

WELCOME ADDRESS BY DR YEK TIEW MING, PRINCIPAL, ITE COLLEGE WEST, AT EVENT TO ANNOUNCE THE “EDUCATION PARTNER” STATUS FOR ITE FOR THE 1ST ASIAN YOUTH GAMES 2009 AND SINGAPORE 2010 YOUTH OLYMPIC GAMES, ON WEDNESDAY 18 MARCH 2009 AT 1030 HOURS AT ITE COLLEGE WEST (CLEMENTI CAMPUS)

Mr Teo Ser Luck, Senior Parliamentary Secretary,
Ministry of Community Development, Youth and Sports &
Ministry of Transport

Mr Ng Ser Miang
Chairman of the Singapore Youth Olympic Games Organising Committee &
1st Asian Youth Games Singapore 2009 Organising Committee

Mr Goh Kee Nguan
Chief Executive Officer
Singapore Youth Olympic Games Organising Committee

Mr Oon Jin Teik,
Co-Chair of Singapore Asian Youth Games Organising Committee 2009 &
Chief Executive Officer, Singapore Sports Council

Ms Sum Chee Wah
Co-Chair of Singapore Asian Youth Games Organising Committee &
Director, Education Programmes Division, Ministry of Education

Distinguished guests

Ladies & Gentlemen

Introduction

Good morning and welcome to ITE College West (Clementi Campus). On behalf of ITE and the Organisers, I would like to thank you for taking time off your busy schedule to join us in this significant event.

2 As all of us know, Singapore will soon be creating new records in its sporting history by being selected as the city host for two major inaugural Games - the Asian Youth Games in June this year and the Youth Olympic Games in August 2010. These are, by no means, small feats. And any institution would be proud and honoured to be given the opportunity to

contribute towards these two prestigious events in the national sporting arena. ITE is no exception.

College of Excellence in Service Quality

3 With the increasing importance of the service sector in our economy and the continuing emphasis to raise Singapore's service standards, ITE College West has positioned itself to be the College of Excellence in Service Quality. Over the last few years, we have introduced an array of niche courses in Hospitality Operations, Food & Beverage, Service Skills and Fitness Training to cater to the growing demands of the various sectors in the hospitality and service industry.

4 We are honoured to be involved in developing two core modules "**Tourism Ambassador**" and "**Service Excellence & Cultural Diversity**". These programmes will train the nation's ambassadors and volunteers, who have been roped in to handle the hospitality and service aspects of organising the 1st AYG and YOG or any other major events. The modules will be made available online as part of e-learning for the ambassadors and volunteers.

5 To further reinforce the service mindset and awareness among volunteers, and develop their service and hospitality skills in a fun and interactive way, we also have an innovative video software named "**interactive Diagnostic Evaluation for Learning @ ITE**" or "**iDe'Lite**", in short. Launched earlier this year, **iDe'Lite** effectively incorporates video-based technology in our service training pedagogic approach. It also allows for the posting of subscribers' real-time service performances online for critique and evaluation. You will be able to catch a demonstration on **iDe'Lite** at our Mastery Lab, in just a while.

6 The various learning platforms, be they in the lecture or online mode, will undoubtedly create new learning experiences, knowledge and skills for Singapore's bevy of hospitality ambassadors and volunteers. We hope that such learning opportunities and reinforcements will help our nation develop

our dynamic pool of gracious and hospitable ambassadors who will impress our foreign and local delegates of events hosted by Singapore. This is one experience which ITE would certainly want to help realise.

Conclusion

7 With that, I would like to thank the Singapore Asian Youth Games Organising Committee 2009 and Singapore Youth Olympic Games Organising Committee 2010, for giving ITE the opportunity to collaborate, showcase and share our skills and competence to help raise the service standards of Singapore's ambassadors and volunteers. In so doing, we hope to make the delegates and spectators' experience at both Games, a delightful one.

Thank you.