



**ITE PROVIDES CUSTOMISED VOLUNTEER TRAINING  
FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES AND  
1<sup>ST</sup> ASIAN YOUTH GAMES SINGAPORE 2009**

**18 March 2009 (Singapore)** – Today, the Institute of Technical Education has been announced as the training partner for the 1<sup>st</sup> Asian Youth Games (AYG) Singapore 2009 and the Singapore 2010 Youth Olympic Games. Volunteers for the AYG and Singapore 2010 would be attending two customised volunteer training modules at the ITE to prepare themselves for their Games-time roles.

“ITE is extremely proud to be part of the inaugural Asian Youth Games in 2009 and Singapore 2010 Youth Olympic Games. Our unique and holistic pedagogic approach to the training and preparation of 20,000 volunteers for service excellence, through the use of *iDe'Lite*, ITE's very own innovative portal, will ensure the most delightful and warmest hospitality for these world-class sporting events,” said Mr Bruce Poh Geok Huat, Director and Chief Executive Officer of ITE.

The first module focuses on Cultural Diversity and Service Excellence, and comprises both classroom training and e-learning. At the end of the session, volunteers will better appreciate and provide service excellence to their customers. The second module, Tourism Ambassadors, will equip volunteers with basic knowledge of Singapore's history, places of interest, as well as directions to competition venues, hotels, and activities that are being held in conjunction with the Games. Both modules are part of the core training programme, which is compulsory for all AYG and YOG volunteers.

“The development of capable volunteers is a key component of the SSC's work in growing sports culture in Singapore. Volunteers are often the first point of contact for officials, athletes as well as spectators at multi-sports event such as AYG and Singapore 2010. They would need to have in-depth knowledge of the Games and Singapore and have the necessary skill sets to carry out their volunteer roles,” said Mr Oon Jin Teik, Co-Chair of SAYGOC and Chief Executive Officer of Singapore Sports Council (SSC).

## **FOR IMMEDIATE RELEASE**

Celebrating the partnership today at ITE College West (Clementi), Mr Goh Kee Nguan, Chief Executive Officer of SYOGOC said: "We are happy that ITE, which is known for its Hands-on, Minds-on and Hearts-on education model, is on board to design the training modules that would enhance volunteers' skills and prepare them well for the Games."

Around 20,000 opportunities will be available for volunteers to serve in different areas of Singapore 2010. 5,000 volunteer opportunities will be available for AYG. To date, more than 10,000 volunteers have signed up for Singapore 2010 and 2,000 for AYG.

### **About the 1st Asian Youth Games Singapore 2009**

The Asian Youth Games (AYG) is an international multi-sports event held every four years to complement the existing Asian Games. The idea was first mooted as part of Singapore's Youth Olympic Games bid in 2007. On 3 April 2008, the Olympic Council of Asia's (OCA) Executive Board unanimously agreed to award the hosting of the first AYG to Singapore. This decision was backed by all 45 members of the OCA on 6 April 2008. The inaugural AYG, which will be co-organised by the Singapore Sports Council and the Ministry of Education, aims to gather the youth from around Asia in a celebration of youth, sports and learning, where they will engage in friendly competition and learn about the Olympic Values of Excellence, Friendship and Respect. AYG Singapore 2009 will see athletes aged between 14 and 17 from 45 OCA member nations competing in 90 events across nine sports from 29 June to 7 July 2009.

For more information, please visit [www.ayg2009.sg](http://www.ayg2009.sg).

### **About ITE**

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "One ITE System, Three Colleges" Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West.

For more information, please visit [www.ite.edu.sg](http://www.ite.edu.sg).

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### About Singapore 2010

Singapore will be hosting the first Youth Olympic Games (YOG) from 14 to 26 August 2010. It will receive some 3,600 athletes and 800 officials from the 205 National Olympic Committees (NOCs), along with estimated 800 media representatives, 20,000 local and international volunteers, and more than 500,000 spectators. Young athletes - aged between 14 and 18 years - will compete in 26 sports and take part in cultural and educational activities.

The Singapore 2010 Youth Olympic Games will create a lasting sports, culture and education legacy for Singapore and youths from around the world, as well as enhance and elevate the sporting culture locally and regionally.

For more information, please visit [www.singapore2010.sg](http://www.singapore2010.sg)

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