocating children's rights

At the very core of our values, Playeum believes in leading a cultural paradigm shift in our society, where children are viewed as respected, competent and creative human beings. We believe that every child is unique and has his or her strengths and passions, which they should be given the freedom to discover themselves. Through play, children become masters of their own worlds, where creating, exploring, conquering fears, negotiating, making decisions and resolving conflicts become second nature. Providing the physical space to empower children helps nurture healthier, contributing global citizens.

Empowerment and Giving equal opportunities for all children: PLAY-IT-FORWARD Programme

Playeum strives for a world of inclusiveness, where every child of every socio-economic background can play side by side without fear of judgement. Through our Play-It-Forward programme, we have been systematically serving marginalized children and adults with special needs by providing free entry to our Children's Centre for Creativity. It is our hope that cross-cultural, collaborative and therapeutic play will sow seeds of tolerance and authenticity in our society.

Creating high touch programmes: SERVING THE SOCIAL SERVICE SECTOR

Apart from outreach programmes and visits to our centre, Playeum has also been creating high touch programmes that target language and social emotional development. Our tailored early intervention programmes such as our grant funded STEAM programmes, in partnership with the social sector, aim to build confidence, resilience, skills and creativity in children from at-risk backgrounds, whether due to poverty, single parenthood, low parental education levels, parental incarceration, or living in a community with a high crime rate. It is our goal to be able to break vicious cycles and strive for long term impact by inspiring children to take charge of their own circumstances and meet their fullest potential.

Proliferating mindset change: TRAINING THE EDUCATORS

Playeum is a driving force for establishing an ecosystem that connects and engages all sectors of the community, spearheading change and transforming mindsets. For sustainability of impact, we have found engaging families, caregivers, teachers, social service providers as well as volunteers to be key. Playeum has since been successfully running training programmes and retreats for teachers and caregivers that explore the value of play in children's learning and development.

Creating Designs for Safe, Creative and Innovative Play/Art Spaces.

Playeum works with the education community to develop innovate spaces that present new ideas for teaching and learning. Over the past year, Playeum has contributed to the design of inspiring environments in which student centred learning is central.

REVIEW OF YEAR 1 April 2017 – 31 March 2018

STAFFING

On 31 March 2018, there were 8 full-time staff employed by the Charity, and a team of part-time freelancers.

Key management personnel whose remuneration amounted to over \$100,000 during the year 2017/2018: NIL.

YEAR IN IMPACT

For FY2017/18,



PLAYEUM

IMPACT AT THE CENTRE



2,874,960 MINUTES OF CHILD-LED, CREATIVE PLAY TIME



9,000+ UNIQUE CREATIONS BY CHILDREN AND ADULTS

PLAYEUM

IMPACT ON TRAINING & LEARNING JOURNEY



32.5 HOURS OF LEARNING JOURNEYS



526 STAKEHOLDERS & EDUCATORS TRAINED



55 EDUCATIONAL INSTITUTIONS & PARTNERS ENGAGED

HIGH TOUCH PROGRAMME

IMPACT ON MARGINALISED COMMUNITY



516 HOURS OF STEM AND CHILD-LED PLAY-BASED PROGRAMMES



129 CHILDREN FROM MARGINALISED COMMUNITY



7 COMMUNITY PARTNERS, 1 CORPORATE PARTNER



774 UNIQUE CREATIONS



14 CREATIVE UNIQUE WORKSHOPS CONDUCTED

PLAY-IT-FORWARD

IMPACT ON MARGINALISED COMMUNITY



67,440 MINUTES OF CHILD-LED CREATION AND DISCOVERY TIME



562 CHILDREN FROM MARGINALISED COMMUNITY



14 COMMUNITY PARTNERS



500 INDIVIDUAL UNIQUE CREATIONS USING RECYCLED MATERIALS

EVENTS and ACTIVITIES

Our Children's Interactive Exhibitions:

Developing and presenting hands-on exhibitions for children aged 1-12 and their adults: 'Making it Home' was from May 2017 to April 2018 (with Creative Director Dr Esther Joosa) and 'Going Play-ces' from May 2018 and it is ongoing till April 2019 (with Pedagogist Dr Esther Joosa, artists Mohammed Izdi and Ernest Goh and Participate in Design).

April 2017

Affordable Art Fair Outreach Event
Roald Dahl's Propposterous Playtime Outreach
Mendaki Family Day @ Playeum
Imagination Festival @ Playeum
MYO Book Workshop with Isabelle Desjeux @ Playeum
Content Creators' Night #2 @ Playeum

June 2017

Tinker Out of the Box Programme with Salesforce @ Playeum
Tinker with Textiles Holiday Camp @ Playeum
Filmmaking Workshop with Click2View @ Playeum
PAssion Arts Festival @ Rivervale Plaza
Art Day Out with Gillman Barracks
Social Enterprise Bazaar with raiSE @ Starhub
Content Creators' Night #3 @ Playeum

August 2017

Learning Through Play Teacher Training @ Playeum
Art Jam with Dads @ Playeum
Festival for Good Outreach with raiSE

October 2017

ECDA Conference 2017
SUSS Bring Your Kids to Work Day Outreach Event
Mendaki CM Tech Outreach Event
Interlace Condominium Outreach Event with Handlebar
Children's Day Special: Date Night for Parents @ Playeum
Content Creators' Night #5 @ Playeum

December 2017

Make Your Own Christmas Sleigh Workshop @ Playeum
Sammy Eve & the Magic Carpets Fundraising Event
Cardboard City Day Camp @ Playeum

February 2018

ToteBoard 30th Anniversary Carnival Outreach

May 2017

Green Is The New Black Outreach Event
Mendaki CM Tech Outreach Event
PAssion Arts Festival @ Rivervale Plaza
Wet Felting Workshop with Esther Joosa @ Playeum
Tinker Out of the Box Programme with Salesforce @ Playeum

July 2017

Learning Through Play Teacher Training @ Playeum
PAssion Arts Festival @ Rivervale Plaza
Maker Faire 2017 @ Science Centre

September 2017

Tinker Out of the Box Programme with Salesforce @ Playeum
Home for the Holidays Camp @ Playeum
Honeykids Toddler Event @ Playeum
Playeum's Slumber Birthday Party @ Playeum
Weekend Tinkering Session at @ Playeum
Rock for Play Benefit Concert

November 2017

Keepers Outreach Event with National Design Centre
Princess Elizabeth Primary Teachers Retreat @ Playeum
Mendaki CM Tech Outreach Event
Hats Off to You Outreach Event

January 2018

Teck Whye Primary School Teachers Retreat @ Playeum
SG Cares Outreach Event @ Our Tampines Hub
Singapore Art Week 2018: Décor-Art Your Home @ Playeum

March 2018

LoveNotes – Fundraising Dinner @ Limehouse
Learning Through Play Teacher Training @ Playeum
The Art of Speed On The Road II Programme with ExxonMobil @ Playeum

FUNDING SOURCES

The Charity is financially supported by the following funding mix:

- Admissions to the Children's Centre for Creativity
- Outreach programmes
- Grants and Donations
- Fundraising events
- Training
- Consultancy
- Private hires and special events

Donations and Grants

- Playeum received donations totalling \$57,291. This includes contributions from individuals through Giving.sg and cash donations, and from corporate entities.
- Playeum received a grant income of \$260,836 from sources including from the National Arts Council (NAC) Cultural Matching Fund and Presentation & Participation Grants, the National Youth Council, and the National Council of Social Service (NCSS) Care and Share Matching Grant and VWOs-Charities Capability Fund Consultancy Grant.

Fundraising Events

Playeum received donations totalling \$17,100 from fundraising projects including Slumber Party and Love Notes Dinner.

Review of financial state

As at 31 March 2018, the Charity has a comprehensive income loss of -\$25,444. (Refer to the Financial Statements for 1 April 2017 – 31 March 2018 for the full details.)

The reserves policy of the charity

The Directors actively and regularly review and manage its funds structure to ensure optimal capital structure, taking into consideration the future requirements, prevailing and projected profitability, projected operating cash flows and projected capital expenditures.

The Directors monitor funds using the annual-operating-expenditure-to-total-funds ratio.

Future plans and commitments

- The Children's Centre for Creativity will plan for its sixth hands-on exhibition with Dr Esther Joosa as the Director of pedagogy and space design consultant. The aim is to further solidify our continuous work with artists, the community; children, educators and parents.
- Playeum plans to create stronger programmes for public and community through evaluation and in collaboration with partnerships with artists, writers, performers and musicians.
- Playeum has plans to co-create play and innovation stops or hubs with community partners and is in search for various community spaces.
- Playeum will continue to work with educators through Learning through Play, an ECDA endorsed course for pre-school teachers and we are aiming to create more platforms and opportunities for teachers through Inspire through Play Learning Journeys, and Leading through Play
- Playeum continues to offer training through ECDA in using play in learning with every-day items and recycled materials. Playeum further intends to develop the training agenda in schools and institutions, either through specially tailored workshops or PAL training. There will be more outreach for this offering.
- Currently, Playeum is seeking funding to work with children with Special needs to come to our centre for free and where we hope to receive opportunities to evaluate and monitor the impact that the programmes have on behaviour and personality.
- For the next year, Playeum will continue to work with established and new partners, with a shared mission to champion children through play and creativity.
- As part of the continuous focus on the importance of practice based research and evaluation of practices, Playeum aims to develop a research agenda for arts and play that includes the above and will strengthen pedagogies.