



Playeum's Track Record

Playeum is a registered charity with an Institution of a Public Character (IPC) status in Singapore that focuses on amplifying the voices and abilities of all children, especially children from disadvantaged backgrounds and those with special needs. Through play and the arts, we create a safe space and equal opportunities for children to develop life skills and the foundations they need to thrive – confidence, resilience and creativity to lead their lives and make meaningful contributions. Playeum is a registered member of the National Council of Social Services (NCSS) and is supported by the National Arts Council (NAC) Cultural Matching Fund.

Over the last 16 years, Playeum has co-developed programmes reaching more than 150,000 children and families through over 300 creative partnerships with social service agencies, schools, cultural institutions and communities. Playeum is humbled to have received nine international awards for innovative cultural work, and successfully travelled its leading work “Transforming Passages” to Artplay, Melbourne through a successful collaboration with the National Museum of Singapore in 2011.

Having gained experience in running the successful Children’s Centre for Creativity at Gillman Barracks for five years, Playeum now reaches out to various communities across Singapore with regular, sustainable programmes. In 2017, Playeum’s ‘Learning Through Play’ teacher training course was endorsed by the Early Childhood Development Agency (ECDA) and is ongoing. Currently, teacher training is also conducted within primary schools for PAL and SEL.

Overview of the Charity:

Playeum Ltd was set up on 17 December 2013 as a public company limited by guarantee. It was registered as a charity under the Charities Act 1994 on 11 August 2014. Playeum Ltd has been accorded IPC (Institution of a Public Character) status since 19 August 2014. Its current IPC term is from 1 January 2023 to 31 December 2025. Playeum has a code of governance as its governing instrument.

Unique Registration Number (UEN):

201333807K

Registered Address:

Common Ground Civic Centre
21 Bedok North Street 1

#01-01 Singapore 469659

Related Entities:

The charity has no related entities.

Auditor: Fiducia LLP

Bankers: DBS Bank Ltd



IPC Status Approval by MCCY:

Period	IPC Approval	DD/MM/YEAR
2017	7 months	1/5/2017 to 30/11/2017
2017-2018	1 year	1/12/2017 to 30/11/2018
2018	1 year	1/12/2018 to 30/11/2019
2019-2020	1 year	1/12/2019 to 30/11/2020
2020-2021	1 year	1/12/2020 to 31/12/2021
2021-2023	2 year	1/1/2021 to 31/12/2023
2023-2025	2 year	1/1/2023 to 31/12/2025

CMF Special Audit in 2020

We have achieved "No Auditing findings" during the random audits performed by CMF in 2020. Presentation slides can be found [here](#).

Awards Attained:

Year	Awards
2019, 2021	ECDA Start Small, Dream Big
2015	Winner of the British Council Elevate Startwell Challenge
2014	Pacesetter in Re-Imagine Learning Challenge by Lego Foundation
	Finalist & Fan Choice Award winner in Ben & Jerry's "Join Our Core"
	Honourable Mention in UNICEF's Inclusive Play Space Design Ideas Competition
2010/12/14	Trailblazer Award from Campaign for Drawing in the UK
2009	Drawing Inspiration Award from Campaign for Drawing in the UK

Playeum's Hands-on Exhibitions at the Children's Centre for Creativity:

Between 2015 and 2020, Playeum housed itself at the Children's Centre for Creativity in Gillman Barracks. With theme-based and interactive exhibitions, it welcomed more than 100,000 children.

Year	Hands-on Exhibition
2019/20	I-Opener: Play with the Senses
2018/19	Going Play-ces



2017/18	Making It Home
2016/17	A World Full of Stories
2016	Hideaways: Creating With Nature
2015	The Art of Speed

Installations /Programmes /Space Design Developed by Playeum for Cultural Institution /Events:

Year	Installation/Programme
2023	Singapore Repertory Theatre for Permission to Play Conference 2023
	National Museum of Singapore Children's Season inclusive storytelling and craft workshops - My Favourite Meal, for children with and without special needs, and caregivers
	Exploratory playspace at MINDS @ Fernvale Gardens
	SAM Touch Collection workshops for children with special needs and caregivers
2022	101 Ways to Make Music for Singapore Art Week 2022 at Singapore Art Museum
2021	Positive Space at Common Ground Civic Centre
2020	I-Opener, Shape of You and Touch of Serenity for Singapore Art Week 2020
2019	Goldilocks & the Three Bears Storytelling & Puppetry with Lagom Kids
	Marymount Convent Primary School – Tinkering Space
	Camera Obscura for Singapore Art Week 2019
2018	Apple Inc Space Design Consultation
	Décor-art Your Home for Singapore Art Week 2018
2017	'Tinkering Courtyard' Space Design for Raffles Girls Primary School
	'Sensory Room' Space Design for Thye Hwa Kwan Moral Welfare Home
	'Spices and Treasures' Children's Installation with Malay Heritage Centre as part of 'Sirre na Pesse' Exhibition



2016	'Stories and Art of the Deep Blue Sea' with Singapore Maritime Gallery as part of Children's Season
	Art of Speed for Singapore Art Week
2012	'Sweet Tales for Candy Unwrapped' at Science Centre Singapore from 2012 – 2013 (Visual Arts with Picture Book stories for inspiration)
2011	'Flights Away' with Philatelic Museum of Singapore as part of Children's Season
	'Playdome with Playeum' with National Museum of Singapore (Artist Collaboration with Chih Wen, Teo Hui Ling, Tay Bee Aye, Isabelle Desjeux, Anita Nevens) as part of Children's Season
2010	'Me and My World' with National Archives as part of International Museum Day (Visual Arts)

Community Programmes Developed by Playeum:

Year	Installation/Programme
2023	Creating Narratives for Change Festival with Common Ground Civic Centre
	Play 4 Change! at i12 Katong
2022	Maker's Experience: Habitat Edition at Enabling Village
2021	Big Feelings in collaboration with Hopscotch Student Care
	Words Without Walls: a digital theatrical production; in partnership with Tatler Asia (Singapore), New Life Stories & artists
2020	Project Earth: Turtle & the Tree Martian; digital puppetry production, co-produced with Lagom Kids & hosted by Our Tampines Hub
	Snack Pack for my Soul with Hopscotch Student Care
2019	Wisma Geylang Serai – Ramadan Pop-up
2018	Casa Raudha Outreach Programme
2017	'Cahaya Mendaki Tech Festival' with Yayasan Mendaki
	'PA ArtsC' with People's Association
2016	Rainbows Across Borders at the Children's Centre for Creativity



2014	'Yayasan Mendaki Learning Festival' with Yayasan Mendaki (Visual Arts and Education)
	'Yayasan Mendaki Cahaya M in the Heartlands' with Yayasan Mendaki (Language & Literacy, Arts & Craft and Mathematics inspired activities to inspire academic, social & emotional confidence)
2013	'Yayasan Mendaki P1 School Readiness Programme 2013 – 2014' with Yayasan Mendaki (Community and Learning through Arts)
	'The Big Draw 2013' with South West CDC (Artist collaboration for Pop Up & Main Event)
2012	'Ministry of Education K2-One Bridging Programme 2012' (Community & Learning through Arts)
	'The Big Draw 2012' with South West CDC, Lee Foundation and ExxonMobil (Artist Collaboration)
	'Yayasan Mendaki Learning Festival' with Yayasan Mendaki (Curated Creature Comforts – Visual arts inspired by habitats)
2011	'Fun Bliss 2011' - Nature Play at Jurong Central Park (Artist Collaboration) with South West CDC
	'Ministry of Education K2-One Bridging Programme 2011' (Community & Learning through Arts)
	'The Big Draw 2011' with South West CDC, Penguin Books, Lee Foundation, Lyra Asia Pte Ltd, Nparks, Reflections at Bukit Chandu, Singapore Zoo and ExxonMobil (Artist Collaboration with Tay Bee Aye, Rachel Jordan and others)
2010	'Bright and Shiny' a dedicated sensorial experiences for children aged 7 and under – with South West CDC and Lyra Asia (Artist Collaboration)
	'The Big Draw 2010' with South West CDC, ExxonMobil, Lee Foundation, and Lyra Asia Pte Ltd (Artist Collaboration)
2009	'The Big Draw 2009' with South West CDC, Lyra Asia Pte Ltd and ExxonMobil (Artist Collaboration)

Digital Programmes:

Year	Programme
2022	Apple Volunteering Event: Box Girl



	Playeum at Home: Inventions and Machines
2021	Playeum at Home: Into a New World In collaboration with School Holiday Series of People's Association
	Press & Pull a Cloud Digital Prog. with St. James' Church Kindergarten (Harding Campus)
	June and September Holiday Digital Prog. with ComLink Kembangan-Chai Chee
	Start Small Dream Big: Stay Connected, Make a Difference Workshop
	Design Thinking Digital Prog. with Ai Tong School Innovations Club
	Engaging Children through Play and the Arts Digital Prog. with National Youth Corps
	Sustainability Digital Prog with Gongshang Primary School
	Discover Your Creative Power Adult Workshop with National Environmental Agency (NEA)
2020	Playeum at Home: In Collaboration with Artists (funded by NAC) Artists Involved: Dr. Isabelle Desjeux & Ranae Lee-Nasir
	Playeum at Home: In Collaboration with Singapore Repertory Theatre (TLC Festival 2020)
	Playeum at Home: In Collaboration with Sage Foundation
	Playeum at Home: Live Series for Children on Instagram/Facebook
	Kampung Konversations x Cisco Systems Staff: Talk on Building Resilient Children
	Kampung Konversations: Sharing Sessions for Parents <ul style="list-style-type: none"> - Help! I'm an HBL Parent and it's the June Holidays? - Mummy & Daddy, I have something to tell you - Positive Building Blocks with Positive Psychology Expert Sha-En Yeo (in partnership with People's Association) - Bringing Bedtime Stories to Life & Building Creativity with Voice Coach & Storyteller Petrina Kow (in partnership with Little Day Out)
	Makan Time Workshop for Yayasan Mendaki



Social Impact/ Outreach Programmes that Playeum has participated in:

Year	Event
2024	Connect and Create for Bedok Community
	PCF Family Day 2024
	High Touch Programme: Artful Play for SHINE Children and Youth Services @ Bukit Merah
	Ministry of Social and Family Development (MSF) Holiday Programme
	Jurong Primary School - Play For Change
	Singapore Chinese Orchestra - 101 ways to make music
	CDAC Gems at Primary School
	High Touch Programme with the Chinese Development Assistance Council @ Redhill and Bukit Panjang
	Lianhua Primary School Innovation Week 2024
	High Touch Programme with CHIJ (Toa Payoh) Primary School
2023	Ministry of Social and Family Development (MSF) Holiday Programme
	High Touch Programme with the Chinese Development Assistance Council @ Sengkang
	High Touch Programme with CHIJ (Toa Payoh) Primary School
	Jurong Primary School Maker Experience
	High Touch Programme with the Chinese Development Assistance Council @ Redhill
	High Touch Programme with SHINE Children and Youth Services @ Bukit Merah
2022	High Touch Programme with Clementi Primary School
	High Touch Programme with CHIJ (Toa Payoh) Primary School
	Our Makers' Cart @ Our Tampines Hub
2021	Bedok Community Engagement Holiday Programme with Playeum and Artably



	Jurong West Primary School Maker Experience
	High Touch Programme with Clementi Primary School
	Our Makers' Cart @ Our Tampines Hub
2020	High Touch Programme with Clementi Primary School
	SG Strong Project with Clementi Primary School
	Our Makers' Cart @ Our Tampines Hub
2019	Mendaki Playfest @ Our Tampines Hub
	NCSS X PA Inclusive Play
	Learning Fest with National Youth Council
	P.L.A.Y. @ South West - Nurturing Happy & Creative Children
	Singapore International Foundation 'Bazaar for Good'
	Safra Earth day Outreach @Safra Toa Payoh
	Our Makers' Cart @ Our Tampines Hub
2018	Maker Faire
	Istana Art Day Out
	Habitat for Humanity Outreach
	Singapore Chinese Orchestra Outreach
	TOTE Board 30th Anniversary Carnival 'A Good Day Out'
2017	Maker Faire
	Affordable Art Fair
	Roald Dahl's Propsposterous Playtime @ United Square Mall
	Green Is The New Black Festival
	Hack for Good Festival
2016	CANA Fringe Festival



	Heart @ Fei Yue 'Protect A Child Today' Festival
	Maker Faire
	The Raffles Marina Outreach Programme
	Roald Dahl's Propsposterous Playtime with Penguin Books Singapore
2015	Octoburst at Esplanade
	Affordable Art Fair
2012	South East District Family Festival - 'My Cave, My Story' at Nex Shopping Mall and Stop Mo Anime at Bedok Library
2011	South East District Arts Festival – 'We Built This City' at Nex Shopping Mall
2010	South East District Arts Festival – 'Me and My World' at Parkway Parade Istana Art Event

Corporate Sponsorship and Partnerships with Playeum:

Year	Programme
2024	Crocodile Foundation: Connect and Create Pilot Programme
2023	Singapore Pools: Football With A Heart 2023
2021	Sage Foundation's Enterprise Fund: Girls Gone Tech at Campus Impact
2020	Oscar Fund: The Art of Speed on The Road at Sunbeam Place, Children's Society
	South Central Family Service Centre December Holiday Programme
	Yayasan Mendaki Play the Total Learning Concept Training for Employees
2019	National Council of Social Service Charity (NCSS) Support Grant: Treasure Your Trash
	Sage Foundation's Enterprise Fund: Girls Gone Tech at the Children's Centre for Creativity
	Quantedge Foundation High Touch STEAM Programme with Clementi Primary School (selected Children on FAS)



2018	BASF Kids' Lab 2018 with BASF at Jurong Regional Library
	ExxonMobil: Fizz Fizz Zoom! at the Children's Centre for Creativity
	Sage Foundation's Enterprise Fund: Girls Gone Tech at the Children's Centre for Creativity
	National Council of Social Service Charity (NCSS) Support Grant: Treasure Your Trash
	ExxonMobil: Art of Speed On The Road 2018 at the Children's Centre for Creativity
2017	Salesforce with Multiple FSCs: <i>Tinker Out of the Box: Getting Creative with STEM and Computational Thinking to Solve Real World Challenges</i> (South Central Community, The Haven Home, Singapore Children's Society, Student Care Services, Feiyue Family Service Centre, Mendaki)
	Google Singapore Corporate Social Responsibility Programme at the Children's Centre for Creativity
	Inland Revenue Authority of Singapore (IRAS) Corporate Social Responsibility Programme at the Children's Centre for Creativity
	JLL Property Corporate Social Responsibility Programme at the Children's Centre for Creativity
	Embassy of the United Arab Emirates Singapore Corporate Social Responsibility Programme at the Children's Centre for Creativity
2016	Salesforce with Fei Yue Family Service Centre: <i>Tinker Out of the Box: Getting Creative with STEM and Computational Thinking to Solve Real World Challenges</i>
	Capital Group with Thye Hua Kwan Family Service Centre: <i>What a Wonderful World (12-week Programme)</i>
	Chanel Corporate Social Responsibility at Children's Centre for Creativity
	Glaxo Smith Klen (GSK) Corporate Social Responsibility at Children's Centre for Creativity
	HSBC Corporate Social Responsibility at the Children's Centre for Creativity
	ExxonMobil: Art of Speed On The Road 2016 at selected regional libraries



	BASF Kids' Lab 2016 with BASF at selected regional libraries
	Google Staff Family Day 2016
2015	China Aviation Oil Corporate Social Responsibility Programme at the Children's Centre for Creativity
	BASF Kids' Lab 2015 with BASF at selected regional libraries
	ExxonMobil: The Art of Speed On The Road 2015 at selected regional libraries
2014	BASF Kids' Lab 2014 with BASF at PUB World Water Day and Jurong Regional Library
2013	BASF Kids' Lab 2013 with BASF at Jurong Regional Library

Professional Development for Adults:

Year	Programme
2024	Play Workshop for educators White Sands Primary Schools
	WeCare RC Design Thinking Workshop for Grassroot Leaders
	KidStart Volunteer Training
	Play Workshop for CHIJ Educators 2024
	Jurong Primary School Retreat
	ECDA-Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
2023	Yang Zheng Primary School Retreat
	Learning Through Play Course for EIPIIC and SPED Educators and Professionals
	Creative Classrooms workshops in partnership with Partners for Youth Empowerment for MOE teachers (Lianhua Primary School and Jurong Primary School)
	ECDA-Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
	Professional Development workshop for educators at MOE Preschool @



	Navalbase
2022	Lianhua Primary School Retreat
	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
	Professional development for Children's Museum Singapore team and National Heritage Board (NHB) Education & Outreach (ECO) team.
	Professional Development for Sports Lab Coaches
	Ednovation Capability Development: Understanding Children and Facilitating Play with Playeum
	Professional Development for Educators at E-Bridge (443 Bukit Batok West)
2021	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
	Shaping the Narrative of Education Through PLAY for Ministry Of Education by Playeum in creative collaboration with Partners for Youth Empowerment (PYE)
	Professional Development for Educators at E-Bridge (Sumang Lane)
	Professional Development for Educators at Anderson Primary School
	Building Language and Literacy Through Play and the Arts with AECES ProFLAIR Learning Circle
	Time to Play with Playeum with Singapore Social Institute (SSI)
2020	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
2019	West View Primary School Staff Retreat
	Educator training for STAR research programme (Academy of Teachers)
	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
2018	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
	Clementi Primary School Staff Retreat



	Evergreen Primary School Staff Retreat
	Teck Whye Primary School Staff Retreat
2017	ECDA Endorsed Training Learning Through Play: Building Skills and Competency for Early Childhood Educators Facilitating Play
	PAL (Programme for Active Learning) in Action Training for North View Primary School
	Princess Elizabeth Primary School Staff Retreat

Research Projects and Programmes:

Year	Programme
2024	Open Minds, Open Doors with SG Enable, Enabling Village, and b_together
	“Are We Brave Enough to Let Our Children Play? Raising Singaporean Kids for a Better Tomorrow.”: A white paper Playeum co-authored with the Singapore University of Social Sciences and AskTeacherSam
2022	Open Minds, Open Doors with SG Enable and Enabling Village
2021	1000 voices - Understanding child agency in school and play in Singapore (Pilot) with the Singapore University of Social Sciences
	Giving Tuesdays with Metta Preschool
2019	Giving Tuesdays: Open Minds, Open Doors with the National Council of Social Service

Professional Conferences (Presented and Hosted):

Year	Conference
2024	Good Start SG Early Childhood Education Conference
	PCF Parenting Conference 2024
2023	SUSS Early Childhood Education Conference co-organised with the Singapore University of Social Sciences
	PCF Sparkletots Nanyang Cluster



	PCF Parenting Conference 2023
2021	Early Years Online Conference 2021
2019	International Association for the Scientific Study of Intellectual and Developmental Disabilities (IASSIDD) World Conference in Glasgow on Play Exhibition and Giving Tuesdays research programme – Abstract submitted and accepted
	Presenter at Singapore Repertory Theatre's launch of Wolf Trap "Permission to Play" Symposium
	ECDA Early Childhood Conference
2018	Playful Conference by Playeum
	Apple Early Childhood Symposium
	Speaker at Maker Faire
	ECDA Early Childhood Conference
2017	Next Generation Learning Spaces Asia
	Part of Panel for Hack for Good Festival
	ECDA Early Childhood Conference
2016	National Institute of Education International Conference of the Learning Sciences: 'Nurturing Positive Learning Outcomes: The Role of the Interlocutor' (Best Paper Award)
	LASALLE College of the Arts Careers Week
	ECDA Early Childhood Conference
2015	LASALLE College of the Arts Careers Week
	School of the Arts (SOTA): Gotong Royong Event
	ECDA Early Childhood Conference
	Asian Festival of Children's Content
	The Third Leadership Forum
2013	ECDA Early Childhood Conference



	Eton House Reggio Conference
2012	EtonHouse Master Classes in Aesthetic Education
2011	Playeum's Professional Development Series with keynote Speaker Simon Spain and Prof Susan Wright for museum professionals, educators and artists
2010	Ngee Ann Polytechnic and AECES Early Childhood Educator Conference

Advocacy/ Fundraising Events /Festivals:

Year	Programme
2024	Children's Circle for Creating Narratives for Change Festival with Common Ground Civic Centre
	Playeum Community PLAYDate (May and September 2024)
	NIEC Learning Journey
	Raffles Institution Learning Journey
	Playeum x Filos Community of Practice
2023	Fundraising musical pantomime with Wild Rice
	Everyday Play, Everyday Creativity Festival co-organised by Playeum and the Singapore University of Social Sciences at One Punggol
	Playeum Community PLAYDate (July)
	Play workshop for children in partnership with the LEGO Group as part of the International Day of Play (IDOP) campaign
	Playeum @ SPCA Pawty Carnival
2022	Everyday Creativity Festival by Playeum supported by The LEGO Group, Goldman Sachs, and Common Ground Civic Centre
	Playeum x Artably Pledge-A-Badge Fundraising Campaign
	The Wanderer: Detour Fundraiser Event
2021	Everyday Creativity Digital Fundraising Festival
2020	Words without Walls Fundraiser Event



	Push up Parade Digital Fundraiser Event
	Cook for Fund
2019	Make Your Mark
	Kidsconnect

Grants Attained:

Year	Grant / Fund
2023	President's Challenge 2023
	National Council of Social Service Charity (NCSS) Support Grant: High Touch Programme at SHINE Children and Youth Services @ Bukit Merah
2022	National Council of Social Service Charity (NCSS) Support Grant: Operation Children Takeover at Campus Impact
2021	President's Challenge 2021
	Octava Foundation
2020	Digital Presentation Grant by National Arts Council (NAC)
	SG Strong Fund by Majority Trust
2019	Arts Fund by National Arts Council (NAC)
	Quantedge Foundation Enterprise Fund
	Singapore Press Holdings Limited (SPH) Arts Fund
	National Council of Social Service (NCSS) VCF Research Grant
2018	Sage Enterprise Fund
	National Council of Social Service (NCSS) Charity Support Grant
2016	Event Seed Fund by National Arts Council (NAC)
	Tech Grant By FIL Foundation
	Technology Enabler Grant by National Council of Social Services (NCSS)



2015	Care & Share Grant by National Council of Social Services (NCSS)
	ACE Programme Fund by National Youth Council (NYC)
2014	Event Seed Fund by National Arts Council (NAC)
2015/ 16/17/19	Cultural Matching Fund by National Arts Council (NAC)
2014 /15/16/17 /18/19	Presentation & Participation Grant by National Arts Council (NAC)