

P R E P A R I N G F O R

FUTURE

CHALLENGES



Association of Muslim Professionals
Annual Report 2012

VISION

To be a model Muslim community

MISSION

To play a leading and active role in the development and long term transformation of Malay/Muslim Singaporeans into a dynamic community taking its pride of place in the larger Singaporean society

CORE VALUES

CONVICTION

We are committed to serve the community with passion. We take pride in our role in society.

INTEGRITY

We place community interest before self and maintain high moral values and discipline.

PROFESSIONALISM

We aim for excellence in our work and add value to what we do.

CREATIVITY

We champion creativity and dare to explore new ideas to overcome challenges.

TEAM-ORIENTED

We work as a team, believe in shared responsibility and value partnerships with others.



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Azmoon Ahmad

Chairman
AMP Group

CHAIRMAN'S MESSAGE

*“AMP’s focus has always been in its three strategic thrusts, namely as a **Think Tank, Problem Solver and Mobiliser**, which also serve as the principle pillars of AMP. These three thrusts embody AMP and should guide our thinking and actions, as the founders had envisaged AMP to be.”*

“AMP must not be a character-based or personality-based organisation. It should be an independent organisation representing the collective ideas and efforts of many individuals providing independent views for the betterment of the Muslim community and Singapore society at large.”

Following my appointment as Chairman of AMP Group on 3 December 2011, I received much feedback on how AMP can improve itself and the above comment stood out among the rest. I believe it is very much aligned with AMP’s mission as well as my personal expectations of what AMP ought to be.

AMP’s focus has always been in its three strategic thrusts, namely as a **Think Tank, Problem Solver and Mobiliser**, which also serve as the principle pillars of AMP. These three thrusts embody AMP and should guide our thinking and actions, as the founders had envisaged AMP to be. Although 21 years have passed since AMP was formed, I believe they are still valid and relevant today. *Keeping to these three thrusts is paramount as it defines us, justifies our existence and sets us apart from other organisations. This should also serve as our unique value-proposition to the community and the nation.*

Institutionalising our Strategic Thrusts

As one of the first tasks I embarked on as Chairman, I further enhanced the organisation by *institutionalising the three thrusts* into AMP through a well-defined yet simple structure. The goal is to achieve an organisation which will function and be able to carry its mission and deliver its objectives easily within its defined structure and to be less dependent on individuals, while guided by the three strategic thrusts.

A review of the organisation set-up in early 2012 led to the restructuring of AMP Group into four operating units; namely AMP, MERCU, RIMA and Young AMP. They are supported by the centralised corporate services teams such as Human Resource, Finance & Administration, Management Information System and Corporate Communications, all under the purview of the AMP Board of Directors. The aim was to *re-brand AMP as a focused organisation based on a simple structure of operating units.*

The most significant change at the board level was the formation of three teams overseeing activities aimed at strengthening the key strategic thrusts. Each team is represented by members of the board who are tasked with the transformation of the concept of the strategic thrusts into reality through the physical manifestation of these thrusts within the board and at AMP.

Chairman's Message

Advocacy at AMP has been one of our many significant think tank initiatives. We take pride in our independent stand on various matters that is backed by rich research content provided by RIMA. This independence that AMP enjoys is a unique value proposition of AMP. Research is of great value to AMP as it forms the basis of many of our activities. Recognising this, measures were taken to strengthen the role of RIMA in AMP and the community.

Firstly, the Think Tank strategic team at the AMP board level was concurrently assigned to be part of the RIMA Board. Further actions were taken to re-shape RIMA by strengthening its board composition through the appointment of well-regarded academics and professionals as directors and increasing the staff headcount. The aim was to transform RIMA as the engine of advocacy for AMP through its strengthened research activities. With this, **AMP would have institutionalised its advocacy and think tank roles through the formation of the Think Tank strategic team and a strengthened RIMA-AMP link through the representation of AMP directors in the RIMA Board.** This is a major step taken in AMP to play a bigger role as thought leader and in advocacy within the community. Further to this, AMP envisions RIMA to be the preferred research house for Malay and Muslim issues in the region.

Preparing the Community for the Future

More than 350 staff members and volunteers were involved and more than two years of preparatory work, supported by two independent surveys performed by external consultants, was undertaken for the 3rd National Convention of Singapore Muslim Professionals in June 2012. The public event witnessed more than 500 participants who debated the 18 strategies proposed by the six expert panels that were formed to look into issues faced by the community. Our proposed strategy to initiate a Community Forum (ComFor) was regarded as potentially divisive within the community. With the community's interest in mind, ComFor was dropped and we decided to use the existing Community in Review (CIR) forum as our platform to follow up

on the post-Convention work done in the spirit of ComFor. This will be supported by the newly set-up Programme Office (PO) that will track, monitor and report the progress of the remaining 17 strategies at the annual CIR forum. ***Congruent to our aim of being a thought leader, significant contribution has been made by AMP in initiating workable strategies for the community through its Convention.***

All for the Community

Our strength has always been the multitude of talents we have in our organisation. Capitalising on the strength of every individual in AMP and harnessing them for the community's benefit has been our forte thus far. Our willingness to embrace differing views while concurrently exploring the width and depth of every issue is yet another advantage of ours. It is my hope that we continue with this inclusive approach and attract more talented individuals to come forward and contribute to the betterment of our community. We can then take pride in being one of the leading organisations that works with the community and that is chosen by the community to serve the community.

Azmoon Ahmad

Chairman
AMP Group