

WELCOME ADDRESS BY DR JOHN KEUNG, CHIEF EXECUTIVE OFFICER OF BUILDING AND CONSTRUCTION AUTHORITY, AT THE OPENING CEREMONY OF THE BCA GALLERY AND PARTNERS APPRECIATION RECEPTION 2017 AT BCA ACADEMY ON 13 APRIL 2017 AT 11.00AM

Mr Lawrence Wong, Minister for National Development and Second Minister for Finance,

Distinguished Guests,

Ladies and Gentlemen,

INTRODUCTION

1. A very warm welcome to all of you for taking time to attend the opening ceremony of our revamped BCA Gallery and our annual Partners Appreciation Reception.

TRANSFORMATION OF THE BE INDUSTRY

2. Our city and built environment have been drastically transformed over the last many decades. This was made possible by our pioneer generation and all of us in the built environment sector. It also reflects our sector's more recent efforts to embrace, among others, green buildings, universal design, advanced construction technology and digital engineering.
3. Indeed, we have seen steady and encouraging progress in construction productivity improvement at a cumulative of about 10% since 2010, with a 2% per annum improvement in the past three years. We have never achieved 2% per year for the last 12 years, ever since we started collecting data on site productivity. So, that is an achievement in our sector. In terms of adoption of digital engineering, more than 80% of the larger consultants and 60% of the larger contractors are using BIM (Building Information Modelling) for their projects with some of them going into the collaborative Virtual Design and Construction (or VDC in short) to break down the traditional silos among the various players in our sector.
4. Of course, we are not there yet. More needs to be done. But, one encouraging development we are going to witness, in the next few years, is a surge in the number of VDC projects across all project types, including almost 80 upcoming public sector projects.
5. At the sustainability front, we have greened, over the last 10 years, one-third of our entire building stock, which translates to about 3,000 building projects, covering close to 90 million square meters of Gross Floor Area (GFA). In addition, we have extended the reach of our Green Mark scheme to 80 cities in 14 countries, totaling 300 overseas projects.

6. But we have to press on, in order to achieve our national goals of attaining a cumulative 20-30% productivity growth by 2020, and greening 80% of our building stock by 2030. Hence, we have to continually find ways to build more efficiently, more sustainably and more inclusively.
7. To do so, we need the right people to build up a strong local core to lead and anchor the built environment sector.

BUILDING SKILLS AND CAPABILITY

8. Based on our Sectorial Manpower Plan for the built environment, we need to train 20,000 green building professionals, 13,000 professionals conversant in BIM and VDC, and 14,000 personnel in the area of DfMA by 2020. To reach these figures, we must continually deepen the skills of our in-service personnel and bring new blood into the industry.
9. For our in-service personnel, BCA and SkillsFuture Singapore (SSG) have rolled out various initiatives that included SkillsFuture Credit and SkillsFuture Study Awards to fund the training of in-service personnel.
10. To get more youngsters into our sector, a tripartite committee made up of BCA/MND, the Construction Industry Joint Committee, and Institutes of Higher Learning, has also developed a five-year built environment (BE) rebranding roadmap to raise awareness of the rewarding careers in this sector.

REBRANDING OUTREACH EFFORTS TO INCREASE AWARENESS AND ATTRACTION OF THE BE INDUSTRY

11. One of the key rebranding and outreach efforts rolled out last year is the **Rebranding Campaign**. This campaign aims to highlight the pivotal role that BE professionals play in nation building as well as the exciting industry transformation that will require future-ready skills and capabilities. This campaign used both online and mainstream media and has successfully achieved more than 3 million views and likes from the target audience.

BCA Gallery – an outreach platform

12. Besides the mass campaign, one key touch point with students and potential entrants to the BE industry is our BCA Gallery. The Gallery which first opened in 2008 has reached out to more than 23,000 visitors and in particular to 13,000 students.
13. Recently, we partnered with our industry stakeholders to revamp the **BCA Gallery and Sensory Garden** to incorporate the latest progress and achievements of the BE industry, and to give visitors a glimpse of the future trends and opportunities that the industry can offer.
14. Before we embarked on the revamp, we conducted focus group discussions with education institutions, as our key target audience are secondary and

tertiary school students. We also visited museums and other galleries to learn how we can better enrich the visitor experience of our Gallery and Garden.

15. We gathered three key takeaways, which are:
 - i. visitors prefer interactive and experiential exhibits;
 - ii. aligning our content with the schools' curriculum will make learning more relevant; and
 - iii. refreshing our exhibits regularly will promote return visits.
16. And you will see some of these changes and new features in the revamped Gallery, such as an interactive game for visitors to be TOP (temporary occupation permit) inspectors; and a personality quiz for students to discover which BE career suits them. The Garden, an extension of the BCA Gallery and a showcase of universal design for an inclusive built environment, was also upgraded with more interactive exhibits to better engage the five senses of visitors in a tactile environment and demonstrate UD features.

PARTNERS APPRECIATION

17. The revamping of the BCA Gallery would not be possible without the involvement of all our partners who worked together with us and provided us with their invaluable insights and suggestions. On behalf of BCA, I would like to acknowledge the contribution of those who supported us when we were working on the revamped BCA Gallery. Minister Lawrence Wong will be presenting these partners with a token of appreciation later on.

CONCLUSION

18. Over the years, the built environment sector and BCA have accomplished many 'FIRSTs'. We made it happen because of the strong partnership we built up with our stakeholders in the private, public and people sector over the year, just like what we have done in revamping the BCA Gallery and the Sensory Garden.
19. I look forward to your continual support. I believe that together, we can make our built environment truly ready for the future. I would therefore like to say a BIG Thank You to all of you in advance. Last but not the least, I would also like to thank our Minister, Minister Lawrence Wong, for gracing the Opening of the Gallery. I hope everyone will have an enjoyable reception and a wonderful experience in our revamped BCA Gallery and Sensory Garden.
Thank you.