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YOUTH HAWKERPRISE CAMPAIGN
FINAL REPORT

PROJECT ID: CS/12/015

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This work was produced as Final-Year Project in the School of Communication and Information, Nanyang Technological University, Singapore.
ACKNOWLEDGEMENTS

We would like to express our sincerest gratitude and appreciation to the following people without whom the Youth Hawkerprise Campaign would not have been possible:

Our Professors:

- Assistant Professor Liew Kai Khiun, Nanyang Technological University, Wee Kim Wee School of Communication and Information, for his unwavering support, guidance and faith.
- Assistant Professor Angela Mak, Nanyang Technological University, Wee Kim Wee School of Communication and Information, for her immense knowledge and experience in the field of Public Relations and campaigns.

Our opinion leaders:

- Prime Minister Lee Hsien Loong; Dr Vivian Balakrishnan, Minister for the Environment and Water Resources; Professor Tommy Koh, Singapore’s Ambassador-At-Large; Mr Baey Yam Keng, Member of Parliament; Professor Cham Tao Soon, President Emeritus of NTU; Professor Lily Kong, Vice-President & Vice-Provost at NUS; Dr Ang Peng Tiam; Medical Director at Parkway Cancer Centre; Miss Elim Chew, Chairman of the Public Consultation Panel on Hawker Centres; Dr Leslie Tay, blog owner of ieatishootipost; Mr KF Seetoh, CEO of Makansutra; and Mr Luke Lee; Director of Singapore Food & Beverage Alliance. Your kind support of our campaign has enabled us to reach out to many more youths and inspire a new generation to continue our proud hawker heritage.
Our sponsors and partners:

- Nanyang Technological University; Wee Kim Wee School of Communication and Information; The Wee Kim Wee Legacy Fund; Ms Antonia Low, Ms Lim Hiong Li & Mr Tan Kian Ann (National Environment Agency); Ms Xu Yuling & Mr Liew Chai Yeow (Workforce Development Agency); Ms Celina Yeo & Ms Elaine Tan (City Gas); Ms Bianca Foo, Ms Normah Abdul Hamid, Ms Suhaila Yahya & Ms Jacinta Peh (National Youth Council); Ms Jorene Chai & Ms Belicia Lim (Young ChangeMakers); Ms Elim Chew & Ms Sarina Koh (77th Street); Mr KF Seetoh & Ms Carol Anne Wah (Makansutra); Mr Luke Lee (Singapore F&B Alliance); Dr Leslie Tay (ieatishootpost); Mr Kamal Fondueman (Eduquest International Institute); Mr Welso Ang & Mr Kok Chun Fei (ExpressPrint); Mr Benjamin Chow (Mr Bean); Ms Doreen Cheng (Botak Jones); Ms Klara Chong (EK Media); Mr Ben Tan & Ms Cheryl Chen (Republic Polytechnic); Mr Tan Hsien Wei (Temasek Polytechnic); Ms Gina Tay-Weers (Nanyang Polytechnic) and the NTU WKWSCI 20th CI Club. Your kind support in terms of advice, cooperation, support, funding and product sponsorships have helped to make our entire campaign possible.

Our youth hawkers:

- Abdhus Salam (Abdhus Salam Indian Rojak), Alan Soo & Adrian Neo (Sin Heng Bak Koot Teh), Cai Weili & Cai Weisheng (Homebaked Dough), Elizabeth Huang (Wow Wow West), Kenneth Lin (La Cuisson) and Nur Huda Binte Johari (Masmerah Food Stall) for putting their faith in us right from the beginning, entrusting us with their stories and letting us into their lives, history and heritage. Without you, there would be no soul and truth driving our campaign.
Our youth collaborators:

- Our *Daybreak* photographer Lenne Chai and our *Daredevils* photographer Gladys Ng for helping us tell our youth hawkers’ stories beautifully through imagery.

- Our web designer Jeremy Kieren Ng for his undeniable talent and skill in helping us to transfer our plans into something tangible.

- Our *Meet Adrian Neo* filmmaker Derek Foo for taking the time out of his busy schedule to help us tell a story that could only be told through the medium of film.

- Our various creative designers and artists Randolph Tan (Fashion stylist), Elyn Khoo (Make-up artist), Sophia Chen (Make-up artist), Farhana Hossain (Digital illustrator for *Daredevils*) for their immense talent and profession.
ABSTRACT

This paper presents the Youth Hawkerprise Campaign, the first-ever communication campaign in Singapore to encourage youths to join the hawker trade, organised by four final year students from the Wee Kim Wee School of Communication and Information.

Targeted at youths aged 17-35, this campaign aims to raise awareness of the lack of youths in the hawker trade and challenge negative hawker stereotypes by utilising positive images and success stories of existing youth hawkers. Focusing on interactive platforms such as a photo exhibition and a workshop with networking opportunities, the campaign strives to provide opportunities for youths with the passion in culinary arts to consider the potential of honing their abilities and setting up a viable food business at a hawker centre. It seeks to keep the street food culture in Singapore alive and ensure that affordable dining will be available for generations of Singaporeans to come.

This paper summarises the primary and secondary research that formulated key campaign strategies. It outlines the process from creative conception to execution of the campaign initiatives and examines the campaign’s tactical effectiveness through extensive evaluative measures. Evaluation includes pre- and post-campaign surveys, metrics from online and mass media publications, as well as an analysis of all media coverage.

This report also provides future recommendations for the continuation of the campaign’s pioneering initiatives in the hawker industry. Detailed appendices that support the main text with precise graphs, tables and charts as well as original collateral designs are accompanied for further reference.
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CHAPTER 1: OVERVIEW

1.1 Introduction

Hawker centres play a key economic role in Singapore’s society by providing employment and ensuring affordable food for residents. Simultaneously, they serve as common spaces for social bonding and have come to be a unique feature of the Singaporean identity. The Singapore government has announced that 10 new hawker centres will be built within the next decade to meet the needs of residents. These new hawker centres translate to a future demand for at least 400 new hawkers to manage these stalls (Tan, 2012).

Singaporean youths today are better educated and equipped with diverse skill sets, which allow them to pursue more career options. Benchmarked against other trades, hawking is negatively stereotyped as an undesirable career option due to its long working hours and uncomfortable environment. According to the National Environment Agency’s (NEA) Hawker Centres Division, only about 3% of current hawkers are aged 35 and below (Appendix A.2). The problem is further exacerbated because an entire generation of hawkers from the baby boomers’ era is set to retire in the next decade, without enough hawkers from the younger generation to take over the trade. “Many traditional hawkers are getting old and finding it difficult to pass their businesses to their children or relatives, so a tradition risks being lost,” said Khanna (2012).

Prominent local food guru, Mr KF Seetoh, acknowledges this impending shortage of hawkers and its impact on our cultural heritage, “There needs to be continuity when it comes to our street food culture. It is not just about equipping people with skills, but also about creating the next generation of street food chefs and professionals” (Tan, 2012). Currently, there are no programmes to encourage and assist interested youths in joining the hawker trade. Thus, the Youth Hawkerprise Campaign...
serves as an important bottom-up initiative to develop youth hawker entrepreneurship. The first of its kind, this campaign strives to sustain and preserve the economic viability of Singapore’s hawker culture.

This report demonstrates how the message, impression and influence of the campaign was planned and executed through various public outreach events and specifically chosen media platforms to engage the target audience and generate maximum exposure.

CHAPTER 2: LITERATURE REVIEW

2.1 Importance of Hawker Centres in the Economic and Social Contexts of Singapore

Hawker centres play vital economic and social roles in the Singapore context. In an interview with the Youth Hawkerprise team, Professor Lily Kong, author of Singapore Hawker Centres: People, Places, Food, and Vice President (University and Global Relations) at the National University of Singapore (NUS) shared that hawker centres have an “explicit and vital economic role”, as well as “a tacit and vital social role” which are both important (Appendix A.1).

The key economic role of hawker centres lies in providing a wide selection of affordable food for the communities they serve, as well as employment opportunities. The 2009 URA Lifestyle Survey reaffirms the continued importance and demand for hawker centres. 79.4% of respondents indicated that they patronised hawker centres, making it the most-used facility in neighbourhoods. Overwhelmingly, 96.6% of them agreed or strongly agreed that hawker centres should be maintained as one of the key amenities in housing estates, cementing the importance of hawker centres in enhancing the quality of life for residents (Urban Redevelopment Authority, 2009).
Simultaneously, hawker centres are a reflection of Singapore society and have evolved with the progression of Singapore and her people. They serve as common spaces for social bonding, which is especially important in a multi-racial and multi-religious society (Kong, 2007). Undeniably, they are a unique feature of the Singaporean identity. “There’s that sense of belonging. I think that’s the most precious and unique aspect about the hawker centres in a Singapore style,” said Dr Vivian Balakrishnan, Minister of Environment and Water Resources (Ng & Hoe, 2011). Hawker centres can also be considered an icon of the country, attracting tourists who want to experience Singapore’s food heritage through its famous hawker fare as they are “valued representatives of local distinctiveness in an era of internationalisation” (Henderson, 2011).

As a testament to the importance of hawker centres, after a hiatus of over 25 years, the government has resumed plans to build new hawker centres to meet the demand for affordable food options in growing population centres such as Sengkang and Sembawang (Ng & Chia, 2012). This is timely in light of the total Singapore population expecting to grow to 6.9 million by 2030 (National Population and Talent Division, 2013).

2.2 Changing Career Aspirations of Singaporean Youths

Youths in Singapore today are better educated with diverse skill sets, increasing their employability in the workforce. A recent study of youths in the labour market by Singapore Ministry of Manpower revealed that rising education levels have led to improved occupational profiles. The proportion of youths employed as professionals, managers, executives and technicians (PMETs) grew from 55% in 1999 to 69% in 2009 (Ministry of Manpower, 2011). Singaporeans are also constantly encouraged by the authorities to take up PMET jobs as they are deemed more prestigious, and purported to
offer more highly skilled and rewarding work (Fang, 2013). It can thus be predicted that this occupational trend is set to continue in the coming years.

With this increased empowerment through education, youths are more interested to secure jobs in comfortable settings with stable monthly incomes, than to take risks setting up their own businesses. Patrick Liew, CEO of HSR Property Group shared in a Business Times article:

The challenge for our youths today is that we live in a society characterised by ‘kiasuism.’ We are not only generally afraid to fail; we also disdain failures and prefer to look up to success stories. This culture runs contrary to fostering entrepreneurship. (“Youth and enterprising”, 2010)

Motivations which determine the career aspirations of youths today are also reflected through their upbringing and societal pressures. A 2006 study by Lim & Sng on economic socialisation of youths, suggests that parental money anxiety was positively related to their children’s money anxiety. In turn, money anxiety among youths was found to correlate with their negative motives for making money, as they seek money to overcome feelings of inadequacy and self-doubt (Lim & Sng, 2006). Such findings clearly reflect that the fear of failure and lack of social support are strong reasons behind the unwillingness of youths to dabble with entrepreneurship or their passion.

The scarcity of young entrepreneurs could also stem from the lack of knowledge and proficiency. Based on a study by Wang & Wong (2004), without sufficient business knowledge, youths would be reluctant to take risks to realise their dreams. Thus it follows that while many youths in Singapore might desire to run their own businesses, their dreams could be hindered by inadequate preparation.
CHAPTER 3: FORMATIVE RESEARCH

3.1 Situational Analysis – Hawker Centre Culture in Singapore

The genesis of the Singapore hawker culture began with the need to provide affordable food to early immigrant settlers in Singapore. Affordable and delicious fusion foods brought from all over Southeast Asia gave rise to the unique formation of the hawker trade. Today, the hawker centre remains a melting pot of multiculturalism for the local community (Lai, 2010).

The hawker environment is where the community gathers to discuss and share world events, local politics, jokes, personal anecdotes and various matters. It is a place for social gathering, bonding people of all races and ranks together (Lai, 2010). People are united through good and familiar local food, cooked by hawkers whose dedication and passion for the trade is evident in every dish that they serve.

Today, children of hawker stall owners are often reluctant to inherit their parents’ trade because of the long hours, hard work and low social recognition it entails. As a result there has been some “loss of culinary skills, standards and secrets” (Lai, 2010). In a century championed by rapid globalisation and competitive markets, Singaporean youths interested in the culinary trade are geared towards being chefs or executive cooks, expecting to command a larger stable gross wage of SGD5,038 as compared to being a hawker or stall owner, earning an average of SGD1,200 (Ministry of Manpower, 2011). This gap between the demand and supply of hawker professionals will pose a significant problem with the retirement of ageing hawkers and completion of new hawker centres.

With few youths setting up new hawker businesses or taking over traditional recipes, a campaign is thus needed to generate publicity about this impending problem
and recognise the efforts of existing successful youth hawkers. Only then will Singapore be able to continue its proud food legacy, which has since become a valued tourist attraction that “sheds light on contemporary society and historical processes” (Henderson et al., 2012).

3.2 Related Campaigns

It is noteworthy that the Youth Hawkerprise Campaign is the first which aims to attract youths to join the Singapore hawker trade. Background research showed that there were no similar campaigns abroad. Despite not having past campaigns to draw reference from, the team studied previous hawker-related and local recruitment campaigns to better support its execution strategies. Two notable ones are listed below.

3.2.1 City Gas – City Hawker Food Hunt

There are many campaigns centred around hawker food such as the Health Promotion Board’s Healthier Hawker Food Programme and Singapore Hawker Masters by The Straits Times and Lianhe Zaobao. However, the City Hawker Food Hunt organised by leading gas supplier City Gas stands out as it attempts to give a stronger focus to the hawkers.

Initially started as an annual hawker food hunt competition, City Hawker Food Hunt has evolved over the past four years to incorporate raising awareness of the dedication and passion of hawkers in its campaign messages (City Gas, 2012). Coincidentally, the fifth instalment of the City Hawker Food Hunt this year (2013) will also be featuring young hawkers – it was this commonality which sparked City Gas’ interest in coming on board as a vital sponsor and partner of the Youth Hawkerprise Campaign.
3.2.2 Ministry of Health – Care To Go Beyond

Among local recruitment campaigns, the Ministry of Health’s Care To Go Beyond (2012) campaign to recruit nurses stood out. This was due to the strong similarities between the labour situations of both the nursing and hawker industries. Both professions suffer from low sign-up rates by locals and negative perceptions that the careers are demanding or mainly for the lowly-skilled. To reach out to its target audience of youths, the campaign team tied up with tertiary institutions such as NTU, NUS, Nanyang Polytechnic (NYP) and Institute of Technical Education (ITE) (Ministry of Health, 2013). In the same way, the Youth Hawkerprise Campaign team collaborated with culinary institutions to reach out to their students, who are part of our primary target audience.

The Care To Go Beyond campaign sought to give recognition to the nurses by creating web episodes with the tagline “real nurses, real stories”. These short videos, which featured real nurses helping their patients in the daily course of work, helped to build an emotional connection with the audience and challenged negative perceptions. Similarly, Professor Lily Kong also shared that to attract more youths to the hawker trade, “poster boys and girls were needed” (Appendix A.1). This was an important point that played a crucial role in the formation of Youth Hawkerprise’s campaign strategy.

3.3 Quantitative research

3.3.1 Purpose

Since limited secondary research was available about Singapore youths with an interest in the culinary arts, a survey was conducted to obtain primary data about factors affecting their career choices. The survey sought to find out what fuelled their decision-making process with regards to joining the Food & Beverage (F&B) industry, as well as their sentiments towards the hawker profession in Singapore.
3.3.2 Methodology

Consent from the NTU Institutional Review Board (IRB) was obtained prior to data collection, and all participants in the survey were asked to sign a consent form to ensure that they understood the terms of the survey and that they were doing it voluntarily.

Data was collected between mid-December 2012 and mid-January 2013. The team surveyed a total of 95 students, currently or previously enrolled in culinary arts programmes, from Nanyang Polytechnic (NYP), Republic Polytechnic (RP) and Temasek Polytechnic (TP). All surveyed respondents fall between the ages of 17 and 35 years old and are either Singapore citizens or Permanent Residents. Respondents were selected based on the convenience sampling method.

Due to the different administrative restrictions of each school, two methods were employed to collect the data. On two non-consecutive days, pen-and-paper survey questionnaires were administered in five different culinary classes in RP, yielding a total of 46 responses. Participation was on a voluntary basis and RP students were offered the option of receiving a S$5 incentive upon completion of each survey. In the second method, an electronic direct mailer containing a web link to an online version of the same survey was sent to the programme coordinators of NYP and TP. They then disseminated it through private Facebook groups, which reached out to both current and previous cohorts of culinary students from their respective schools. Written instructions provided also ensured that participation was voluntary. However, monetary incentives were not given to NYP and TP students as the survey was administered online. This method yielded 18 NYP and 31 TP respondents.

The survey, split into three sections, comprises Likert scale items and multiple-choice questions. In formulating the questions for the first and second sections, the team
made reference to Millward, Houston, Brown & Barrett (2006) and P.J. Gardiner Institute for Enterprise and Entrepreneurship (2004), two previous studies which examined factors influencing the career choices of youths. The electronic direct mailer, survey questions and results can be found in Appendix B.

3.3.3 Key Findings

RQ1: What are their general career motivations?

On a 5-point Likert scale (1: Not at all important, 5: Very important), all 23 factors listed had a mean score higher than 3.00, suggesting that they all are at least slightly important in affecting their career choices. However, based on mean scores, the top 6 factors were personal interest in job (4.64), salary/ wages (4.38), promotions/ career advancement (4.37), job stability (4.36), job security (4.35) and employee training/ development (4.33). Such findings of personal interest as the most influential factor are in agreement with Perrone, Sedlacek & Alexander (2001) who also reported that intrinsic interests are the most important in career choice. Moreover, this would support the choice of our primary target audience based on their interests in culinary arts.

We also found out that friends (75.8%), family (74.7%) and teachers (69.5%) were the top information sources for career decisions, demonstrating that even for these technological-savvy youths, they are more reliant on traditional word-of-mouth advice than online recruitment sites (31.6%), websites (18.9%) and social media platforms (29.5%) when it comes to seeking information about career plans. This is in accordance with the result that respondents deemed the support of family and friends (mean: 4.08) to be an important influence of their careers. For these reasons, it may also be necessary for the campaign to reach out to the close social circles of the primary target audience.
**RQ2: What are their interests and concerns about a career in the Food & Beverage industry?**

A high percentage of respondents (85.3%) expressed an intention to pursue a career in the F&B industry. Most in this group, however, made known that they desired to work in casual dining restaurants (87.7%), fine dining restaurants (76.5%) and cafes (59.3%). The least preferred workplaces included food court stalls (3.7%), hawker stalls (4.9%) and coffee shop stalls (8.6%). These statistics lend support to the low numbers of youths currently in the hawker trade.

Results showed that 27.4% of all respondents would consider starting up their own F&B business within the next 5 years while 49.5% were ambivalent. This suggests that youths from our primary target audience are not completely risk-averse and that the campaign could possibly capitalise on their entrepreneurial spirit. Unsurprisingly, when asked to choose the type of F&B establishment they would operate, the results that emerged were similar to their preferred workplaces. Most desired to operate casual dining restaurants (67.1%), cafes (60.3%) and fine dining restaurants (31.5%). Of the 23.2% who said 'No' to starting up their own business in the near future, the most frequent reasons cited were inexperience and the lack of finances.

**RQ3: What are their attitudes towards the hawker profession?**

When questioned about their attitudes of the hawker profession on a Likert scale (1: Strongly Disagree, 5: Strong Agree), many respondents chose to take a neutral stance on various aspects, with 8 out of 19 questions having mode and median values of 3.00 accompanied by mean scores between 2.75 and 3.40. However, when the neutral responses were disregarded for these questions, it was revealed that slightly more than a third of respondents felt that the profession had certain negative attributes. Some respondents viewed the career advancement opportunities to be inadequate (37.9%), the working environment as uncomfortable (42.1%) and believed that a hawker
start-up is a large financial risk (40.0%). Nonetheless, 42.1% disagreed that the profession is unglamorous. Such moderate figures suggest that there may be a need to widen the reach of our campaign beyond this group of culinary students.

For the remaining questions, there was a mix of positive and negative attitudes towards the hawker trade. Some respondents regarded hawkers as business entrepreneurs (80.0%), acknowledged that the job requires specialised skills (71.6%), while 61.0% agreed that one can make good money as a hawker. On the other hand, the students also perceived it to be a physically demanding (77.9%) and challenging (86.3%) job, with few youths in the industry (76.9%), and disagreed that the working hours are good (55.8%). In answering if they would consider a career as a hawker, 33.7% stated ‘No’ and only 9.5% stated ‘Yes’. Based on these results, it is evident the students faced conflicted sentiments about the hawker trade, and that a campaign is needed to improve the less than desirable image of the hawker profession among these youths.

**RQ4: What is their outlook on the role of hawker centres in the Singapore society?**

Despite their low interest in seeking careers in the hawker industry, a large majority agreed that hawker centres play an important role in Singapore’s culture (94.7%), are important in providing good affordable food for the public (94.7%) and should be preserved for future generations (80.0%). These shared beliefs further justify the importance and rationale of our campaign.

**3.3.4 Limitations and Impact on Target Audience Selection**

Our pre-campaign survey found that only 9.5% of respondents wanted to work in a hawker stall (Appendix B.3). Moreover, large culinary schools such as ITE and Shatec Institutes were reluctant to become partners of the campaign due to conflicting
visions for their students. These phenomena suggest that the negative stigma and stereotypes against hawkers are prevalent not just among culinary students, but among the larger public as well. Hence, there was a necessity to broaden the reach of our campaign, which entailed a shift in communications strategy. Instead of organising a tailored series of events targeted specifically at culinary students, the campaign focused its efforts on the mass media to reach out to a larger, more varied group of audience members.

3.4 Qualitative Research

3.4.1. Purpose

The team was presented with the challenge of finding academic material with detailed accounts of the obstacles faced by young hawkers of today. This was accompanied by difficulties in obtaining insights and anecdotes of the emotional journeys youth hawkers undertake when they make the decision to join the trade. Qualitative data, in the form of in-depth anecdotes, experiences and stories, are able to reveal useful insights which could possibly be harnessed in campaign strategy (Whorton, 2009). Hence, it was essential for qualitative research to be conducted to complement our quantitative research.

3.4.2 Methodology

Personal anecdotes both of the positive and negative variety were gathered through interviews with 8 youth hawkers from the same age group as our primary target audience (17–35). These interviews were conducted between mid-October 2012 and mid-November 2012. The hawkers were selected via the purposive sampling method and only established youth hawkers who have been featured and rated favourably in media publications or food blogs were chosen. Additionally, their expertise in different types of cuisine ensured a diverse range of case studies.
The interviews were conducted individually, or in groups of 2 (if they worked in the same stall) as we wanted to create a comfortable, intimate setting which would encourage them to disclose, in great detail, about their personal stories, opinions and even aggravations about the hawker trade.

According to standard interview preparation protocols (Turner, 2010), the team made efforts to ensure that (1) a setting with little distraction was chosen; (2) the purpose of the interview was explained; (3) terms of confidentiality were addressed; (4) the format of the interview was explained; (5) approximate duration of interview was indicated; (6) reassurance was given that they could contact us afterward should they need to clarify anything; (7) time was given for them to clarify doubts before the interview commenced; (8) at least two members of the group were present at the interview to ensure accuracy of information recall afterward. The interview questions and transcripts can be found in Appendix C.

3.4.3 Key Findings

With the exception of the second-generation hawkers, first-generation hawkers all have had at least about a year and a half of experience in the industry, pointing towards their relative success as youth hawkers. Most of the hawkers have also received tertiary education. Of the 8, 2 have polytechnic diplomas, 3 hold a bachelor’s degree while another is currently pursuing her university degree. From their high academic qualifications, it is thus apparent that these hawkers are a group of educated youths whose passion for food and cooking drove them to make a conscious career choice to join the hawker profession.

The interviewees shared similar personal experiences of negative social stigmas surrounding young hawkers. All 3 hawkers who established their own stalls reported unfavourable encounters where they have been met with scepticism, cynicism
and even disrespect. Nevertheless, their accounts revealed them to be highly driven and ambitious individuals. Several of them are looking to expand their business within the next year. In spite of all their struggles and setbacks faced during the initial business stages, these youth hawkers remain positive and were generous to share their experiences with potential young hawkers. This willingness to help like-minded individuals is very encouraging, and it is a strong indication of the powerful spirit of youth and mutual empowerment. It is also the very spirit that we hope to carry throughout the Youth Hawkerprise Campaign.

3.4.4 Limitations

The team found that some hawkers provided very neutral responses and were not as willing to share their personal stories as initially hoped. Upon careful consideration, the team deduced that perhaps by having two team members present at the interview in order to ensure accurate information recall, it might have created a slightly intimidating setting for the hawker who was in most cases being interviewed alone. However with effort made to help the hawkers feel at ease, the team still managed to elicit profound information about the first-hand knowledge and experiences of youths in the hawker trade.
3.5 SWOT Analysis

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| • As the hawker centre culture is a key aspect of the Singaporean identity that is highly valued, the campaign topic is easily relatable and therefore likely to garner support from the public, government and potential sponsors.  
• As an inaugural campaign promoting the hawker profession, its unique mission lends the campaign its competitive edge in the crowded media landscape.  
• Being in the same age group as the primary target audience allows us to gain insights about their media behaviour and interests. | • Secondary research available about the hawker industry and the profession is not substantial.  
• The target audience consists of a very niche interest group which may not be easy to reach out to.  
• It is difficult to seek the necessary support and expertise from qualified young hawkers as they are a rare group of youths.  
• Given such a limited time frame, it is difficult to change attitudes and behaviour of the target audience, especially since important career decisions are concerned.  
• As communication majors who are not experts of the hawker industry, the team has low credibility in the subject matter. |

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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| • There is strong media interest in hawker affairs, especially since the government announced its plans to build 10 new hawker centres over the next few years.  
• It is timely to leverage on NEA’s recent policy changes, which aim to increase occupancy rates of hawker stalls. | • The target audience may currently possess negative predispositions toward hawking as a profession.  
• The curriculums of local culinary schools tend to focus more on Western cuisine and fine dining restaurant operations.  
• This may be a sensitive cause to advocate in an increasingly educated and knowledge-based society like Singapore. |
CHAPTER 4: STRATEGIC COMMUNICATIONS CAMPAIGN

4.1 Problem Definition

Based on our pre-campaign primary research we identified a few points of concern:

- Salary/wages was found to be the second priority of career decisions and though almost two-thirds of respondents felt that hawkers could earn good money, only 9.5% indicated that they would consider a career as a hawker.

- Despite the recognition that hawker centres play an important role in Singapore’s culture and that they should be preserved for future generations, hawker centres were one of the least preferred workplaces among respondents.

- Though 42.1% of respondents disagreed that the hawker profession is unglamorous, the qualitative data gathered showed that several young hawkers were on the receiving end of negative stigmas.

Based on our pre-campaign secondary research, we also identified the following issues:

- There was no one-stop portal – online or offline – for prospective hawkers to locate all the information they might need e.g. success stories of other hawkers, application procedures, news and useful facts about the industry.

- While there was extensive media coverage about an ageing generation of hawkers and the government’s plans to build 10 more hawker centres, there were few programmes in place for potential youth hawkers.

- Despite the presence of campaigns highlighting the achievements of hawkers, none of them give prominence to youth hawkers specifically.

4.1.1 Overcoming Problems

Following the analysis of our primary and secondary research, four main insights were derived.
The major factor hindering culinary-inclined youths from joining the hawker trade is their perceived negative associations of the profession. Relative to jobs in other F&B establishments, the hawker profession is viewed as inferior.

A campaign focused on preserving the heritage value of hawker centres would not be effective in persuading these youths to join the trade. This is because their career decisions are based on more important factors such as personal interest and financial motives rather than a desire to contribute to society.

The minority group of youth hawkers receive little media exposure and thus lack awareness and recognition in the Singapore society. There is thus a resounding need to seek good role models, which budding youth hawkers can look up to and emulate.

Difficulties faced in accessing the information and knowledge required to become a hawker may pose as a hindrance and deterrent factor for prospective hawkers.

These insights yielded the conclusion that it is necessary to repackage the various attributes of a hawker in order to elevate the profession’s standing in society. Hence, we developed an overarching strategy that would focus on the entrepreneurial aspects of the job. The term “hawkerpreneur” and campaign name “Youth Hawkerprise” would be used extensively in campaign messages to highlight the courage, independence and strong business sense that the profession entails. By reframing the everyday hawker as an entrepreneurial businessman, it would challenge the commonly-held negative attitudes towards the profession.

The campaign would also be fronted by the 8 talented youth hawkers identified for the qualitative research. Serving as role models of the profession, these different personalities would inject a sense of realism and youthful vigour to the campaign,
making it more relatable to the target audience. Lastly, through various channels, we also hope to create sufficient informational support for budding hawkers, which can aid their entry into the industry.

### 4.2 Target audience

On the basis of our pre-campaign research, we have defined our primary, secondary and tertiary target audiences in the following sections.

#### 4.2.1 Primary Target Audience

The People’s Association Youth Movement defines youths as between the ages of 12 – 35 (People’s Association Youth Movement, 2012). However, we chose to target youths aged 17 and above because a majority of them would have completed their basic education and are likely to be taking active steps in carving out their desired career paths. They would thus be most receptive to our campaign messages at this stage of their lives. Additionally, personal interest was found to be a crucial determinant in career decisions. For these reasons, the primary target audience identified consists of youths aged 17 – 35 who have a desire to pursue a career in the culinary arts and F&B industry.

#### 4.2.2 Secondary Target Audience

Our secondary target audience are opinion leaders comprising prominent politicians, industry experts and popular food personalities. This choice was justified by the decision to utilise Everett Rogers’ Diffusion of Innovations theory as a communications strategy. By capitalising on the influential power of opinion leaders, we hope to accelerate the diffusion of our campaign messages to our primary audience (Valante & Davis, 1999). Their endorsement of the campaign would not only enhance
message credibility and reception but would also attract the attention of various media sources, further expanding the reach of the campaign.

4.2.3 Tertiary Target Audience

The tertiary target audience consists of the general public. Although they may not be the main target group of the Youth Hawkerprise Campaign, they are patrons of hawker centres who would benefit from the continuation of the hawker trade. Moreover, they form part of our primary audience’s social circles and are important influences on the career decisions of youths. Furthermore, the negative sentiments surrounding the hawker trade are perpetuated by society itself. Thus, to create a supportive environment in which hawkerpreneurship can thrive, it is vital that the campaign reaches out to a public audience.

4.3 Campaign Objectives

The Youth Hawkerprise vision and mission statements are as follows:

- **Vision:** To keep Singapore’s proud hawker culture alive and healthy, and to provide high quality food at affordable prices for generations of Singaporeans to come.

- **Mission:** To inspire, empower and usher in a new generation of youths to take their place in Singapore’s vibrant hawker food industry.
Our impact and output objectives are:

**4.3.1 Impact Objectives**

(Measured from 3 January 2013 to 17 March 2013)

**Informational:**

- To increase their knowledge of the hawker profession among 60% of the viewers of the photography exhibition
- To increase their knowledge of the hawker industry among 60% of the workshop participants
- To increase their knowledge of how to run an F&B business among 60% of the workshop participants

**Attitudinal:**

- To achieve positive perceptions of the hawker trade among at least 50% of the viewers of the photography exhibition
- To inspire at least 50% of the workshop participants to set up their own F&B business

**4.3.2 Output Objectives**

(Measured from 3 January 2013 to 17 March 2013)

- To achieve a sum of at least 4,000 engagements through offline outreach activities
- To achieve at least 2,000 unique visitors and 15,000 page views on the official website
- To achieve 200,000 extended social media contact points across various social media platforms
4.4 Campaign Strategy

4.4.1 Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) is a conceptual framework which explains the underlying processes fundamental to the effectiveness of persuasive communications. According to Petty and Cacioppo (1986), there are two routes to persuasion. The first, or also known as the central route, is likely to be achieved through careful and thoughtful elaboration of issue-relevant information, while the second process (peripheral route) is more likely to be a “result of some simple cue in the persuasion context (e.g. an attractive source)” without the need for deep consideration of the true merits of the arguments (Petty & Cacioppo, 1986).

Prior studies have shown that attitude change occurring via the central route is more “enduring” and “resistant” (Petty & Cacioppo, 1986). Nevertheless, the study of Jones, Shultz and Chapman (2006) mentioned that:
...organisations might benefit most from using peripheral route strategies (e.g. highly attractive ads) to promote initial decisions to apply, followed by providing applicants with accurate information about the job and organisation during later recruitment stages so that the most qualified applicants can make informed choices. (p. 176)

Our campaign was thus similarly designed to employ both peripheral and central route strategies. During the initial phases, aesthetically attractive visuals were used in collaterals, our website homepage, feature film as well as the photo exhibits. This aimed to attract the attention of our target audience in conditions where elaboration likelihood is low, such as when they are checking their email inboxes, surfing the Internet, browsing through the newspapers or walking past our exhibition. Other additional peripheral cues, such as endorsements by highly credible public figures, were also used to promote a positive image of the hawker profession.

However, career decisions are ultimately made based on extensive and careful examination of information. Hence, to create conditions of high elaboration and encourage central-route processing, we included informational resources in our website as well as organised an educational half-day workshop. Once the target audience chooses to explore further into our website or attend the workshop, their motivation and ability to engage in deeper information-processes are likely to be higher. According to ELM, they would thus be more receptive to these higher quality information and relevant arguments which aim to persuade them to join the hawker profession.

4.4.2 Diffusion of Innovations Theory

In the Diffusion of Innovations theory proposed by communications scholar and sociologist Everett Rogers, an innovation is “an idea, practice or product that is perceived to be new by an individual”, and in our campaign’s case, it is the key message
that hawkers are entrepreneurs (hawkerprenuers). Diffusion is “the process by which an innovation is communicated through certain channels over a period of time among the members of a social system” (Rogers, 1995). Rogers predicted that information provided by the media and interpersonal contacts will influence opinion and judgment, as well as highlighted the role of opinion leaders in the adoption of an innovation (Rogers, 1995). This is backed by research findings which have shown that maximising the effectiveness of opinion leaders can accelerate the rate of diffusion (Valente & Davis, 1999).

As the duration of the Youth Hawkerprise Campaign was less than 3 months, it was important for the campaign team to garner the support of opinion leaders and leverage on their influence to accelerate diffusion of the campaign’s messages within the short period of time. Opinion leaders thus became an important secondary audience for this campaign and many efforts were made to urge them into spreading word of the campaign through their circles of influence. For instance, opinion leaders were invited to pen words of encouragement for youth hawkers, share campaign messages on social media platforms as well as speak at our campaign events.

Altogether, 11 key opinion leaders expressed support for our campaign, they are: Prime Minister Lee Hsien Loong; Dr Vivian Balakrishnan, Minister for the Environment and Water Resources; Professor Tommy Koh, Singapore’s Ambassador-At-Large; Mr Baey Yam Keng, Member of Parliament; Professor Cham Tao Soon, President Emeritus of NTU; Professor Lily Kong, Vice-President & Vice-Provost at NUS; Dr Ang Peng Tiam; Medical Director at Parkway Cancer Centre; Miss Elim Chew, Chairman of the Public Consultation Panel on Hawker Centres; Dr Leslie Tay, prominent food blogger; Mr KF Seetoh, CEO of Makansutra; and Mr Luke Lee; Director of Singapore Food & Beverage Alliance (Appendix D).
Due to the high influence of these opinion leaders, this expedited the dissemination of campaign messages to both primary and tertiary audiences. In addition, affiliations with these key influential people also opened many more opportunities for us to meet other stakeholders of the hawker trade who were enthusiastic about promoting our movement.

**CHAPTER 5: CAMPAIGN PROGRAMMING**

**5.1 Key Messages**

The key messages of the Youth Hawkerprise campaign are as follows:

- There are youths out there just like you who are now established hawkerpreneurs, and you can be just like them
- Being a hawker is as respectable as any other profession in the F&B industry
- Becoming a hawker is a great opportunity for you to affordably become the boss of your own F&B establishment
- A life in the F&B industry is difficult – regardless of whether you are a hawker or not – but it is still possible for you to lead complete, rewarding and fulfilling lives

**5.2 Branding & Identity**

Branding and identity is especially crucial for the Youth Hawkerprise Campaign, a first of its kind that challenges perceptions in a unique community. Therefore, it was important to ignite public and media interest with a campaign title that was catchy and meaningful, yet original at the same time.

**5.2.1 Campaign Title – Youth Hawkerprise**

The word *Youth* is important as it sets the tone of the entire campaign. It acts as an immediate identifier of who our intended target audience is and suggests that it is a
youth-initiated campaign. *Youth* also connotes energy and daring ambition, translating appropriately to the overall vibe of the campaign.

The word *Hawkerprise* is a marriage of the words ‘Hawker’ and ‘Enterprise’ - two other important elements of our campaign. ‘Hawker’ forms the core of the word *Hawkerprise* as we wanted immediate recognition that the campaign is about the hawker trade in Singapore. On the other hand, ‘Enterprise’ is a three-syllable word which sounds similar to *Hawkerprise*, ensuring that people are able to make quick association between the two words.

The title *Youth Hawkerprise* was chosen because it is concise, novel and would serve well to attract attention. Furthermore, its originality guarantees that it conjures no preconceived images or associations with other campaigns or companies, which could pose as possible interference with our intended campaign messages.

**5.2.2 Campaign Logo**

**Colour scheme:** Two main colour schemes were employed throughout the campaign duration: red and white or black and white (Appendix E). The red and white combination is used in all monochromatic documents thereby creating a strong contrast of colours. The colour red was chosen for its connotations of burning passion and dynamism – all of which are necessary attributes that a budding hawkerpreneur should possess. However, where collaterals utilised multiple colours, a monochromatic black and white logo was used to ensure that the overall designs do not come across as gaudy or overwhelming.

**Typeface choice:** The serif typeface *Typo Slab Serif* was chosen for *Youth* as it reflects confidence and accurately conveys the bold aspirations of the Youth Hawkerprise Campaign. The sans serif, italicised and slightly cursive typeface *Lobster*
was chosen for the word *Hawkerprise* as it possessed playfulness and spontaneity, balancing the stern boldness of the word *Youth*.

**Motif choice:** The image used is a composite of the top of a chef’s hat and the base of a light bulb. The chef’s hat symbolises professionalism in the culinary arts. It also reflects the Youth Hawkerprise’s key message that hawkers should be of equal standing as chefs working in restaurants or cafés. The base of the light bulb is a symbol of innovation and ideas, which are elements crucial to any successful enterprise.

**Border design:** The twelve ripples, which create a seamless border, represent the multiculturalism of the hawker food industry in Singapore – a result of people from different cultural backgrounds coming together with a unifying passion to sell food (Appendix E).

5.2.3 Creative Elements

Two-dimensional vector illustrations were used in all collaterals to convey the fun and youthful spirit of our campaign. Additionally, this visual style of utilising clean crisp lines was chosen to add a professional and contemporary approach, in hopes of appealing to the youthful target audience. Most of the graphics were also iconic in nature to communicate clearly and ease understanding of various abstract concepts.

Another unifying visual element that can be identified throughout our publicity materials was the use of a variety of bright and strong colours. They were selected to elicit positive feelings and attract the attention of our target audience. More importantly, they were intended to convey the vibrant and diverse personalities of the youth hawkers.

5.3 Partners & Sponsors

Partners for the Youth Hawkerprise Campaign were needed on 4 levels – logistic partners, funding sponsors, in-kind sponsors and workshop speakers. The team
started looking for these partners 3 months prior to the launch of the campaign in January 2013 by sending out emails with our campaign factsheet (Appendix F.1) and proposal deck (Appendix F.2) to relevant organisations. After many meetings and presentations with the various organisations, the team managed to persuade the following partners to believe in the campaign and show their support for the cause.

The key logistic partner for Youth Hawkerprise was the National Environment Agency (NEA) that manages 107 hawker centres in Singapore. It was crucial to get the support of their Hawker Centres Division to secure a permit for our photo exhibition at Tiong Bahru Market. Deputy Director of Policy & Allocations, Mr Tan Kian Ann also gave an overview of hawker centres in Singapore and shared about the hawker stall application process during our workshop.

For funding sponsors, the Workforce Development Agency (WDA) provided cash sponsorship of S$2,805.91 for the Youth Hawkerprise workshop, as attracting more youths to join the hawker trade was in line with their training goals. City Gas, another strong supporter of the hawker trade, came on-board to provide S$3,000 in funding. In addition, the National Youth Council, which supports enriching community youth projects, provided a maximum contribution of S$3,000 through its Young ChangeMakers Grant. Lastly, the campaign received an additional S$1,000 from the Wee Kim Wee Legacy Fund on top of the S$600 seed money provided by the school, bringing the total campaign funding to S$10,405.91.

As for in-kind sponsorships, ExpressPrint generously sponsored 52 posters and photos for the photo exhibition as well as 150 programme booklet brochures for the Youth Hawkerprise workshop – amounting to a total of S$1,028.16. Workshop goodie bag sponsors included: City Gas, which sponsored notepads, paper bags, magnets and guidebooks worth S$1,425; Mr Bean, which provided 150 drink vouchers worth $210;
Botak Jones, which provided 150 food vouchers worth S$150; National Youth Council, which provided pens worth $120; and EK Media, which provided 150 facial moisturiser samples worth $300 (Appendix G.1).

Lastly, industry experts and prominent food personalities were invited to speak at the Youth Hawkerprise workshop. In turn, credit was given to the speaker’s organisations. They included 77th Street, Makansutra, Singapore F&B Alliance and Eduquest International Institute. Food blog ieatishootipost was also given credit as blog owner, Dr Leslie Tay, helped publicise the campaign on his blog, social media platforms and radio talk show.

5.4 Campaign Timeline

With the anticipation that other groups’ final-year projects would culminate in February and March 2013, we strategically timed our events to take place earlier in January, allowing us sufficient time to focus on generating an extended media outreach in later months. Timing our campaign before other groups would also help us avoid campaign fatigue of our audiences. Furthermore, the campaign’s early launch ahead of other important national events such as the 2013 Parliamentary Debate also meant greater opportunities of securing media coverage. The figure in Appendix H shows a brief outline of the entire campaign conducted from 3 January to 17 March 2013.

5.4.1 Phase I: May We Have Your Attention, Please?

According to Mcguire’s Information-Processing Theory, attention is a necessary condition for message comprehension (Mcguire, 1968). It was thus of primary importance to first attract our target audience’s attention. During the initial phase, the campaign focused on establishing its brand identity as well as increasing awareness of
the campaign’s mission and upcoming events. These were achieved through a variety of tools and marketing tactics.

5.4.1a Campaign Website

According to a 2011a Nielsen study, two-thirds of the Singapore population above the age of 15 are Internet users and among them, Internet penetration is highest among the youth segment (97%). As youths become heavily dependent on the web for information, it is only logical that we enable our campaign details and updates to be centrally available on a main website (Appendix I).

Since the Youth Hawkerprise website (www.youthhawkerprise.com) served as one of the first few points of contact with the target audience, its design was essential in establishing a clear and recognisable brand identity which will capture their interest (refer to Chapter 5.2 Branding & Identity). Early during its launch, visual content in the form of infographics and exclusive behind-the-scenes photographs were shared to pique their curiosity in the coming photo exhibition and workshop. Quotes obtained from prominent public figures were also uploaded to boost campaign credibility and as an added interactive element, viewers were invited to submit messages of encouragement to youth hawkers.

In addition to essential information about the campaign, the website also acts as an informational guide containing practical resources to aid aspiring youth hawkerpreneurs. While doing our background research about the hawker industry, we found that relevant information were scattered all across the web. This could be due to the lack of a central professional body. Therefore, to aid the target audience’s search for information about the hawker trade, hawker-related news articles and a list of content sources were aggregated and consolidated in a single platform.
5.4.1b Electronic Direct Mailer

To reach out to the primary target audience in a timely and cost-effective manner, electronic direct mailers (Appendix J) were disseminated to various educational institutions, particularly those with culinary arts programmes. The mailers were sent to Temasek Polytechnic, Republic Polytechnic, Nanyang Polytechnic and WKWSCI. Besides promoting the campaign website and events, it also urged recipients to share the mailer through Facebook, Twitter or email to reach a wider audience.

5.4.1c Pocket Tissue Advertising

Tissue packets, specially designed to incorporate our campaign information (Appendix K), were distributed to members of the public to generate publicity for our campaign. Rather than the usual paper fliers, tissue packets were chosen for their strong association with the hawker centre culture. Moreover, people in general, are less resistant to accepting complimentary tissue packets as opposed to fliers since they are more practical. They also tend to keep the tissue packets for a longer time period, thereby increasing exposure to the campaign message and improving recall rates. In total, 5000 packets were given out in various places such as hawker centres, coffee shops, tertiary schools and at MRT train stations with younger crowds.

5.4.1d Social Media

77% of digital consumers in Singapore are active users of Facebook, making it the most dominant social media site (Nielsen, 2011b). A more recent study also revealed that as high as 70% of Singaporean consumers access social media on mobile phones (Nielsen, 2012). To harness this increasing prevalence of social media, public Facebook Events pages (Appendix L) were set up for both the exhibition and the workshop. This
enabled members of the public to easily post enquiries to the team as well as invite their friends to the events.

The team made a deliberate decision not to create Facebook and Twitter accounts for the campaign as online activity would be stagnant once the campaign period was over. Moreover, it would be counterproductive to gather the loyalty and interest of followers simply for the short campaign period.

Instead, we focused on obtaining support from eminent opinion leaders who helped publicise our events via their Facebook pages, Twitter feeds and online blog – thereby helping us achieve a strong social media presence. Backed by their strong reputation within the online and youth communities, word of our campaign soon spread rapidly to diverse social circles. In particular, PM Lee’s single Facebook post about our campaign received 1,603 likes, 115 shares and generated quality discussion about the future of our hawker trade in the 130 comments posted (Appendix Y.1). Hence, by utilising Rogers’ Diffusion of Innovations Theory, we managed to amass a significant amount of earned conversations in social media despite not having an owned social media presence.

5.4.2 Phase II: Extra! Extra! Read All About It!

Media pitches focused on mainstream print mediums as well as selective online and broadcast mediums to ensure maximum exposure. The pitches were sent out via media kits (Appendix V) and launched in two stages: 1) Pre-event publicity, to generate target audience awareness and participation in our exhibition and workshop; and 2) Post-event publicity, featuring the success stories of our youth hawkers, to emphasise campaign messages and challenge negative stereotypes held about hawkers.

To best reach our intended audience, a mixture of popular mainstream newspapers, magazines, television and radio stations were chosen to raise awareness
of our photo exhibition and workshop. Niche media as well as selected online mediums were also used to reach specific interest groups and fill the outreach gaps of traditional media.

News angles included: 1) **Novelty** – the campaign being a first of its kind to promote youth hawkerpreneurs, and 2) **Human Interest** – heart-warming stories of existing youth hawkerpreneurs who manage a successful hawker business despite facing negative stigmas. To demonstrate timeliness of the issue, attention was focused on the possibility of a fading hawker culture due to a lack of new blood joining the trade, even as new hawker centres are being built.

### 5.4.3 Phase III: Poster Boys and Girls

Based on the insight that young role models were needed to represent the hawker profession, the decision was made to organise a photo exhibition featuring young hawkers in a refreshing and positive perspective (Appendix M). The Youth Hawkerprise Photo Exhibition was held from 19 January – 7 February 2013 at Tiong Bahru Market.

To feature the multidimensionality of our youth hawkers, their tenacity and ambitions were exhibited through two photo series: **Daybreak** and **Daredevils** (Appendix N). Shot at their food stalls, **Daybreak** offered a revealing glimpse into the life of a hawker and invited the audience to discover the pride and passion of these young hawkers in their daily course of work. Shot at a photo studio, **Daredevils** saw the young hawkers dressed up as superheroes to celebrate their courage for having boldly stepped out as a new generation of hawkers.

Showcasing the youth hawkers in a photo exhibition achieves several outcomes. Firstly, it creates awareness of this minority group in the profession and also
helps counter the negative stigma surrounding them. A photo exhibition is also a direct and interesting way to impart knowledge about their lifestyles at and away from work.

Secondly, by displaying the faces and intimate stories of these youth hawkers, we hoped to create a basic human connection with our audience. Since stories have the ability to persuade and motivate by connecting with the audience on an emotional and emphatic level, the exhibition could leverage on the power of storytelling through imagery to increase message receptivity as well as the retention rates of campaign messages (Rodin, 2009).

Finally, a photo exhibition held publicly at a popular hawker centre is a novel event that would draw both public and media attention. Such attention would then generate the much needed traction and momentum to inspire people to attend the Youth Hawkerprise Workshop.

5.4.4 Phase IV: So You Want To Be A Hawker?

To aid interested youths in their search for information about the hawker trade, a half-day workshop was specially organised and held on 26 January 2013, Saturday, at NTUC Centre (1 Marina Boulevard). Located in the heart of the Marina Bay business district, the venue was specially selected to reiterate the message that hawking is a respected profession.

The event was in line with the informational objective of the Youth Hawkerprise Campaign – to help youths better understand the hawker trade and to challenge traditional stereotypes of hawking. Speakers were carefully selected to touch on different topics that are of interest to aspiring youth hawkers and provide a holistic introduction to the hawker trade. The workshop was also the first of its kind in Singapore and served as a call to action for the campaign. It aimed to ignite the entrepreneurial spirit in youths.
who are passionate about the culinary arts, and inspire them to start their own businesses as young hawkerpreneurs (Appendix O).

Speakers invited to speak at the Youth Hawkerprise workshop included industry and entrepreneurial experts, who were able to contribute valuable insights about the industry or tips on running a successful F&B business. Existing youth hawkers were also invited to share their first-hand experiences and challenges faced as a budding entrepreneur (Appendix O.3). Each speaker was given 20 minutes to speak with a 10-minute Question & Answer segment following after. Participants were also provided with ample opportunities to raise questions and clarify doubts about the hawker trade.

Food items sold by the youth hawkers were included in the lunch catering. This was in accordance with the campaign theme as well as a gesture of support for the young hawkers. The lunch session also served as a networking session for participants to mingle with guest speakers and ask questions not raised during the presentations. After the workshop, videos of the presentations were uploaded on the campaign website and YouTube channel, allowing a wider audience to benefit from the knowledge shared by the speakers.

In addition, our original campaign feature film “Meet Adrian Neo” was premiered at the workshop. It provided an intimate view of life as a youth hawker by following Adrian Neo from the start to end of an average work day (Appendix P). This enabled the audience to catch a glimpse of his daily routines and work-life balance. The film became a talking point at the workshop and was later uploaded on the campaign website and YouTube channel. Various media agencies also shared it on social media, fuelling online conversations about our campaign and the hawker profession.
CHAPTER 6: CAMPAIGN EVALUATION

6.1 Evaluation of Impact Objectives

Impact objectives (informational and attitudinal) were measured through two surveys: a post-campaign survey and a post-workshop survey.

6.1.1 Post-Workshop Survey Methodology

Data was collected from workshop participants through a pen-and-paper survey questionnaire conducted at the end of the workshop on 26 January 2013. However, as some of the participants did not return their survey forms, data was only collected via convenience sampling from the remaining participants. Nonetheless, out of 102 workshop participants, a representative sample size of 76 survey respondents was obtained. The survey was crafted based on a template provided by the Workforce Development Agency and aimed to measure the effectiveness of the workshop as well as gather general feedback (Appendix Q.1).

6.1.2 Post-Workshop Survey Findings

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<tr>
<th>Informational Objectives</th>
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<tr>
<td>To increase their knowledge of the hawker industry among 60% of the workshop participants.</td>
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<tr>
<td>To increase their knowledge of how to run an F&amp;B business among 60% of the workshop participants.</td>
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From the survey results (Appendix Q.2), informational objectives were exceeded with more than 80% of respondents stating that the workshop had helped them attain the following learning outcomes:

- I have acquired more knowledge about the hawker industry. [88.2%]
- I have gained a better understanding of how to run an F&B business. [80.3%]
I will apply the knowledge learnt in the workshop to my current/future business. 
[86.9%]

**Attitudinal Objective**
- To inspire at least 50% of the workshop participants to set up their own F&B business.

The campaign also achieved its attitudinal objective of increasing their desire to set up their own F&B business. In fact, about three in four (76.3%) responded that the workshop had inspired them to start their own F&B business someday.

These objectives could only have been achieved due to the highly effective speakers of the workshop. Speakers were generally rated favourably on all measured aspects including knowledge, relevance, delivery skills and ability to inspire. Some participants gave feedback that more could have been shared about the financial aspect and technical operations of the hawker profession. Nevertheless, general comments for the workshop were mostly positive and encouragingly, 100% of the respondents would recommend the event to others.

**6.1.3 Post-Campaign Survey Methodology**

An online survey questionnaire was conducted from early to mid-March 2013 and a total of 174 respondents were obtained via convenience sampling (Appendix R.1). The link to the survey was made available on our website, our Photo Exhibition Facebook Event page and disseminated directly to workshop registrants via email. 50.6% of respondents attended the Youth Hawkerprise Workshop while the remaining 49.4% have encountered the campaign through other channels.
6.1.4 Post-Campaign Survey Findings

**Impact Objectives**

- To increase their knowledge of the hawker profession among 60% of the viewers of the photography exhibition.
- To achieve positive perceptions of the hawker trade among at least 50% of the viewers of the photography exhibition.

All respondents were exposed to the exhibits either through the exhibition at Tiong Bahru Market or a web link provided. The campaign managed to achieve its impact objectives with 85% of respondents agreeing that the exhibits allowed them to gain a better understanding of the hawker profession. Additionally, 90.8% of respondents felt that the stories of the youth hawkers were inspiring while 83.9% now regard hawkers and their profession more positively after viewing the photo exhibits.

The post-campaign survey also measured general feedback about the Youth Hawkerprise Campaign. Findings revealed that word of mouth through family and friends (58.6%) was the top outreach strategy, with newspapers (39.1%) and social media platforms (26.4%) following close behind. These figures further ascertain the efficacy of our social and traditional media strategies. Both quantitative and qualitative opinions were also predominantly positive. A large majority responded that Youth Hawkerprise is a worthwhile (97.7%), relevant (71.3%), interesting (95.4%), informative (88.5%) and well-publicised (79.3%) campaign. In addition, 87.3% are interested to know more about future events organised by Youth Hawkerprise, with a number of respondents even offering valuable suggestions about how to improve and sustain the campaign (Appendix R.2).
6.2 Evaluation of Output Objectives

6.2.1 Campaign Website

*Output Objective*
- To achieve at least 2,000 unique visitors and 15,000 page views on the official website.

During the time period stated above, the website received a total of 18,139 page views and 3,549 unique visitors. On average, visitors viewed 3.49 pages per visit. Of the total 5,190 visits to the website, as high as 31.43% were return visits. In addition, a third (33.80%) consists of direct traffic, suggesting that the website domain is easy to remember and spell. Referral traffic made up 49.02%, which came mainly from Facebook and Dr Leslie Tay’s ieatishootipost blog, an indicator that our social media strategy of capitalising on the influence of opinion leaders was successful (Appendix S).

6.2.2 Outreach Activities (EDM & Tissue packets)

*Output Objectives*
- To reach out to at least 500 of our primary target audience through the sending of electronic direct mailers to educational institutions with culinary programmes.
- To achieve a sum of at least 4,000 engagements through offline outreach activities.

Course coordinators from Republic, Temasek and Nanyang Polytechnics helped disseminate electronic direct mailers (Appendix J) to more than 870 culinary students and graduates, helping to raise awareness of our campaign messages, events and website. This helped us significantly in reaching out directly to our primary target audience.

5000 advertising tissue packets (Appendix K) were distributed at local hot spots frequented by youths, such as tertiary institutions, high-traffic areas in town, and also in
hawker centres and coffee shops. These tissue packets included details of our campaign events and website to raise awareness and participation levels.

6.2.3 Photo Exhibition

Output Objectives

- To have at least 200 people attend the launch of the Youth Hawkerprise photo exhibition.
- To have at least 4,000 people attend the Youth Hawkerprise photo exhibition over the duration of 20 days.

More than 290 people turned up for the launch of the Youth Hawkerprise photo exhibition launch at Tiong Bahru Market on 19 January 2013. The turnout was measured using an iPad displayed at the launch where visitors could tap if they liked the exhibition. In addition, representatives from key partnering organisations turned up to grace the launch, including – NEA, City Gas, ExpressPrint, Makansutra and NTU. 7 out of the 8 youth hawkers featured in the campaign also attended the launch with their family and friends (one of the youth hawkers was unfortunately not able to attend due to an illness.)

The hawkers and partners were presented with customised Youth Hawkerprise aprons by Guest-of-Honour MP Mr Baey Yam Keng to thank them for their support of the campaign. Members of the media also attended the launch, together with representatives from the Ministry of Communication and Information (MCI) who were present to cover the event on behalf of Prime Minister Lee Hsien Loong, a key opinion leader for the campaign. PM Lee later shared photos from the launch on his official Facebook page, which generated great interest from the public and media (Appendix Y.1).

Throughout the 20-day duration of the photo exhibition (from 19 January to 7 February 2013), an estimated 5,566 visitors viewed the photo exhibition at Tiong Bahru Market. Due to limited manpower and time constraints, the team went down on a single
weekday and weekend to measure the number of people who stopped to look at our exhibition. Based on these numbers, we then extrapolated a realistic estimate of the number of visitors during peak and non-peak periods to get our final total of 5,566 visitors for the full duration of our exhibition (Appendix T).

6.2.4 Half-Day Workshop

Output Objective

- To have at least 100 members of our target audience attend the Youth Hawkerprise workshop.

A total of 133 people registered for the Youth Hawkerprise workshop online, with a final turnout of 102 participants (Appendix U). As the workshop was held on a Saturday morning and lasted 4 hours, participants who came demonstrated commitment and the strong passion to learn. More importantly, the feedback received from the participants was overwhelmingly positive, as reflected in findings from the post-workshop survey (refer to Chapter 6.1.2 Post-Workshop Survey Findings).

6.2.5 Media Coverage Evaluation

Output Objective

- To have at least 10 media articles and 10 million media impressions in print and online media.

All in all, the Youth Hawkerprise Campaign received 39 print and online articles, 1 radio talk show and 2 television programme coverage, totalling 34,775,538 media impressions with a total PR value of S$1,115,347 (Appendix W.1). PR value is tabulated according to local industry standards using a ‘credibility multiplier’ of three against the advertising value equivalent (AVE) of each column inch of press publicity in print media; a fixed value of S$4,000 for each page of coverage in mainstream online/mobile...
application media; and cost-per-spot base rate multiplied by programme loading for television and radio coverage (Macnamara, 2000).

CEO of the Chartered Institute for Public Relations expressed that “with any successful communications campaign, there has to be a tangible result if it is to be deemed successful” (Chartered Institute for Public Relations, 2010). However, although widely used by public relations and advertising practitioners due to its easy content value calculation, the credentials of AVEs as a valid method of measuring media effectiveness have been heavily debated (Watson & Noble 2007).

We therefore also measured the quality and effectiveness of our PR campaign using the tone of the media article and 9 other pre-drawn quality indicators e.g. mention of campaign’s key messages and quotes etc. (Freitag, 1998; Bransford, 2005). Out of 42 media articles received, all of them were positive in tone, with 37 articles of high quality, having at least 7 of the 9 quality indicators covered (Appendix W.2).

Our campaign and feature stories successfully ignited the interest of mainstream media such as The Straits Times, TODAY, MyPaper, Lianhe Wanbao, Channel NewsAsia, Channel 5, 938 LIVe over the course of our pre and post-event media pitches. Nearing the end of our exhibition during the Chinese New Year season, the campaign was also successfully featured on Channel 5 and Channel NewsAsia’s current-affairs programme ‘On the Red Dot’. It was also aired across 2 online platforms – Channel NewsAsia online and Xinmsn.com (Appendix W.3).

Various story angles were strategically pitched to different media outlets – presenting the progress of our exhibition launch and workshop, and subsequently featuring stories of our youth hawkers – to pique media interest and sustain newsworthiness of our campaign. Coverage by these prominent mainstream media
outlets lent substantial credibility to our campaign and enhanced the reach to our audiences.

6.2.6 Social Media

*Output Objective*

- To achieve 200,000 extended social media contact points across various social media platforms.

The virality of social media greatly expanded the spread of our campaign messages in the online sphere, complementing our outreach through traditional mass media (Gibs & Bruich, 2010). Such social media coverage drove traffic to our campaign website and also increased our media coverage. This was in part due to the special mentions by prominent opinion leaders including PM Lee and MP Mr Baey Yam Keng. A number of journalists who swiftly covered news of our campaign events were directed from the Facebook posts of these leaders. By the end of the campaign, we exceeded our output objective with 422,412 extended social media contact points (Appendix Y). This figure comprises viewers of our YouTube videos (1,803), Facebook, Twitter and blog subscribers of opinion leaders and organisations that shared our campaign messages (418,721), and invited guests of our Facebook Event pages (1,888).

6.2.7 Campaign Feature Film

*Output Objective*

- To achieve at least 1,000 views on the Youth Hawkerprise campaign feature film.

The campaign team created an official YouTube account (YouthHawkerprise) to upload our campaign feature film “Meet Adrian Neo” and recordings of workshop presentations by our speakers to benefit a larger audience. The feature film has exceeded the output objective by obtaining 1,717 views to date. It was actively shared
via social media platforms and picked up by online websites such as SoShiok.com and omy.sg (Appendix X).

6.3 Other Exposures

6.3.1 Presentation at CS8400 – Public Relations in Hollywood Movies Class

The Youth Hawkerprise team was invited to present our campaign initiatives and planning process in a guest lecture of a WKWSCI class module titled CS8400 – Public Relations in Hollywood Movies. We shared to a cohort of more than 60 students about Youth Hawkerprise’s strategies that enabled us to receive positive campaign responses which were beyond our expectations. Many questions were also posed to the team signifying a high retention rate among the class audience. Last but not least, the presentation also served as a great opportunity to reach out to a wider youth audience (Appendix Z).

6.3.2 Presentation at Victoria Junior College

The team was also invited by WKWSCI to share about our final year project (FYP) in a student outreach session at Victoria Junior College on 23 January 2013. The audience included post-A-level students from Dunman High School, Temasek Junior College and Victoria Junior College who were interested in pursuing communication studies at WKWSCI. The various aspects of organising a public and promotional campaign were discussed so as to give the audience an insight into the FYP component at WKWSCI. Response was positive and many came forward with questions for us after the presentation (Appendix Z).

6.3.3 FYP Showcase for NTU Open House

The Youth Hawkerprise Campaign was selected by the school to be part of its FYP showcase during the NTU Open House. A poster introducing the campaign
was displayed at the WKWSCI booth as well as at a bus-stop outside the school (Appendix Z).

6.4 Appraisals from Stakeholders

6.4.1 Appraisals from the Public

Aside from the positive responses obtained from our post-campaign survey (refer to Chapter 6.1.4 Post-Campaign Survey Findings), it was heartening to receive several emails and messages from the public expressing their support for our campaign. Many conveyed their heartfelt thanks and commended the team for organising such a worthy campaign. A number of people also expressed interest in collaborating and being more involved with Youth Hawkerprise. Some even shared their personal aspirations in great depth, demonstrating their passion and deep connection to the movement (Appendix AA).

6.4.2 Appraisals from Partners

MP Mr Baey Yam Keng, a key opinion leader for the campaign shared “This is a really good initiative by the students to look at a big part of Singapore’s culture and heritage.” He believes that the campaign can help attract more young people to join the hawker trade.

Miss Xu Yuling, Manager of Tourism Division at the WDA expressed that the Youth Hawkerprise Campaign had achieved all its committed deliverables, and that the workshop sponsored by WDA was well received by the participants. WDA’s satisfaction with the Youth Hawkerprise Campaign was further reflected in her appraisal mentioning that, “Youth Hawkerprise had exceeded expectations and used creative methods to create awareness in profiling the hawker profession.” She hopes to see future projects
that will create as great an impact as ours and added that the WDA is keen to support more initiatives from WKWSCI relating to the hawker trade.

Miss Celina Yeo, Senior Marketing Manager at City Gas echoed Miss Xu’s views. She stated that, “the NTU team has been very dedicated in (the) ‘Youth Hawkerprise’ project and doing their bit for the hawker industry.” Reaffirming the campaign’s success in challenging negative stereotypes of the hawker trade, she also added that Youth Hawkerprise is successful in “generating much hype around the changes in the hawking landscape, which is needed to boost the image of our hawkers”. Miss Antonia Low from NEA’s Hawker Centres Division also commended the team for its “professionalism and ingenuity displayed” (Appendix BB).

6.4.3 Appraisals from Youth Hawkers

Our featured youth hawkers were also very important stakeholders of the campaign. They too have expressed kind words of appreciation for the team. Cai Weili and Cai Weisheng felt that the campaign was a success and shared that the Youth Hawkerprise Campaign has “helped us out in many ways, especially media exposure”. Most hearteningly, they considered the campaign team as friends, a testament to the strong relationship forged between the team members and youth hawkers.

Elizabeth Huang shared that the campaign has brought about media coverage and exposure to “the younger people working in hawker centres, gain us support, popularity, and acknowledgement of our hard work, blood and sweat”. She added that, “you guys have given me the new found drive and passion in enjoying what I’m doing”. The knowledge that we have helped our young hawkers gain motivation and recognition for their hard work has thus been one of the most rewarding aspects of the campaign (Appendix CC).
CHAPTER 7: LIMITATIONS & FUTURE DIRECTIONS

7.1 Limitations

Due to the limited time and restricted accessibility to the primary target audience, the team could only survey a small sample size of 95 students from three culinary institutions for the pre-campaign survey, thus decreasing the validity and generalisability of our survey results. However, for the purposes of campaign planning, the team decided that such a level of representativeness would be sufficient, especially since the campaign is specifically targeted at a niche audience with a common interest in the culinary arts.

Given the tight FYP calendar, it is admittedly difficult to change widely held mindsets about youth hawkers and convince the primary target audience to join the hawker trade immediately. Career choice can be a long and deliberate thinking process. As a result, a one-time exhibition and workshop alone may not be sufficient to drive behavioural change.

Nonetheless, through the Youth Hawkerprise Campaign, we have managed to generate greater interest in the profession and promote the view of hawking as a viable F&B business opportunity. In order to effectively amass a significant number of youths entering the industry, the campaign would have to follow up with more initiatives for the primary target audience to be more actively involved with the hawker trade and its professionals.

Further collaboration would hence be required between Youth Hawkerprise, government agencies as well as the relevant private entities. Beyond that, to further reinforce the communicated messages, it is of essence for the campaign to accrue sufficient academic and psychological support of the various culinary institutions in
Singapore. This is necessary because education plays an important role in shaping the thoughts and actions of society. Thus, if these social institutions continue to perpetuate the negative stigma of the hawker profession which Youth Hawkerprise is trying hard to combat, it would be difficult to reverse the low recruitment rates which the industry is suffering from.

7.2 Exploring Food Events and Creating Opportunities for Youth Hawkers

7.2.1 Youth Hawkers Food Showcase at Shangri-La Hotel

Due to various positive media features, our 8 youth hawkers have since made a small name for themselves among the public sphere. As a result, Shangri-La Hotel, Singapore has made a proposal offer to invite these youth hawkers as ‘guest chefs’ for an upcoming food event at their restaurant The Line, where they will present their hawker fare to both locals and foreigners with a penchant for good local cuisines.

This opportunity would not only provide greater exposure for our youth hawkers by helping them generate new clientele base, but would also reinforce the Youth Hawkerprise Campaign’s objectives of showcasing the talents of Singapore’s young hawker professionals. Discussions are currently underway and this collaboration with the prestigious Shangri-La Hotel could potentially elevate the status of hawker professionals as well as refute the notion that hawkers have inadequate career advancement opportunities.

7.2.2 Culinary Institution Hawker Module Collaboration

Ms Eve Felder, director of the Culinary Institute of America (CIA) Singapore, has expressed interest in developing a hawker fare module for her students. She has circulated emails publicising the Youth Hawkerprise Campaign, in the aim to raise awareness of the need for youths to sustain the Singaporean food heritage. In view of
this timely call to preserve Singapore’s hawker trade and traditional recipes, the team has written to CIA to express interest in providing assistance to the development of the new hawker module. This is because it would serve well to advance the Youth Hawkerprise Campaign’s vision to sustain Singapore’s strong local food heritage.

**7.2.3 Mobile Application Game**

In response to the success of the Youth Hawkerprise Campaign, Assistant Professor Vivian Chen from WKWSCI approached the team to collaborate in the creation of a mobile application game centred on the hawker industry. The app was conceptualised as part of a research project to analyse public responses to social policies and is slated to launch publicly in the third quarter of 2013.

The Youth Hawkerprise team will provide industry-specific knowledge to develop realistic game play scenarios set in the hawker landscape. Apart from being a great research opportunity that can help guide future hawker policy changes, the game could prove to be useful to youths passionate in the culinary arts. By creating a simulated virtual reality of their own hawker business, they may gain some knowledge and skills which would help prepare them for a future and actual career in the profession.

**CHAPTER 8: CONCLUSION**

Hawker food is one of Singapore’s greatest and most prized treasures as well as a quintessential part of the national identity. Moreover, the love for hawker food is a trait that unites Singaporeans of every race, religion and socio-economic level. Therefore, in touching upon an issue which is essentially *of the people* and *for the people*, it was only natural that Youth Hawkerprise took a people-centric approach in the campaign.
Utilising Public Relations as a core communications strategy, we created human interest stories revolving around our 8 youth hawkers, which local media across all platforms – print, television, radio and online – could easily pick up and share with their audiences. Organic interest generated from the various sources was additionally supported with a campaign website which strategically made public the support we received from prominent public figures in Singapore. The website was also designed to be a user-friendly informational platform catered specifically to aspiring youth hawkers and supporters of the movement. At the climax of it all, a photo exhibition and workshop were organised specially to challenge unfavourable perceptions of the hawker trade as well as create avenues for interactive engagement and communication with professionals of the hawker industry.

The team has paved the beginning of a unique campaign which has the potential to expand and continue attracting more youths to the hawker trade. On the basis of the solid relationships forged with government agencies such as NEA and WDA; private organisations such as City Gas; and academic institutions including TP, NYP and RP; we are confident in the future development and sustainability of the Youth Hawkerprise Campaign. With continued efforts from invested parties, we believe that in time, more youths will join this profession to sustain the rich, uniquely Singaporean hawker centre experience; at the same time, fill the hearts and stomachs of the many generations to come.
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YOUTH HAWKERPRISE CAMPAIGN
APPENDICES

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Appendix A: Interviews

A.1 Interview with Professor Lily Kong

Author of *Singapore Hawker Centres - People, Places, Food*
Vice President (University and Global Relations) and Vice Provost (Academic Personnel) at NUS

1. How do you foresee Singapore’s new generation of hawker centres to be like?
Given that Singapore has embarked on a different model of hawker centres, it is possible that new generation hawker centres will comprise a mix of models: the current version, the experimental version (as in Kampung@Simpang Bedok), and perhaps a new version as yet untried. They will run alongside existing coffeeshops and food courts so that the total landscape is a multivariate one.

2. What makes hawker food and hawker centres such integral aspects of the Singaporean way of life?
They are easily accessible, affordable, and familiar. They afford convenient access to food, and their informality makes it easy for Singaporeans to feel comfortable.

3. Hawker centres play vital economic and social roles, which do you think is its most important role?
They have an explicit and vital economic role, and a tacit and vital social role. Both are very important – two sides of a coin — so difficult to privilege one role over the other.

4. With 10 new hawker centres coming up and the ageing of current hawkers, what do you recommend can be done to attract young Singaporeans to the hawker trade?
Young people interested in the food trade would find this an accessible way of entering the trade. When I was researching for my book, I interviewed young people with ambition to set up restaurants, and who started with hawker trade first to build up experience. Barriers to entry are not too high compared to other forms of food industry. Foregrounding the opportunity to try their hand at running a business, and highlighting the opportunity to be creative and entrepreneurial, could be attractive to some young people.

5. Do you think it is feasible for more support (e.g. grants, rental subsidies) to be given to youths who want to join the hawker trade?
I am not immediately convinced that a particular age group should receive privileged treatment.

6. What do you think of the positioning of hawkers as entrepreneurs (hawkerpreneurs)?
I think that's exactly what they are!

7. What do you propose can be done to challenge negative stereotypes that hawking is for the lowly educated or lowly skilled?
There was a time in the recent past that efforts were made to showcase certain chefs. In the same way, we need some poster boys and girls.

8. Do you have any advice for aspiring youth hawkers?
This is a business opportunity; for those with an enterprising spirit, this offers a chance to start a small business and to learn to run it well. For those with an interest in culinary skills, this is an opportunity to produce good food and test the market.
A.2 Interview with Miss Lim Hiong Li

Senior Assistant Director (Quality Service Unit), Hawker Centres Division National Environment Agency

1. What is the percentage of youths (below the age of 35) that make up the hawker trade?

Currently, about 3% of our stallholders in hawker centres are aged 35 and below. Similar to what your team has highlighted earlier, many youths may perceive the work to be tough and require long hours.

2. What kinds of support does NEA give to entice youths to join the hawker trade?

As for NEA’s role in attracting youth hawkers/job seekers to enter the trade, we currently do not have any finalised plans. Hence, it is quite hard for me to comment.
Appendix B: Pre-Campaign Survey

B.1 Pre-Campaign Survey — Electronic Direct Mailer

Would you want to become a world-renowned chef, wine sommelier or even valiantly venture out as a young hawker? That’s what we are trying to find out.

Who are we? Well, we are four communications students from Nanyang Technological University who are desperately in need of your participation in a survey as part of our final-year project. Through this short survey, we hope to investigate the career preferences of culinary students like yourself.

Please come to our rescue by helping us fill in a 15-minute questionnaire*. Who knows, it may help you better understand yourself and your aspirations.

* You must be a Singaporean/Singapore PR student enrolled in a culinary course to participate.

Proceed to Survey

You cannot imagine how immensely grateful we are for your help. Thank you for your participation.

Questions for us? Leave us a note.
B.2 Pre-Campaign Survey — Questions

Consent Form of Online Survey

Culinary Students Survey (for Singaporeans/PRs only)

CONSENT FORM

1) We are four final-year students from the Wee Kim Wee School of Communication and Information at the Nanyang Technological University.

2) If you are not currently a Singaporean or a Singaporean Permanent Resident, you will not be able to participate in this survey questionnaire, as your citizenship status is a key factor in our chosen field of research.

3) Purpose: We are doing a study to understand how Singaporean/Singapore Permanent Resident (PR) culinary students perceive the Singapore hawker trade as well as the factors influencing career choices.

4) Procedures: If you agree to the survey, you will proceed to a self-administered survey questionnaire to complete. The questionnaire should take between 15 and 20 minutes to complete.

5) Potential risks: There are no anticipated risks to this study.

6) Potential benefits: You may receive no direct benefit from participating in this study, but your participation would be important in helping us better understand perceptions of the hawker profession.

7) Confidentiality: Whatever information you have shared with us will be kept confidential and used strictly for research and reporting purposes. In the event where individual accounts need to be cited, names will be omitted and will be paraphrased to ensure anonymity.

8) Participation and Withdrawal: You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw from the study at any time without penalty.

9) If you have any questions about this project, our particulars and contact addresses, email and telephone numbers are as follows:

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10) By clicking "Continue" below, I agree that I have read the information provided above and all of my questions will be answered. I voluntarily agree to the participation of this study.
**Consent Form of Pen-and-Paper Survey**

**Culinary Student Survey**
**Consent form for participant**

1. We are four final-year students from the Wee Kim Wee School of Communication and Information at the Nanyang Technological University.

2. If you are not currently a Singaporean or a Singaporean Permanent Resident, you will not be able to participate in this survey questionnaire, as your citizenship status is a key factor in our chosen field of research.

3. **Purpose**: We are doing a study to understand how Singaporean/Singapore Permanent Resident (PR) culinary students perceive the Singapore hawker trade as well as the factors influencing career choices.

4. **Procedures**: If you agree to the survey, you will be given a self-administered survey questionnaire to complete. The questionnaire should take between 15 and 20 minutes to complete.

5. **Potential risks**: There are no anticipated risks to this study.

6. **Potential benefits**: You may receive no direct benefit from participating in this study, but your participation would be important in helping us better understand perceptions of the hawker profession.

7. **Payment/Compensation**: You will receive $55 cash upon completion of the study.

8. **Confidentiality**: Whatever information you have shared with us will be kept confidential and used strictly for research and reporting purposes. In the event where individual accounts need to be cited, names will be omitted and will be paraphrased to ensure anonymity.

   You need to provide us with your NRIC number to receive a reward of $5. Your NRIC number will be reported directly to the finance team to ensure a proper use of research money. Your NRIC number will not be kept in the research team.

9. **Participation and Withdrawal**: You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw from the study at any time without penalty.

10. If you have any questions about this project, our particulars and contact addresses, email and telephone numbers are as follows:

| Assistant Professor Liew Kai Khiong  | Assistant Professor Mak Ka Ying Angela |
| Principal Investigator             | Secondary Investigator                |
| Division of Broadcast and Cinema Studies | Division of Public and Promotional Communication |
| Wee Kim Wee School of Communication and Information | Wee Kim Wee School of Communication and Information |
| 31 Nanyang Link, Singapore, 637718  | 31 Nanyang Link, Singapore, 637718  |
| Telephone: 63168699/HP: 98460409   | Telephone: 63168895                  |
| Email: kkliaw@ntu.edu.sg           | Email: angelamak@ntu.edu.sg          |

11. By signing below, I agree that I have read the information provided above and all of my questions have been answered. I voluntarily agree to the participation of this study.

   Name of participant          Signature & Date
### Section A: Career choice preferences

**A1. To what extent are the following factors important to you when choosing your career?** (Please circle your response)

<table>
<thead>
<tr>
<th></th>
<th>Not at all important</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Job stability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Job security</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Salary/ wages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Flexible work hours</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Duration of working hours</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Time for family and leisure</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Other employee benefits</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Physical work environment</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Promotions/ career advancement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Employee training/ development</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Opportunity to travel abroad</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Opportunity to work independently</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Opportunity to work in teams</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Opportunity to manage other people</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Contribution to society</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Involves practical and hands-on work</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Personal interest in job</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Opportunity to challenge yourself</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Prestige/ status of career</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Variety of tasks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Support of family and friends</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Requires specialised skills or abilities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>- Requires professional qualifications</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**A2. Where do you seek information when deciding on your choice of career?**

(Please tick all that are applicable.)

- [ ] Family
- [ ] Friends
- [ ] Teachers
- [ ] Career advisor
- [ ] Books
- [ ] Newspapers
- [ ] E-newsletters
- [ ] Print Magazines
- [ ] Fairs/ events
- [ ] Talks/ seminars
- [ ] Online recruitment sites
- [ ] Other websites
- [ ] Social media platforms
- [ ] Others, please specify: ___________________________
A3. Are you intending to pursue a career in the Food & Beverage (F&B) industry?

☐ Yes     ☐ No [Skip to A5]

A4. What type(s) of F&B establishment would you want to work in?
(Please tick all that are applicable.)

☐ Restaurant (Fine Dining)  ☐ Restaurant (Casual Dining)  ☐ Eatery
☐ Coffee Shop Stall          ☐ Hawker Stall             ☐ Food Court Stall
☐ Store in shopping mall     ☐ Food Cart                ☐ Cafe             ☐ Food Caterer
☐ Others, please specify:_________________

A5. Would you consider starting up your own business in the F&B industry within the next 5 years?

☐ No
☐ Yes [Skip to A7]
☐ Maybe [Skip to A7]

A6. Why not? (Please list 3 reasons for your response in A5.)

1. 
2. 
3. 

[Proceed to Section B]

A7. What type of F&B establishment would you operate?

☐ Restaurant (Fine Dining)  ☐ Restaurant (Casual Dining)  ☐ Eatery
☐ Coffee Shop Stall          ☐ Hawker Stall             ☐ Food Court Stall
☐ Store in shopping mall     ☐ Food Cart                ☐ Cafe             ☐ Food Caterer
☐ Others, please specify:_________________
Section B: Perceptions of the Hawker Trade

B1. To what extent do you agree with the following statements?  
(Please circle your response)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>One can make good money by working as a hawker.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Career advancement opportunities are adequate in the hawker industry.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Little education and training is required to be a hawker.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The working hours of hawkers are good.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>There are few young people in Singapore who become hawkers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Being a hawker is a respected job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>It is physically demanding to work as a hawker.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawking has flexible work hours.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawking jobs are for the lowly educated.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawkers who set up their own stalls are business entrepreneurs.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Being a hawker requires specialised skills.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawker centres play an important role in Singapore’s culture.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawkers work in an uncomfortable work environment.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>If I were to decide to work as a hawker, my family would support my career choice.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Working in the hawker industry does not provide a secure future.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Running a hawker stall is a challenging job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>In general, the advantages of working as a hawker outweigh the disadvantages.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Pre-Campaign Survey Questions (4 of 5)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My friends would think negatively of me if I choose to become a hawker.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Starting up a hawker business is a large financial risk.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Working as a hawker is unglamorous.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>It is important that hawker centres and the hawking trade are preserved for future generations.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hawker centres are important in providing good and affordable food for the public.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

B2. Will you consider a career as a hawker?

☐ Yes  ☐ No  ☐ Maybe
Section C: About You

C1. Which culinary institution are you currently or were you previously enrolled in?

C2. Which academic year of your course are you in? (e.g. 1st, 2nd year, graduated etc)

C3. Upon graduation from your culinary institute, do/did you have any plans to further your education?

☐ Yes  ☐ No

C4. If you answered YES in C4, which area(s)/topic(s) of education do you intend to pursue or are currently pursuing?

C5. What is your gender?

☐ Male  ☐ Female

C6. How old are you? _________

C7. What is your race?

☐ Chinese  ☐ Indian  ☐ Malay  ☐ Eurasian

☐ Others, please specify: _______________

C8. What is your resident status?

☐ Singapore Citizen  ☐ Permanent Resident

Thank you for completing our survey. If you are interested in getting more information about our future programmes, please leave us your personal details.

Name: ________________________________

Email: ________________________________
B.3 Pre-Campaign Survey — Findings

B.3.1 Career Choice Preferences

A1. To what extent are the following factors important to you when choosing your career?

<table>
<thead>
<tr>
<th>Duration of working hours Mean: 3.88</th>
<th>Time for family and leisure Mean: 4.20</th>
<th>Other employee benefits Mean: 3.92</th>
<th>Physical work environment Mean: 4.22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>Not important</td>
<td>Neutral</td>
<td>Important</td>
</tr>
<tr>
<td>5.3%</td>
<td>10.5%</td>
<td>4.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>23.2%</td>
<td>36.8%</td>
<td>23.2%</td>
<td>14.7%</td>
</tr>
<tr>
<td>49.5%</td>
<td>49.5%</td>
<td>49.5%</td>
<td>38.9%</td>
</tr>
</tbody>
</table>

A1. To what extent are the following factors important to you when choosing your career?

<table>
<thead>
<tr>
<th>Job stability Mean: 4.36</th>
<th>Job security Mean: 4.35</th>
<th>Salary/ wages Mean: 4.38</th>
<th>Flexible work hours Mean: 3.98</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>Not important</td>
<td>Neutral</td>
<td>Important</td>
</tr>
<tr>
<td>1.1%</td>
<td>4.2%</td>
<td>4.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>52.6%</td>
<td>56.8%</td>
<td>53.7%</td>
<td>30.5%</td>
</tr>
<tr>
<td>43.2%</td>
<td>38.9%</td>
<td>42.1%</td>
<td>31.6%</td>
</tr>
<tr>
<td>2.1%</td>
<td>4.2%</td>
<td>4.2%</td>
<td>34.7%</td>
</tr>
</tbody>
</table>
A1. To what extent are the following factors important to you when choosing your career?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not at all important</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions/ career advancement</td>
<td>9.5%</td>
<td>41.1%</td>
<td>48.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 4.37</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee training/ development</td>
<td>11.6%</td>
<td>44.2%</td>
<td>44.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 4.33</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to travel abroad</td>
<td>2.1%</td>
<td>28.4%</td>
<td>68.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.83</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to work independently</td>
<td>6.3%</td>
<td>30.5%</td>
<td>63.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.78</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A1. To what extent are the following factors important to you when choosing your career?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not at all important</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to work in teams</td>
<td>2.1%</td>
<td>43.7%</td>
<td>33.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.84</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to manage other people</td>
<td>1.1%</td>
<td>42.1%</td>
<td>40.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.67</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution to society</td>
<td>4.2%</td>
<td>44.2%</td>
<td>33.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.76</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Involves practical and hands-on work</td>
<td>17.9%</td>
<td>17.9%</td>
<td>43.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 4.21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A2. Where do you seek information when deciding on your choice of career?

- Other: 8.4%
- Social media platforms: 18.9%
- Other websites: 29.5%
- Online recruitment sites: 31.6%
- Talks/seminars: 29.5%
- Fair/events: 50.5%
- Print magazines: 10.5%
- E-newsletters: 6.3%
- Newspapers: 38.9%
- Books: 13.7%
- Career advisor: 28.4%
- Teachers: 69.5%
- Friends: 75.8%
- Family: 74.7%

A3. Are you intending to pursue a career in the Food & Beverage (F&B) industry?

- Yes: 85.3%
- No: 14.7%
A4. What type(s) of F&B establishment would you want to work in?

- Other: 9.9%
- Food caterer: 32.1%
- Café: 59.3%
- Food cart: 11.1%
- Store in shopping mall: 23.5%
- Food court stall: 3.7%
- Hawker stall: 4.9%
- Coffee shop stall: 8.6%
- Eatery: 25.9%
- Restaurant (Casual dining): 87.7%
- Restaurant (Fine dining): 76.5%

A5. Would you consider starting up your own business in the F&B industry within the next 5 years?

- Yes: 27.4%
- No: 49.5%
- Maybe: 23.2%
List: Reasons for not starting up their own business in the F&B industry within the next 5 years (Question A6)

- Lack of experience, need to gain experience and skills first
- Lack of capital
- Competitive industry
- 5 years is too short, in 6-10 years time would be a better period
- Not easy to manage and hire the correct people
- To have sponsors/ suppliers for outlets is tough job
- Too much procedures
- Too much risk and uncertainty
- Too huge of an investment right now, saving up to start a family
- Still have no status/name in the industry to start one
- Not interested
- Further studies in the F&B industry after National Service
- Not entrepreneur minded
- Tiresome, too troublesome
- Studies, have not completed education
- Want to try out other work environments
- Need to think about a lot of possible failures
- Involves too much attention to detail
- Hard to sustain
- Have to serve NS

A7. What type of F&B establishment would you operate?

- Restaurant (Casual dining) 67.1%
- Restaurant (Fine dining) 31.5%
- Eatery 16.4%
- Coffee shop stall 6.8%
- Hawker stall 5.5%
- Food court stall 2.7%
- Store in shopping mall 19.2%
- Food cart 5.5%
- Café 60.3%
- Food caterer 12.3%
- Other 9.6%
B.3.2 Perceptions of the Hawker Trade

### B1. To what extent do you agree with the following statements?

1. **One can make good money by working as a hawker.**
   - Mean: 3.65
   - Strongly disagree: 1.1%
   - Disagree: 6.3%
   - Neutral: 31.6%
   - Agree: 48.4%
   - Strongly agree: 12.6%

2. **Career advancement opportunities are adequate in the hawker industry.**
   - Mean: 2.83
   - Strongly disagree: 6.3%
   - Disagree: 31.6%
   - Neutral: 36.8%
   - Agree: 23.2%
   - Strongly agree: 2.1%

3. **Little education and training is required to be a hawker.**
   - Mean: 2.93
   - Strongly disagree: 6.3%
   - Disagree: 31.6%
   - Neutral: 32.6%
   - Agree: 24.2%
   - Strongly agree: 7.4%

---

### B1. To what extent do you agree with the following statements?

1. **The working hours of hawkers are good.**
   - Mean: 2.31
   - Strongly disagree: 22.1%
   - Disagree: 6.3%
   - Neutral: 36.8%
   - Agree: 33.7%

2. **There are few young people in Singapore who become hawkers.**
   - Mean: 3.86
   - Strongly disagree: 3.2%
   - Disagree: 5.2%
   - Neutral: 21.1%
   - Agree: 55.8%

3. **Being a hawker is a respected job.**
   - Mean: 3.27
   - Strongly disagree: 8.4%
   - Disagree: 15.8%
   - Neutral: 29.5%
   - Agree: 32.6%
   - Strongly agree: 13.7%
B1. To to what extent do you agree with the following statements?

- It is physically demanding to work as a hawker. Mean: 3.99
  - Strongly disagree: 2.1%
  - Disagree: 15.8%
  - Neutral: 35.8%
  - Agree: 44.2%
  - Strongly agree: 4.2%

- Hawking has flexible work hours. Mean: 2.59
  - Strongly disagree: 9.2%
  - Disagree: 10.5%
  - Neutral: 36.8%
  - Agree: 36.8%
  - Strongly agree: 6.3%

- Hawking jobs are for the lowly educated. Mean: 2.09
  - Strongly disagree: 3.1%
  - Disagree: 31.6%
  - Neutral: 25.3%
  - Agree: 35.8%
  - Strongly agree: 6.3%

- Hawkers who set up their own stalls are business entrepreneurs. Mean: 4.09
  - Strongly disagree: 5.3%
  - Disagree: 2.1%
  - Neutral: 26.3%
  - Agree: 45.3%
  - Strongly agree: 28.3%

- Being a hawker requires specialised skills. Mean: 3.96
  - Strongly disagree: 2.1%
  - Disagree: 2.1%
  - Neutral: 26.3%
  - Agree: 45.3%
  - Strongly agree: 26.3%

- Hawker centres play an important role in Singapore's culture. Mean: 4.59
  - Strongly disagree: 5.3%
  - Disagree: 5.3%
  - Neutral: 30.5%
  - Agree: 64.2%
  - Strongly agree: 30.5%
B1. To what extent do you agree with the following statements?

**Hawkers work in an uncomfortable work environment. Mean: 3.40**
- Strongly disagree: 2.1%
- Disagree: 8.4%
- Neutral: 31.6%
- Agree: 47.4%
- Strongly agree: 10.5%

**If I were to decide to work as a hawker, my family would support my career choice. Mean: 2.97**
- Strongly disagree: 9.5%
- Disagree: 20.0%
- Neutral: 21.1%
- Agree: 7.4%
- Strongly agree: 4.2%

**Working in the hawker industry does not provide a secure future. Mean: 2.92**
- Strongly disagree: 29.5%
- Disagree: 23.2%
- Neutral: 9.2%
- Agree: 4.2%
- Strongly agree: 31.6%

---

**Running a hawker stall is a challenging job. Mean: 4.13**
- Strongly disagree: 1.1%
- Disagree: 11.6%
- Neutral: 28.4%
- Agree: 57.6%
- Strongly agree: 22.1%

**In general, the advantages of working as a hawker outweigh the disadvantages. Mean: 3.05**
- Strongly disagree: 3.2%
- Disagree: 15.6%
- Neutral: 21.1%
- Agree: 56.8%
- Strongly agree: 8.4%

**My friends would think negatively of me if I choose to become a hawker. Mean: 3.08**
- Strongly disagree: 3.2%
- Disagree: 3.2%
- Neutral: 28.4%
- Agree: 40.0%
- Strongly agree: 22.1%
**B1. To to what extent do you agree with the following statements?**

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<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
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<tbody>
<tr>
<td>Starting up a hawker business is a large financial risk. Mean: 3.35</td>
<td>2.1%</td>
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<td>8.4%</td>
<td>6.3%</td>
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<tr>
<td>Working as a hawker is unglamorous. Mean: 2.76</td>
<td>12.6%</td>
<td>33.7%</td>
<td>17.9%</td>
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<tr>
<td>It is important that hawker centres and the hawking trade are preserved for future generations. Mean: 4.23</td>
<td>2.1%</td>
<td>8.3%</td>
<td>37.9%</td>
<td>34.7%</td>
<td>32.6%</td>
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<tr>
<td>Hawker centres are important in providing good and affordable food for the public. Mean: 4.57</td>
<td>5.3%</td>
<td>28.4%</td>
<td>13.7%</td>
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**B2. Will you consider a career as a hawker?**

- **Yes**: 56.8%
- **No**: 9.5%
- **Maybe**: 33.7%
**B.3.3 Information About Respondents**

Total no. of respondents: 95

Table: Culinary institution of respondents (Question C1)

<table>
<thead>
<tr>
<th>Republic Poly</th>
<th>Temasek Poly</th>
<th>Nanyang Poly</th>
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<tr>
<td>48.4%</td>
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Table: Academic year of respondents (Question C2)

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<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Graduated</th>
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<tr>
<td>14.7%</td>
<td>67.4%</td>
<td>8.4%</td>
<td>9.5%</td>
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Table: Gender of respondents (Question C5)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>45.3%</td>
<td>54.7%</td>
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</table>

Table: Ages of respondents (Question C6)

<table>
<thead>
<tr>
<th>Max</th>
<th>Min</th>
<th>Ave</th>
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<tbody>
<tr>
<td>29</td>
<td>17</td>
<td>18.9</td>
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Table: Race of respondents (Question C7)

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<th>Indian</th>
<th>Malay</th>
<th>Eurasian</th>
<th>Other</th>
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</thead>
<tbody>
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<td>82.1%</td>
<td>4.2%</td>
<td>12.6%</td>
<td>1.1%</td>
<td>0.0%</td>
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Table: Resident status of respondents (Question C8)

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<th>Permanent Resident</th>
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<tbody>
<tr>
<td>97.9%</td>
<td>2.1%</td>
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</tbody>
</table>
List: Topics/ areas of education respondents intend to pursue after graduation (Question C4)

- Culinary arts management
- Restaurant management
- Business
- Hospitality
- Tourism
- Food & Beverage management
- Bachelor/Degree in culinary arts
- Culinary science and gastronomy
- Entrepreneurship
- Marketing
- Singapore Institute of Technology
- Learning of different cuisine education in other industries such as MICE, leisure hotels where F&B plays an important role
- Catering services
- Hotel administration
- Culinary Institute of America
- Pastry and baking
- Bartending
- Design and arts
- Physics
- Le Cordon Bleu
- Food science
Appendix C: Interviews with Youth Hawkers

C.1 Interview — Abdhus Salam

**YOUTH HAWKER PROFILES**

**Name:** Abdhus Salam  
**Age:** 27  
**Address of hawker stall:** Blk 503, West Coast Drive, Stall No: #01-73  
**Highest education level:** Bachelors in Electrical & Electronics Engineering (HONS)

1. **How many years of experience as a hawker do you have?**
   Ever since Secondary, for about 10 years of experience.

2. **What are some of the previous work experiences you had before entering the hawker trade?**
   Assistant Engineer in a semiconductor firm.

3. **What type[s] of food do you sell at your hawker stall?**
   Indian Rojak

4. **Why and how did you decide to become a hawker?**
   Firstly, I wanted to support my parents and I realised that I was more cut-out to be a boss than an employee while working in this semiconductor firm. My father worked so hard to built his rojak empire and I didn’t want his sweat and hard work to go to waste. This is the best I could do as a son for my parents by fulfilling their dream of me getting a degree and also taking over the business.

5. **What are some of the difficulties and obstacles you faced as a hawker?**
   Facing demanding and fussy customers, not getting enough manpower because of the strict ruling, sacrificing public holidays and not being able to attend functions.

6. **What are some of the most rewarding moments of being a hawker?**
   Getting good reviews from customers and being able to bond and work with my family, being chosen by Makansutra to participate in Singapore Day in London and China.

7. **In comparison to other jobs, what are some of the advantages of being a hawker?**
   Being a own boss, meeting people from different walks of life.

8. **What are some of the preparations you made before joining the hawker trade?**
   Learn the business from my father, went to take up a hygiene course about food handling.

9. **Has your young age influenced you to do anything different as a hawker?**
   More innovative ideas to improve the business and expand his empire.

10. **Do you have any other interesting stories/things to share as a youth hawker?**
    Customers wanting to invest in our business.

11. **What advice would you give to aspiring youth hawkers?**
    Live your dream and take the risk. The long hours and sacrifices are all worthwhile.
We decided we wanted to help out with the family business which was started by our mothers and another aunt in 1983. More importantly, we wanted to carry on our mothers’ legacy. It would be such a waste if no one took over and they had to sell the business away.

Q5. What are some of the difficulties and obstacles you faced as a hawker?

The biggest difficulty we currently face is a manpower shortage and high labour costs. Singaporeans do not want to take up the job but we cannot hire more foreigners due to the foreign worker quota set by the government.

Another difficulty is the long working hours, and because we cannot take the public holidays off, we spend less time with our families.

Q6. What are some of the most rewarding moments of being a hawker?

When customers come to us and say it is the best Bak Kut Teh they have ever had, or when loyal customers feedback to us that our food standards have been consistently good for the past 20 years.

Q7. In comparison to other jobs, what are some of the advantages of being a hawker?

Alan: We get to manage our own business and it is more interesting than a 9 to 5 office job. Everyday is different which adds to the excitement of the job.

Adrian: I did not like the hostile working environment I experienced in my previous job. As bosses now, we are able to create an ideal working environment that we are both comfortable in.

Q8. What are some of the preparations you made before joining the hawker trade?

Since secondary school, both of us have been coming down to the stall to help out. A couple of months before we took over, we came down every day to learn about the food preparation and work processes. Joining the hawker trade early before our careers in other industries took off was a good idea.

Q9. Has your young age influenced you to do anything different as a hawker?

- The way we deal with our suppliers is slightly different from the older generation. We have a less traditional mindset and always place business priorities first.
- We made the place more spacious to handle more customers.
- We were the ones, together with another
cousin, who came up with the idea of running a 24-hour stall. The three of us were having roti prata for supper nearby at 1am, when suddenly the idea came to us. We were looking around and saw that there was still quite a crowd in the Joo Chiat area after midnight and it would be a waste if the stall wasn’t open during that hour. However, for the last 3 years, we no longer run for 24 hours due to the manpower shortage. We now open from 7.30am to 4.30 am. We needed to do our own dishes then since we couldn’t overstretch our staff. It was also then when we decided to get a dishwashing machine.

10. Do you have any other interesting stories/things to share as a youth hawker?

The Nipah virus outbreak in 1998 which was caused by infected pigs led us to diversify our menu. Prior to 1998, we only sold Bak Kut Teh. But due to the shortage of pork then, we had no choice but to sell other zi char dishes. That changed the concept of our stall, however on hindsight it was a good move as it made our stall more family friendly since Bak Kut Teh is a dish that may not be appropriate for young children.

11. What advice would you give to aspiring youth hawkers?

You must have the passion for food, we were very fortunate to have parents who helped lay the foundation for us. Courage is also essential as you are responsible for your own business decisions.
C.3 Interview — Cai Weili & Cai Weisheng

YOUTH HAWKER PROFILES

Name(s): Cai Weili & Cai Weisheng
Age(s): 28 & 25
Address of hawker stall: Tanjong Pagar Plaza, Block 1, Teck Kee Coffeeshop, #02-04
Highest education level: Diploma in Mechatronics Engineering

Q1. How many years of experience as a hawker do you have?
One and a half years.

Q2. What are some of the previous work experiences you had before entering the hawker trade?
Worked as a kitchen helper in various kitchens.

Q3. What type(s) of food do you sell at your hawker stall?
Ramen and cookies.

Q4. Why and how did you decide to become a hawker?
Cheap rental, good place for a start-up.

Q5. What are some of the difficulties and obstacles you faced as a hawker?
Hard to convince people that you’re serving quality food. People might see you as a ‘youngster’ who cannot cook.

Q6. What are some of the most rewarding moments of being a hawker?
When customers return with more friends! People tell you they love your food.

Q7. In comparison to other jobs, what are some of the advantages of being a hawker?
Rewarding, fulfilling. Doing what you like.

Q8. What are some of the preparations you made before joining the hawker trade?
Read books, trial and error at home, use the internet as a search engine.

Q9. Has your young age influenced you to do anything different as a hawker?
Maybe we create more ‘modern’ or less-traditional dishes.

Q10. Do you have any other interesting stories/things to share as a youth hawker?
Maybe we can share about how we got into the F&B line. We were obese! So, we decided to go on a strict diet to lose some weight. Having to prepare our own meals, we had to know what to eat and started counting our calories. After spending much time in the kitchen, we realised that cooking is very similar to designing. You can create a dish by putting all sorts of ingredients into one.

From there, we experimented a lot at home to come up with a ramen recipe (we both love ramen). We knew we needed a place for a start up and we managed to find a stall located in Tanjong Pagar. Heavy traffic flow, so why not give it a try. That was how homebaked dough was born. (We were selling cookies at home when we were still figuring out the recipe for our ramen, hence the name, Homebaked dough, it represents our homebaked cookies.)

Q11. What advice would you give to aspiring youth hawkers?
If you have a dream, work towards it, don’t give up!! If you have a passion for something, it can always give you the extra push when you think you’re going to give up.
C.4 Interview — Elizabeth Huang

YOUTH HAWKER PROFILES

Name: Elizabeth Huang
Age: 24
Address of hawker stall: 6 Jalan Bukit Merah Brickworks Centre [Currently my folks’ stall. Her own stall was previously at 79 Redhill Lane Market]
Highest education level: Diploma, currently pursuing Legal Studies at MDIS

Q1. How many years of experience as a hawker do you have?
11 years

Q2. What are some of the previous work experiences you had before entering the hawker trade?
Sales (mostly), Human Resource, Administrative

Q3. What type(s) of food do you sell at your hawker stall?
Western food. [German frankfurters, Beef steak, Chicken Chop, Fish Chips etc...]

Q4. Why and how did you decide to become a hawker?
Long story [Family advice and encouragement, personal character and motivation, aspired to be someone different]

Q5. What are some of the difficulties and obstacles you faced as a hawker?
Daily challenges from competitors, customers... and employees [ill-mannered people, long hours, exhausting work, full attention required, “fingers-pointing”]

Q6. What are some of the most rewarding moments of being a hawker?
Genuine appreciation and praise from customers of my hard work [Many customers turned friends over time] Also, my man came strolling down the market one day with his ex-girlfriend discussing what they want to eat and they passed my shop. Eventually, they ended up right in front of me and ordered food from my server to go. I took the chance to start a conversation with them as I’ve never seen them around the market before and felt they could be potential long term customers.
A simple conversation led to befriending them both, Jayden [my husband] and I built a small friendship from there.
Both him and his then-girlfriend were having problems about half a year later and yes, Jayden remains my friend and my customer. A friend who comes talk to me while patronizing my shop, a friend who text me sometimes asking me “how i’m doing” and “how’s business”. Text messages led to random encouragements and opened up more topics between us and we could even have dinner together sometimes. No if you’re thinking if he was interested. He wasn’t. Neither was I. 2 years later, we hung out again and the story goes... Anyway, my business got me a lifetime partner, best friend, soulmate, lover, boyfriend and husband!

Q7. In comparison to other jobs, what are some of the advantages of being a hawker?
• “YOU’RE YOUR OWN BOSS!” [ha-ha]
• A lot of confidence built up throughout the process
• Gained experiences which a lot out there probably wouldn’t find anywhere else
• Meet different people from all walks of life
• Very independent
• Grow to be adaptive easily to challenging and different environments

Well, being a hawker doesn’t guarantee you time, personal space and “me time”. In fact, time is a crucial factor when you’re doing business. When my business officially started, I started letting friends and acquaintance around me know. Gradually, friends would come support and those customers whom I’ve befriended turned friends would support even more as well.
What I did was to make sure friends that wanted to hang out must be flexible with my timings. I can only hang out after shop closes and after I take a shower you see. So late hours are a norm for me. Friends who wants to see you during working hours? Have them gather at your shop, you earn and at the same time, you enjoy some solid good company!

"Me-time", I spent my "after-lunch" hours doing whatever I wanted to do for that day. I had a runner, cook and a part timer you see, so I leave enough change for them between 2 - 4:30pm and let them run the shop on their own. I go back to my shop at about 5ish and tally the sales with them.

About a few times a month, I’ll not be around the shop for the entire day. I take off myself. Hang out with friends, do some light shopping, have some drinks, chill and relax. Make sure your employees keep you updated constantly. I returned to the shop at night to collect sales and to take stock of goods. It’s really how to plan and organize things when you’re doing your own business. I had lots of fun doing mine and even found time to socialize as well!

Q8. What are some of the preparations you made before joining the hawker trade?
- My dad and mom was my best adviser
- Market research (Intense)

Q9. Has your young age influenced you to do anything different as a hawker?

Definitely

Q10. Do you have any other interesting stories/things to share as a youth hawker?

Like I’ve always said, “If you’re willing to listen, I’m willing to share.”

Q11. What advice would you give to aspiring youth hawkers?

Take charge, live life. After all, you have fun while cooking. Who cares about the madness? You’re oily, dirty, exhausted but ultimately, you’re loving it. Don’t be judgmental towards hawkers, because there’s a lot of credit to be given to them. Definitely brush up on your mental math, you will need it!

I’ve had 11 years of solid hawker business, 2 years on my own totally. I need to take a breather. Chill out, think about what I would like to do next. Which I did of course, I moved on from running my own business to pursuing my studies again. My husband’s very supportive, and friends around me were astonished. [haha]

Why studies? Well, I was a school drop-out. I was planning and had my future in mind when I decided to re-contest my studies. Pick up from where I left from. If one day, I should decide that I do not want to do business anymore, perhaps a desk bound routine job, I’d need some papers at least. More plans are coming up for me definitely in my life. My husband and I are thinking of having a baby some time next year. So business would have to wait for a bit.
C.5 Interview — Kenneth Lin

Name: Kenneth Lin
Age: 31
Address of hawker stall: Blk 40 Holland Drive, #01-239 Singapore 570040
Highest education level: 2nd Class Honors BSC Banking and Finance

Q1. How many years of experience as a hawker do you have?
One year.

Q2. What are some of the previous work experiences you had before entering the hawker trade?
Wine merchant, senior sales executive at Hock Tong Bee Pte Ltd, Trainee at Flutes at the fort and my humble house, Commis 2 to 1 at Jaan swissotel (worked with chef ebbe volmmer, Acting CDP at DB bistro moderne at marina bay sands)

Q3. What type(s) of food do you sell at your hawker stall?
French Food, Modern European.

Q4. Why and how did you decide to become a hawker?
Became a hawker in September 2011, we decided that we would like to be able to bring French bistro style food to the masses. We are not exactly the cheapest. There are cafes that are even cheaper than us, but we certainly bring better quality to your dinner table.

Q5. What are some of the difficulties and obstacles you faced as a hawker?
Stereotypes from most people. (reservist problems), Controlling of food cost. People who come to the coffee shop and think we are crazy serving this kind of food.

Q6. What are some of the most rewarding moments of being a hawker?
The various accolades and reviews we get from newspapers, magazines | year end review of new restaurants to visit in a reputable food magazine]. The reasonable monetary reward, brand establishment etc.

Q7. In comparison to other jobs, what are some of the advantages of being a hawker?
Low cost, although the rental is not that low, you don’t need service staff to help. Flexibility of working hours and days? [depending on the customer base]

Q8. What are some of the preparations you made before joining the hawker trade?
We didn’t have any preparation we just jumped into it and did it. I ran it like how you would do a business.

Q9. Has your young age influenced you to do anything different as a hawker?
Modernisation, we do things that is different from your typical hawker, even though I am not exactly young anymore.

Q10. Do you have any other interesting stories/things to share as a youth hawker?
You have to soldier on no matter what the circumstances are, even when I was sick we still opened the stall as we just got featured on Sunday times. You have to battle the odds, people may look at you
as though why are you doing this, you have to keep a professional image no matter what.

Q11. What advice would you give to aspiring youth hawkers?

Know your target market. If you attract a different target don’t worry, just change it to suit the majority. Stay true to your concept. Make your customers understand your concept. Be prepared to cut losses and move on. Although I never see any young hawkers doing traditional foods e.g. char kway teow, oyster omelette etc, I believe it can be done. Be prepared to get dirty, you have to wash everything yourself.
C.6 Interview — Nur Huda Binte Johari (Lieza)

YOUTH HAWKER PROFILES

Name: Nur Huda Binte Johari (Lieza)

Age: 25

Address of hawker stall: Blk 503 West Coast Drive #01-66

Highest education level: Secondary 3

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Q1. How many years of experience as a hawker do you have?
I have been working in this line since I was 14 years old.

Q2. What are some of the previous work experiences you had before entering the hawker trade?
I have worked as a cashier, an administrator, a car washer, a salesperson and many more. I love trying new things and gaining diverse work experiences.

Q3. What type(s) of food do you sell at your hawker stall?
- Banana fritters (Goreng Pisang)
- Fried Sweet Potato (Goreng Keledak)
- Curry puff
- Popiah Goreng
- Rojak Petis
- Tahu & Charkway Bakar
- Roti John
- Kacang Pool & many more

Q4. Why and how did you decide to become a hawker?
My mom and aunty have been involved in the food business since I was very young. My family and I would spend our weekends together to help out at the shop. It may be tiring for us but it gives us quality family time together and I get extra pocket money. I’ve been interested in the service business since then.

Q5. What are some of the difficulties and obstacles you faced as a hawker?
I’ve had to deal with some unpleasant, dissatisfied customers. I’d have to apologise and try to offer a better option. Also, since I seldom have off-days on weekends as business is good on weekends, I often do not have the chance to attend some family/friend’s functions or weddings. I even have to work on public holidays. When others are free on weekends I have to work but when I am off on weekdays, others are busy working during office hours. Even though I receive my salary daily, I still have to top up my CPF by myself every month.

Q6. What are some of the most rewarding moments of being a hawker?
I have become good friends with many of my customers. I have also learnt how to deal with difficult situations and customers. I am now more confident when talking and approaching others. I have upgraded myself with cooking knowledge as well. I can spend more time with my family while working and receiving my daily income.

Q7. In comparison to other jobs, what are some of the advantages of being a hawker?
The advantages of being a hawker are having flexible working times and having a conducive work environment with people we are close with like my family. We earn good money if business is good and we are seldom short of money as we earn our salary daily. We can afford luxury items without working long hours.

Q8. What are some of the preparations you made before joining the hawker trade?
I have to take up a hygiene course that is compulsory by the government and I practice cooking at home with my mother.

Q9. Has your young age influenced you to do anything different as a hawker?
I personally think my young age attracts customers as I always provide good and efficient service for all my customers. Usually I will be the one decorating...
the shop to look more presentable which leads to more business for my stall.

Q10. Do you have any other interesting stories/things to share as a youth hawkers?

One of the main reasons why I decided to work as a hawkers is because I want to help my mother and aunty in their food business to earn a living for our family. I personally think it is my responsibility as a daughter to help out and repay the sacrifices my mother and aunty have made for the past few years bringing up my siblings and me. Maybe in the future I will have my own stall and become successful.

Q11. What advice would you give to aspiring youth hawkers?

Earning a living in Singapore is never easy whether you work in or out of the office. As long as you have the determination, you will succeed in whatever you do. Success in business requires training and discipline and hard work but if you’re not frightened by these things, the opportunities are just as great today as they ever were.

Hopefully all of us will be successful businessmen in the future and we’ll be able to contribute to our nation’s economy.
## Appendix D: Words of Encouragement from Opinion Leaders

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<th>Name</th>
<th>Designation</th>
<th>Quote</th>
</tr>
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<td>PM Lee Hsien Loong</td>
<td>Prime Minister of Singapore</td>
<td>Congratulations on organising this photo exhibition. Hawker centres are a unique feature of Singapore’s social landscape. Modern centres are pleasant communal spaces where Singaporeans of all walks of life can come together to enjoy cheap and tasty meals. I eat at hawker centres from time to time, and enjoy many of the popular dishes (in moderation), whether it is tao huay from Redhill Food Centre, fish soup at Zion Riverside Food Centre, or soursop juice at the Serangoon Garden Market. Quite a few young people have deep interest in cooking. Some dream of becoming chefs and starting their own eateries. If you are one of them, perhaps you can start out as a “hawker-preneur” – open your own stall, hone your cooking skills, and develop new recipes and concepts. From modest beginnings, with passion and hard work, will come greater success.</td>
</tr>
<tr>
<td>Professor Tommy Koh</td>
<td>Singapore’s Ambassador-At-Large</td>
<td>In order for our cherished hawker food to survive, we must be able to attract youth with culinary talent to join the industry. We should try to raise the income and social status of our hawkers to make the industry more attractive to our young chefs.</td>
</tr>
<tr>
<td>Dr Vivian Balakrishnan</td>
<td>Minister for Environment and Water Resources</td>
<td>Food is a quintessential part of our Singapore identity. Our hawker centres are shared places for everyone; and the incredible range of food available is a reminder of the importance of diversity. We must grow this legacy for the future.</td>
</tr>
<tr>
<td>Professor Cham Tao Soon</td>
<td>Founding President of Nanyang Technological Institute (NTI), President Emeritus of NTU, current Chancellor and Chairman of the Board of Trustees of SIM University</td>
<td>I agree it is worthwhile to preserve the tradition of some of our local food. A culinary institute to train our youths for a rewarding career in hawker fare is timely. I know the importance of preserving our local food since I am the Chairman of Soup Restaurant which was started by 4 engineering graduates.</td>
</tr>
<tr>
<td>Name</td>
<td>Title and Background</td>
<td>Quote or Statement</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Professor Lily Kong</td>
<td>Author of <em>Singapore Hawker Centres: People, Places, Food</em> Vice President (University and Global Relations) and Vice Provost (Academic Personnel) at NUS</td>
<td>This is a business opportunity; for those with an enterprising spirit, this offers a chance to start a small business and to learn to run it well. For those with an interest in culinary skills, this is an opportunity to produce good food and test the market.</td>
</tr>
<tr>
<td>Dr Leslie Tay</td>
<td>Prominent food blogger of ieatishootipost &amp; best-selling author</td>
<td>It's time for a new generation of hawkerpreneurs to rise up and bring our unique hawker culture to the next level! Rather than just re-creating the great flavours of the past, our next generation of hawkers can use the latest culinary techniques and quality ingredients to produce an even better plate of char kway teow!</td>
</tr>
<tr>
<td>Dr Ang Peng Tiam</td>
<td>Medical Director and Senior Consultant, Medical Oncology at Parkway Cancer Centre</td>
<td>I believe that to be good at something, you need to work hard, give it all you have got, and over the years, you will master your profession. You will truly find your life's vocation. This is the same whether in the arts, in medicine or in cooking. The difference is you will need more courage the less a path is trodden; but the reward will be all the sweeter.</td>
</tr>
<tr>
<td>Miss Elim Chew</td>
<td>Founder of 77th Street and Chairman of the Public Consultation Panel on Hawker Centres</td>
<td>Summing what Malcolm Galdwell mentioned in Outliers, &quot;Putting in 10,000 hours in practice for what you want to do, you will become very good.&quot; So start as young as you can to gain experience and start it today!</td>
</tr>
<tr>
<td>Mr KF Seetoh</td>
<td>CEO &amp; Founder of Makansutra</td>
<td>When you do it right, with all the attendant diligence and passion in mind, you are basically selling instant platters or packages of pleasure. The customers come just for that...how wrong could that be, in this new messy and misguided world of today.</td>
</tr>
<tr>
<td>Mr Luke Lee</td>
<td>Director of Singapore Food &amp; Beverage Alliance, and Director of SPOC Solutions</td>
<td>You are the chef, the salesperson, the cashier, the boss, and yes, even the R&amp;D director. It is a daunting challenge, but it is your idea and unwavering passion that will contribute to the evolution of our unique culinary heritage.</td>
</tr>
</tbody>
</table>
Appendix E: Campaign Logo

Figure E.1 Official Campaign Logo

Figure E.2 Simplified Logo
Appendix F: Materials for Sponsors & Partners

F.1 Campaign Factsheet

**YOUTH HAWKERPRISE CAMPAIGN**

Who are we? We are a team of graduating communication students (Eunice, Mark, Wendy & Hazel) from NTU passionate about championing Singapore’s unique hawker culture.

What is our campaign about? We want to encourage youths interested in pursuing a culinary career to consider joining the hawker trade. This will be done through a targeted campaign that will position youth hawkers as entrepreneurs (hawkerpreneurs).

Why are we doing this? Our team believes our campaign is timely in light of the government’s plan to build 10 new hawker centres and the impending retirement of ageing hawkers. We are confident that by promoting the concept of youth hawkers as entrepreneurs, we can encourage more youths to form the new generation of Singaporean hawkers. New blood joining the trade will in turn sustain the vibrancy of our hawker centres, and help preserve and promote this unique aspect of Singapore’s cultural heritage.

How are we doing this? To attract more local youths to the trade, we must first change negative mindsets about youth hawkers. To do so, our Youth Hawkerprise campaign will have two key events – a photo exhibition and a workshop. Photos from the exhibition would also be featured in magazines to reach the general population and gain support for our youth hawkers. A specialized campaign website will be launched to help youths interested in becoming hawkers to find information regarding the trade easily.

<table>
<thead>
<tr>
<th>PHOTO EXHIBITION</th>
<th>WORKSHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is it about?</strong></td>
<td>A photo exhibition featuring youth hawkers in a refreshing and promising light. It seeks to champion the hawker trade and youth hawkers.</td>
</tr>
<tr>
<td>There will be 2 photo series to appeal to our target audience:</td>
<td>What is it about?</td>
</tr>
<tr>
<td>• Daybreak: Shot in a journalistic angle, it features the youth hawkers at work</td>
<td>Guest-of-Honour: Miss Elim Chew, Chairman of the Public Consultation Panel on Hawker Centres and prominent entrepreneur</td>
</tr>
<tr>
<td>• Daredevils: A refreshing and fun angle portraying the youth hawkers as “superheroes” saving the hawker trade</td>
<td>Speakers:</td>
</tr>
<tr>
<td><strong>Duration:</strong> 19 Jan – 7 Feb 2013</td>
<td>• Mr K F Seetoh, CEO of Makansutra</td>
</tr>
<tr>
<td><strong>Venue:</strong> Tiong Bahru Market</td>
<td>• Mr Luke Lee, Director of Singapore F&amp;B Alliance</td>
</tr>
<tr>
<td><strong>Total outreach:</strong> Estimated 5000</td>
<td>• Officer from Hawker Centres Division, NEA</td>
</tr>
<tr>
<td><strong>Launch of Photo Exhibition</strong></td>
<td>• Mr Kamal Fondue Reform, trainer at Eduquest International</td>
</tr>
<tr>
<td><strong>Date:</strong> 19 Jan 2013, 11.30am – 1.30pm</td>
<td>• Youth hawkers</td>
</tr>
<tr>
<td><strong>Outreach for launch:</strong> 200 members of the public, youth hawkers and media</td>
<td><strong>Date:</strong> 26 Jan 2013, 10.30am – 3pm</td>
</tr>
<tr>
<td><strong>Sequence of events:</strong></td>
<td><strong>Venue:</strong> Training Room 701 of NTUC Centre</td>
</tr>
<tr>
<td>1) Arrival of GOH</td>
<td><strong>Outreach:</strong> 100</td>
</tr>
<tr>
<td>2) Dance by students using cooking utensils, pots &amp; pans</td>
<td></td>
</tr>
<tr>
<td>3) Opening speech by GOH</td>
<td></td>
</tr>
<tr>
<td>4) GOH to declare photo exhibition open</td>
<td></td>
</tr>
<tr>
<td>5) GOH to award tokens of appreciation to youth hawkers for their support in the campaign</td>
<td></td>
</tr>
<tr>
<td>6) Presentation of token of appreciation to GOH</td>
<td></td>
</tr>
<tr>
<td>7) Media interviews &amp; lunch reception</td>
<td></td>
</tr>
</tbody>
</table>

This campaign is supported by: Hawker Centres Division of the National Environment Agency, Wee Kim Wee School of Communication & Information of Nanyang Technological University, Wee Kim Wee Legacy Fund, City Gas, Expressprint, 77th Street, Makansutra, Singapore F&B Alliance, eat.ishoot.ipost, Eduquest International, Republic Polytechnic, Terasaek Polytechnic and Nanyang Polytechnic.
F.2 Proposal Deck

Proposal Deck (1 of 4)

SOME BACKGROUND

- Hawker centres are a unique feature of the Singaporean identity.
- They also play a key economic role by providing employment and ensuring affordable food for the people.

IDENTIFYING THE PROBLEM

- Many of the present hawkers are ageing and will soon be retiring.
- Few youths are joining the trade because of:
  - Negative perceptions of the profession
  - Being better educated at home to pursue more career options.
- Currently, no programs are available to encourage and assist youths to become hawkers.
- Thus, Singapore may face an impending shortage of hawkers.

OUR TARGET AUDIENCE

- Singaporean/PR youths (ages 17-45) who have a desire to pursue a career in the culinary arts and F&B business.
- Rationale:
  - Specifically focused on Singaporeans/PRs as current NFA guidelines only allow Singaporeans/PRs to apply for a hawker stall.
  - Targeting youths who have a desire to pursue a career in the culinary arts as they are needed in becoming a hawker – passion for the food.

MAIN MISSION

- MOTIVATE: culinary students to consider hawking as a career choice.

BRIEF OVERVIEW

A look into the status quo, rationale and key publics.

THE TRADE IN NUMBERS

- 1985: First Hawker Centre
- 10 More Hawker Centres
- 2021: Year
- 600: New Hawker Stalls Needed

WHY ARE WE DOING THIS?

- Like most Singaporeans, we love our hawker centres too much to see them disappear.
- Being youths ourselves, we hope to inspire our peers to sustain our street food culture.
- The hawker trade offers good career opportunities, since it is a relatively recession-proof and relatively easy to start up.
- More youth support efforts are required in this area to develop hawker entrepreneurship.
- Our campaign is thus important as it will instill interest and passion in the new generation of hawkers.
**GOALS**

- Achieving two impact goals:
  - Building highly informational e.g. through creation of highly readable and aesthetically appropriate handouts, websites, posters and other collateral via:
  - Creating 

**RESEARCH METHODOLOGY**

- To ensure the effectiveness of our campaign, it will be grounded in rigorous research:
- Research will seek to uncover the following:
  - Culinary youths’ perceptions of the hawker trade
  - Culinary youths’ career preferences
  - External factors influencing career choices of culinary students

**CAMPAIGN STRATEGY**

- Position the hawker trade as an entrepreneurial business in the minds of culinary students.
  - Rationale:
    - Streamline the journey for culinary youths to develop perceptions of the hawker trade as an entrepreneurial business.
    - Consumption on their pursuit of ambitions and desire for independence.
    - Rises the profile of increasing entrepreneurship among youths.

**TWO-PRONG APPROACH**

**EDUCATE**

- Show that the trade has low barriers to entry.
- Inform youths about the various considerations involved in operating a hawker business.
- Financial, administrative, training, marketing and hygiene etc.

**INSPIRE & EMPOWER**

- Associate the profession with personalities that youths can identify with.
- Illustrate how other youths have been successful in the industry.

**KEY MESSAGES**

1. **Rising a hawker business can be: a sustainable and profitable career:**
   - Exciting and fulfilling career.
2. **Entrepreneurship allows room for creativity and freedom:**
3. **It is easier for youths to start a hawker business compared to other food establishments:**

**ACTION PLAN: WEBSITE**

- We will create a one-stop online portal containing practical information for aspiring young hawkerpreneurs.
  - Rationale:
    - Consolidates information, which would ordinarily be found in various sources, into a single comprehensive platform.
    - Facilitates the target audience’s search for information about the trade.
    - Logical platform to see as technological savvy youths instinctively turn towards the Internet for information.
**Proposal Deck (3 of 4)**

**ACTION PLAN: WEBSITE**
- Some types of information which will be available are as follows:
  - Interactive animations & videos
  - Inspirational stories by famous photographers
  - Resources for photographers,tan public
  - News, industry updates
  - In the News: Story, learning & industry
  - Campaign videos & photos

**ACTION PLAN: PHOTO EXHIBITION**
- Photographically profile outstanding young photographers and showcase them in a photography exhibition.
- Location: Tong Bahru Market
- Duration: 3 days 7 Jan to 7 Feb 2021
- Launch date: 19 Jan, 11.30am to 11.40am
- Estimated total reach: 3500
- Brief programme outline of launch: Dance performance, social media awareness ceremony to young photographers, media interviews & launch reception
- For the public:
  - Opportunity for individuals and groups to see the young photographers.
  - Media coverage will highlight the event in the media.
  - Opportunities to support the future of photography by youth photographers on youth’s voices.

**ACTION PLAN: WORKSHOP**
- A free one-day workshop will also be planned for interested students who want to know further details about this event.
- Date: 26 Jan 2013, 10.30 – 3pm
- Venue: Training Room 701, NTUC Centre, 1 Marina Boulevard
- Estimated attendance: Min 100
- The public will be allowed to register for event.
- Rationale:
  - For interested students and passionate young artists (aged 17-35).
  - Enables the participants to know the things to expect when running a photography business.
  - Seeks to inspire and provide a broader connection between the target audience and current youth photographers.
  - An avenue for the participants to network with industry players and partners.

**ACTION PLAN: WORKSHOP (P PREVIEW)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00</td>
<td>Speed dating sessions of youth photographers and industry players</td>
</tr>
<tr>
<td>10:00 - 11:00</td>
<td>Meet and greet</td>
</tr>
<tr>
<td>11:00 - 12:00</td>
<td>Lunch break + networking</td>
</tr>
<tr>
<td>12:00 - 1:30</td>
<td>Sharing session: Youth leaders</td>
</tr>
<tr>
<td>1:30 - 2:00</td>
<td>Workshop: Photography Workshop-SHEPader</td>
</tr>
<tr>
<td>2:00 - 2:30</td>
<td>Breakout session: Workshop for youth photographers</td>
</tr>
<tr>
<td>2:30 - 5:30</td>
<td>Talk by VISA</td>
</tr>
</tbody>
</table>

**ACTION PLAN: MEDIA OUTREACH**
- Media invites will be sent to all major media channels to invite them to our events.
- In addition, we plan to pitch feature stories about the youth photographers to media outlets.
- Some of the media platforms considered are in the following page.
- Rationale:
  - Media outlets can help publicize the achievements of photography.
  - Help young photographers to achieve their dreams.
  - Enable young photographers to be successful in their future.
- We hope there will be media promotions on the events, in which we hope the media attention will regard the profession in a more favourable manner.

**THE BIG PICTURE**
- Increase awareness & knowledge
- Exposure network & promotion
- Conducive environment for future
PARTNERS

- National Environment Agency, Hawker Centres Division
- Workforce Development Agency
- City Gas
- Ms Elin Chew, Founder of 77th Street and Chair of the Public Consultative Panel on Hawker Centres
- Mr Luke Lim, Director of Singapore Food & Beverage Alliance
- 7 youth hawkers
- Photographers: Gilady Ng, Jinna Chai
- Stylist: Randolph Tan
- Make-up: Andy Razzoli

CAMPAIGN TIMELINE

<table>
<thead>
<tr>
<th>Action/Event</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveys</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media plans</td>
<td></td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Website</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photography exhibition</td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Workshop</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

ESTIMATED BUDGET

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research</td>
<td>$100</td>
</tr>
<tr>
<td>2</td>
<td>Website design</td>
<td>$700</td>
</tr>
<tr>
<td>3</td>
<td>Publicity</td>
<td>$1,200</td>
</tr>
<tr>
<td>4</td>
<td>Photography exhibition (2 weeks) + collateral</td>
<td>$5,740</td>
</tr>
<tr>
<td>5</td>
<td>Workshop logistics and collateral</td>
<td>$4,460</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>$13,340</td>
</tr>
</tbody>
</table>

WHO ARE WE?

We are 4 undergraduates from the Nanyang Business School of Communication & Information (NBSICI) of Nanyang Technological University.

Also, we wouldn’t mind being unofficially known as the Hip Hawkers.

CONTACT US

OUR SUPERVISORS

ASSISTANT PROFESSOR

LIEW YACHTER

Director, Broadcast & Cinema Studies

National University of Singapore

E: yliew@nus.edu.sg

ASSISTANT PROFESSOR

MARK YEEHUA YONG

Division of Arts & Humanities

National University of Singapore

E: myy@nus.edu.sg
## Appendix G: Campaign Finance

### G.1 Sponsorship Tabulation

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Description</th>
<th>Value (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce Development Agency</td>
<td>Cash sponsorship for workshop</td>
<td>2,805.91</td>
</tr>
<tr>
<td>City Gas</td>
<td>Cash sponsorship</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Youth ChangeMakers Grant</td>
<td>Cash sponsorship</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Wee Kim Wee Legacy Fund</td>
<td>Cash sponsorship</td>
<td>1,600.00</td>
</tr>
<tr>
<td>ExpressPrint</td>
<td>Printing sponsorship (52 posters and photos, and 150 programme booklets)</td>
<td>1,028.16</td>
</tr>
<tr>
<td>City Gas</td>
<td>Goodie bag items (150 bags, 150 sticky notes, 150 magnets, 300 guidebooks)</td>
<td>1,425.00</td>
</tr>
<tr>
<td>National Youth Council</td>
<td>150 pens</td>
<td>120.00</td>
</tr>
<tr>
<td>Botak Jones</td>
<td>150 food vouchers</td>
<td>150.00</td>
</tr>
<tr>
<td>Mr Bean</td>
<td>150 drink vouchers</td>
<td>210.00</td>
</tr>
<tr>
<td>EK Media</td>
<td>150 facial moisturizer samples</td>
<td>300.00</td>
</tr>
<tr>
<td><strong>Total cash sponsorship</strong></td>
<td></td>
<td>10,405.91</td>
</tr>
<tr>
<td><strong>Total in-kind sponsorship</strong></td>
<td></td>
<td>3,233.16</td>
</tr>
<tr>
<td><strong>Total sponsorship value</strong></td>
<td></td>
<td>13,639.07</td>
</tr>
</tbody>
</table>
## G.2 Total Campaign Cost Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Qty</th>
<th>Cost (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Survey</strong></td>
<td>Monetary incentives</td>
<td>23</td>
<td>115.00</td>
</tr>
<tr>
<td></td>
<td>Props</td>
<td>-</td>
<td>475.75</td>
</tr>
<tr>
<td></td>
<td>Venue</td>
<td>-</td>
<td>492.00</td>
</tr>
<tr>
<td></td>
<td>Crew welfare</td>
<td>-</td>
<td>167.80</td>
</tr>
<tr>
<td></td>
<td>Photographer fee (Daredevil series)</td>
<td>-</td>
<td>200.00</td>
</tr>
<tr>
<td></td>
<td>Photographer fee (Daybreak series)</td>
<td>-</td>
<td>300.00</td>
</tr>
<tr>
<td><strong>Photograph</strong></td>
<td>Make up artist 1</td>
<td>-</td>
<td>50.00</td>
</tr>
<tr>
<td></td>
<td>Make up artist 2</td>
<td>-</td>
<td>50.00</td>
</tr>
<tr>
<td></td>
<td>Fashion stylist</td>
<td>-</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Photographer assistant</td>
<td>-</td>
<td>50.00</td>
</tr>
<tr>
<td><strong>Publicity</strong></td>
<td>Printing of media kits (colour)</td>
<td>7</td>
<td>50.00</td>
</tr>
<tr>
<td></td>
<td>Tissue packets</td>
<td>5000</td>
<td>1,350.00</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Domain name purchase and webhosting</td>
<td>-</td>
<td>194.74</td>
</tr>
<tr>
<td></td>
<td>Website design &amp; coding</td>
<td>-</td>
<td>500.00</td>
</tr>
<tr>
<td><strong>Photographic</strong></td>
<td>Customised aprons</td>
<td>25</td>
<td>675.00</td>
</tr>
<tr>
<td></td>
<td>Dancers</td>
<td>4 people</td>
<td>320.00</td>
</tr>
<tr>
<td></td>
<td>Dance costumes</td>
<td>4 sets</td>
<td>94.00</td>
</tr>
<tr>
<td></td>
<td>Foam boards</td>
<td>3</td>
<td>11.25</td>
</tr>
<tr>
<td></td>
<td>Food for VIPs</td>
<td>-</td>
<td>63.50</td>
</tr>
<tr>
<td></td>
<td>Identification tags</td>
<td>23</td>
<td>28.85</td>
</tr>
<tr>
<td></td>
<td>Foam mount</td>
<td>52</td>
<td>325.00</td>
</tr>
<tr>
<td></td>
<td>Printing of exhibit</td>
<td>1</td>
<td>20.00</td>
</tr>
<tr>
<td></td>
<td>Event venue: Tiong Bahru Market</td>
<td>-</td>
<td>71.39</td>
</tr>
<tr>
<td></td>
<td>Exhibition panels rental</td>
<td>14 panels for 20 days</td>
<td>1,120.00</td>
</tr>
<tr>
<td></td>
<td>Stage, backdrop &amp; rostrum</td>
<td>-</td>
<td>1,134.20</td>
</tr>
<tr>
<td></td>
<td>Stationery for public message board</td>
<td>-</td>
<td>13.85</td>
</tr>
<tr>
<td></td>
<td>Graphic artist fee</td>
<td>-</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Emcee fee</td>
<td>-</td>
<td>55.10</td>
</tr>
<tr>
<td><strong>Workshop</strong></td>
<td>Food catering</td>
<td>For 100 people</td>
<td>802.50</td>
</tr>
<tr>
<td></td>
<td>Cookies by youth hawker</td>
<td>For 100 people</td>
<td>40.00</td>
</tr>
<tr>
<td>Category</td>
<td>Item</td>
<td>Qty</td>
<td>Cost (S$)</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------</td>
<td>--------------</td>
<td>-----------</td>
</tr>
<tr>
<td></td>
<td>Indian rojak by youth hawker</td>
<td>For 100 people</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Event venue: NTUC Centre</td>
<td>-</td>
<td>1,123.50</td>
</tr>
<tr>
<td>Feature film</td>
<td>Filmmaker fee</td>
<td>-</td>
<td>200.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total monetary cost</strong></td>
<td></td>
<td><strong>10,393.43</strong></td>
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Appendix H: Campaign Timeline

- **Phase I:** SOCIAL MEDIA SEEDING
- **Phase II:** WORKSHOP
- **Phase III:** PHOTO EXHIBITION
- **Phase IV:** CAMPAIGN FEATURE FILM
- **January:** MEDIA OUTREACH
- **February:** WEBSITE
- **March:** WEBSITE
Appendix I: Website

Figure I.1 Youth Hawkerprise Website Homepage (www.youthhawkerprise.com)
Table I.2 Screenshots of Youth Hawkerprise website pages
Figure I.3 Infographics of Pre-Campaign Survey Results

What do our future chefs think?

We conducted a survey of 95 current and ex-culinary students to gather information about their career preferences and perceptions of the hawker profession. Here’s a look at some of the results.

Who did we survey?

- Culinary Students: 55% Female, 45% Male
- Singaporeans/PR: 69% Republic Poly, 33% Temasek Poly, 19% Nanyang Poly

Top 6 Job Considerations

1. Personal Interests
2. Salary/Wages
3. Job Security
4. Promotions/Career Advancement
5. Employee Training & Development
6. Time for Family & Leisure

Preferred Workplaces

- Fine Dining Restaurant: 77%
- Casual Dining Restaurant: 88%
- Cafe: 59%

Cultural Significance

- 89% agree it is important that hawker centres and the trade are preserved for future generations
- 95% agree that hawker centres play an important role in Singapore’s culture

What they think of the trade

- Few young people in Singapore become hawkers: 77%
- One can make good money by working as a hawker: 61%
- Running a hawker stall is a challenging job: 86%
- Working as a hawker is unglamorous: 20%

To be or not to be?

- Would you consider starting your own business in the F&B industry within the next 5 years: 27%
- Would you consider a career as a hawker: 34%
Appendix J: Electronic Direct Mailer

PHOTO EXHIBITION
Launch: Jan 19, Sat, 11.30am
When: Jan 19 to Feb 7
Where: Tiong Bahru Market

Let’s celebrate a new generation of hawkers who have triumphed over various challenges and uncertainties, in hopes of achieving their dreams and pursuing their passion for the culinary arts. Through years of sweat and toil, these new blood have braved all odds and emerged as successful youth hawkpreneurs. Join us on a journey as we discover their riveting heartfelt stories. Right in the heart of one of our beloved hawker centres, we present a window into the lives of our very own young hawker heroes.

DAY WORKSHOP
When: Jan 26, Sat, 10.30am to 3pm
Where: Training room 701, NTUC Centre, 1 Marina Boulevard

What does it take to be your own F&B boss? How can YOU propel our local culinary culture?

Specially crafted for young talented culinary students such as yourself, Youth Hawkerprise offers a free workshop which will greatly help you in planning for your future career. Come hear from entrepreneurial and industry experts such as Ms Elwin Chew, founder of 77th street; Mr KF Seetoh, CEO of Makansutra; Mr Luke Lee, director of Singapore F&B Alliance as well as guest speakers from National Environment Agency and Eduquest International Institute. Youth hawkers will also be invited to share their success stories of managing their own businesses.

Ask them questions, hear their stories and even rub shoulders with these experts during the free lunch buffet. Little freebies await you too. There are only 150 spaces available so do sign you and your friends up now.

Register now

The Youth Hawkerprise campaign seeks to ignite the entrepreneurial spirit in youths who are passionate about the culinary arts, and aims to inspire them to start their own businesses as young hawkpreneurs.

To find out more about our campaign and events, please visit our website: www.youthhawkerprise.com

Questions for us? Leave us a note.
Appendix K: Pocket Tissue Design
Appendix L: Facebook Events

Figure L.1 Facebook Event: Photo Exhibition

Figure L.2 Facebook Event: Half-Day Workshop
Appendix M: Photo Shoots

M.1 Photo Shoot Pitch Deck

(‘The Raw Series’ – working title for Daybreak; ‘Youth Hawkerprise’ – working title for Daredevils)

1. THE RAW SERIES

A truthful, insightful look into the eyes of youth hawkers revealing stories of struggle, perseverance and ultimately success.

- Meant to showcase youth hawkers raw and as they are.
- Perturbing and facial expression should elicit and evoke strong readability and empathy from audience.
- Setting and styling is true to life to focus on their stories, their struggles and path towards their current success.
- Images may consist of both headshots and wide-angle shots.

2. YOUTH HAWKERPRISE

A celebration of youths who have boldly stepped forward with a powerful combination of entrepreneurial wit and flaming culinary passion.

- Meant to showcase youth hawkers in a heightened, elevated light – portraying them as champions for hawkerpreneurship in youths.
- Youth hawkers to be styled in clothes by local designers.
- Images are to be shot in a stylised, tongue-in-cheek way that shows the doing, entrepreneurial spirit of the youth hawkers and offer a sense of the fun they have in their lives as hawkers.
- White backdrops, with pieces of their trade scattered about them to reflect the variety of foods that they sell as well as their own trade.

Mood and wide-angle samples

Mood and headshot samples

Group shot mood and imaging samples

Individual shot mood and imaging samples
M.2 Behind-the-Scenes Photos
# Appendix N: Photography Exhibition

## N.1 Programme Outline of Exhibition Launch

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| 11.00am  | o Media registration  
           | o Youth Hawkers to arrive  
           | o Representatives of partners to arrive                                    |
| 11.20am  | o Emcee to give introduction before arrival of GOH                                                                                     |
| 11.25am  | o Escort GOH from car park  
           | o Team to meet GOH briefly                                                                                                           |
| 11.30am  | o Emcee to announce arrival of GOH, then cue dance performance by the Ang Mo Kio Players  
           | o Youth Hawkers to be accounted for and be on standby                                                                               |
| 11.40am  | o Emcee to invite GOH to deliver opening speech                                                                                         |
| 11.50am  | o GOH to declare photo exhibition open by striking wok  
           | o GOH to present tokens of appreciation to youth hawkers  
           | o Youth Hawkers to be prepared to go on stage in order of Salam, Alan & Adrian, Weili & Weisheng, Elizabeth, Lieza and Kenneth  
           | o GOH to present tokens of appreciation to key partners in order of NEA’s Hawker Centres Division representative (Miss Lim Hiong Li), City Gas (Miss Celina Yeo), ExpressPrint (Welson Ang), NTU (Prof Mak & Prof Liew)  
           | o Presentation of token of appreciation to GOH  
           | o Mass phototaking session with GOH and all key partners, youth hawkers and campaign team                                             |
| 12.15pm  | o Emcee concludes launch  
           | o GOH, media and guests to be shown around photo exhibition  
           | o Food to be prepared for lunch segment                                       |
N.2 Speech for Guest-of-Honour

DRAFT SPEECH FOR MP MR BAEG YAM KENG FOR THE LAUNCH OF THE YOUTH HAWKEPRISE PHOTO EXHIBITION ON 19 JAN 2013 AT 11.30AM

Ladies and Gentlemen,

1. Good morning. I am delighted to join you this morning for the launch of the Youth Hawkerprise campaign’s photo exhibition. If there is one thing all Singaporeans love, it is our affordable and delicious hawker food.

IMPORTANCE OF HAWKER CENTRES

2. To many of us, having a meal with our family and friends at our favourite hawker centre is an integral part of life in Singapore. Indeed, hawker centres are central to the identity of a neighbourhood and play a valuable social role in providing a shared space for the community, serving as places for social interaction for Singaporeans from all walks of life.

3. Public feedback further reaffirms the continued importance and demand for hawker centres. An Urban Redevelopment Authority (URA) Lifestyle Survey released in 2010 suggests that Food and Beverage (F&B) outlets, such as hawker centres, are an important aspect affecting residents’ quality of life.

4. Hawker food is also part of our proud Singaporean culinary heritage, and has been raved by food connoisseurs from all over the world. When American celebrity chef Anthony Bourdain visited Singapore, he proclaimed, “I love the hawker centres. The whole style of casual eating here is sensational."

DEMAND FOR YOUTH HAWKERS

5. For the reasons mentioned, the government has announced that it will be building 10 new hawker centres in the next decade to meet residents’ needs in growing population centres such as Tampines, Sengkang, Sembawang and Jurong West. With an average of 40 to 60 food stalls per hawker centre, we will need an estimated 400 to 600 hawkers to fill up our new hawker centres.

6. At the same time, many existing hawkers are getting old and will be retiring soon. Due to its long hours and uncomfortable working environment, the hawker trade is not suitable for all, and many young Singaporeans are reluctant to join the trade. How then can we attract the people we need to continue our proud hawker heritage?

YOUTH HAWKEPRISE CAMPAIGN

7. The Youth Hawkerprise campaign started by 4 Communication students from Nanyang Technological University (NTU) thus seeks to attract youths with the passion for the culinary arts and the desire to set up their own F&B business to consider joining the hawker trade as hawkerpreneurs.

8. To present youth hawkers in a refreshing perspective, they have put together a photo exhibition featuring 8 young hawkers from all parts of Singapore. Some of these young hawkers such as Abdhus Salam, Alan Soo and Adrian Neo are second-generation hawkers who are continuing their families’ treasured recipes of
Indian Rojak and Claypot Bak Ku Teh. Others, like brothers Cai Weili and Cai Weisheng, decided to showcase their entrepreneurial spirit and pursue their passion of perfecting ramen and cookies.

9. The photo exhibition features two series, one a light-hearted portrayal of the youth hawkers as superheroes defending the hawker trade with their pots, pans and even *goreng pisang*! The other series offers a glimpse of the hard work and dedication that goes behind every delicious plate of hawker food served to us.

GOVERNMENT POLICIES BENEFITING HAWKERS

10. Earlier last year, the National Environment Agency (NEA) has removed the reserve rents for its hawker centres leading to lower rents for some hawker stalls. This provides a lower barrier to entry for aspiring *hawkerpreneurs*.

11. Under the Hawker Centres Upgrading Programme, 101 out of 107 markets and hawker centres have also undergone upgrading to improve ventilation and hygiene standards. The clean and beautiful Tiong Bahru Market we are in now is a showcase of how the new generation hawker centres will look like. These upgraded hawker centres will provide a more conducive and comfortable environment for our hawkers to work in, and hopefully entice more youths to the trade.

YOUTH HAWKERRPISE WORKSHOP

12. For those who are interested in getting more information about joining the hawker trade, I encourage you to join the Youth Hawkerprise workshop next Saturday which will feature speakers including existing youth hawkers, an officer from the Hawker Centres Division of the NEA, prominent entrepreneur Elim Chew, and KF Seetoh, founder of Makansutra.

CONCLUSION

13. By promoting the concept of youth hawkers as entrepreneurs, hopefully more youths will be encouraged to form the new generation of Singaporean hawkers. New blood joining the trade will in turn sustain the vibrancy of our hawker centres, and help preserve and promote this unique aspect of Singapore’s cultural heritage. I take this opportunity to wish all our hawkers success.
N.3 Emcee’s Speech

EMCEE SCRIPT FOR LAUNCH OF PHOTO EXHIBITION

Introduction before arrival of GOH (11.25am)
A very good morning ladies and gentlemen, welcome to the official launch of The Youth Hawkerprise photo exhibition! My name is Noel and I will be your emcee for today!

We are honoured to have with us today, our Guest-of-Honour Mr Baey Yam Keng, Member of Parliament and Chairman for the Government Parliamentary Committee for Culture, Community and Youth, who will be arriving shortly to grace the launch of the Youth Hawkerprise Photo Exhibition. Please join us in our launch and proceed to enjoy the photo exhibition that champions Singapore’s youth hawkers after. The photos are taken by 2 promising young photographers Gladys Ng & Lenne Chai!

Arrival of GOH (11.30am)
Ladies and Gentlemen, we are honoured to have with us today, our Guest-of-Honour Mr Baey Yam Keng, Member of Parliament for Tampines GRC and Chairman for the Government Parliamentary Committee for Culture, Community and Youth. Let us give him a warm round of applause!

A very good morning ladies and gentlemen, welcome to the official launch of The Youth Hawkerprise photo exhibition! To those who just joined us, my name is Noel and I will be your emcee for today!

To many of us, hawker food is an integral part of what makes us Singaporean. Won’t it then be a pity to see the hawker trade decline because we have no youngsters to take over the business?

4 graduating NTU Communication students thus decided to start the first-ever Youth Hawkerprise Campaign to champion youth hawkers. It aims to attract young Singaporeans to join the hawker trade by celebrating the achievements of trailblazing “hawkerpreneurs” who have successfully managed their own F&B business, while doing their part to preserve Singapore’s hawker heritage!

As part of the campaign, the photo exhibition that will be launched today celebrates 8 outstanding young hawkerpreneurs from different backgrounds. The exhibition has received the kind support of prominent personalities including Prime Minister Lee Hsien Loong, Minister for the Environment and Water Resources Dr Vivian Balakrishnan and our Guest-of-Honour Mr Baey Yam Keng. It will remain open for public viewing from 19 January to 7 February.

The Youth Hawkerprise Campaign is proudly supported by our key partners NTU Wee Kim Wee School of Communication and Information, National Environment Agency, City Gas, National Youth Council and ExpressPrint.

Dance Performance by the Ang Mo Kio Players
Before we welcome our Guest-of-Honour Mr Baey on stage to give an opening speech, let us first welcome 4 youth dancers aged 15 to 27 who call themselves the Ang Mo Kio Players. They have specially choreographed a dance using a variety of kitchen utensils including soup ladles, wooden spoons and mixers to celebrate the youthful energy of the Youth Hawkerprise campaign. Let us now put our hands together to welcome the Ang Mo Kio Players!
GOH to deliver opening speech
Thank you so much Ang Mo Kio Players! You guys certainly danced up a storm! How interesting that utensils could be transformed into a plethora of musical instruments to create that wonderful choreography! Let us now welcome our Guest-of-Honour Mr Baey on stage to deliver his opening speech for the Youth Hawkerprise Campaign. Mr Baey, please.

[Opening Speech]

GOH to declare photo exhibition open by striking wok
Thank you Mr Baey for your valuable insights. We would now like to invite Mr Baey to declare the opening of the Youth Hawkerprise photo exhibition. The photos you see are taken by 2 promising young photographers Gladys Ng & Lenne Chai, who are with us today!

Ladies and Gentlemen please join in to count down with me as Mr Baey launches the photo exhibition by striking the wok with the ladle. On the count of 3…2…1!! (Ra ra as much as possible). We now pronounce The Youth Hawkerprise Campaign open! (Applause)

GOH to present tokens of appreciation to youth hawkers
Thank you Mr Baey! Now today is a very special day for 8 hawkerpreneurs from different backgrounds who have pursued their passion of managing a F&B business. Their sweat and toil over the years and their success stories are captured in these photos presented to you. We are honoured to have with us here today all of the youth hawkers who have welcomed the Youth Hawkerprise campaign team into their stalls and shared with them their inspiring stories!

We invite Mr Baey to present a very special token of appreciation to these youth hawkerpreneurs: the super heroes defending the Singapore hawker trade! Please do give them a big round of applause, for their dedication and efforts to continue to put delicious and affordable food on our tables!

May we invite on stage:
1. Abdhus Salam of Abdhus Salam Rojak
2. Cousins Alan Soo and Adrian Neo of Sin Heng Bak Koot Teh
3. Brothers Cai Weili and Cai Weisheng of Homebaked Dough
4. Elizabeth Ng of Wow Wow West
5. Lieza of Masmerah Food Stall
6. Kenneth Lin of La Cuisson

[After receiving their token, the youth hawkers will remain on stage for the photo taking session.]

GOH to present tokens of appreciation to key partners
We will like to invite Mr Baey to remain on stage to present tokens of appreciation to the Youth Hawkerprise Campaign’s esteemed key sponsors and partners, whose support
have made the campaign possible.

- Representing the National Environment Agency’s Hawker Centres Division, may we invite Senior Assistant Director, Miss Lim Hiong Li [Clap, representative to go on stage]
- Representing City Gas, may we invite Senior Manager of Marketing Communications, Miss Celina Yeo
- Representing Expressprint, may we invite on stage Group Executive Officer, Mr Welson Ang
- And finally, representing the Nanyang Technological University may we invite Assistant Professor Angela Mak and Assistant Professor Liew Khai Khiun

[After receiving their token, the partners will remain on stage for the photo taking session.]

**Presentation of token of appreciation to GOH**
The Youth Hawkerprise Campaign team would also like to present a token of appreciation to thank Mr Baey for kindly taking time off to grace the launch of the photo exhibition today.

**Photo taking with GOH**
Thank you Mr Baey. We will now like to invite the youth hawkers, representatives of the campaign’s key partners and the campaign team for a photo taking session with Mr Baey.

**Conclude**
Thank you all for joining us today in the launch of our Youth Hawkerprise photo exhibition. The exhibition is open for public viewing from 19th January to 7 February.

But that’s not all! If you have been inspired today by these outstanding youth hawkerpreneurs, save the date next Saturday, the 26th of January to join the FREE WORKSHOP organized by the Youth Hawkerprise campaign team!

The workshop will be held at the NTUC Centre located at 1 Marina Boulevard from 10.30am to 3pm, and you will get more information on how to be a young hawkerpreneur. As shared by Mr Baey [remove if Mr Baey did not mention the workshop speakers in his speech], the team has lined up prominent speakers including Miss Elim Chew, founder of fashion label 77th Street and Chairman of the Public Consultation Panel on Hawker Centres, Mr KF Seetoh, CEO of Makansutra, Mr Luke Lee, director of Singapore F&B Alliance, and an officer from NEA’s Hawker Centres Division. Youth hawkerpreneurs will also be there to share their success stories.

Don’t miss this valuable opportunity to network with these prominent individuals in a FREE lunch cum networking session! There are only 150 spaces so hurry and register online! Details can be found on the free tissue packet being given out, and you can log on to their website at www.youthhawkerprise.com to find out more.

Thank you so much and enjoy the photo exhibition! *applause*

**Media interviews** (approx. 12.15pm)
Eight young hawkers with very different pads stood united in their dedication to their craft. These remarkable people are pioneers, leading a new generation of hawkers in the fight to protect and preserve the hawker trade. Their lives are simple, but their war stories are simply extraordinary. Their passion fuels their determination to succeed against all odds. With their unflinching bravery, these young hawker pioneers have truly proven themselves to be Daredevils.
Daredevil series (2 of 4)
Daredevil series (3 of 4)
Daredevil series (4 of 4)
Daredevils series exhibition layout
A FAMILY THAT COOKS TOGETHER...

In March 2003, cousins Alan Soo and Adrian Neo (left) took over Sin Heng Claypot Bak Koot Teh at 439 Joo Chiat Road which was started by their mothers in 1983. They endeavour to keep their mothers’ legacy alive for many years to come.
A BLESSING IN DISGUISE
The business was hit hard by the Nipah virus outbreak in 1998, and pork became very scarce and expensive. It was then that the stall began selling other Chinese Zi Char dishes to adapt, which ended up diversifying their customer base and making them more family-friendly.

HAWKERS BY CHOICE
Prior to taking over the stall, hawker Alan Soo (left) was a regular in the Air Force with a degree in Business and Management Studies from the University of Bradford, and Adrian Neo was a customer service officer at Regent Motors. Making the choice to become a hawker is a decision they have never regretted.

HAWKERS AND FAMILY MEN
Having flexible working hours allows both Alan (far left) and Adrian (left) to spend more time with their family and children. They are also able to spend time with friends doing recreational activities such as sports. All in all, Alan and Adrian's family business has ultimately improved their relationships with their families.
FOREIGN CUISINE IN A FAMILIAR PLACE

Kenneth Lin (left) is a lover of French and European cuisine, and in 2007, he decided to combine his degree in Banking and Finance with his love for cooking and joined At-Sunrice GlobalChef Academy. Years later, he now has his own stall called La Cuisson, at Blk 40 Holland Drive, #01-239.

A SPECIALIST

Apart from being a senior sales executive, Kenneth has in the past few years, worked as a wine merchant, a trainee at Flutes at the Fort, and as a chef at Jaan at The Swissôtel.

TAKING THE PLUNGE

While some people choose to take a calculated approach to business, Kenneth boldly decided to jump right into starting up his own stall. He wanted to take French bistro food to the masses and that’s exactly what he did. His success thus far is therefore a product of not just his culinary skill, but also his keen intuition and street-smart business sensibilities.
TREAD YOUR OWN PATH

While Kenneth chose to sell mainly French and European fare, he believes that whatever it is a new hawker wants to cook – be it traditional Char Kway Teow or fusion cuisine – success can still be achieved. He shares that with unwavering passion and determination, anything is possible.

A FAMILY AFFAIR

For over a decade, Salam (left) and his father have been a force to reckon with in the world of Indian Rojak. Their stall, Abdhus Salam Rojak at Ayer Rajah Food Centre, Stall 73 has received much acclaim for its carefully handmade, colourful delights. Salam plans to carry this tradition on for many years to come.

ANSWERING THE CALL

Like most teenagers, Salam would have rather spent his time with friends after school than help out at the stall. However, one day it dawned on him that everything he owned was a result of the money made from the stall, and from that day on he decided he wanted to help out and maybe one day take over the stall.
AN ENGINEER OF SUCCESS
Salam graduated with an engineering degree and worked as an assistant engineer in the semi-conductor industry for about two years before deciding to focus more on his family’s Indian Rojak business. His passion for the hawker trade is infectious, and he hopes to one day have a chain of stalls selling Indian Rojak and Teh Tarik.

A LABOUR OF LOVE
While many sellers get their ingredients and dipping sauce from factories and suppliers, Salam actually makes his from scratch early each morning. He takes special pride in ensuring that each piece of Indian Rojak is fried to crisp perfection, yet is still delectable and flavourful on the inside. The beef lung – or Paru – is among the stall’s specialties.

A LESSON IN MANAGEMENT
Coming from various corporate administrative, sales and human resource positions, it is no wonder that Elizabeth Ng (left) is great at managing her time and her life. She maintains a strong work-life balance by seeing her friends after work or by inviting them to hang out with her near her stall Wow Wow West at 6 Jalan Bukit Merah ABC Brickworks Food Centre.
NOT A FLASH IN THE PAN
Having worked as a hawker for 11 years – of which 2 years was in her own independent hawker stall – it is inevitable that her character and personality has been shaped by her craft. She attributes her confidence, affable nature, independence and ability to respond quickly to challenges to her past as a hawker.

GOING PLACES
Elizabeth and her family have received much recognition for their food and have even met the President and First Lady of Singapore, Dr Tony Tan and his wife.

A NEW CHAPTER
Having spent 11 years of her life in the hawker trade, Elizabeth is now moving into the next phase of her life as a wife and someday, a mother. With the support of her family and her husband whom she’d met at the hawker stall and eventually fallen in love with, she is now pursuing a degree in Legal Studies at Kaplan University, Singapore.
MONEY MATTERS
In spite of her love for the hawker trade, Lieza (left) admits that it all boils down to doing whatever needs to be done to be profitable. She says that at times it is difficult being a hawker because she has to work on public holidays and weekends because those periods are the most lucrative at Masmerah Food Stall, Ayer Rajah Food Centre, Stall 66.

STICK TO THE FORMULA
For years, Lieza and her cousin have worked hard to stay true to the recipes that their mothers have taught them, serving up their original Goreng Pisang (Banana Fritters), Goreng Keledek (Fried Sweet Potatoes), Rojak Petis, Roti John and Curry Puffs that have become such a big part of their culinary legacy.

THE MIDAS TOUCH
Lieza feels that her enthusiasm, her friendliness and efficient service help the stall to stand out among others. In addition, she frequently decorates the stall according to different occasions to make the stall look more presentable and to attract more customers.
LIKE MOTHER LIKE DAUGHTER
Lieza has a passion for cooking and for customer service, thus she finds great satisfaction working at the stall that her mother and her aunt had set up over a decade ago. She hopes to expand the business by setting up her own stall one day and achieving the same kind of success that Masmerah Food Stall currently has.

FRUITS OF PASSION
When brothers Cai Weili (left) and Cai Weisheng first started studying for their diplomas in Mechatronic Engineering, they had no idea they would end up becoming proud bosses of their own food stall Homebaked Dough at Blk 1, Tanjong Pagar Plaza #02-04/05. Their story is proof that passion – culinary passion in this case – has a way of making itself unavoidable.

DEFYING STEREOTYPES
Weili and Weisheng (left) shared that one of the biggest challenges when starting out was convincing passers-by that they weren’t just youngsters fooling around in the kitchen, and that they were serving good quality, great-tasting ramen. They have worked hard over the past one and a half years to build a good reputation and be taken seriously as hawkers.
HEAVYWEIGHT ORIGINS
Initially cooking out of a desire to lose weight, the brothers soon discovered their talent and flair for the culinary arts. They experimented with various ways to create the perfect bowl of ramen and their signature homebaked cookies, and eventually took their wares into the heart of Tanjong Pagar to start up their stall.

AND THAT’S THE WAY THE COOKIE CRUMBLES
The brothers’ ramen and cookies have been featured in several publications such as Appetite magazine. They advise that “if you have a dream, work towards it, don't give up!” Passion fuels determination to succeed. Given their success, it is only natural that they are currently looking into expanding their business.
Daybreak series exhibition layout

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N.6 Photos — Exhibition Launch
Appendix 0: Half-Day Workshop

0.1 Workshop Poster

FREE 1-DAY WORKSHOP
on “hawkerpreneurship”

LEARN
how to run your own business, like a boss

BE INSPIRED
by those who’ve made it

NETWORK
with important industry experts

26 JAN
10.30AM - 3.00PM
TRAINING ROOM 701
NTUC CENTRE
1 MARINA BOULEVARD
FREE ADMISSION & LUNCH

Limited to 150 spaces only.

Register online at
www.youthhawkerprise.com
0.2 Programme Booklet

PHOTOGRAPHY EXHIBITION
JAN 19 - FEB 7
TIONG BAHRU MARKET

Through years of sweat and toil, a new generation of young hawkers has braved all odds and emerged as successful youth hawkers entrepreneurs. Join us on a journey as we discover their moving heartwarming stories. Right in the heart of one of our beloved hawker centres, Youth Hawkers presents you a window into the lives of our own young hawker heroes.

WHAT'S HAPPENING TODAY

1030
1130
1200
1300
1330
1400
1430
END

1. LUKE LEE // DIRECTOR OF SINGAPORE FOOD & DRINK COUNCIL
   Having organised the Singapore Food Festival for the past 10 years, he will share how young hawkerpreneurs can lead the next evolution wave in our local food scene.

2. KHALID KISHAN // CEO OF MAHINDRA
   A true ambassador of our local Singapore food, this famous TV personality will talk to us why it is of great importance to protect our local culinary heritage.

3. ELM CHOW // CHAIRMAN OF THE PUBLIC CONSULTATION FOR CENTRES, A FIDELITY OF 79TH STREET
   Closing presentation by Guest-of-Honour

THE CAMPAIGN

The Youth Hawkers campaign seeks to ignite the entrepreneurial spirit in youths by giving you an understanding of the culinary arts, and hopes to inspire you to start your own business as a young hawkerpreneur.

Within the next five years, the government will be building ten new hawker centres. This, coupled with the reinstatement of many elderly hawkers, signals that it is timely opportunity for you to kickstart a career in the exciting yet challenging hawker trade.

As an ambitious youth with the perfect blend of passion and skill, you have the right makeovers of becoming a young hawkerpreneur who can take our unique hawker culture to the next level.

Today, we congratulate you for taking the first step towards your dream of becoming an F&B boss. Welcome to the start of your own gastronomic adventure.

For more info about the campaign, visit our website www.TIONGBAHRU.COM
## 0.3 Programme Outline for Workshop

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<th>No.</th>
<th>Agenda/Topic</th>
<th>Speaker</th>
<th>Designation</th>
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<tbody>
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<td>1.</td>
<td>Premiere of the film 'Meet Adrian Neo – Sin Heng Bak Koot Teh'</td>
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<td>2.</td>
<td>The importance of hard work and passion to be a successful entrepreneur.</td>
<td>Miss Elim Chew, <em>Guest-of-Honour for workshop</em></td>
<td>Chairman of the Public Consultation Panel on Hawker Centres &amp; Founder of 77th Street</td>
</tr>
<tr>
<td>3.</td>
<td>Overview of hawker centres in Singapore and how to apply for a hawker stall.</td>
<td>Mr Tan Kian Ann</td>
<td>Deputy Director (Policy &amp; Allocations) from Hawker Centres Division, NEA</td>
</tr>
<tr>
<td>4.</td>
<td>Singapore Food Festival and how it helps to showcase our unique culinary heritage, and how young hawkerpreneurs can lead the next evolution wave in our local food scene.</td>
<td>Mr Luke Lee</td>
<td>Director of Singapore F&amp;B Alliance</td>
</tr>
<tr>
<td>5.</td>
<td>Experiences of being first generation youth hawkers including why the brothers decided to join the trade together, and advice for aspiring youth hawkers.</td>
<td>Mr Cai Weili &amp; Mr Cai Weisheng</td>
<td>Youth Hawkers at Homebaked Dough selling ramen and cookies</td>
</tr>
<tr>
<td>6.</td>
<td>Experiences of being a degree holder second-generation youth hawker, and advice for aspiring youth hawkers.</td>
<td>Mr Abdhus Salam</td>
<td>Youth Hawker at Abdhus Salam Rojak selling Indian rojak</td>
</tr>
<tr>
<td>7.</td>
<td>'The Greatest Food Culture in the World' - Importance of protecting our local culinary heritage and how to take it to greater heights.</td>
<td>Mr KF Seetoh</td>
<td>CEO of Makansutra and prominent food personality</td>
</tr>
<tr>
<td>8.</td>
<td>'At Least The Service Will Be Better' - Managing expectations of customers and delivering good service.</td>
<td>Mr Kamal Fondueman</td>
<td>Trainer from Eduquest International Institute, accredited by WDA</td>
</tr>
</tbody>
</table>
0.4 Photos of Workshop
Appendix P: Campaign Feature Film

P.1 Feature Film Pitch Deck

(‘Short Video’ was used as a working title in the planning stages)
# Appendix Q: Post-Workshop Survey

## Q.1 Post-Workshop Survey — Questions

**YOUTH HAWKERPRISE WORKSHOP FEEDBACK EVALUATION FORM**

We hope you have gained much from attending this workshop. As part of our review and improvement process, we would like to know more about your learning experience. Based on the given key indicator please give us your feedback on each question by circling the appropriate response. Confidentiality will be maintained.

Date : 26 January 2013  
Name :  
Age :  
Gender: Male / Female  
School/ Company :  
(if applicable)  
How did you find out about our workshop?  

<table>
<thead>
<tr>
<th>KEY INDICATORS</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exceeds Expectations</strong></td>
<td>Meets Expectations</td>
<td>Partially Meets Expectations</td>
<td>Needs Improvement</td>
<td>Not Applicable</td>
<td></td>
</tr>
</tbody>
</table>

### A. SPEAKERS’ EFFECTIVENESS

1. Knowledge of topics  
2. Ability to make topics relevant to participants (i.e. appropriate use of terminology, practical examples)  
3. Delivery skills (i.e. verbal skills, body language, pace of session)  
4. Interaction with participants (i.e. response to questions, made effort to be engaging)  
5. Topics provided participants with new knowledge  
6. Speakers were able to motivate and inspire participants  
Comments :  

### B. TRAINING METHODS/TRAINING AIDS

1. Facilitation of the session (e.g. discussions, sharing of knowledge and skills)  
2. Use of audio-visual/training aids (e.g. PowerPoint, flipchart, videos)  
Comments :  

NEXT PAGE >>
### C. WORKSHOP ADMINISTRATION

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Physical setting &amp; facilities</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. Workshop duration</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. Food &amp; beverage</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

### D. WORKSHOP OBJECTIVES OR LEARNING OUTCOMES

**Indicate how well the workshop has covered the stated objectives/learning outcomes:**

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have acquired more knowledge about the hawker industry.</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. I have gained a better understanding of how to run an F&amp;B business.</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. I had sufficient opportunities to interact with the speakers and other participants.</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. I am inspired to start my own F&amp;B business one day.</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5. I will apply the knowledge learnt in the workshop to my current/future business.</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

### E. YOUR OVERALL RATING OF THE WORKSHOP

4 | 3 | 2 | 1 | NA

### F. WOULD YOU RECOMMEND THIS WORKSHOP TO OTHERS?

YES | NO

### G. ADDITIONAL COMMENTS/SUGGESTIONS FOR IMPROVEMENTS

THANK YOU FOR YOUR FEEDBACK!
Q.2 Post-Workshop Survey — Findings

Q.2.1 Information About Participants

No. of registered participants: 133  
No. of participants attended: 102  
No. of survey respondents: 76

Table: Ages of participants

<table>
<thead>
<tr>
<th>Max</th>
<th>Min</th>
<th>Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>18</td>
<td>28.6</td>
</tr>
</tbody>
</table>

Table: Gender of participants

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>52.6%</td>
<td>47.4%</td>
</tr>
</tbody>
</table>

List: Schools & organisations participants belong to

- Agilent
- Culinary Institute of America
- Eduquest International Institute
- French Culinary Institute
- Hampteel Ltd
- Ministry of Finance
- Nanyang Junior College
- Nanyang Technological University
- National University of Singapore
- New Cube Pte Ltd
- Ngee Ann Polytechnic
- SEGi University College, Malaysia
- Singapore Institute of Management-RMIT university
- Singapore Institute of Technology
- Tampines Junior College
- Temasek Polytechnic
- United Overseas Bank
- University of Toronto

List: How participants found out about our workshop

- Friends
- Relatives
- Newspapers (My Paper, The Straits Times)
- Online/ Internet (Facebook, Yahoo, ieatishootipost blog)
- Newsletter
- Photo exhibition at Tiong Bahru Market
- National Youth Council
- School
Q2.2 Speakers' Effectiveness

A. Speakers' Effectiveness

<table>
<thead>
<tr>
<th></th>
<th>4: Exceeds Expectations</th>
<th>3: Meets Expectations</th>
<th>2: Partially Meets Expectations</th>
<th>1: Needs Improvement</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of topics</td>
<td>43.4%</td>
<td>55.3%</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.42</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to make topics</td>
<td>43.5%</td>
<td>56.6%</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>relevant to participants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. appropriate use of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>terminology, practical</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>examples)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.38</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery skills</td>
<td>34.2%</td>
<td>61.8%</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. verbal skills, body</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>language, pace of session)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A. Speakers' Effectiveness

<table>
<thead>
<tr>
<th></th>
<th>4: Exceeds Expectations</th>
<th>3: Meets Expectations</th>
<th>2: Partially Meets Expectations</th>
<th>1: Needs Improvement</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction with</td>
<td>36.8%</td>
<td>51.3%</td>
<td>10.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>participants (i.e.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>response to questions,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>made effort to be</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>engaging)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topics provided</td>
<td>39.5%</td>
<td>46.1%</td>
<td>6.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>participants with new</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speakers were able to</td>
<td>46.1%</td>
<td>46.1%</td>
<td>10.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>motivate and inspire</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>participants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean: 3.40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A. Speakers’ Effectiveness [Other comments]

- Elim Chew is amazing and really inspirational.
- Learnt so much!
- Mr Kamal’s presentation didn’t seem to fit into the general flow and theme of the event.
- All speakers were engaging, however Kamal’s presentation felt out of place.
- Thanks for inviting Seetoh & Elim. GJ to the team!
- Luke Lee (SFBA) was really inspiring and generous in sharing.
- Maybe more elaboration would be good for the NEA presentation.
- The examples are more compelling: i.e. Youth hawkers
- All good, except the ‘Service’ talk.

Q.2.3 Training Methods/Training Aids

<table>
<thead>
<tr>
<th>Facilitation of the session (e.g. discussions, sharing of knowledge and skills)</th>
<th>Use of audio-visual/training aids (e.g. Powerpoint, flipchart, videos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean: 3.37</td>
<td>Mean: 3.29</td>
</tr>
<tr>
<td>44.7%</td>
<td>57.9%</td>
</tr>
<tr>
<td>47.4%</td>
<td>35.5%</td>
</tr>
<tr>
<td>7.9%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

B. Training methods/ training aids [Other comments]

- Well-run, Mark was nice. Great emcee.
- More vehicles to engage the audience.
- How about organizing similar workshops in food festival? A series of hawkers’ stories would be much appreciated.
- Topic to cover steps in setting up hawker business could be welcome.
- This workshop should also be held in secondary schools, polys etc.
C. Workshop Administration

- Could have some confirmation email earlier.
- Probably serving hawker food would be better.
- Should serve more local food to stick to the theme of the workshop.
- Food is mostly fried. Healthier options would be great.
- Rather cold environment.
Q 2.5 Workshop Objectives or Learning Outcomes

D. Workshop objectives or learning outcomes

- Enjoyed the experience sharing session.
- Case study on technical/operations aspect.
- Mostly sharing of experience, which was good. Maybe next run can focus more on the procedures, admin aspects. NEA speaker could be more detailed.

E. Your overall rating of the workshop

Mean: 3.43
Q 2.6 General Comments

E. Additional comments

- Great initiative! I’m sure you’ll find success in this pursuit!
- Good job!
- Great workshop, hope to see more in the future.
- Not bad. Food could be better, replace Fondueman with better presenter.
- Good effort!
- Share more information about financial aspects of setting up business e.g. grants
- Great work! I would love to have more youths in the hawker industry. Do reach out to more people!
- Great job! I really hope to attend the next Youth Hawkerprise event.
- Great idea!
- Provide a clock for people to see the time.
- So empowering!
- Good. How can we continue hawkerprise.
- Loved it!
- Keep it coming!
- Stagger speakers with experience and speakers with wish to present something formal.
- It’s your workshop, take some time to talk about yourself and hawkerprise.
- Very good and interesting concept. Will be good to provide more of it for future events and workshops.

F. Would you recommend this workshop to others?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Appendix R: Post-Campaign Survey

R.1 Post-Campaign Survey – Questions

Post-Campaign Survey Questions (1 of 5)

Youth Hawkerprise Post Campaign survey

CONSENT FORM

1) We are four final-year students from the Wee Kim Wee School of Communication and Information at the Nanyang Technological University.

2) Purpose: The purpose of this survey is to gather feedback about the Youth Hawkerprise campaign, conducted between January and March this year.

3) Procedures: If you agree to the survey, you will proceed to a self-administered survey questionnaire to complete. The questionnaire should take between 15 and 20 minutes to complete.

4) Potential risks: There are no anticipated risks to this study.

5) Potential benefits: You may receive no direct benefit from participating in this study, but your participation would be important in helping us better understand perceptions of the hawker profession.

6) Confidentiality: Whatever information you have shared with us will be kept confidential and used strictly for research and reporting purposes. In the event where individual accounts need to be cited, names will be omitted and will be paraphrased to ensure anonymity.

7) Participation and Withdrawal: You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw from the study at any time without penalty.

8) If you have any questions about this project, our particulars and contact addresses, email and telephone numbers are as follows:

Assistant Professor Liaw Kai Khiun
Principal Investigator
Division of Broadcast and Cinema Studies
Wee Kim Wee School of Communication and Information
31 Nanyang Link, Singapore, 637718
Telephone: 63168969/F: 98480409
Email: kikliew@ntu.edu.sg

Assistant Professor Mak Ka Ying Angela
Secondary Investigator
Division of Public and Promotional Communication
Wee Kim Wee School of Communication and Information
31 Nanyang Link, Singapore, 637718
Telephone: 63168895
Email: angelamak@ntu.edu.sg

10) By clicking “Continue” below, I agree that I have read the information provided above and all of my questions will be answered. I voluntarily agree to the participation of this study.
Section A: About the Youth Hawkerprise campaign

Please continue to the survey only if you have encountered the Youth Hawkerprise (YHawkerprise) campaign or any of its activities.

A1. How did you come to know of Youth Hawkerprise? *

(Please tick all that are applicable)

- Family/ Friends
- Teachers/ School
- Newspapers
- Social media platforms
- Online blogs
- Online websites
- YHawkerprise tissue packets
- YHawkerprise website
- Photo exhibition at Tiong Bahru Market
- Other: ____________

A2. Have you visited the Youth Hawkerprise website? (www.youthhawkerprise.com) *

- Yes
- No

Youth Hawkerprise Website

A3. To what extent do you agree with the following statements regarding the Youth Hawkerprise website? *

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website has an attractive design.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The website is informative.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The website is user-friendly.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

A4. Any other feedback/comments about the Youth Hawkerprise website?

__________

« Back Continue »
Post-Campaign Survey Questions (3 of 5)

A5. Have you visited the Youth Hawkerprise photo exhibition held at Tiong Bahru Market? *

☐ Yes
☐ No

As you have not visited the exhibition, please visit the following site to view the photo slideshow before proceeding to answer the questions on the next page:

http://goo.gl/p7gm6

A6. To what extent do you agree with the following statements regarding the Youth Hawkerprise photo exhibition? *

<table>
<thead>
<tr>
<th>I enjoyed viewing the photo exhibits.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The photos are professionally taken.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The concept is creatively executed.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The venue, Tiong Bahru Market (also a hawker centre), was appropriate for the exhibition.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The stories of the youth hawkers are inspiring.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>After the exhibition, I have gained a better understanding of the hawker profession.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>After the exhibition, I now view hawkers and their profession more positively.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

A7. Any other feedback/comments about the photo exhibition?
### Post-Campaign Survey Questions (4 of 5)

#### A8. Did you attend the Youth Hawkerprise workshop? *
- Yes
- No

#### A9. Overall, the Youth Hawkerprise campaign is... *

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A worthwhile campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A campaign that is relevant to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An interesting campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An informative campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A well-publicised campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### A10. Overall, *

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am interested in knowing more about future events and happenings organised by Youth Hawkerprise.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### A11. Any other feedback/ comments about the Youth Hawkerprise campaign?

- [ ] Back
- [ ] Continue
Section B: About you

Please be assured that all personal information collected are for classification purposes only and would be kept strictly confidential.

B1. What is your gender? *
- Male
- Female

B2. How old are you? *

B3. What is your occupation? *

B4. What is your school and course?
(Please state if applicable)

Thank you for completing our survey!
If you have any further queries, please feel free to email us at contact@youthawkerprise.com

Please click Submit below before closing this window.
R.2 Post-Campaign Survey — Findings

R.2.1 Information About Respondents

No. of survey respondents: 174

Table: Ages of respondents

<table>
<thead>
<tr>
<th>Max</th>
<th>Min</th>
<th>Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>19</td>
<td>27.2</td>
</tr>
</tbody>
</table>

Table: Gender of respondents

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.7%</td>
<td>48.3%</td>
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</tbody>
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List: Occupation of respondents (Question B3)

- Assistant engineer
- Application engineer
- Chef
- Banker
- IT admin
- Digital marketing
- PhD student
- Homemaker
- Civil servant
- Executive
- Hawker
- Account Manager
- Student
- Accountant
- National service
- Trainer
- Finance executive
- Petrol-chem engineer
- Insurance agent
- Promotions executive
- Teacher
- HR practitioner
- Business analyst
- Self-employed
- Journalist
- Arts administrator
- Military officer
- Corporate communications
- Sales
- Unemployed

List: School and courses of respondents (Question B4)

- At-Sunrice GlobalChef Academy
- Culinary Institute of America
- Nanyang Polytechnic
- Ngee Ann Polytechnic
- Republic Polytechnic
- Temasek Polytechnic
- National University of Singapore (Arts, Sociology, Business)
- Nanyang Technological University (Environmental Biology, Business, Communications, Sociology, Material Science & Engineering, Accountancy, NIE, Mathematics, Business)
A1. How did you come to know of Youth Hawkerprise?

- Photo exhibition at Tong Bahru: 8.0%
- Youth Hawkerprise website: 16.1%
- Youth Hawkerprise tissue packets: 12.6%
- Online websites: 11.5%
- Online blogs: 13.8%
- Social media platforms: 26.4%
- Newspapers: 39.1%
- Teachers/School: 9.2%
- Family/Friends: 58.6%

R.2.2 Youth Hawkerprise Website

A2. Have you visited the Youth Hawkerprise website? (www.youthhawkerprise.com)

- Yes: 89.7%
- No: 10.3%
A4. Website [Other comments]

- Looks good :D
- Very interesting concept
- Very nice graphics. Useful information for would-be hawkers too.
- The site is not mobile device friendly. Too much scrolling needed.
- Very easy to navigate and well-designed.
- Could have a little bit more information since there are a lot of graphics.
- The links to the website subcategories at the top is hidden at my normal slightly enlarged view of the website. Did not know they exist until many visits later.
- Hyperlink to join and register is link to the same page. Misleading as thought there is a forum to join for all interested youth hawkers, but otherwise. Overall very good initiative and background work.
- Probably a forum page for youth hawkers-wannabe to post their questions and arrange for professionals or industry leaders to answer questions there.
- Nice light colours... pleasing to the eyes
- Links are informative and useful.
R.2.3 Youth Hawkerprise Photography Exhibition

A5. Have you visited the Youth Hawkerprise photo exhibition held at Tiong Bahru Market?

- Yes: 35.6%
- No: 71.8%

Respondents who did not visit our photo exhibition were directed to view all the photos online before answering the following questions.

A6. To what extent do you agree with the following statements regarding the Youth Hawkerprise photo exhibition?

- I enjoyed viewing the photo exhibits: 52.9% Strongly Agree, 11.5% Agree, 6.9% Neutral, 9.2% Disagree, 1.1% Strongly Disagree
- The photos are professionally taken: 51.7% Strongly Agree, 41.4% Agree, 6.9% Neutral, 1.1% Disagree
- The concept is creatively executed: 49.4% Strongly Agree, 40.2% Agree, 9.2% Neutral, 1.1% Disagree
- The venue, Tiong Bahru Market (also a hawker centre), was appropriate for the exhibition: 34.5% Strongly Agree, 34.5% Agree, 26.4% Neutral, 4.6% Disagree
A7. Photo Exhibition [Other comments]

- Well taken under correct exposure. Good focus and frame.
- More convenient location!
- Captions a little small, tough to read.
- The venue, although conceptually apt (being a hawker centre), is also a market which attracts mostly older folk, to a large extent restricting the demography of the viewers of the exhibition.
- Don't waste the informative and creative photo exhibition, I would love to see it at more locations!
- The photo exhibition could have been presented in a clearer manner by explicitly saying that photographs are on both sides and explain to the viewers how the photo flows. This would allow viewers to understand the photos better and the process to have a better flow.
- Photos could not bring out the real essence and flavour of the topic. It left me wanting more information instead of satisfying my knowledge needs.
- First few pictures in the set appears messy due to the food splattered all over the ground
- Put it at more locations!
- Pics could be bigger
- Very impressive! I like how natural the hawkers are whether in fancy clothes or in their everyday outfits at work. Nice contrast.
- Love the day break photos best
- Should have more of these
A8. Did you attend the Youth Hawkerprise workshop?

R.2.4 Overall Campaign Feedback

A9. Overall, the Youth Hawkerprise campaign is...
A11. Youth Hawkerprise Campaign [General comments]

- They have brought a good mixture of speakers: speakers who are youth hawkers themselves and people from the regulatory authority to show how to set up a hawker center.
- Some of the talks were not really relevant. Perhaps more youth hawkers could have been invited instead.
- I emailed the team 3 times, and they replied me every time and given all the questions I asked, and introduced me many of my request. I appreciate their excellent service.
- There should be age limit.
- Well done, team! I enjoyed the workshop very much and found myself wanting to be a hawker even though I’ve never considered the profession before!
- Great job, a very meaningful campaign.
- Good job and I hope to see the continuation of this campaign to keep inspiring new and potential hawkers. After all, we still have 600 stalls to fill in the coming years!
- You guys did well in bringing out a relevant topic, which no one has thought of and yet it's in everyone's daily lives. Job well done!
- Can share more about hawker specific skills e.g. cooking techniques
- Energetic, informative and full of good food. I am glad that the campaign captured the spirit of hawkerpreneurship so aptly. I am now more aware of what it takes to be a hawker and have the resources at hand to get started once I have made up my mind.
- Felt that there wasn’t enough content to back up the massive publicity generated. Great job nonetheless.
- More activities or events to keep the momentum going. Any lapse in not having fresh or new events are unhealthy
- Great work guys!
- Thank you for keeping our hawker tradition going.
- Nice to see youths supporting our hawkers.
- It was well organised and I applaud the organisers for their efforts in ensuring the audience are educated about the challenges hawkers face.
- Well done to the team, a very meaningful campaign. Hope it will continue!
- Hope to see future events related to hawker trade.
- Good job
- Maybe have a cooking demonstration or a food sampling program for your next workshop!
Appendix S: Website Statistics

Figure S.1 General Website Statistics

<table>
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<tr>
<th>Visits</th>
<th>Unique Visitors</th>
<th>Pages / Visit</th>
<th>Bounce Rate</th>
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<tbody>
<tr>
<td>5,190</td>
<td>3,549</td>
<td>3.49</td>
<td>42.74%</td>
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</table>

Chart S.2 Traffic Sources

- **17.11% Search Traffic**: 888 Visits
- **49.02% Referral Traffic**: 2,544 Visits
- **33.80% Direct Traffic**: 1,754 Visits
- **0.08% Campaigns**: 4 Visits

Table S.3 Sources of Referral Traffic

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<thead>
<tr>
<th>Source</th>
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<td>1. facebook.com</td>
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<td>2. ieatshowpost.sg</td>
<td>693</td>
<td>27.24%</td>
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<tr>
<td>3. m.facebook.com</td>
<td>402</td>
<td>15.80%</td>
</tr>
<tr>
<td>4. t.co</td>
<td>58</td>
<td>2.28%</td>
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<tr>
<td>5. wkwsci.ntu.edu.sg</td>
<td>50</td>
<td>1.97%</td>
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<tr>
<td>6. youthhawkerprise.com</td>
<td>44</td>
<td>1.73%</td>
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<tr>
<td>7. hungrygowhere.com</td>
<td>29</td>
<td>1.14%</td>
</tr>
<tr>
<td>8. poachedmag.com</td>
<td>22</td>
<td>0.86%</td>
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<td>9. dairycream.blogspot.sg</td>
<td>14</td>
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<tr>
<td>10. soshiok.com</td>
<td>9</td>
<td>0.35%</td>
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Appendix T: Estimated Total Outreach of Photo Exhibition

The campaign team went down to Tiong Bahru Market on 2 days to measure the visitor rate to the photo exhibition during both peak and non-peak periods. Only passers-by who stopped and looked at the exhibition were counted.

**Peak periods:**
- Breakfast: 0800 – 1000
- Lunch: 1200 – 1400
- Dinner: 1800 – 2000

**Off peak:** 1000 – 1200, 1400 – 1600

**Weekday Date: 4 February, Monday**

<table>
<thead>
<tr>
<th>Hour</th>
<th>No. of People</th>
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<tbody>
<tr>
<td><strong>Peak period</strong></td>
<td></td>
</tr>
<tr>
<td>0800 – 0900</td>
<td>28</td>
</tr>
<tr>
<td>1200 – 1300</td>
<td>32</td>
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<tr>
<td>1800 – 1900</td>
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<tr>
<td><strong>Average per peak hour</strong></td>
<td><strong>28.7</strong></td>
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<tr>
<td><strong>Non-peak period</strong></td>
<td></td>
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<tr>
<td>1000 – 1100</td>
<td>23</td>
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<tr>
<td>1400 – 1500</td>
<td>19</td>
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<tr>
<td><strong>Average per non-peak hour</strong></td>
<td><strong>21</strong></td>
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<tr>
<td><strong>Average per weekday</strong></td>
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<td>= (28.7 x 6) + (21 x 4)</td>
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**Weekend Date: 27 January, Sunday**

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<td>1000 – 1100</td>
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<tr>
<td>1400 – 1500</td>
<td>22</td>
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<tr>
<td><strong>Average per non-peak hour</strong></td>
<td><strong>28</strong></td>
</tr>
<tr>
<td><strong>Average per weekend</strong></td>
<td><strong>329.8</strong></td>
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<tr>
<td>= (36.3 x 6) + (28 x 4)</td>
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</tbody>
</table>

**Estimated total outreach over duration of photo exhibition (6 weekend days and 14 weekdays):** 256.2 x 14 (weekdays) + 329.8 x 6 (weekends) ≈ 5,566
# Appendix U: Workshop Registration List

## Workshop Registration List (1 of 2)

<table>
<thead>
<tr>
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<th>Signature</th>
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<td>Ahmad Bawaini</td>
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<td>International student</td>
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<tr>
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<tr>
<td>Benjamin Chia (Alt)</td>
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<td>Benjamin Chow</td>
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<td>Benidah Chin</td>
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**Workshop Registration List (2 of 2)**
Appendix V: Media Kit

V.1 Media Release

Media release For immediate release

Youth Hawkerprise: Traditional Trade, Trailblazing Hawkerpreneurs

SINGAPORE, 19 January 2013 - Youth Hawkerprise, the first-ever community initiative that champions Singapore’s proud hawker culture, launches today, 19 January 2013. This initiative aims to attract young Singaporeans to join the trade by showcasing trailblazing “hawkerpreneurs” who have successfully managed their own F&B business, while preserving Singapore’s hawker heritage.

Prime Minister Lee Hsien Loong shared, “Quite a few young people have deep interest in cooking. Some dream of becoming chefs and starting their own eateries. If you are one of them, perhaps you can start out as a ‘hawker-preneur’—open your own stall, hone your cooking skills and develop new recipes and concepts. From modest beginnings, with passion and hard work, will come greater success.”

The Youth Hawkerprise campaign thus seeks to celebrate the dedication and passion of Singapore’s young hawkerpreneurs through a photo exhibition, and a workshop. A special one-stop portal (www.youthhawkerprise.com) has also been created to inspire and provide useful information for promising culinary entrepreneurs in Singapore.

More youth hawkers needed

With the plan to build 10 new hawker centres and the impending retirement of ageing hawkers, there is a strong demand for hawkers. However, with a better-educated population, fewer youths are joining the hawker profession. It is a pity if decades of hawker culture, which embodies the Singaporean heritage, disappear because there is no one to carry on the trade.

A keen supporter of the hawker profession, Professor Tommy Koh, Singapore’s Ambassador-At-Large said, “In order for our cherished hawker food to survive, we must be able to attract youth with culinary talent to join the industry. We should try to raise the income and social status of our hawkers to make the industry more attractive to our young chefs.”

His view is echoed by Dr Vivian Balakrishnan, Minister for the Environment and Water Resources, who shared, “Food is a quintessential part of our Singapore identity. Our hawker centres are shared spaces for everyone; and the incredible range of food available is a powerful reminder of the value of diversity. We must grow this legacy for the future.”

A campaign to champion youth hawkerpreneurs

As such, the Youth Hawkerprise campaign wants to ignite the entrepreneurial spirit in youths who are passionate about the culinary arts, and aims to inspire them to start their own businesses as young hawkerpreneurs.
Photography Exhibition: Held at the iconic Tiong Bahru Market, it will kick start the launch of the Youth Hawkerprise campaign. The exhibition launch begins on 19 January 2013 at 11.30am and will be graced by Guest-of-Honour Mr Baey Yam Keng, Member of Parliament and Chairman for the Government Parliamentary Committee for Culture, Community and Youth. During the launch, youths will dance up a storm with utensils as props, celebrating the campaign’s youthful synergy, and Mr Baey will present tokens of appreciation to participating youth hawkers. Representatives of the campaign’s key partners Nanyang Technological University (NTU), NEA, City Gas and Expressprint will be present and exclusive one-to-one interviews with the young hawkerpreneurs will be available.

The photo exhibition showcases eight outstanding young hawkerpreneurs from different backgrounds by using captivating imagery to tell their stories in a way that has never been told. Their vibrancy, tenacity and daring ambition are cohesively portrayed through these photos. The exhibition will remain open for public viewing from 19 January to 7 February 2013.

Workshop: First of its kind in Singapore, a complimentary workshop, crafted to inspire youths to start their own F&B business, will be held on 26 January 2013 in the NTUC Centre at 1 Marina Boulevard. Guest-of-Honour, Miss Elim Chew, founder of local enterprise 77th Street and Chairman of the Public Consultation Panel on Hawker Centres, as well as other prominent speakers including Mr KF Seetoh, CEO of Makansutra, and existing young hawkerpreneurs will be present to share their experiences, expertise and industry knowledge. Registration details can be found at www.youthhawkerprise.com.
About the Youth Hawkerprise campaign

The Youth Hawkerprise campaign is a movement founded by four final-year undergraduates from Nanyang Technological University’s Wee Kim Wee School of Communication and Information.

It seeks to ignite the entrepreneurial spirit in youths who are passionate about the culinary arts, and aims to inspire them to start their own businesses as young hawkerpreneurs.

The Youth Hawkerprise campaign has garnered the support of a network of partners, among them:

- Wee Kim Wee School of Communication & Information, NTU
- National Environment Agency
- City Gas
- Wee Kim Wee Legacy Fund
- National Youth Council
- Youth ChangeMakers Grant
- Expressprint
- Eduquest International Institute Pte Ltd
- Miss Elim Chew, Founder of 77th Street and Chairman of the Public Consultation Panel on Hawker Centres
- Mr KF Seetoh, CEO of Makansutra
- Mr Luke Lee, Director of Singapore Food & Beverage Alliance
- Dr Leslie Tay, Food blogger at ieatishootipost
- 8 successful hawkerpreneurs
- Republic Polytechnic
- Temasek Polytechnic
- Nanyang Polytechnic

To inspire and equip interested youths with information to join the hawker trade, a photography exhibition, workshop and specially designed website (www.youthhawkerprise.com) has been set up.

For more information, please contact:

Eunice Chew Tel: +65 9127 7169 eunice.yhawkerprise@gmail.com
Hazel Tan Tel: +65 9188 5711 hazel.yhawkerprise@gmail.com
V.2 Other Contents

MESSAGE FROM PM LEE

Congratulations on organising this photo exhibition. Hawker centres are a unique feature of Singapore’s social landscape. Modern centres are pleasant communal spaces where Singaporeans of all walks of life can come together to enjoy cheap and tasty meals. Hawker centres from time to time, and enjoy many of the popular Hawker Centre’s dishes, or even a bowl of noodle soup at Tuas Riverside Food Centre, an ice cream at 7am, or a cup of tea at the Geylang Bar.}

Quita a few young people have deep interest in cooking. Some dream of becoming chefs and starting their own eateries. If you are one of them, perhaps you can start out as a “hawk-repreneur” — open your own stall, hone your cooking skills, and develop new recipes and concepts. From modest beginnings, with passion and hard work, will come greater success.

MR. LEE HAKH KONG JOSO
PRIME MINISTER OF SINGAPORE

MESSAGE FROM OPINION LEADERS

You are the chef, the restaurant, the table, the menu... the food is all in your hands. As a chef, you need to be a scout and a leader. But that is not the only thing you need to be. You also need to be a sensitive entrepreneur, a copywriter, a marketer, a psychologist... a master of everything... a master of your own! And you need to start small, with a humble stall, but then build on that. Because you will have to sell your food, and you will have to make a profit.

WE’RE ALWAYS BEHIND YOU

In order to feed a thousand young Hawker Centre workers, we must first allow youth with culinary talent to pursue their dreams. This exhibit offers an excellent opportunity to inspire young Hawker Centre workers to pursue their dreams.

PRU TARTA MULIA
SINGAPORE’S FIRST HAWKER CENTRE WORKERS

(Other items in the media kit include: Youth Hawkerprise tissue packet, workshop poster, youth hawker profiles and a media tag)
## Appendix W: Media Coverage

### W.1 AVE and PR Values Tabulation

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W.2 Qualitative Evaluation

Media Coverage Evaluation Criteria

High Quality Coverage is operationalised as fulfilling 7 out of the 9 stated factors.

   Overall Tone (Positive/Neutral/Negative)

1. Pictures
2. Quotes from team, Youth Hawkers or important relevant personnel
3. Message 1 Mention
   o There are youths out there who are established Hawkerpreneurs, and you can be just like them
4. Message 2 Mention
   o Being a hawker is as respectable as any other profession in the F&B industry
5. Message 3 Mention
   o Becoming a hawker is a great opportunity for you to affordably become the boss of your own F&B establishment
6. Message 4 Mention
   o Life in the F&B industry is difficult—regardless of whether you are a hawker or not—but it is still possible for you to lead complete, rewarding and fulfilling lives
7. Event Mention
8. Partners Mention
9. Website Mention
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**Superhero hawkers encourage youth to join the trade**

By Lisabel Ting

A photo exhibition opening tomorrow (Jan 19) at the Tiong Bahru market shows eight young hawkers dressed up as superheroes, wielding batuetes and fried chicken to keep the hawkers' tradition alive.

The exhibition is part of a Youth Hawkerprise campaign, which is the final year project of four communication studies students - Ms Eunice Chew, Mr Mark Chang, Ms Wendy Aw and Ms Hazel Tan - from the Wee Kim Wee School of Communication and Information at the Nanyang Technological University.

The students, aged 22 to 24, first got the idea for their campaign in 2011 when Minister for the Environment and Water Resources Vivian Balakrishnan announced that 10 more hawker centres would be built over the next decade.

Ms Tan, 24, says: "All four of us are passionate foodies and proud Singaporeans. When we heard about the plan to build 10 new hawker centres, we thought that there are so few youths, our peers, who want to join the hawkers' trade. How can we continue the hawkers' tradition if nobody takes it up?"

The campaign will also include a half-day workshop next Saturday, where aspiring young hawkers can hear from National Environment Agency officers and also, straight from the hawkers' mouth as they share their experiences.
Super hawkers cause a stir

Photography exhibition highlights younger folks who have taken up this unglamorous profession

Lisabel Ting

A photography exhibition opening today at the Yong Loo Lin Museum shows eight young hawkers who have taken up this profession. Musician Annie Loo and trainer Yee Ling DOC had announced in the Straits Times last month that the "super hawkers" campaign aims to "highlight the importance of our hawkers".

Musician people are most of the time not put in the world of business. The main objective is to highlight the importance of our hawkers. The campaign is a part of a larger project called "Youth on the Move". The exhibition includes pictures of the young hawkers who have taken up this profession. The exhibition opens today at the museum and runs until the end of the month.

The super hawkers are young hawkers who have taken up this profession. They are highlighted in the exhibition. The exhibition opens today and runs until the end of the month. The exhibition includes pictures of the young hawkers who have taken up this profession. The exhibition is a part of a larger project called "Youth on the Move".
Superhero hawkers - Enticing the young to enter the business

Date: 19 January 2013

Section/Page: Life! Cover page

Journalist: Lisabel Ting
Grants for theme songs

THE Media Development Authority and MediaCorp yesterday gave grants of up to $8,000 each to seven local songwriters, composers and music producers to develop original theme songs for local TV dramas.

More grants will be offered later this year. PAGE E2

Super hawker heroes

FOUR Nanyang Technological University undergraduates are holding a photo exhibition that shows eight young hawkers dressed up as superheroes. The exhibition aims to celebrate the hawkers’ courage in taking up the occupation and let people know that it can be a fun, dignified profession. PAGE E4
Super hawkers cause a stir
Photography exhibition highlights popular street food steps taken up by the glamorous profession.

By Lisabel Ting

MY KENNETH LIM, 31, who runs a hawker stall selling Eurasian fare, and Mr. Elizabeth Ng (right), 24, who sold a random bowl of joban-based Mee Hoon, are featured in the exhibition on young hawkers. — PHOTOS: GLADYS NG

Book It
YOUTH HAWKER PRIDE WORKSHOP
Where: NTUC Centre, 1 Marina Boulevard, Training Room 701
When: Jan 26, 10.30am to 1pm
Admission: Free
Info: Register at www.youthhawkerspride.com or www.youthhawkersasia.com

Life!
To hell and back: townswomen who took the world by storm. (Right)

FABULOUS Sir, this is the article you wanted.

Offer low rents to ‘first-generation’ hawkers

HAWKER centres are fundamental institutions in the Singapore landscape (“‘First-gen’ hawkers worry about their future”; last Saturday).

They are a means of affordable food for the masses, offer meeting places for friends, and are living museums of our culture through the gastronomic gems that have been passed down through the years. Many hawker centres even have their own fan base.

Just as importantly, they are a means of livelihood for hawkers.

For these reasons, I urge the Government to consider offering low rents for “first-generation” hawkers.

We are urging senior citizens to remain active and be economically independent. And there is obviously a need to get more hawkers to enter the industry, given the recent Youth Hawkerprise campaign to encourage young people who are entering the workforce to become “hawkerpreneurs” (“Super hawkers cause a stir”; last Saturday).

Becoming a hawker is hardly the career choice of young people today, given their higher levels of education and the fact that the job involves long hours doing what many consider to be menial tasks.

Extending low rents to “first-generation” hawkers would help maintain the supply of hawkers, keep these senior citizens gainfully employed, uphold our culinary culture and provide mentors from whom “hawkerpreneurs” can learn.

Adam Tan
Offer low rents to 'first-generation' hawkers

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Adam Tan
White Paper ‘is for S’poreans’ benefit’

DPM Tec: Proposals are not aimed at growth at all cost or pro-foreigner

By ROYCE CHEW
POLITICAL CORRESPONDENT

5 FEBRUARY 2013

The White Paper on Population policy that was announced by DPM Teo Chee Hean on Tuesday is intended to be a framework for Singapore’s long-term population policy. It underscores that Singapore’s population policy is not primarily about growth, but rather about ensuring that the population is sufficient for the country’s needs. The White Paper seeks to balance between the needs of the economy, social cohesion, and the quality of life for all Singaporeans.

Rojak seller, honours grad

“My father worked hard to build his rojak empire and I didn’t want him to sweat and hard work to go to waste.”

Meet Mr Abduss Salim (above), one of the new breed of young hawker-entrepreneurs...
Young want a taste of being own boss at hawker stalls

They're still a minority but not deterred by the long hours and hot environment

(SABRINA TIONG)

Graduate picks dad's rojak stall over engineering career

When it all started for former IT student Andrew Hoo, it was with just a small stall, no more than a few kebabs and the odd drink. It was all about building his confidence and experience. Two years later, Andrew is happy to say that his stall, The Good Rojak, is now a popular hawker centre with around 400 customers daily. He says he enjoys the freedom of being his own boss, and can make changes to his stall as he sees fit. For Andrew, it's all about the quality of his food and the satisfaction of his customers. He enjoys creating new dishes and experimenting with different ingredients. When asked about the challenges he faces, Andrew says that the most difficult part is keeping up with the demand. He always tries to keep his prices affordable and ensure that his customers are satisfied. Despite the challenges, Andrew is happy with his decision to work at his stall. He says it's what he loves to do and he's proud of what he's achieved so far.
Record haul of drugs seized last year
Young want a taste of being own boss at hawker stalls

They're still a minority but not deterred by the long hours and hot environment

The Straits Times - February 5, 2013
By: Sabrina Tiong

PACK up and go, a customer advised two young men, one month into the running of a ramen stall at a Tanjong Pagar coffee shop.

"She said she could guarantee that we would not succeed," said Mr Cai Wei Sheng, 25, who runs the stall with his 28-year-old brother Weili. "I felt angry because there was nothing I could do, but it's something that pushes forward," he added.

While the profession, known for its long hours, hot working environment and demanding customers, is starting to draw younger players, they are still a minority.

However, with the Government's plan to open 10 hawker centres, observers say there are opportunities for new people, including the young, to be their own boss.

Two groups have also been appointed by the Singapore Workforce Development Agency to train more than 2,000 people to work in hawker centres, food courts and other food shops.

A recent Youth Hawkerprise campaign by four Nanyang Technological University students also explored the prospects, with the Cai brothers among eight young hawkers featured in a photo exhibition.

Four of the eight hawkers also shared their experiences in a one-day workshop attended by industry experts who aspire "hawker-preneurs" - a combination of the words "hawker" and "entrepreneur". The campaign was mentioned in Prime Minister Lee Hsien Loong's Facebook page on Jan22.

While there are stories of hawkers who make it big, young people who intend to enter the trade need to be more prepared, said Ms Nur Huda Johari, who is also featured in the campaign.

"It's not that easy to work in a hawker centre. You need to serve customers and work in a place without air-conditioning," said the 25-year-old, who runs a Malay food stall with her mother at the Ayer Rajah Food Centre.

They may also have to deal with difficult customers. Said Mr Abdus Salam, 27, who runs an Indian rojak stall at the Ayer Rajah Food Centre with his father: "After hearing the cost, some customers will ask you for the brea any which way.

Some will understand, but some will compare it to the things you buy from the market."

But there is satisfaction when customers praise the quality of the food or say they have come because of recommendations from others, he added.

Ms Mazey Tan, who was among the more than 100 people at the workshop on Jan26, wants to set up a hawker stall selling her own version of local coffee.

"Who knows if it might grow into something big. Even if it doesn't work out, at least I can say that I've done it," she said.

Ms Eliz Chew, founder of fashion label 77th Street and head of a public consultation panel on hawker centres, said there had been an average of 700 start-up food businesses in the last few years.

She feels that youth hawkers can whip up exciting and creative ideas.

"They can grow from hawker centres and expand into food courts, outlet cafes, restaurants and even go global."

Superhero hawkers encourage youth to join the trade

Singapore | Updated today at 02:33 PM
By Lisabel Ting

A photo exhibition opening tomorrow (Jan 19) at the Tiong Bahru market shows eight young hawkers dressed up as superheroes, wielding baguettes and fried chicken to keep the hawker tradition alive.

The exhibition is part of a Youth Hawkerprise campaign, which is the final year project of four communication studies students - Ms Eunice Chew, Mr Mark Cheng, Ms Wendy Aw and Ms Hazel Tan - from the Wee Kim Wee School of Communication and Information at the Nanyang...
Proud to be a hawker

SINGAPORE—Some of her peers shunned her, while customers wondered if she was a “problem” child—all because Ms Elizabeth Huang, then 22, was working as a hawker.

Ms Huang, who was running a Western food stall at Redhill Lane Market, recalled a conversation between two women: “One of them actually said: ‘Maybe this little girl got problem. Maybe this little girl didn’t study a lot. That’s why she’s in the market.’

“It’s not nice when you judge people like that,” said Ms Huang. The 24-year-old is one of eight young hawkers featured in Youth Hawkerprise, an initiative by four undergraduates to encourage youth to enter the hawker business.

She hopes to share her experience and challenge stereotypes faced by hawkers, especially young hawkers.

“I get people who refuse to talk to you just because you’re a hawker. People of the same age!” said Ms Huang, who currently helps out at her parents’ Western food stall at ABC Brickworks Food Centre. She shut down her stall last year to pursue a part-time diploma in legal studies.

Ms Huang, who is the eldest of three sisters, dropped out of school at Secondary 4. “Money wasn’t easy to come by, so I wanted to work when I was really young,” she said. She then set up her Redhill Lane Market stall six years later, having gained experience from helping out her parents at their stall.

The work is hard-breaking and far from glamorous, she shared. “You get home dirty, smelling like chicken shop. You don’t get to do nice manicures.

You don’t get to dress up... It was really tough. There were times I would just half squat in the shop and cry.”

As a young boss, she faced difficulty getting her employees to listen to her. Sometimes, they simply refused to turn up for work.

Still, the work was rewarding when customers praised her food. “I can’t explain the joy that I have,” said Ms Huang delightedly of the memory.

After two years of being a boss, her parents told Ms Huang she had matured into a stronger, more independent woman. And perhaps, the best thing that came out of her venture was that one of her customers eventually became Ms Huang’s husband.

To young people, she said: “The choice is yours. Take pride in what you’re doing... Don’t be afraid... Just chiong (go for it) all the way! Chiong as much as you can, because you are young.”

ENCOURAGING YOUNG HAWKERS

· Youth Hawkerprise, organised by four Nanyang Technological University undergraduates for their final-year project, is to encourage young Singaporeans to enter the hawker trade and preserve Singapore’s hawker culture.

· A photography exhibition showcasing the eight young hawkers will be held at Tiong Bahru Market until Feb 7. On Saturday, there will be a workshop for budding F&B entrepreneurs aged from 16-35, where prominent entrepreneurs and young hawkers will share their experiences.

· No one is going to take over the hawker trade if no new generation is willing,” said team leader Euince Chew, 24.

To view photos from the Youth Hawkerprise Photography Exhibition, visit tdy.sg/youthh0121. HENG WEI XIANG
Proud to be a hawker

Date
21 January 2013

URL
http://live.todayonline.com/daily-focus/youth/proud-be-hawker

Journalist
Heng Wei Xiang
Publication 13B  TODAY Online Photo-exhibition
Headline  Youth Hawkerprise Photography Exhibition
Date  21 January 2013
URL  http://www.todayonline.com/photos/youth-hawkerprise-photography-exhibition
Journalist  Heng Wei Xiang
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<td>Daily Focus: Proud to be a hawker</td>
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Proud to be a hawker

Date: 21 January 2013
Journalist: Heng Wei Xiang
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准女律师当小贩帮父母卖西餐

Beautiful law student helps out at parents' Western stall as a hawker

Date
11 February 2013

Section/Page
Local news section, Page 10

Journalist
吴佩欣(Wu Pei Xin)
未来建更多小贩中心小贩也可成为企业家

More hawker centres to be built, allowing hawkers to be entrepreneurs

Date
23 January 2013

Section/Page
Local news section, Page 2

Journalist
李慧玲 (Li Hui Ling)

李慧玲

总理昨天在面簿上说，我们接下来几年将建造10个新的小贩中心，对有志创业的小贩，将有机会成为“小贩企业家”（hawker-preneurs）。

4名南洋理工大学的学生，最近主办一个摄影展，目的就是要鼓励年轻人当“小贩企业家”。

摄影展的主角是8名有才华的青年，他们自小贩后，从中找到快乐，也活得很快乐。

总理希望这8名年轻小贩的经验，可以鼓励更多年轻人经营小贩摊位，并创造出更多可以代表新加坡的小贩美食。

政府因文化、社区及青年委员会主席马炎庆（淡滨尼集选区议员）昨天也在面簿上，呼吁年轻人在2月7日之前，到中央有熟食中心参观这个“青年小贩企业家”（Youth Hawkerprise）摄影展。

马炎庆说，要成为一名成功的小贩，除了热爱，还得忍受很长的工作时间，并且付出辛劳，但他希望这个行业能有新血，继续传承下去。

8名年轻小贩分享经验
8名年轻的小贩企业家将在本月六日（26日）举办一个工作坊，分享他们的创业故事。

出席者还包括77th Street创办人周士强，以及本地著名美食家司徒国辉。

活动只有150个名额，有兴趣的公众，请立即在面簿上搜索“Youth Hawkerprise Day Workshop”报名参加免费工作坊。
未来建更多小贩中心，小贩也可成为企业家

More hawker centres to be built, allowing hawkers to be entrepreneurs

23 January 2013


李慧玲

### 8 名年轻小贩分享经验

8名年轻的小贩企业家将在来年02月6日（星期五）举办一个工作坊，分享彼此的创业故事。

活动还包括77th Street创办人周士锦，以及本地著名美食家司徒国辉。

活动只有150个名额，有兴趣的公众，请立即在网站上

**Youth Hawkerprise Day Workshop** 报名参加免费工作坊。
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| **Headline**   | 大学生办摄影展鼓励年轻人当“小贩企业家”
                 University students hold exhibition to encourage youths to be
                 “Youth Hawkerpreneurs” |
| **Date**       | 28 January 2013 |
| **Journalist** | 郑宝炜 (Zhen Bao Wei) |
Youth hawkerpreneur shares business success stories

Date: 23 January 2013

URL: http://yzone.omy.sg/index.php?articleID=21916&option=com_article&cid=197&task=detail

Journalist: Yzone_admin
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<td>小贩企业家超酷！</td>
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Hawker rockers

A team of students is trying to change perceptions of the hawker trade and, more importantly, inspire a new generation of local vendors to keep the trade alive with their Youth Hawkersrise campaign.

Natasha Hong gets a taste of what they’re about. Portraits by Gladys Ng.

It’s essential for us to start attracting youths to jobs in the hawker trade today so we don’t risk losing good hawker fans.

Living with sharks

Living with sharks at one of the world’s best shark feeding sites, Michael Looi discovers that when it comes to shark feeding, a lot of hard work goes into the showmanship of feeding sharks.

Lionel Cheong for Time Out Singapore March 2013
Wanted: Young hawkers

Around Town, Features, Hawker centres, Pure Singapore, Restaurants

There are plenty of government initiatives and national buzz dealing with everything from population issues the need for foreign talent in industries ranging from finance upper management to construction sites – but one topic that doesn’t seem to have many solutions is one that is particularly close to Singaporeans’ hearts: the continuation of the hawker trade.

A group of students from the Wee Kim Wee School of Communication and Information at Nanyang Technological University have stepped up with their practical suggestion on how to reverse the decline with Youth Hawkerise – a campaign aimed at encouraging younger Singaporeans to carry on the hawker trade. Hawker food is a staple for many Singaporeans, and many times we enjoy the food without noticing that the hands that are serving them are getting old,” says Hazel Tan, who along with other NTU student Wendy Aw, Enicko Chew and Mark Cheng, came up with Youth Hawkerise as part of their Final Year Project requirement.

In one survey they conducted among a group of graduating culinary students, only ten percent said they would consider taking on the livelihood, despite the recognition of hawker food’s integral role to the culture and identity of Singapore, and the economic growth of the industry.
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Search content dated from: [ ] to: [ ]

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About 2 results (0.28 seconds)

[Soshiok.com - A day in the life of a young hawker](http://www.soshiok.com)

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Young want a taste of being own boss at hawker stalls

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Feb 7, 2013 ... A recent Youth Hawkerprise campaign by four Nanyang Technological University students also explored the prospects, with the Cai brothers ...

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A day in the life of a young hawker

Meet Adrian Neo, a young hawker who runs his family’s 30-year-old Sin Heng Claypot Bak Koot Teh stall with his cousin.

Read related article
Young want a taste of being own boss at hawker stalls
Weighty problem led to brothers’ own ramen recipe
Meat and seafood lovers flock to Sin Heng Claypot Bak Koot Teh

Singapore, February 7, 2013

Take a look into what a day in the life one of Singapore’s thousands of hawkers is like.

Meet Adrian Neo. He is a husband, a father, a son, a cousin and a hawker and together with his cousin Alan Soo, they preserve not just the unique and quintessentially Singaporean hawker centre experience, but also their family’s 30-year legacy selling their famous Claypot Bak Koot Teh (pork rib soup).

Youth Hawkerprise, in collaboration with filmmaker Derek Foo, created this short film ‘Sin Heng Bak Koot Teh - Meet Adrian Neo’ to explore what drives this young hawker’s passion for cooking, where his roots in the business are and what drives him to continue working as a hawker in this day and age.

The Youth Hawkerprise campaign is a movement founded by four final-year undergraduates from Nanyang Technological University’s Wee Kim Wee School of Communication and Information. The aim is to ignite the entrepreneurial spirit in youths who are passionate about the culinary arts, and inspire them to start their own businesses as young hawkerpreneurs.

For more information, please visit their website at http://www.youthhawkerprise.com.

This is a contribution by the Youth Hawkerprise Campaign.
Young want a taste of being own boss at hawker stalls

Sabrina Tiong | The Straits Times | Thu Feb 7 2013

They’re still a minority but not deterred by the long hours and hot environment.

Singapore, February 7, 2013

PACK up and go, a customer advised two young men, one month into their running of a ramen stall at a Tanjong Pagar coffeeshop.

“She said she could guarantee that we would not succeed,” said Mr Cai Weisheng, 25, who runs the stall with his 26-year-old brother Wei Li. “I felt quite angry because there was nothing I could do, but it’s something that pushes us forward,” he added.

While the profession, known for its long hours, hot working environment and demanding customers, is starting to draw younger players, they are still a minority.

However, with the Government’s plan to open 10 hawker centres, observers say there are opportunities for more people, including the young, to be their own boss.

Two groups have also been appointed by the Singapore Workforce Development Agency to train more than 2,000 people to work in hawker centres, food courts and other food shops.

A recent Youth Hawkers’ campaign by the Singapore Polytechnic also explored the prospects, with the Cai brothers among eight young hawkers featured in a photo exhibition.

Four of the eight hawkers also shared their experiences in a one-day workshop attended by industry experts and aspiring “hawk-preneurs” - a combination of the words “hawker” and “entrepreneur”.

They were stories of hawkers who make it big, young people who intend to enter the trade need to be realistic, said Ms Nur Huda Johan, who is also featured in the campaign.

“It’s not easy to work in a hawker centre. You need to serve customers and work in a place without air-conditioning,” said the 25-year-old, who runs a Malay food stall with her mother at the Ayer Rajah Food Centre.

They may also have to deal with difficult customers. Said Mr Abidin Salem, 27, who runs an Indian nasi jam stall at the Ayer Rajah Food Centre with his father: “After heating the food, some customers will ask you for the breakdown. Some will understand, but some will compare it to the things you buy from the market.”

But there is satisfaction when customers praise the quality of the food or say they have come because of recommendations from others, he added.

Ms Mazy Tan, who was among the more than 100 people at the workshop on Jan 26, wants to set up a hawker stall selling her own version of local coffee.

“Who knows if it might grow into something big. Even if it doesn’t work out, at least I can say that I’ve done it,” said the 34-year-old oil broker.

Ms Elia Chew, founder of fashion label 77th Street and head of a public consultation panel on hawker centres, said there had been an average of 700 start-up food businesses in the last few years.

She feels that youth hawkers can whip up exciting and creative ideas.

“They can grow from hawker centres and expand into food courts, outlet cafes, restaurants and even go global,” she noted.
So much food, so little time

On a strict 'clean' diet? Or hankering for a hot pot tour of Japan? Don’t fret, we have it all.

18 January 2013 3:18 PM | Updated: 12:36 PM
By Azim Azman and Priyanka Chand Agarwal

Food Photo Exhibition | The Youth Hawkerpreneurs is in line with a planned increase in the number of hawker centres in Singapore. The government has announced they will build another 60 by 2021, and the hope is for more young people to take up the hawker trade. This picture of Kenneth Lim of Le Guisnon (Opening hours: Tues-Sun 11am-2pm, 5pm-9pm), Kenneth quit his job at a restaurant to start his own stall which specializes in serving French food at affordable prices.

Photo: Courtesy of Azim Azman and Priyanka Chand Agarwal
Be a street food warrior, not a hawker

By 2022, 10 new hawker centers will be built, creating opportunities for new generation of street food professionals. This is timely as an entire generation of older hawkers from the baby-boomers era is set for retirement mode in this decade. In order to preserve this food culture that is uniquely Singapore, we need a new generation to helm this endearing food culture of ours.

Last week, four final-year undergraduates from Nanyang Technological University launched their final year project at Tiong Bahru Market, themed “Youth Hawkerprise.” They hope to ignite the entrepreneurial spirit in youths who are passionate about culinary arts, and encourage them to start their own businesses as young hawkerspreneurs. Their ambitious project has been getting a lot of attention and supported by names like our Prime Minister, Mr. Lee Hsien Loong.

One of the students, Eunice Chew, further explains the motivation of this project: “Current hawkers are aging and no one is taking over, because of stereotyping. We want to change that misconception. We all grow up with it (hawker centers), it will be a pity if one day we wake up and there’s no more hawker centers.”
Street Food As Top Profession

Posted by Makansutra in Makansutra Staff on January 29th, 2013 at 10:01 am

Text by KF Seetoh, file images: Makansutra

Before anyone here goes "wa, who wants to be hawker? Smelly, pai tan (tough work) and badly portrayed in local TV dramas wielding cleaver", let me offer up some hard core facts about successful hawkers. To be one, you just need to use common sense and some brains, which enough of us have. I know of at least one cze cha hawker in town who orders up an average 100 kg of chicken wing middles... each day, for his har cheong kai (fried prawn paste chicken) fans that cannot seem to get enough of. That's about 2-300 portions a night and at $6-10 a pop, you don't need the brains of a primary five kid to tell you that they don't worry much about COE prices. And that's just one item he has on his humble menu. These folks sell instant platters of pleasures, how wrong can that be.

Another, whose fried rice is their signature, scoops up to 50 kilos of rice each day for their customers, and they use top grade Thai grains too. They never worry about making ends meet, just manpower headaches. If the material success isn't your cuppa teh tarik, then drool over their lifestyle - they zip about in their shiny continental jalopy, ensure the bills paid are less than the monies collected, hang out and cook a couple of hours at the stall daily to spur their workers on, then disappear for the day to shop, run family errands and nurse some beers with buddies in the evening. They travel often with their staff and family often for welfare and recreation. Some are like heroes, worshipped by food critics and blogger and regularly featured in TV food shows. Nice... if you get it, and these folks leave a legacy and a mark on our food scene.
Street Food As Top Profession

By KF Seetoh | Makansutra – 24 Jan 2013 6:50 PM SGT

Text by KF Seetoh, files: Images Makansutra

Before anyone here goes “wa, who wants to be hawker? Smelly, pui tan (tough work) and badly portrayed in local TV dramas wedding shows”, let me offer up some hard core facts about successful hawker. To be one, you just need to use common sense and some brains, which enough of us have. I know of at least one one cha hawker in town who orders up an average 100 kg of chicken wing middles... each day, for his three koi fish (fried prawn paste chicken) fans that cannot seem to get enough of. That’s about $300 per ton a night and at $6-10 a pop, you don’t need the brains of a primary five kid to tell you that they don’t worry much about COE prices. And that’s just one item he has on his humble menu. Those fellas sell instant platters of pleasures, how wrong can that be.

Another, whose fried rice is his signature, scoops up to 50 kilos of rice each day for their customers, and use top grade Thai grains too. They never worry about making ends meet, just manpower headaches. If the material success isn’t your cuppa tea tank, then dream over their lifestyle – they zip about in their shiny continental jalopies, ensure the bills paid are less than the monies collected, hang out and work aouple of hours at the stall daily to spur their workers on, then disappear for the day to shop, run family errands and nurse some beers with buddies in the evening. They travel often with their staff and family often for welfare and recreation. Some are like heroes, worshipped by food critics and blogger and regularly featured in TV food shows. Nice... if you get it, and those fellas leave a legacy and a mark on our food scene.
WHAT IT TAKES TO BE A HAWKER

BY GUO WEI | ARTS | 23 JANUARY 2013, WEDNESDAY

When we are getting our quick fixes at our local non-air-conditioned hawker centres, the assumption is that we would look up to see the wrinkled face of the Hokkien Mee uncle, drooping with perspiration, yelling at the queue for orders and special requests, no cookies and the like. What we do not realise is that the youth today are also making some headway in the hawker trade, just consider the number of hidden cafes in our local hawker centres today!

Youth Hawkergrills is a campaign that aims to highlight and educate the public on how hawking is still, and can also, be a viable business opportunity. Renting a coffee shop or food centre for one, is likely to be much lower than a shophouse space in an “angody” area. Giving the public a more holistic perspective of youth hawkers today, they hope to bring the spotlight on success stories — that these hawkers are neither secondary school drop outs, nor are they unsophisticated and unadorned.
[EXPRESSED] WHAT WILL HAPPEN TO OUR HAWKERS?

BY JOEY | FOOD | 22 MARCH 2013, FRIDAY

One of the best parts about the food culture in Singapore is how the most uninviting of locations often house the most revered hawkers. Unmatched in their expertise, and unparalleled in their passion, they start off their days before dawn even breaks, while we’re still cocooned in our blankets, geared towards securing the best ingredients they can get their hands on.

The plumpest of ducks that would render the most seductive duck fat, the heaviest of crabs that would yield a glossy trove of crab roe, and the most vividly green of spring onions to be the crown on their every dish. No matter how honed their skills are, the freshness of produce is still paramount.
Fewer young people these days are willing to join the hawker trade

Date 24 January 2013

Reporter Ariel Lim

938 Live Radio Interview [Extract]

In the meantime we are going to talk about our favourite topic – food! This concerns how fewer young people these days are willing to join the hawker trade in Singapore. Could the hawker trade over bustling crowds braving the heat for their favourite street food, soon become a thing of the past? Ariel Lim finds out more.

Ariel: The clanking of the wok, the sizzling of the pan, the deliciously fragrant fumes, and of course the lines of hungry, loyal customers waiting for their turn to order their favourite dish. For just a couple of dollars, hawker food is a staple in Singapore. But that could be a thing of the past considering that fewer young people are willing to take up the trade.

The thought of the familiar and comforting sights and sounds of hawker centres being lost to future generations sparked the Youth Hawkerprise Campaign. Started by four final year Communications Studies students from Nanyang Technological University, the campaign celebrates our country’s iconic hawker food and culture.

The team launched a photo exhibition that features eight young hawkers dressed up as superheroes to encourage youths to join the trade. 24-year-old Eunice Chew is one of the campaigners. She speaks about the common perceptions Singaporean youths have of the hawker trade.

Eunice: From a survey we conducted and also the interviews we have done with our youth hawkers, the perceptions of local youths about the hawker trade and not wanting to work in hawker centres, is really through a stereotypical image that it is unglamorous, undignified, and that people will look down on me if I work in a hawker centre. But the main thing about this project is that it really portrays what goes beyond these perceptions. It is really the passion to cook and the youths to take up the challenge and be their own bosses.

Ariel: Okie but what about income, would you say an income of a hawker is secure?

Eunice: Ya some of the concerns are also about a steady income, of course the initial stages are not easy. Once the reputation of your good food is up, you can earn a good profit. Like we have brothers Alan and Adrian, they own a bak kut teh stall and the food is so good, they have to expand from a small stall to now it’s one big stall at Joo Chiat Road. And they do well, so it really is a viable option.

Ariel: How many of the eight young hawkers who are put on a platform for this campaign, how many of them started their own business, versus continuing their family business?

Eunice: It’s a bit of half-half. For example, Elizabeth continued her parents’ business, the ramen brothers they are entrepreneurs, they started their own ramen and cookies stall, so about 4 of them, they operated from a family owned stall, and the ramen brothers and a few others also started their own stall.

Ariel: The Youth Hawkerprise Campaign supports the government’s plans to open ten new hawker centres over the next decade. Even Prime Minister Lee Hsien Loong commended the NTU students for their effort in a Facebook post. In it, he stressed the importance of the hawker trade to Singapore’s culture.

[Mr KF Seetoh’s section about street food culture]

Ariel: So let’s hope the Youth Hawkerprise Campaign achieves its goal of inspiring more Singaporean youths to become hawkerpreneurs. Maybe then, our children and grandchildren will know the same joys of char kway teow, hokkien mee and satay; the same hawker delights we enjoy today.
<table>
<thead>
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<th>Channel 5: On the Red Dot TV Programme</th>
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<td>Episode 16: Feed Me</td>
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<td>13 February 2013</td>
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<tr>
<td><strong>Producer</strong></td>
<td>Nurhayatie Wahab</td>
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<td>Publication 40</td>
<td>Channel News Asia: On the Red Dot TV Programme</td>
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<tr>
<td>Date</td>
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<td>Nurhayatie Wahab</td>
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Publication 41
Channel News Asia Online: On the Red Dot TV Programme

Headline
Episode 16: Feed Me

Date
13 February 2013

URL
http://www.channelnewsasia.com/tvshows/index.php#top

Producer
Nurhayatie Wahab
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Appendix X: Thumbnails of YouTube videos

Total views: 1,803
Appendix Y: Social Media Coverage

Y.1 Facebook Mentions

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<th>Prime Minister Lee Hsien Loong</th>
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</table>

Hawker centres form an important part of our social landscape, and are pleasant communal spaces where families and friends come together to enjoy cheap and tasty meals.

The Government will build 10 new hawker centres over the next few years. This will create more opportunities for young people with an interest in cooking to become "hawker-preneurs". A group of four Nanyang Technological University students recently launched a photo exhibition to encourage young people to do this. It features eight talented youths (seven of whom are in the photo) who have found joy and success by this route. May they inspire more to start their own hawker stalls, and develop even more delicious and iconic Singaporean hawker fare! – LHL
Selection of comments from PM Lee’s Facebook Post

Cyril Ng Congratulations to these "hawker-preneurs" and to the 4 NTU students for featuring them.
22 January at 09:07 · Like

MuladiBetlin Halim It is not easy to get this kind of young people that would like to venture to be a hawker. I'm sure their success story would inspire more young Singaporean to venture to this business. All the best guys.... Working in F & B industry might be tough, but this industry is proven to be 'crisis shock proof' as long as you have passion doing it and do it the right way.
22 January at 09:20 · Like · 3

Vicknesh Victor King Hi PM Sir. I think this is a fantastic move in the right direction. Encouraging youths with a passion for cooking to start up their own hawker stalls is a wise decision that will help them be settled in their lives as well as keep our economy ticking.

However, as already mentioned in the thread. I think the governing body of the hawker centres should not be a private entity. If that were to be the case, then we will see the scenarios which has happened with Koufu and Kopitiam, where there are exhorbitant rent prices, that have to be transferred to the customers. And people who lease the stall space have to rely on hiring cheaper foreign cooks to cut their costs, regardless of their service quality, all of which end up in shortchanging the customer and our economy, whilst boosting the coffers of the companies like Koufu and Kopitiam.

Hence it would be better if these budding hawker-preneurs are able to lease directly from a government body or a stat board that will help maintain the stall prices at affordable market rates and help spur the idea of culinary enterprise.

Thanks,
Vicknesh
22 January at 09:28 · Like · 8
Selection of comments from PM Lee’s Facebook Post (cont’d)

Tee Tony dear PM, i had been running my hawker stall @Old Airport Hawker Center for the last 5 years...

i wish to highlight that the sub-rental of hawker stall are just too high. these people or agents rent from NEA at between $500 to $2000, but they now sub-rent out to as high as $3500 to $4000 and its tax free.

NEA had announced that by next year, it will no longer be allowed to sub-let, so now these licence holder make us all register as stall assistant, so that they can get around the law and continue to earn from sub-letting the stall.

this is so unfair to customers, cos we have to pass the additional costs to the customers. i had refused to play their game, as such, i had to move my stall twice in 5 years in order to maintain my food price cos the licence holder will sign yearly contract with us and hold us hostage to increase the rent annually.

there are even property agents, using proxy to tender for stalls and sub-letting them.

i hope your Honourable PM will look into this matter. as HDB rental flats cannot be sublet, NEA hawker stalls shouldn’t be allowed too. the policy must change. NEA could be directed to covertly investigated and those licence holders should be terminated and the stall leased to those people like me who are registered as stall assistant, cos we sincerely wants to be a hawker. thank you PM and i look forward to your swift actions.

22 January at 09:39 · Like · 47

HerMan GonMez Hawker centre is why im am bless to be a singaporean.. i can find food 24hrs and empowering citizens to start their own business..

22 January at 10:07 via mobile · Like · 1

Chua Kong Chieu Yes, sir. You are going the right direction to maintain the community spirits. Hawker centres is unique to Singapore and linked people together when we chat, regardless where you are.

22 January at 11:01 · Like · 2

Michelle Lim Bravo!! Hopefully we have the authentic Singapore signature food surfacing simultaneously 😊

30 January at 21:20 · Like
This team of NTU students did a very interesting project to profile youth hawkers in a different light. Check out the photo exhibition at Tiong Bahru Market which runs till 7 Feb.

Behind the glamour shots, we have to recognise that to be a successful hawker, there needs to be passion and the willingness in put in the long hours and hard work. Hawker centres and hawker food is such a big part of the Singapore culture and way of life that hopefully there will be new blood to keep the heritage going.

http://youthhawkerprise.com/
**Facebook Mention 3**

Miss Elim Chew, Chairman of the Public Consultation Panel on Hawker Centres, and Founder of 77th Street

<table>
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<th>1,798</th>
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Youths to create New Hawker Centers for Future Hawkerprise Event NTUC Centre, 1 Marina Boulevard, Training Room 701 10.30am to 3pm

Legacy of hawker food to come #hawker

Hawkerprise event 10.30am to 3pm Join us NTUC Centre, 1 Marina Boulevard, Training Room 701 Will be sharing at 2pm
Facebook Mention

Dr Leslie Tay, popular food blogger of ieatishootipost

Subscribers

29,162
This is a video about a young hawker. It was put together by the NTU students behind the Youth Hawkerprise. Being a hawker is hard work, but it certainly seems to pay off for guys like Adrian!

Take a look into what a day in the life one of Singapore's thousands of hawkers is like; meet Adrian Neo. He is a husband, a father, a son, a...

**Facebook Mention 5**

**Ministry of Environment & Water Resources**

**Subscribers**

1,229

Ever wanted to start up your own food joint and serve up your own sumptuous creations? Hear from entrepreneurs and industry experts like K F Seetoh, CEO of Makansutra, at a free workshop organised by the Youth Hawkerprise (26 Jan) on what it takes to run a successful food business. Find out more and sign up through this link: [http://youthhawkerprise.com/category/events/](http://youthhawkerprise.com/category/events/)
(・∀・)° WEEKEND PICKS (・∀・)°

Celebrate a new generation of young hawkers, or "hawkerpreneurs", at the launch of the Youth Hawkerprise photo exhibition tomorrow (19 Jan) at 11.30am in Tiong Bahru Market!

Set up by a group of NTU undergraduates, Youth Hawkerprise aims to empower budding young hawkers and showcase the efforts of pioneering youth in the hawker trade. Visit them at the launch tomorrow to mingle with youth hawkers and enjoy some local delights at the hawker centre too!

RSVP and invite your friends to the event on Facebook: https://www.facebook.com/events/154227378058071/
Ministry of the Environment and Water Resources (MEWR)

1,128 like this.
Yesterday at 12:29

Celebrate a new breed of young "hawker-preneurs" who went down the road less travelled by setting up and running their own hawker stalls! Read what Prime Minister Lee Hsien Loong has to say, and find out more about the Youth Hawkerprise via this link: http://youthhawkerprise.com/

Hawker centres form an important part of our social landscape, and are pleasant communal spaces where families and friends come together to enjoy cheap and tasty...

See more

Unlike · Comment · Share

You, Mark Cheng and Victor Lim like this.

Ministry of the Environment and Water Resources (MEWR) shared a link

2 minutes ago

Watch this video to find out what a day in the life of a hawker is like! http://www.youtube.com/watch?v=FdBXS0QPac

Sin Heng Bak Koot Teh - Meet Adrian Neo

Take a look into what a day in the life of one of Singapore's thousands of hawkers is like; meet Adrian Neo. He is a husband, a father, a son, a cousin.
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Nanyang Technological University
22 January

Traits of an incredible hawker listed by four NTU communication undergrads in their campaign to keep the hawker tradition alive among the young. http://ow.ly/h0DKh

![Traits of an incredible hawker](image)

Business & money savvy  
Dreams big  
Aesthetic eye for design  
Proficient in many languages & dialects  
Dexterous with digital devices  
Creative mind packed with recipes  
Acute sense of taste  
Strong culinary passion  
Adept with a variety of kitchen tools  
Able to stand for hours on end

You, Eunice Chew and 64 others like this.

Nanyang Technological University Read the Prime Minister’s Facebook post on the four NTU students here: http://ow.ly/h0GU7
22 January at 09:56 • Like
Congratulations to our school’s Youth Hawkerprise Campaign FYP team, who has made news recently for their exhibition. Titled the Youth Hawkerprise Photo Exhibition, it comprises of 2 photo series:

1) Dare Devil, featuring the Super youth hawker heroes in Singapore, saving the hawker trade and heritage;
2) Day Break, featuring a slice of life in a day of a youth hawker and what it means to them to be a youth hawker.

The exhibition will be held from 19th January to 7th February, at Tiong Bahru Market (Level 2), 30 Seng Poh Road.

AND if you want to find out more about becoming your own F&B boss, check out the Youth Hawkerprise Workshop on 26th January at NTUC Centre, 1 Marina Boulevard, Training Room 701. Come hear from entrepreneurial and industry experts, where youth hawkers will be present to share their success stories of managing their own businesses.

Here’s the link for more details on the photo exhibition and the workshop: www.youthhawkerprise.com

More news have been generated by the Youth Hawkerprise Campaign!
Yesterday, they were featured on Channel 5’s "On The Dot".
Congratulations to the team!
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</table>

Age is definitely not one of the requirements to being a hawker as Youth Hawkerprise shows. Check out the exhibition featuring eight young hawkers making their mark in the local hawker centres and kopitiams.

What will happen to our hawker culture when this generation of dedicated hawkers retire? Youth Hawkerprise, a student-led initiative, aims to bring awareness to this issue and keep the local street food culture strong for generations to come.
Facebook Mention 10

Makansutra

Subscribers 2,887

Anyone of you were at the Youth Hawkerprise workshop today at NTUC Center?

Our very own Mr KF Seetoh was there giving motivational speech to encourage young people to be street professionals, street warriors.

The event is organised by a group of undergraduates from NTU. Shout out to Eunice, Hazel, Mark and Wendy! Good job!

The Youth Hawkerprise has created a video featuring youth hawker, Adrian Neo, to encourage more youths to join the hawker trade. Take a look into a day in life of Adrian Neo, a young hawker, father, dreamer and achiever...

Here’s the link: http://www.youtube.com/watch?v=FdEYOS6QFec

Sin Heng Bak Koot Teh - Meet Adrian Neo

Take a look into what a day in the life one of Singapore’s thousands of hawker is like; meet Adrian Neo. He is a husband, a father, an son, a provider and a hawker.

Unlike · Comment · Share

(You and 2 others like this.)
City Gas supports Youth Hawkerprise!

An initiative by a group of four Nanyang Technological University students, the campaign seeks to encourage youths with an interest in cooking to start up their own businesses in the hawker trade. Find out more on their website www.youthhawkerprise.com.

Hawker centres form an important part of our social landscape, and are pleasant communal spaces where families and friends come together to enjoy cheap and tasty meals.

The Government will build 10 new hawker centres over the next few years... See more.
Gladys Ng Photography

Am so happy to be part of this wonderful project: Youth Hawkerprise supporting the hawker trade, by the talented NTU students!

Our photo series, Daredevils and Daybreak by me and Lenne are up for exhibition at the Tiong Bahru Market and also in featured in the Straits Times on 19/1/2013 — with Wendy Aw, Caleb Lim Dao Han, Gladys Ng, Hazel Esther Tan and Mark Cheng.

Like · Comment · Share

Dilera Wong, Wendy Aw, Mich MakeOver and 8 others like this.

Hazel Esther Tan Thanks for being our amazingly talented photographer!

Yesterday at 1:17 pm · Like · 1 Reply

Write a comment...
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Youth Hawkerprise seeks to ignite the entrepreneurial spirit in youths passionate about being hawkerpreneurs. http://j.mp/VQNIqV

Like | Comment | Share

Nicholas Teo and 4 others like this.

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Youth Hawkerprise, an initiative by four students from NTU’s Wee Kim Wee School of Communication and Information, hopes to serve as a one-stop resource to encourage and support a new generation of Singaporeans who wish to enter the hawker business. To whet your appetite further, we recommend checking out our graphic novel "Ten Sticks and One Rice", and Dr Leslie Tay's guides to Singapore hawker food!

Like | Comment | Share

3 people like this.
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<tr>
<td><strong>Subscribers</strong></td>
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</tbody>
</table>

Nice got featured on the bosses Facebook. Thanks for the support and opportunity for hawker-prize.

Like · Comment · Share

3 people like this.

---

This is it

Like · Comment · Share

6 people like this.

- 12 January at 22:28 via mobile · Like
- 13 January at 07:13 via mobile · Like
- 14 January at 09:18 · Like
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What does it take to be your own F&B boss? How can YOU propel our local culinary culture? Find out more here.

Youth Hawkerprise Workshop Registration
Please fill in your particulars below if you wish to participate in our workshop. Thank you...See More

![Events Archives – Youth Hawkerprise](https://example.com/events.png)

For the aspiring youth hawkers out there!

Free One-Day Workshop – Youth Hawkerprise
youthhawkerprise.com

Free One-Day Workshop What does it take to be your own F&B boss? How can YOU propel our local culinary culture? Specially crafted for young, talented business and culinary minds, such as yourself, Youth Hawkerprise offers a free workshop which will
<table>
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**Facebook Mention 18**

Singapore Civil Society Noticeboard shared a link via Ministry of the Environment and Water Resources (MEWR).

21 January

Ever wanted to start up your own food joint and serve up your own sumptuous creations? Hear from entrepreneurs and industry experts like K F Seetoh, CEO of Makansutra, at a free workshop organised by the Youth Hawkerprise (26 Jan) on what it takes to run a successful food business. Find out more and sign up through this link: [http://youthhawkerprise.com/category/events/](http://youthhawkerprise.com/category/events/)

**Facebook Mention 19**

KitchenKultur shared a link.

**January 17**

What does it take to be your own F&B boss? How can YOU propel our local culinary culture? Find out more here.

**Youth Hawkerprise Workshop Registration**

Please fill in your particulars below if you wish to participate in our workshop. Thank you.

**Date:** 26 Jan 2013, Saturday

**Venue:** Training room 701, NTUC Centre, 1 Marina Boulevard

**Time:** 10.30am – 3pm

(please come 20 min earlier for registration)

Limited to 150 places only.
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What does it take to be your own F&B boss? How can YOU propel our local culinary culture? Find out more here.

Youth Hawkerprise Workshop Registration
Please fill in your particulars below if you wish to participate in our workshop. Thank you...See More

![Events Archives – Youth Hawkerprise](link)
youthhawkerprise.com

Photography Exhibition
REGISTER Let’s celebrate a new generation of hawkers who have triumphed over various challenges and uncertainties, in hopes of achieving their...

<table>
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Come check out the Youth Hawkerprise...Support the new breed of young hawkers.

![Home - Youth Hawkerprise](link)
youthhawkerprise.com

You are a powerful blend of passion and skill; you are the perfect marriage of creativity and business-mindedness in the world of food.

---

You and The Feast Worldwide Singapore like this.

Hazel Esther Tan: Thank you so much for the support! We have also created a short video to celebrate our youth hawkers, do check it out here and share if you like it, thank you! 😊

http://www.youtube.com/watch?v=FDLxOS0Q?ac

Sin Heng Bak Koot Teh - Meet Adrian Neo
Take a look into what a day in the life of Singapore’s thousands of hawkers... See more

A few seconds ago · Like · Remove Preview

| Page 188 |
Facebook Mention 22  The Hawker Sessions
Subscribers 84

Check out Youth Hawkerprise - initiated by four talented students unified in their passion for hawker fare and preserving Singapore's unique feasting tradition.

Help support their campaign and a new breed of young hawkers. Until 7 Feb, visit the Youth Hawkerprise Photo Exhibition at Tiong Bahru Hawker Centre, showcasing 8 outstanding young hawker heroes and their inspiring stories. End your visit perfectly by tucking into some of Tiong Bahru's local hawker delights!

You are a powerful blend of passion and skill; you are the perfect marriage of creativity and business-mindedness in the world of food.

Facebook Mention 23  The Real Singapore
Subscribers 34,105

"Slowly but surely though, the "oldies hawkers" are moving on; their kids trading in spatulas for briefcases, keen on the lavish lifestyles usually associated with entrepreneurs. But thankfully — and I cannot stress how thankful this foodie really is — the new generation brings about a possible new hybrid."

In 50 years time, who will cook the local dishes that you eat in hawker centres? Prices? Phoye? What do you think?

WHAT WILL HAPPEN TO OUR HAWKERS?
www.therealSingapore.com | An online community that provides media coverage without censorship.
## Y.2 Twitter Mentions

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**Miss Elim Chew** @elimchew

ieatishootipost Glad to support a group of NTU students who have set up an exhibition promoting Hawkerpreneurship...

*fb.me/1YSzz2TDu*

11:30 PM - 15 Jan 13 - Embed this Tweet

Viet Anh Vu @vietanhv

@elimchew tell us more.

Elim Chew @elimchew

@vietanhv We are encouraging our young to start up their Food and Beverage Businesses in Hawker Centers.

Viet Anh Vu @vietanhv

@elimchew WOW. do you have any press coming out for this?

Elim Chew @g_elimchew

@vietanhv the press have been covering HawkerCentres every week now. Will hope they will cover Hawkerprise soon.

<table>
<thead>
<tr>
<th>Twitter Mention 2</th>
<th>Dr Leslie Tay (Popular food blogger &amp; author at ieatishootipost)</th>
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**Leslie Tay** @ieatishootipost

Glad to support a group of NTU students who have set up an exhibition promoting Hawkerpreneurship to a new...

*fb.me/UsX462Y*

15 Jan

**Leslie Tay** @ieatishootipost

Youth Hawkerprise: The face of our next generation of Hawkerpreneurs! The Next Gen Hawkerpreneur! I am ver...

*bit.ly/UyKOcq*

17 Jan

**Leslie Tay** @ieatishootipost

This is a video about a young hawker. It was put together by the NTU students behind the Youth Hawkerprise...

*fb.me/VdAjRSWG*

30 Jan

Followed by Muttons On the Move

*View media*
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<th>Mr Rick Todd (Comic book creator from Atlanta, USA)</th>
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<tr>
<th>Twitter Mention 7</th>
<th>Mr Dave Chua (Singaporean writer and editor)</th>
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PinoySG @PinoySG  
[ST] Superhero Hawkers Encourage Youth To Join The Trade: January 18, 2013 2:33 PMA photo exhibition opening tom...  
bit.ly/XgBiWR  
Expand

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<tr>
<th>Twitter Mention 9</th>
<th>Mr Kamal Fondueman (Trainer at Eduquest International Institute)</th>
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<tr>
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</table>

Kamal Fondueman @kamalfondueman  
My topic for the day—At Least the Service will be Better—Managing Expectations. Register now to avoid disappointment. youthhawkerprise.com/category/event...  
Expand

Kamal Fondueman @kamalfondueman  
Free One Day Seminar, register now at youthhawkerprise.com Instagr.am/p/UsRM5bJSk9/  
Expand

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<tr>
<td>Followers</td>
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</table>

TODAY @TODAYonline  
A hawker at 22. Meet Elizabeth Huang, one of eight young hawkers featured in Youth Hawkerprise tdy.sg/YhFUD4  
Collapse  ↵ Reply  ✋ Retweet  ★ Favorite  *** More

<table>
<thead>
<tr>
<th>Twitter Mention 11</th>
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<tr>
<td>Followers</td>
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</table>

SIF @siforg  
Youth Hawkerprise seeks to ignite the entrepreneurial spirit in youths passionate abt being hawkerpreneurs j.mp/VQN1Qv #Youths4Good  
Expand  ↵ Reply  ✋ Retweet  ★ Favorite  *** More
<table>
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<tr>
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<tr>
<td>Followers</td>
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Poached Mag @PoachedMag

Youth hawkers aren’t as rare as you might think; food for thought whilst in the queue for your local hawker fare! bit.ly/Wiuu8

Poached Mag @PoachedMag

The hawker centre isn’t just for the wok-wielding uncles or soup-stirring aunties. Check out today’s youth hawkers bit.ly/Wiuu8

Poached Mag @PoachedMag

We love our hawker food but what happens when this generation of hawkers retires? bit.ly/WY9VYA

Poached Mag @PoachedMag

It takes more than just awareness to salvage the local hawker culture after this generation of hawkers retires. bit.ly/WY9VYA

<table>
<thead>
<tr>
<th>Twitter Mention 13</th>
<th>Mr Dave Cook (Food blogger based in New York)</th>
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<tbody>
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Dave Cook @EIT

Singapore helps groom young food hawkers to preserve an integral part of national identity bit.ly/Vryl2J

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Epigram Books @epigrambooks

Youth Harkerprise, an initiative by four students from NTU’s Wee Kim Wee School of Communication and Information... fb.me/251tjpy9gy Followed by Kinmun Lee

Expand Reply Retweet Favorite More
<table>
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<tr>
<th>Twitter Mention 15</th>
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<tbody>
<tr>
<td>Followers</td>
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TwitterMentionTouristPads
The Youthhawkerprise Launch! bit.ly/11lyE5W Let's continue Singapore legacy of serving great hawker food!

<table>
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<th>The Real Singapore</th>
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<td>Followers</td>
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TwitterMentionTheRealSingapore
WHAT WILL HAPPEN TO OUR HAWKERS? theralsingapore.com/content/what-w... via @www.twitter.com/realsingapore

Expand
Y.3 Blogs

<table>
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<tr>
<th>Blog 1</th>
<th>ieatishootipost</th>
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<tbody>
<tr>
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I am very excited about this group of NTU students who have set up a website to promote Hawkerpreneurs to a new generation of aspiring Hawker professionals.

Slowly but surely, a new generation of Singaporeans are realizing that our old generation of hawkers are retiring and there is no one to take their place! Yet there is still a huge demand for Hawker food that is made with passion and commitment and this surely represents a very big opportunity for those with a spirit of enterprise.

Understandably, the Hawker trade is not glamorous. It is a lot of hard work and long hours. But for those who succeed in making a name for themselves, the results can be rewarding. By showcasing a new generation of hawkers who “have made it”, we can hopefully change the general perception of the Hawker profession and make it another viable option for young Singaporeans searching for their life’s work.
Understandably, the hawker trade is not glamorous. It is a lot of hard work and long hours. But for those who succeed in making a name for themselves, the results can be rewarding. By showcasing a new generation of hawker who “have made it”, we can hopefully change the general perception of the hawker profession and make it an other viable option for young Singaporeans searching for their life’s work.

If there is one thing that unifies all Singaporeans, it is our beloved hawker fare. To many of us, having a hearty yet affordable meal with our family and friends in our favourite hawker centre is one of the joys of living in Singapore. With the government building 16 new hawker centres within the next 5 years to meet the needs of residents in growing estates such as Tampines, Seletarang and Jurong West, there will soon be more affordable food options available. It is estimated that 400 to 600 hawkers will be needed to fill up these new hawker centres.

The Youth Hawkerprise campaign started by 4 graduating NTU students, then seeks to ignite the entrepreneurial spirit in youths who are passionate about the culinary arts, and aims to inspire them to start their own businesses as young hawkers-fires.

The campaign will feature two key events - a photo exhibition held in Tong Bahru Market from 19 Jan to 7 Feb featuring promising youth hawkers, and a workshop for aspiring hawkerpreneurs on 26 Jan where speakers like Ellen Chew and KP Sitiwill be sharing their thoughts on the hawker business.

If you feel passionate about preserving our hawker culture, you can get involved! To get more information about the campaign and find out how you can participate or support our young hawkers, visit www.youthhawkprise.com.

You might also like:

Terry Ong - Chinese Moss Park (Tanjong Pagar)
Young Hawker
Song Poh Kiat: Tim Huat Chuan (Telok Blangah St. 31)
The Future of Hua Poh
Oye Juice: Hidden Gem: Hong Kong's Best Restaurant

~ Lisa Wilke

POSTED BY EAT AT TUESDAY, JANUARY 15, 2013 | 
Young want a taste of being own boss at hawker stalls

Pack up and go, a customer advised two young men, one month into their running of a ramen stall at a Tanjong Pagar coffee shop.

"She said she could guarantee that he would not succeed," said Mr Cai Weiyang, 25, who runs the stall with his 28-year-old brother Weihua. "I felt quite angry because there was nothing I could do, but it's something that pushed us forward," he added.

While the profession, known for its long hours, hot working environment and demanding customers, is reviled to draw younger city folk, they are still a minority.

However, with the Government's plan to open 10 hawker centres, observers say there are opportunities for more people, including the young, to be their own bosses.

Two groups have also been appointed by the Singapore Workforce Development Agency to train more than 2,000 people to work in hawker centres, food courts and other food shops.

A recent Youth Hawkers' Drive campaign by four Nanyang Technological University students also featured the prospects with the Cai brothers among eight young hawkers featured in a photo exhibition.

Four of the eight hawkers also shared their experiences in a one-day workshop attended by industry experts and aspiring "hawker-preneurs" - a combination of the words "hawker" and "entrepreneur". The campaign was mentioned in Prime Minister Lee Hsien Loong's Facebook page on Jan 22.

While there are stories of hawker's who make it big, young people who intend to enter the trade need to be realistic, said Ms Nur Huda Jothi, who is also featured in the campaign.

"It's not that easy to work in a hawker centre. You need to serve customers and work in a place without air-conditioning," said the 28-year-old, who runs a Malay food stall with her mother at the Ayer Rajah Food Centre.

They may also have to deal with difficult customers. Said Mr Abdul Azeez Salams, 27, who runs an Indian stall at the Ayer Rajah Food Centre with his father, "After hearing the food, some customers will ask you for the breakdown. Some will understand, but some will compare it to the things they buy from the market."

Mr Salams did not want to see his father's sweat and hard work go to waste and plans to take over the business once his father retires. -- PHOTO: JASON QUAH FOR THE STRAITS TIMES

But there is satisfaction when customers praise the quality of the food or say they have come because of recommendations from others, he added.

Mr Izzat bin Tan, who was among the more than 100 people at the workshop on Jan 25, wants to set up a hawker stall selling his own version of local coffee.
The Youthhawkerprise Launch!

TouristPads was called into action on a Saturday afternoon to help support an interesting event. Four students from the Wee Kim Wee School of Communication and Information at Nanyang Technological University held an exhibition at Tiong Bahru Market as part of their final-year project. The purpose of the exhibition was to showcase eight outstanding young hawker heroes from diverse backgrounds and to create some publicity for an upcoming workshop in a week’s time.

A short background of these students as stated on their website:
“We are united in our passion for hawker fare and ultimately want to preserve the unique experience of eating at hawker centres for generations of Singaporeans to come. Through Youth Hawkerprise, we aim to empower budding talents from Singapore’s leading culinary institutes, inspire them with success stories from their peers, and also educate them with practical insights about how hawking can be a viable business opportunity.”

Here are some photos taken at the event with our iPad kiosks in action right in front of the stage. They also managed to invite Mr Boey Yam Keng, MP of Tampines GRC to be the guest of honour.

The event went really well and TouristPads is proud to be part of it!

Good job students! May you get an A+ for your FYP! You fully deserve it!

For more information, click [here](#).
WHAT WILL HAPPEN TO OUR HAWKERS?

One of the best parts about the food culture in Singapore is how the most inviting of locations often house the most beloved hawkers. Unmatched in their expertise, and unparalleled in their passion, they start off their days before dawn, even breaks, while we’re still cocooned in our blankets, geared towards sourcing the best ingredients they can get their hands on. The plumpest of ducks that would render the most succulent duck fat, the heaviest of eggs that would yield a gloriously thick omelette, and the most vividly green of spring onions to be the foundation of any dish. No matter honed their skill set, or the freshness of produce is still paramount.

So they leave their homes, dressed accessibly in a plate shirt and shorts, making their way to their favourite markets to cull out the best there is to offer that day. The hawker stands patiently welcome them like old friends, setting aside the exceptional catches for the seasoned veterans to make the most of.

Almost sage-like ines practicing their craft, they charge a minimal fee compared to the plush eateries that speckle our island, and...
Appendix Z: Other Exposures

Figures Z.1 Presentation at CS8400 – Public Relations in Hollywood Movies Class

Figure Z.2 Presentation at Victoria Junior College

Figure Z.3 FYP Showcase Poster
Appendix AA: Appraisals from the Public

AA.1 Email Appraisals

Email Appraisals (1 of 8)

Fabian Chiow <fabian.chiow@msn.com>  
To: contact@youthhawkerprise.com  

Wed, Jan 23, 2013 at 3:31 PM

Hi!

I read about you guys and I am thrilled by your initiatives. Being in a hawker’s family, I totally support the platform the campaign is going. A self introduction of myself- I was a hawker for 5 years before closing the business and enrolled myself into the Culinary Institute of America (CIA, Singapore) which I will be graduating at the end of this month. Currently working as a cook in American Club. To bring my hawker dream to further step in future, how can I be involve with you guys?

Thanks

Fabian Chiow

Mazey Tan <mazeytan@hotmail.com>  
To: *contact@youthhawkerprise.com* <contact@youthhawkerprise.com>  

Thu, Jan 24, 2013 at 8:54 PM

Hi there!

First of all, I would like to thank you for setting up this movement and congratulate you for the success! I’ve been thinking of setting up a hawker stall to cater to the younger generation (us), with better quality and healthier food choices at affordable prices that are accessible right in our neighbourhoods. Been doing some research recently but have not found I domain comprehensive enough. Thank you all for this excellent platform!

Secondly, I have signed up for the one day workshop and got ‘Your response has been recorded’. Could you kindly advise if that means I can attend the workshop or not please?

Sorry, I am typical Singaporean- kiasu and kiasi. So I would like to know what that means. In addition, is hard to contain my excitement when I found you guys! Well done!

Regards,

Mazey

Sent from my iPhone

Work <lawiejeculinary@gmail.com>  
To: Wendy Aw <wendy.yhawkerprise@gmail.com>  

Fri, Jan 25, 2013 at 1:53 PM

Dear Wendy,

Hi I'm Wei Jie from The Culinary Institute of America, and I'll be attending the workshop in a semi-official capacity. As well as satisfying my own queries on the local hawkerprise scene, I'm representing the CIA in trying to reach out to Hawkerprise in order to find out if there is any way in which the CIA can assist your organization in your venture.

If its possible, I would like to have the opportunity to have a sit-down session with the Hawkerprise organization to discuss more about our opportunities of that is possible tomorrow.

I look forward to tomorrows proceedings and our future collaboration.

Yours sincerely,

Lai Wei Jie

The Culinary Institute of America-Singapore

[Quoted text hidden]
Email Appraisals (2 of 8)

Joel Sng <joel@lifeopp.com>  
To: contact@youthhawkerprise.com  

Mon, Jan 28, 2013 at 1:51 AM

Hi Guys,

Would love to meet up with you to find out more about your initiative. Would you be free to meet up this week?

Regards,
Joel

Joel Sng <joel@lifeopp.com>  
To: Wendy Aw <wendy.yhawkerprise@gmail.com>  

Tue, Jan 29, 2013 at 10:20 AM

I will be representing my investment fund. Are you all currently NTU students?

We are in the process of evaluating how I can either create or invest in a business with the aim to benefit the hawker population. That is the reason that I am reaching out to your team.

as the team seems to have a pretty decent head around marketing and advertising. I wanted to meet up to see what the ambitions of this enterprise is and if right, to work together with you guys.

Regards,
Joel
[Quoted text hidden]

--

Regards,
Joel Sng

+65 8522 1323

http://www.lifeopp.com

Caleb Yap <calebyap@yahoo.com.sg>  
Reply-To: Caleb Yap <calebyap@yahoo.com.sg>  
To: Wendy Aw <wendy.yhawkerprise@gmail.com>  

Mon, Jan 28, 2013 at 9:33 PM

Dear Wendy,

Thanks for the workshop.

How can we participate in your hawkerprise?

Plse advice.

Thanks.

Caleb Yap <calebyap@yahoo.com.sg>  
Reply-To: Caleb Yap <calebyap@yahoo.com.sg>  
To: Wendy Aw <wendy.yhawkerprise@gmail.com>  

Thu, Feb 14, 2013 at 12:41 PM

Dear Wendy,

1. My brother-in-law, 秋花 (Chew Hwa), she is a very good cook in all the chinese dishes and likes cooking very much. She has been working as a hawker for 12 years selling Econ Bee Hoon and everyday there is long queue at her stall.

2. She would like to contribute her very special 7 desserts in the hawkerprise. Her special desserts have been interviewed by news reporter recently.

3. 秋花 would like to talk to you and see how she can co-operate with hawkerprise.

4. Please call her 97274734 and speak to her in Mandarin.

5. Thanks & Happy New Years.

Caleb Yap
Shermaine Wong <wongshermaine@gmail.com>  Sun, Feb 3, 2013 at 1:10 PM

Hey guys,

First off, it’s Shermaine here, your senior who graduated from WKWSCI from the class of 2008. I stumbled on your FYP project webpage and have also seen snippets in the news about it. Would like to commend you four for an FYP that really resonates with Singaporeans on a topic we can’t get enough - food, or more specifically, hawker food.

I’m certainly a big foodie myself- such a big foodie that I decided to write about food for a living, and very luckily for me, I did get the chance to do so for one of our local papers after I graduated. It was the best and most rewarding job I worked in, though I’ve since moved on. The number of Singaporeans I met in my time writing about food is mind-blowing. I’m convinced there exists no Singaporean who doesn’t have a strong opinion and deep-set love for food, and hey, if you think about it, those are the ingredients that help keep things spicy for us anyway right?

I’d just like to say it’s a great initiative and idea for an FYP that you guys thought of, and if you don’t already know this (though I’m sure you do), the range of emotions you’ll experience through your project can really swing like a wild pendulum. From someone who’s been through it before and emerged (stronger and more mature) from it, all I can say is keep the faith in your work, and believe, but more importantly, have fun. You might not have the chance to work on something like that when you start work after graduation.

Anyway, I just wanted to send some words of encouragement across as you move into the final phases of wrapping up the FYP. All the best for your FYP proposal and grades/ work aside, this experience is probably something you will take with you for the rest of your communications career (if you do pursue it). Congrats again and best wishes to all of you post graduation.

Regards,
Shermaine

Sent from my iPad

Laisha Chi <Laisha.Chi@bbc.co.uk>  Mon, Feb 4, 2013 at 2:33 PM

Hi there,

I hope this note finds you well.

I’m looking to feature one of the young hawkers for a series on entrepreneurship I’m overseeing.

Please let me know if we can set up an interview and film session this Wednesday or Thursday.

Best Regards,

Laisha

Office: +65 6295 7690
Twitter: @lchi

Producer/Reporter
Newsday & Asia Business Report
BBC World News
#12-11 Shaw Towers
100 Beach Rd, Singapore, 189702

www.bbc.com/asiabusiness

BBC World News is the BBC’s commercially funded, international 24-hour news and information channel, broadcast in English in more than 200 countries and territories across the globe. Its estimated weekly audience reach of 76 million makes it the BBC’s biggest television service.
Hi Youth Hawkerprise

I came ot know about this movement a bit too late and I’ve missed out all the actions and workshops.

Nonetheless, I am just as passionate about preserving the legacy and heritage of Singapore food especially with the new generation.

For this reason, I thought I could register myself as part of the mailing list, so should you have any future events or workshops, please keep me posted.

regards
Linda

Susiwati Ta <tasusiwati@gmail.com>
To: contact@youthhawkerprise.com

Sun, Feb 10, 2013 at 5:44 PM

Hello youthhawkerprise!

I came across your site and was quite impressed by what you are doing.
I have done some research and realized hawker space rental is $5800 per month in anulu neighbourhood like Tampines, with the 2 month deposit, I would need at least $11600 plus $5800 before I even start. $17400 is a bit out of my capacities, especially when I have no experience. And I’ll have to sell a lot of bowls to get $5800 to pay rent.<

So, I was thinking of going to cheaper counties to try first! Then I can come back to Singapore after I get some experience.

A similar stall in Medan, Indonesia would only cost about $1000 rental per month. I’m thinking that it would be quite a good place cause the selling price is around the same, but the material cost is lower.

Can you help? I need to find other people willing to go to Indonesia with me. I can email them so it is less work for you.

I look forward to your reply!

Warm regards,
Ta Susiwati
tasusiwati@gmail.com
8186 6488

Loo <shirley_loo55@yahoo.com>
To: “contact@youthhawkerprise.com” <contact@youthhawkerprise.com>
Cc: “kaffucoh@gmail.com” <kaffucoh@gmail.com>

Tue, Feb 19, 2013 at 11:19 AM

Hi,
I have keen interest in the group and seeking opportunities at the same time if I can be one of your operators. I have essential skills in coffee making, pastry and bread making, will be able to bring in coffee culture to this domain. It will be great if you can provide me with useful information in this domain.

Thank you, hope to hear from you soon.

Shirley Loo
Sent from my iPhone
Debbie Yong PW <debyong@sph.com.sg>
To: contact@youthhawkprise.com

Hi there,

I'm a journalist from the lifestyle section of the Business Times. I'm working on a feature for this weekend on the evolution of the local hawker - would like to get in touch to get your input on my topic, given your recent experience organising the Youth Hawkprise exhibition and workshop.

Would be great also if you can put in touch with some of the young hawkers you've featured, and also if there have been any other young hawkers emerging since the workshop.

Let me know if you're willing to contribute and I'll send over some interview questions in the next email, or feel free to ring me at 6319 5214 if it's easier to discuss. Thanks!

Best regards,
Debbie Yong

---

Yap Chee Hwee <allanyaph@yahoo.com>
To: Wendy YHhawkprise <wendy.yhawkprise@gmail.com>

Hi Wendy,

I am hawker for 12 years, but I am very interested to perform musical instruments in hawker centre. I was performing seven musical instruments at North bridge road food centre on the 23/12/12 of launching of Tray Ratum Initial, and have published in Lianhe Zaobao on 31/12/12. Below is the News paper for your reference. If there is a need in Hawkprise food centre to have a musical instruments formar, I will like to shift my job to play instruments there. My contact is HP98680516.

---

Joleena Seah <joleena.seah@shangri-la.com>
To: contact@youthhawkprise.com
Cc: yeongmin.yap@shangri-la.com

Dear Hazel, Wendy, Eunice and Mark

Greetings from Shangri-La Hotel, Singapore!

I just read this month's issue of Time Out Singapore with great intrigue. Being a graduate of NTU/ Nanyang Business School myself, I find it heartwarming to see how the dreaded FYP has become so relevant yet fun... It used to be the bane of our lives back then. Good job on this fantastic endeavour!

The Line at Shangri-La Hotel, Singapore features 16 theatre kitchens serving international specialities from various countries. However, since it is a "live" kitchen concept, the possibilities are endless. Past promotions include pesto making, Peruvian showcase and even Japanese izakaya.

Looking at the profiles of the Youth Hawkprisees featured on your website, I believe that we can explore ways to collaborate on an event at The Line. Please let me know if you are interested?

Many thanks and congratulations again!
Joleena
Joleena Seah, Director of Communications
Shangri-La Hotel, Singapore, 22 Orange Grove Road 258350, Singapore
(+65 6213 4786) 7 +65 6737 2693, +joleena.seah@shangri-la.com /www.shangri-la.com

Discover what's in our nature at www.shangri-la.com/ournature
Kathleen WONG (NHB) <Kathleen_WONG@nhb.gov.sg>  
To: *contact@youthhawkerprise.com* <contact@youthhawkerprise.com>  

Wed, Feb 27, 2013 at 11:32 AM

Hello!

I'm Kathleen from the Speak Good English Movement.

For this year's campaign, we'll be creating mugs with fun English tips and messages that we would like to distribute to all Singaporeans.

We were wondering if Youth Hawkerprise or any of your hawkers will be interested to have, use and give away these mugs.

The mugs will be ready by end May.

Do let me know if you're interested or have any questions.

J

Thanks!

Best regards,

Kathleen

---

Hainil Sukaim <hainil.sukaim@gmail.com>  
To: Wendy YHawkerprise <wendy.yhawkerprise@gmail.com>  

Thu, Mar 7, 2013 at 9:55 PM

Hi Wendy & Gang!

Just wanted to let you know that I've completed the survey and wish you the very best for your final academic results!

As an aspiring chef (and potential hawkerpreneur), your initiative has - in one way or another - assisted numerous like-minded individuals who wish to venture into the local food scene and business. Also, I sincerely hope that this Youth Hawkerprise initiative will continue from where it is now, and not end up becoming a forgotten school project just for the sake of grades. However, I am quite sure that with the amount of media attention, support and sponsors you've managed to garner, this initiative will be the start of a possible revolution - of sorts - in the local food scene.

I thank you once again, and hope to hear and possibly attend more of such awe-inspiring events by your team.

Sincerely,

Hainil

[Quote text hidden]
Hello Cheung <hello.cheung@bbc.co.uk>
To: "contact@youthhawkprise.com" <contact@youthhawkprise.com>

Hi,

I write for the BBC news website, and have just come across the Youth Hawkprise campaign. Would it be possible to speak to one of you to find out more about the campaign?

Best wishes,

Helier

BBC Asia Online
Tel: +65-6295-7600

100 Beach Road
Shaw Tower #22-09
Singapore 189702

Howie Lim <yeehaol@mediacorp.com.sg> 19 March 2013 08:30
To: "hazel.yhawkprise@gmail.com" <hazel.yhawkprise@gmail.com>

Hi Hazel

Have any of my colleagues approached you for an interview? If not, we'd love a chance to chat with you about youthhawkprise.

The Living Room is a half hour lifestyle interview program that's on live, weekdays from 11-1130.

Here are some dates available:

**01, 08, 09, 10 or 11Apr.**

Do let us know which day you're available. Also, it'd be great if there could be 2 representatives from your organisation as we find that makes for a more well-rounded discussion.

Thanks for you consideration.

Best

~Howie Lim
Senior Producer/Presenter
The Living Room, That's Showbiz, Talking Music
938LIVE, MediaCorp Radio
www.xinmsn.com/938LIVE
www.facebook.com/Official938LIVE
Email Appraisals (8 of 8)

Nadhirah Borhanudin <Nadhirah_Borhanudin@scape.com.sg>  
Fri, Mar 22, 2013 at 11:40 AM

To: "contact@youthhawkerprise.com" <contact@youthhawkerprise.com>

Hello Hazel, Eunice, Mark and Wendy,

Greetings from *SCAPE! Just a short self-introduction, I am Nadhirah and I’m organizing a Community Service Week in *SCAPE on 1 – 7 July. A segment of the event to be held is the ‘Meet the Trailblazers’ segment and Sylvie from NYC has recommended that *SCAPE features the Hawkerprise team. I would agree after a browse on your website. Fascinating!

Beyond that, I was wondering if your team would be keen to work with *SCAPE to hold a Hawker Food Fest during the Comm Service Week. We can turn our outdoor space into a Hawker eatery and feature your young hawkers.

Just a thought. Let me know what you think. If you are keen, I think it would be very exciting to work together to make this happen.

Looking forward to your reply!

Sincerely,

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Submitted through the shout-out form on the Youth Hawkerprise website

From: Loon Wan Swen (Jovena)
Sent: Jan 27, 2013 at 09:54PM

"Hey to your team! This is an extremely great idea and I am fully supportive of it! Really glad to see such inspiring peers like you around, propelling great ideas as such, which protects and promotes our local heritage.

I am like-minded, currently in the works of supporting the cafe culture in Singapore. For me, I am particularly interested in cafes because I really loved the cafe culture I have experienced overseas and Singapore is an extremely suitable place for cafe culture to flourish! Even though cafes aren't "so local!", but i definitely think it's a good addition to the vibrant culture of Singapore!

Also, as I looked at your idea, I thought that hawking could be a very good starting point for cafe-dreamers, because the rent is cheaper and it is where they can test out their food and stuff! Let me know if there is anything I can do to value add to your project!

Otherwise, you could also browse my cafehopping blog leisurely - cafehoppingsg.blogspot.sg Take care, and ALL THE WAY GUYS!"

Hairil Sukaine
A very big thank you to the Youth Hawkerprise team for organising the event. I think most, if not all, of us can say that it was a successful one. It was also very nice to see and hear from fellow like-minded individuals who wish to venture into the local F&B scene. Great food, great speakers and great atmosphere. Hope that this is just the beginning of many more such events/workshops/showcases in future!

Have a great Sunday everyone!
Like · Comment · Follow Post · January 27 at 1:56pm

Kelly Chan
Mark, thks much for e invite & altho I wasn't there, read abt it in e ST. It's such a meaningful project; I see it as raising/preserving e passion & involvment of young, daring generations 😉 c'est la vie!

January 28 at 11:00am via mobile · Like
Timothy Tang A job well done on the event. I know the normal fees for a seminar room like that and at that location would not be cheap if without sponsorship, plus there were lots of free food going around like a food party. I hope I can get to entertain people like that when I soon get a hawker stall within the western part of the island near where I live.

I am 31 and was one of the attendees who have already submitted a bid for this month's NEA hawker stall tender before I attended the event. I don't just seek a food business but rather I see getting a hawker stall more as a mode for me to create an alfresco kind of social food entertainment(similar to Violet Oon) with the deliverance of vegan fusion food flavors and ideas to the public. Outdoor eating is very much a part of social food entertainment that many locals don’t realize well enough, it is very similar to an outdoor BBQ party. People usually perceive a food business mainly as a business or as an investment. If more young and old people in the F&B industry would to focus on the important quality of social food entertainment within their food business, service standards would naturally improve, food would become more adaptable to local taste buds, customers would be happier and the stall holders can surely achieve great popularity and success quickly with their built-up crowd of food party goers. So I encourage the youth to join in the F&B industry not only holding just the mindset of following their passion for cooking or earning a living but mostly with the intention to create the products for social food entertainment. It was already mentioned during the seminar that there were live music being played at a particular hawker centre to entertain customers.

January 27 at 8:06am · Like · 3
Appendix BB: Appraisals from Partners

Mr Baey Yam Keng, Member of Parliament and Chairman of the Government Parliamentary Committee on Culture, Community and Youth

“I think it is really encouraging to see new blood and energy in this old tradition of Singapore and I really applaud this initiative. I wish this photo-exhibition all the very best, and also all the best to the youth hawkers, that hopefully more will join your trade and make Singapore very proud.”

Miss Elim Chew, Chairman of the Public Consultation Panel on Hawker Centres and Founder of 77th Street

“I am so proud of you all and what you and your team are doing. Am inspired by all of you! Stay in touch! Keep going! This will be a big thing ahead! Your clock starts ticking now!”

Workforce Development Agency (WDA)

“Youth Hawkerprise had achieved all 3 committed deliverables with the workshop well received by the participants. This project had garnered positive media coverage to expose our younger generation on the hawker trade. Youth Hawkerprise had exceeded expectations and used creative methods to create awareness in profiling the hawker profession. We hope to see more of such projects in the future that made as great an impact as yours!

Hence moving forward if there are any more initiatives/projects relating to the hawker trade, would appreciate if your Professor or your school could refer them to us. We are keen to explore on how we can support such projects.”

- Miss Xu Yuling, Manager, Workforce Development Agency (Tourism Division)

“The Youth Hawkerprise team did a great job on this project and we appreciate your hard work and effort for pulling it off.”

- Mr Liew Chai Yeow, Senior Manager, Workforce Development Agency (Tourism Division)

City Gas

“The NTU team has been very dedicated in "Youth Hawkerprise" project and doing their bit for the hawker industry. It is very encouraging to see such positive response from the public. The campaign has been successful in generating much hype around the changes in the hawking landscape, which is much needed to boost the image of our hawkers.

We are proud to be a key sponsor of such a meaningful event, and it has been our pleasure to work with the team.”

- Miss Celina Yeo, Senior Marketing Manager, City Gas
**National Environment Agency (NEA)**

“The Youth Hawkerprise Campaign is a very meaningful and inspirational project in portraying the hawkers in a new positive light. I am also truly impressed by the professionalism and ingenuity displayed by the team.”

- Miss Antonia Low, Executive (Quality Service Unit), Hawker Centres Division, National Environment Agency

**Singapore Food & Beverage Alliance (SFBA)**

“I think the Youth Hawkerprise Campaign is a great initiative to connect a new generation of hawkerpreneurs to Singapore’s most iconic trade in the Food & Beverage Industry. The campaign content was well thought of and put together to provide a solid and comprehensive overview of the hawker trade. The interactive style of the campaign provided aspiring hawkerpreneurs with the opportunity to be mentored by seasoned F&B practitioners.

There should be continuity to the campaign to track the progress of the attendees in their dreams of becoming hawkerpreneurs. Lastly, you can consider providing a ‘Starter Kit’ for the attendees which contains all the relevant information needed to become a hawker.”

- Mr Luke Lee, Director of Singapore Food & Beverage Alliance

**ExpressPrint**

“I’m very happy to be involved in this meaningful project, The Youth Hawkerprise. I believe that this project brings a lot of revival into the hawker industry because it is fading away together with the elderly. I believe that more youth hawkers can bring a new form of experience to the future generation. I believe that this is a good initiative that is run by the students from Wee Kim Wee School and I am totally supportive of this project.”

- Mr Welson Ang, Group Executive Officer of ExpressPrint

**National Youth Council, Youth Changemakers**

“The National Youth Council is proud to endorse the Youth Hawkerprise initiative driven by Hazel, Wendy, Eunice and Mark. From our first meeting, we could already see their enthusiasm and passion to preserve the memories of hawker food in Singapore and to empower young people to pursue hawking as a career. This has been a most admirable project that will be remembered forward to come. I’m sure the team is proud of their achievements too! Well done!”

- Jorene Chai, National Youth Council, Youth ChangeMakers
Appendix CC: Appraisals from Youth Hawkers

Cai Weili and Cai Weisheng, Homebaked Dough & Ramen

“We think that the Youth Hawkerprise campaign has helped us out in many ways, especially media exposure! And we made new friends, like you guys, too! It was our pleasure working with you and your team. We are sure that all the advertisements and programs will have a boost in our sales. I believe this campaign was a success. Congratulations to you (hazel), mark, eunice and wendy! Good job, everyone!”

Elizabeth Huang, Wow Wow West

“I enjoyed working with you & your team (Mark, Eunice, Wendy), you guys are an interesting and hardworking lot. The entire project is meaningful and inspiring.

Mark: Full of creativity and zest, a lively and cheerful person to work with. He makes me feel at ease that everything that is handed to him will turn out beautifully.

Hazel: A responsible, polite and initiative person. Takes initiatives to get things done, responsible in carrying duties out to ensure the entire project goes smoothly. Gives me encouragement and is well prepared with her knowledge and background findings.

Eunice: An incredible young lady, full of energy and always a smile to spare, advice and comfort me when I get nervous during the photoshoot, able to clear my doubts/questions whenever I have any.

Wendy: A warm person, level headed with feet firmly planted to the ground while at work, gets work completed with results proven. Has the drive and determination which was required during the entire project.

You guys have made it a lot easier to “educate” the society with your project, the success that comes with it shows how much people can actually learn and be expose to younger generation conquering the "much dreaded" job. From the photo exhibition to the workshop, it was truly amazing how much you guys have achieved through real solid hard work.

During the process, before and after, groundwork wasn’t easy yet you people made it to gain approvals and acknowledgement even from influential people.

Media coverage, exposure, and a brand new light given due to this project to give us – the younger people working in hawker centres, gain us support, popularity, acknowledgement of our hard work, blood and sweat. For now the society knows, what we’re doing isn’t exactly glamorous, but we feel proud of what we’re doing because of people like you!

You guys have given me the new found drive and passion in enjoying what I’m doing under a totally different picture. Thank you. Keep up the good work guys!”
Adrian Neo, Sin Keng Claypot Bak Koot Teh

“Well I have to say that the Youth Hawkerprise campaign do good to my business and myself. I believe after the campaign it created a lot of attention and understanding. There’s actually some customers who saw those articles and some web news portals which they saw the video you all have done for me. It really let people understands the life of a hawker that’s not as easy as what some have think. Thank you Hazel and team that have done such a wonderful project for me and my business.”

Kenneth Lin, La Cuisson

“I think this has been a good project overall in bringing the awareness to the general public. There was a lot of media hype on this. For myself there was various interviews from Straits Times and Lianhe Wanbao. I believe that there is a future for aspiring hawkers.”

Abdhus Salam, Abdhus Salam Rojak

“The campaign was really super awesome, very knowledgeable and it helped me identify myself and my father's hard work. I managed to share my experience and motivate younger generation to kick start their life with a positive note and mindset. It was very well organised and was very helpful for the nation to know people like us and boost young generation's morale. We are also happy to get to know your team and such wonderful people like you all. It was a pleasure to work with your team.”