

OPENING ADDRESS BY DR. RICKY TAM, PRINCIPAL OF ITE COLLEGE EAST, FOR THE GRADUATION HAIR FASHION SHOW HELD ON WEDNESDAY, 25 NOVEMBER 2009 AT 1630 HOURS, AT ITE COLLEGE EAST

Mr Bruce Poh, Director & CEO/ITE

Mr Tadashi Saito, General Manager, L'Oreal Singapore

Mr John Maddock, CEO, Box Hill Institute

Mr Eugene Goh, Visiting Professional for the Hair Fashion & Design course

Distinguished Guests

Parents

Colleagues and Students of ITE

Ladies and Gentlemen

Introduction

- 1 Good afternoon. Welcome to First Love at The SubStation, ITE's first Graduation Hair Fashion Show that displays the creative work of our pioneer students from the *Nitec* in Hair Fashion and Design course. The name of the event – "First Love" refers to our pioneer batch of students and "The SubStation" refers to this Audio & Visual Studio which is underground.
- 2 The hair fashion industry in Singapore is thriving at a rapid pace and there is an increasing demand for professionally-trained specialists. With the hairdressing profession being strongly associated with the fashion and beauty industry, it has also become a career of choice for a growing number of young people.
- 3 When we launched this course in January 2008, response was overwhelming, with 7 applicants vying for every vacancy we had. The course continues to enjoy healthy popularity after the launch, and, currently we have a total of 4 classes (140 students) in the two-year *Nitec* in Hair Fashion and Design course. Our pioneer batch of 34 students will graduate in December this year.

'Hands-On, Minds-On, Hearts-On' Brand of Education

- 4 In line with ITE's educational philosophy, these students have undergone the 'Hands-on, Minds-on, Hearts-on' holistic learning. Our students have not only been taught hairdressing skills but also been engaged in many areas to prepare them as excellent members of the workforce and community. At this juncture, I am pleased to share with you highlights of their learning journey.

Community Service (Local)

- 5 Our Hair Fashion and Design students, working hand in hand with students from the Beauty Therapy course, have been doing community service since last year. Making full use of the skills they have learnt, these students provided beauty treatment and hair services to senior citizens from NTUC Eldercare, in preparation for the last Chinese New Year Celebrations. They have extended similar services to students from Metta School and MINDs (Movement for the Intellectually Disabled of Singapore).
- 6 This February, our students collaborated with Singapore Management University (SMU), to help abused maids from the Good Shepherd Centre, to regain self-esteem and confidence by rendering grooming services.
- 7 Working together with students from the Digital Audio & Video Production and Beauty Therapy courses this August, our students also helped more than 100 of their friends in the Hospitality course from ITE College West in an 'Image Makeover' project to capture professional photo shots for their resumes in preparation for job applications upon graduation.
- 8 For commercial exposure, our students performed hairstyling for fashion shows organised by Bally, Tianpo, Lee Hwa, Lowe and Hour Glass. They also gained experience in supporting performing arts. Earlier this year, they provided hairdressing services for the cast of the musical "Grease", which is ITE's CEMTA production. Last month, they helped style the hair of dancers in Bollywood Boogie – a programme organised by the Esplanade.

- 9 To develop their entrepreneurial skills, our students took on the challenge of staging roadshows. Their pilot project was a mobile hair salon at Telok Kurau Primary School, which was highly successful.

Community, Educational and Cultural Programmes (Overseas)

- 10 Besides local community services, our students were also actively involved overseas community service projects. One group was in Laos in June 2008 and another two groups went on educational and cultural programmes in Vietnam last year and this year. In September, one group visited Guangzhou, China.
- 11 Last month, we sent three of our students for a two-week educational programme at Box Hill Institute TAFE (Technical and Further Education), in Melbourne. Box Hill is one of our Global Education Network (GEN) Partners. We received excellent feedback from the lecturers at Box Hill, who were totally impressed by our students' attitude and skills in haircut, colouring and perming.

Authentic Learning Environment at HDTC

- 12 Apart from overseas training exposure, we also take every opportunity to create an authentic learning environment for our students. A key feature of the *Nitec* in Hair Fashion and Design course is the operation of the Hair Design Training Centre on Friday afternoons to provide a wide range of hair services at very attractive prices to the public. In running the operations like a commercial salon, we provide an authentic learning environment for students to practise their skills. In addition to hair services, students also recommend suitable retail hair products and provide home-care advice to customers. A key part of our training is Customer Service which is very crucial in this industry.

- 13 Indeed, this July, we had an important visitor – Ms Amelie von Zweigbergk, State Secretary of the Ministry of Education and Research, Sweden. In the midst of her busy schedule during her short visit to Singapore, Ms Zweigbergk spent a morning at our Hair Design Training Centre, giving our students the honour of serving her. Ms Zweigbergk commended our students on their skills and customer service and was delighted by the hair cut and colour services rendered to her. You would have noticed the before- and after-service photos of Ms Zweigbergk in the Multimedia presentation earlier.

Vision for the Future

- 14 Taking our authentic learning philosophy further, our vision is to have our students trained in commercial hair salons in top-end locations in Singapore.
- 15 Learning is a never-ending journey. For progression pathway to our *Nitec* in Hair Fashion and Design, we are exploring collaboration opportunities in various forms with established overseas educational institutions, such as top-up schemes and training programmes.

Support from Industry Partners

- 16 Hairdressing is an extremely industry-oriented trade skill. Support from industry partners is critical in ensuring success of our training. In this respect, I would like to express my heartfelt gratitude to L’Oreal Singapore for its strong and continual support. Since we inked our three-year partnership in February last year, L’Oreal has kept us abreast with the latest trends, technologies and developments in the hair fashion industry.
- 17 In fact, since the launch of the *Nitec* in Hair Fashion and Design course in January 2008, the amount of support that we have received from the industry has been most encouraging.

- 18 Despite their busy schedules, Mr Eugene Ong and Mr Casey Chua – who are Singapore’s top-notch hair professionals and celebrity hairstylists, have spent their precious time and energy to regularly share their valuable experience and expertise with our staff and students. Another local celebrity hairstylist, Mr Addy Lee of the Monsoon Group, has also conducted a workshop for our students.
- 19 Toni & Guy, a well-known name in the hairdressing industry, has conducted exclusive Hair Fashion Shows at ITE for our students.

Industrial Attachment

- 20 The eight-week industrial attachment that our graduating students had just gone through, would not have been possible without the support of so many industry partners.
- 21 Our students have benefited greatly from these programmes and they have been significantly encouraged by the positive feedback and support given to them. We are also pleased to learn that a few of our partners have even offered our graduating students permanent positions within their organisations. Others, like AMES United had also offered scholarships to our students. Thank you, industry partners and friends, for opening your doors to our students to learn from you.

Conclusion

- 22 Our collaborations have helped ITE in its goal to develop a new generation of hair designers and to meet the increasingly sophisticated demands of consumers for professional hair services in Singapore.
- 23 Thanks to all staff from the Hair Fashion and Design course, for believing in the potential of our students and making a difference in their lives through your hard work and contributions

- 24 To the three students who are today's L'Oreal Outstanding Student Award recipients – Dorothy Lim, Valencia Chan and Tan Zi Yi, your dedication and hard work have paid off and I am confident that you will do well in your career. Congratulations!
- 25 To all our 34 graduating students – you have done well! You have great opportunities ahead. I wish all of you successful endeavours and a bright future.
- 26 In conclusion, I would like to specially thank L'Oreal Singapore for supporting us in today's Graduation Hair Fashion Show. I would also like to thank the staff and students from Beauty Therapy course, School of Engineering (Lighting & Sound course) and School of Electronics and InfoComm Technology (Digital Audio & Video Production course) and all involved for your full support in this Graduation Hair Fashion Show.
- 27 On this note, let us begin the fashion show. I wish everyone an enjoyable afternoon.

Thank you.