

# MESSAGE FROM CHAIRMAN



About a year ago, AMP embarked on a six-month long process of gathering data and feedback on AMP and the community, to feed into our strategic plan for the five years to come. Our objective was simple – to find out if AMP and the community are moving in the right direction and if we are prepared for the challenges to come. The strategic planning team – comprising members of the management team as well as junior staff members – met with academics, community leaders, media, and policymakers to find out what the social, political, and economic landscape will be like in the next five years. With the data gathered, a brainstorming session was held to develop AMP's strategic plan for 2017 to 2021. This plan was subsequently shared with other community leaders during a session in May this year.

## **The Community Engagement Unit**

In the plan, one of the key focuses for AMP in the next five years is to mobilise the professionals in our community and promote their national contributions. We hope to do so by rejuvenating the Malay/Muslim professionals' role both in the community and nationally, and enhance our outreach efforts to encourage their contribution and participation at the community and national levels. To achieve this, we set up the Community Engagement (CE) unit in July this year to ramp up our efforts in engaging them.

The CE unit currently acts as a secretariat to several existing networks of professionals in the community, such as the Muslim Healthcare Professionals Association (MHPA),

the Jazari Engineers Network (JEN) and the Network of Community Practitioners (NOCP). Together with these groups, the CE unit reaches out to other similar professionals, including young and emerging ones, to be a part of the AMP Community. The AMP Community is a recent initiative to bring together everyone who wants to or has been involved in AMP in one way or another, such as current and former board members, members, associates, affiliates, volunteers, activists, and former beneficiaries who are in a position to contribute to AMP and the community. Through the AMP Community, we hope to find synergy within and explore ways to tap on the different expertise that exists in order to help the Malay/Muslim community here grow and thrive.

### Extending our Reach

Our primary focus has always been the Malay/Muslim community. It is in our interest to see our community do well and flourish together with other Singaporeans. However, to do so, it is important for us to be involved in the national arena, be it through advocacy on certain issues, involvement in policy making processes, or participation in national events. This helps us better understand how we can work together with the government and other agencies to benefit our community. To that end, we have also initiated several collaborations with national organisations to extend our reach further. We have continued our partnerships with the ministries, national agencies and other organisations to ensure our beneficiaries are able to tap on assistance and other schemes available to all Singaporeans, instead of duplicating these schemes at

the community level. AMP is also committed to promoting national integration, and inter-religious and inter-racial harmony through the events that we have organised under our Comma Convention campaign as well as dialogues and events aimed at fostering better understanding among the different groups and communities in Singapore.

### Strengthening the Organisation

Concurrently, we have also taken steps to strengthen AMP as an organisation. We are in the midst of setting up a Risk Management Framework, which will help us understand and mitigate our risks better to ensure continuity in our programmes and services. We are also augmenting the capabilities of our Board members by investing in their training so that they can better contribute to AMP and the community at large.

At the same time, as a charity with an Institution of Public Character (IPC) status, good governance is critical to our operations and as an assurance to our partners and supporters. We are pleased that our efforts in ensuring good governance have been lauded for the second year by the Charity Council. We are the only Malay/Muslim organisation to receive the Charity Transparency Award for two consecutive years.

### A Resilient and Connected Community

As a whole, our community has made laudable progress through the years. However, setbacks may occur along the way, which test our mettle. These could derail the progress we have

made through the years. However, our community has been known to be resilient in weathering these difficulties and this very resilience that we have as a community will enable us to emerge stronger and tougher as we overcome other challenges that the future may bring us. Our strength as a community is in part due to the strong ties we have developed and built with one another. AMP appreciates the ties we have with other Malay/Muslim organisations and values opportunities where we can work together with these organisations to propel the community to greater heights. Without this partnership and mutual support, it would be near impossible to enjoy the progress that the community has achieved thus far. AMP is also grateful to the support we have received from the public, community organisations, national agencies and corporate bodies in the form of funding, donations and sponsorships.

It is my fervent hope that the relationships we have developed and the support we have received throughout the years will continue and contribute to our effort in helping the community grow and progress in the years to come.

### ABDUL HAMID ABDULLAH

Chairman  
AMP Group