



Children's Centre for Creativity

PLAYEUM CHILDREN'S CENTRE
FOR CREATIVITY

ANNUAL

REPORT

16-17

AN INDEPENDENT CHARITY THAT
CHAMPIONS CHILDREN THROUGH PLAY
AND CREATIVITY

WHO IS PLAYEUM?

**Playeum is a non-profit, independent organisation that champions children through play and creativity.
(www.playeum.com)**

Playeum is a not-for-profit social enterprise, and runs Asia's first Children's Centre for Creativity currently located at the serene settings at Gillman Barracks. Playeum is focused on play based cultural programming in the visual arts, theatre, contemporary arts, nature inspired, children's literature amongst other domains.

Playeum works closely with various learning academicians to better understand children's engagement in authentic play experiences.

Playeum is also an advocate and promoter of the voice and rights of children. We see children as authentic cultural citizens. Playeum Ltd was set up on 17 December 2013 as a public company limited by guarantee. It was registered under the Charities Act on 23 September 2014

**273 Thomson Road
#02-03 Novena Gardens
Singapore 307644**

Registered Address

UEN201333807K

Unique Entity Number

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 choice 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.

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OUR PEDAGOGICAL CORE DRIVERS ARE:



CHAMPIONING CHILDREN

Indisputably, children of all abilities are hugely creative and capable. 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 exhibit 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 can also be championed through high quality displays, and integrally through listening to and responding to their ideas throughout the development of the content. This can be 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.

OUR PEDAGOGICAL CORE DRIVERS ARE:



COLLABORATING WITH ARTISTS AND OTHER CONTENT CREATORS

An artist will interpret a concept in a very different way than a scientist or a technologist, yet all of these professionals are adept at working 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.

CREATING INTERDISCIPLINARY EXPERIENCES

Children do not segregate the world into different subject areas, as we are bound to do through formal education, and so subsequently as adults. 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 from different professions, resulting in fresh and innovative installations that reflect the world, and not pre-defined single-subject matter.

OUR PEDAGOGICAL CORE DRIVERS ARE:



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. 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.

OUR SOCIAL IMPACT: WHAT WE DO AS A CHARITY



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.

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.

OUR SOCIAL IMPACT: WHAT WE DO AS A CHARITY



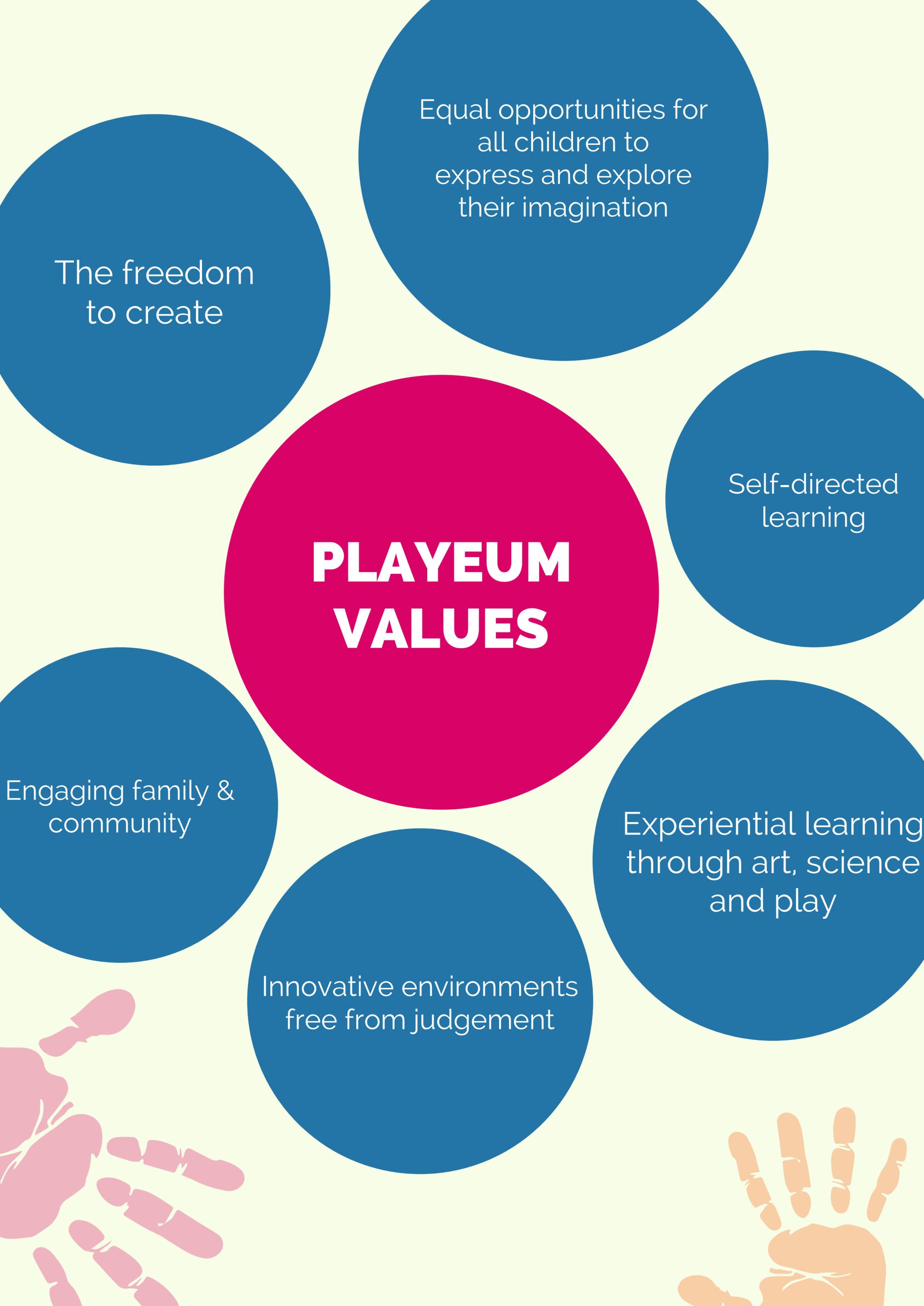
CREATING HIGH TOUCH PROGRAMMES: SERVING THE SOCIAL SERVICE SECTOR

Apart from outreach programmes and visits to our centre, Playeum has also been creating high touch programmes that target social and emotional development. Our tailored early intervention programmes such as our corporate funded STEM programmes and the Thye Hua Kwan Happy 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 for teachers and soon caregivers that explore the value of play in children's learning and development.





The freedom to create

Equal opportunities for all children to express and explore their imagination

**PLAYEUM
VALUES**

Self-directed learning

Engaging family & community

Experiential learning through art, science and play

Innovative environments free from judgement

GOVERNING BOARD MEMBERS / MANAGEMENT COMMITTEE



DIRECTOR

CHRISTINE PUEY-KHENG CHEN

Since 17 December 2013



DIRECTOR

PETRINA KOW WEI SHIH

Since 17 December 2013



DIRECTOR

JAELE ANG KER TJIA

Since 13 October 2015



DIRECTOR

SUMITRA PASUPATHY

Since 17 December 2013



DIRECTOR

LOH NEE SIAN

Since 17 December 2013



CHAIR

SUSAN CAROL ADAMS

Since 17 December 2013

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 Executive Director:

Charlotte Goh
15 August 2017



Outreach
Programmes

Admissions to
Children's
Centre for
Creativity

Grants and
Donations

**FUNDING
SOURCES**

Training

Consultancy

Private Hires and
Special Events

Fundraising
Events





DBS Bank Ltd

Banker

**Foo Kon Tan LLP
Public Accountants
and Chartered Accountants**

Auditor



**DEF Financial
Consulting Co.**

Investment Adviser(s)

**The charity has no
related entities**



REVIEW OF YEAR

1 April 2016 – 31 March 2017

STAFFING

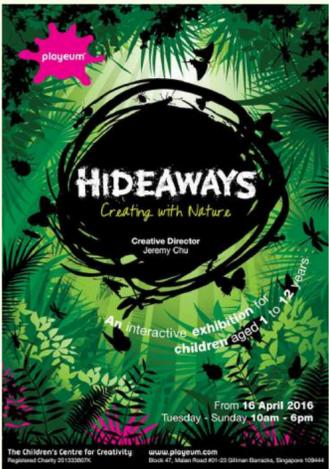
8 FULL TIME STAFF

employed by the Charity, and a team
of part-time freelancers



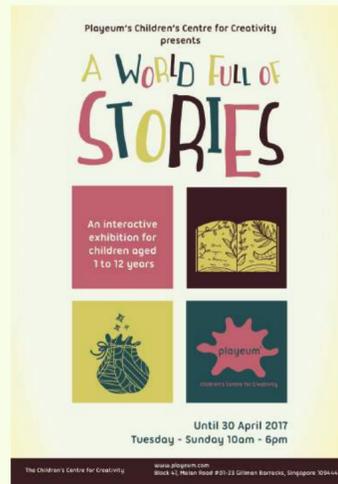
HANDS ON EXHIBITIONS

Developing and presenting hands-on exhibitions for children aged 1 - 12 and their adults:



HIDEAWAYS CREATING WITH NATURE

13th April 2016 -
31st October 2016
22,922 Visitors



A WORLD FULL OF STORIES

11th November 2016 -
30th April 2017
13,383 Visitors



In total, the Centre hosted **42,458 children and adults** through visits, programmes and training over the 12 month period. 11,800 of which were children visiting in school groups, including students with special needs



SOCIAL SECTOR OUTREACH

Playeum engaged **1,870 children and their caregivers** which included BASF-funded 'KidsLab' at selected libraries, The Happy Programme 2 with Thye Hua Kwan Family Service Centre (x 12 sessions), supported by Capital Group, and 'The Art of Speed - On The Road' at selected libraries, supported by ExxonMobil.

Playeum hosted numerous visits from social sector groups throughout the year, welcoming 509 children to the centre. This included various visits with corporates as part of their Corporate Social Responsibility programme. Partner organisations include the Salvation Army Prison Support Services, Student Care Service, Well Centre, YMCA, Heart @ Fei Yue, Jamiyah Children's Home, Fei Yue Community Services, Care Corner, HELP Family Service Centre, Melrose Home (supported by Credit Suisse), Daughters of Tomorrow, All Hands Together and Beyond Awesome. The Tan Chin Tuan Foundation also generously supported a large portion of these visits.

Playeum also ran a pilot STEM week with children from the Fei Yue Family Service Centre that was generously supported by Salesforce.



TRAINING



139 Educators

were trained in working with nature and using stories in their teaching.

HOUSEKEEPING

Playeum formalised all policies and procedures pertaining to HR, Finance, Fundraising, Corporate Governance, and Reporting & Disclosure through an NCSS grant and with support from Social Service Charities



CALENDAR OF EVENTS

2016

MAY

JUNE

JULY

SEPTEMBER

OCTOBER

NOVEMBER

2017

JANUARY

MARCH

HIDEAWAYS CREATING WITH NATURE

PLAYEUM'S INTERACTIVE HANDS-ON EXHIBITION
APRIL 2016 - OCTOBER 2016

ART DAY OUT (GILLMAN BARRACKS)

SINGAPORE MARITIME GALLERY

THE MAKER FAIRE (SCIENCE CENTRE)

ART DAY OUT (GILLMAN BARRACKS)

THE BIG DRAW 2017
THE UK-INITIATED ANNUAL ART FESTIVAL FOR CHILDREN

ROALD DHAL'S PROPSPOSTEROUS PLAYTIME

A WORLD FULL OF STORIES

PLAYEUM'S INTERACTIVE HANDS-ON EXHIBITION
NOVEMBER 2016 - APRIL 2017

ART DAY OUT (GILLMAN BARRACKS)

ART DAY OUT (GILLMAN BARRACKS)



DONATIONS AND GRANTS

Playeum received donations totalling **\$67,078**. This included contributions from individuals through Giving.sg, cash donations and corporate entities.

Playeum received a grant income of **\$127,242** from sources including the National Arts Council (NAC) Cultural Matching Fund, P&P Grants and Events Grant, the National Youth Council, and the National Council of Social Service (NCSS)

REVIEW OF FINANCIAL STATE

As of 31 March 2017, the Charity has a comprehensive income loss of

-\$393,985

(Refer to Financial Statements for 1 April 2016 – 31 March 2017 for the full details.)

Key management personnel whose remuneration amounted to over \$100,000 during the year 2016/2017: 1



FUTURE PLANS AND COMMITMENT

The Children's Centre for Creativity presents its fourth hands-on exhibition,

'Making It Home' in May 2017 with Creative direction by Dr Esther Joosa

Playeum will be developing and adding to 'Making It Home' to ensure fresh content in November 2017;

Playeum intends to **reach 40,000 children and adults** in the period 1 April - 31 March 2018;

Plans for a **large-scale research programme** will be consolidated pending funding, assisted by Playeum's International Research Advisory Network (PIRAN);

Playeum will be **launching early childhood educators training** for teachers and other stakeholders through its Learning Through Play training courses, Level 1 and 2;

Concurrently, Playeum will continue to work with established and new partners with a shared mission to champion children through play and creativity.



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.

POLICY RELATING TO MANAGEMENT AND AVOIDANCE OF CONFLICT OF INTEREST

Playeum Ltd has a full policy on Conflict of Interest in Section 5 of the Corporate Governance Manual. This was approved by the Board of Directors in February 2017.

**THANK
YOU FOR
YOUR
SUPPORT**



Children's Centre for Creativity