

**CLOSING ADDRESS BY MR ZAINUDIN NORDIN CHAIRMAN ONE PEOPLE.SG AT THE LAUNCH OF ONEPEOPLE PORTAL IN CONJUNCTION WITH ONEPEOPLE.SG COMMUNITY LEADERS' CONFERENCE**

Good Afternoon

Fellow Board Members

Community Leaders

Ladies and Gentlemen

This Community Leaders' Conference is a first for OnePeople.sg. We feel it is important for us to engage people like you, the flag bearers of racial and religious harmony to gather deeper thoughts and views on current issues, trends and developments that have a bearing on the social fabric our country. I am glad that this initiative has indeed been fruitful. I must say, I am encouraged by the positive response. We certainly had a meaningful and engaging discussion. Without your active participation, we could not have achieved the depth in discussing the issues that were raised.

2 Today's Conference theme is relevant to our purpose. You have seen, how the New Media impacts our lives in today's web based world. It is a phenomenon that will shape the way we communicate, now and beyond. As you have gathered from the plenary sessions and the dialogue, the new media is one that is double edged. What we need to do is to blunt the edge that hurts and sharpen the edge that will bolster our community spirit.

3 I am taking back two messages from today's Conference. First, we need to be vigilant. We may not know who is masquerading in the new media to channel destructive thoughts or abusing their anonymity to stir up trouble. We need to be discerning. These new media channels relay a wide range of information that could be both influential and pervasive. While some of this information may come in useful,

others could be detrimental, especially radical thoughts that affect the moral and social glue of our community. It is important for us to be plugged in and respond firmly when the need arises to safeguard community interests.

4 Second, we need to be proactive. We need to make use of every opportunity to leverage on the new media to connect with our community. If the youth are buzzing in blogs, let's blog; if the community is hyped about face book; let's phase in; If YouTube is gathering momentum, let's load up.

5 As we evolve, we need to adapt to the changes around us. The New Media is the next phase of communication. It is a powerful tool in creating online communities. If we are not connected, we will risk being disengaged in the long run. As community leaders, it is important for us to milk the opportunities the New Media brings to further our cause. I hope with the ideas and suggestions we gathered today, we will be able to use this medium to build online communities that will create a buzz in sharing ideas, providing feedback and most importantly, contributing to our cause of building a civic conscious and harmonious society. In short, let's harness the new media to create an online 'kampung spirit', where old and treasured values mould the new generation.

6 Today we have come together to launch the OnePeople Portal; Singapore's first racial harmony online resource repository. There are a variety of resources out there relating to issues on race relations. OnePeople.sg aims to bring all these resources together at a single portal so people will have information at their fingertips without having to search all over. By collaborating with National Library Board, the OnePeople Portal provides a one stop access online to a wide range of resources and tools that will enable students, educators, community leaders and all who are passionate about racial harmony to further the cause. The portal also enables people to contribute and grow our resources on racial harmony.

7 I urge you to visit the OnePeople Portal and make use of the resources available and take the opportunity to contribute to the portal, resources that will further anchor our

racial and religious harmony efforts. We would like to work with you to develop this portal to be a source for all, to build knowledge, and create a reservoir of information that will further strengthen the community bonds among our multi-racial and multi-religious society.

8 I hope you found today's Conference thought provoking as I did. I would like to thank the Guest Speakers and Panel Members, Ms Milagros Head, Communications and New Media Programme, National University of Singapore, Mr Yeo Chun Cheng, Chief Information Officer, Media Development Authority and Chairman of the Panel, Mr Felix Soh, Head, Digital Media, Singapore Press Holdings for taking their time to be with us here today and sharing their insightful thoughts.

9 I would also like to take this opportunity to thank, the National Library Board, National University of Singapore, Ministry of Community Development, Youth and Sports, and Media Development Authority of Singapore for partnering us to bring you this Conference, and Singapore Totalisator Board for their generous support.

10 Last but not least, I would like to thank the team from National Library Board, led by my colleague Ms Jennifer Yin, for their tireless efforts in working hand in hand with OnePeople.sg for a successful launch of the OnePeople Portal; yet another milestone in Racial Harmony.

11 I thank you all for being with us today. It certainly has been a good learning journey. Let us continue this journey forward.

I wish you a pleasant evening.

Thank you.