



RICHARD KOK TONG TAN: A BRIEF PROFILE

Not looking for a retirement job. But if you have something that you think Richard can add some value, contact him at ktrichardt@yaho.com. He served more than 40 years in the public, private and people's sectors as a public servant, a corporate executive, an entrepreneur, a teacher and a volunteer. And he is honoured to have represented Singapore in ASEAN, in APEC and at the UN.

MINISTRY OF SOCIAL & FAMILY DEVELOPMENT 2012-2021

As Senior Director (International Relations), Richard was Singapore's Representative on the apex committee of the ASEAN Socio-Cultural Community and on ASEAN Bodies responsible for women and children, rural development, poverty eradication, and social welfare. He chaired or co-chaired several projects, including the development of a Culture of Prevention in ASEAN and an ASEAN Enabling Masterplan 2025 and helped shaped important outcomes and conclusion of major initiatives.

He spoke and moderated discussions at conferences involving UN Bodies, Europe, Asia Pacific region and ASEAN Dialogue Partners such as Australia, Canada, China, EU, Japan, South Korea UK and US. He has also successfully chaired mediations to resolve issues among ASEAN Bodies and between ASEAN Member States. He was Singapore's Liaison Officer for engagement with China on Social Governance.

On home ground, he managed the SG50 Partnership Committee, comprising representatives from 32 industry associations to foster greater involvement of the People, Public and Private Sectors in the nation's celebration of its 50 years of independence. He has been involved in National Day Celebrations since 1984.

As Senior Director (Customer Relations), he initiated the digitisation of customer service and conducted a WISE campaign to inspire staff to Write in Simple English, to Speak WISEly and to simplify forms for the public to better understand policies and procedures and have easier access to govt schemes and services.

As Senior Director (Women's Development), he represented Singapore on the APEC Policy Partnership on Women and the Economy Working Group to develop the La Serena's Roadmap for Women and Inclusive Growth 2030. He spearheaded the National Conversation on Women's Development with over 160 conversations involving more than 5,000 participants to gather ideas and feedback on govt policies and he trained social sector professionals in the art of winning hearts and minds.

MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH & SPORTS 2007-2012

As Director (Communications and International Relations), he was part of the team that won the bid for Singapore to host the world's first Youth Olympics Games and presented Singapore's first National Report for the Convention on the Elimination of Discriminations Against Women at the UN.

He spearheaded the organisation of the APEC Women Leaders' Network Conference involving 4000 participants and mounted several global-award winning campaigns to promote "Family". For his achievements, Richard was named Advertising Professional of the Year by the Institute of Advertising in 2009.

PRIVATE SECTOR 1989-2007

Richard was Group Director with Hill & Knowlton and Executive Director of two other PR consultancies where he served as consultant to several govt ministries, MNCs and local corporations. He was consultant to the 25th Anniversary of Singapore's Independence Celebrations and the Ministry of Home Affairs' Conversion of the National Identity Cards.

He was in sales and marketing at SPH and MediaCorp and headed the Premiere 12 TV channel. He was Director Communications at Singapore Polytechnic and Lecturer at the Singapore Institute of Management prior to his return to the civil service.

MINISTRY OF COMMUNICATIONS & INFORMATION 1986-1989

As Head of Psychological Defence Division, he led a delegation to study the National Emergency Planning systems in Sweden, Germany and NATO. In the same capacity, he managed govt public relations for transport integration and spearheaded several nation building programmes such as the National Day Celebrations, National Courtesy Campaign, National Lion Symbol, National Anthem, National Songs, Sing Singapore, Swing Singapore and the flying of the State Flag.

He was involved in the revamp of the National Day Parade in 1986 where he introduced corporate involvement, audience participation, community singing and recitation of the Pledge for the first time. He worked with the Curriculum Development Institute of Singapore to develop the Social Studies programme for schools and helped set up the Social Defence Division at the Ministry of Community Development.

He was a member of the National Productivity Board's Marketing Committee and he advised the CPF Board and HDB on their public relations and MOE and MOH on their

recruitment campaigns. For his achievements in public campaigns, Richard was named Young Advertising Executive of the Year by the advertising industry in 1988.

MINISTRY OF DEFENCE 1981-1986

Richard started his public sector career as a Military Security Research Officer and went on to head planning and research at the National Education Planning Office where he promoted a PRIDE campaign (Productivity and Innovation in Daily Effort) in the Singapore Armed Forces and a nationwide campaign on Total Defence. He was involved in the setting up of the Advisory Council on Community Relations in Defence, in Singapore's 25 Years of Self-Govt Celebrations and in the Army, Navy and Airforce campaigns to build public confidence in the defensibility of the country.

PEOPLE SECTOR

Richard was a volunteer in the Singapore Scouts Council, the Boys Brigade, Residents Committee, Community Centre Management Committee, Citizens Consultative Committees and in several committees of the National Council of Social Services. He raised funds for the Community Chest of Singapore and for Singapore Indian Development Association.

He was member of the team that conceived the Community Chest Share Programme and the annual Share-a-Gift Box organised by the Boys Brigade. He was Chairman of the Singapore Tourism Board's Orchard Road Lightup and member of the Ministry of Community Development's Museums Development Committee. For his voluntary work, he was conferred The Outstanding Volunteer Award by the President of Singapore in 1990.

EDUCATION & FAMILY

Richard is married with three adult daughters and has a BA (Hons) Degree in Sociology and Legal Studies from Humberside University and an MSc in Computing Science from Imperial College, London. Beyond the many corporate leadership and management training he attended, he participated in the Harvard University Workshop and the Oxford University Programme on Negotiation.