

# Our SG Heritage Plan 2.0

AN EXECUTIVE SUMMARY



National  
Heritage  
Board



# Heritage is the foundation that sustains our sense of connection, belonging, and hope for the future.

We are excited to introduce **Our SG Heritage Plan 2.0** – the next chapter in Singapore’s heritage and museum landscape, which will guide us from 2023 to 2027 and beyond. Building upon the solid foundation of Our SG Heritage Plan, this new plan lays out our vision and strategies to shape the future of our heritage sector.

We firmly believe that heritage is more than just a connection to our past - it is an essential part of our identity, fostering a sense of belonging and optimism for the future. As our national identity evolves with social and economic changes, our heritage strategies must remain flexible, visionary, and adaptable.

As heritage is a shared asset, we are committed to engaging and empowering more Singaporeans to be active participants in preserving and promoting our heritage. With the help of technology, we aim to unlock new opportunities for innovation, creativity and collaboration. Together, we can build a more inclusive and resilient society that draws strength from our cultural roots.

We invite all Singaporeans to join us on this exciting journey towards a brighter tomorrow for our heritage! Let us work together to create a future where our cultural heritage thrives, where innovation and creativity flourish, and where everyone has the opportunity to contribute to our shared legacy.

## Our SG Heritage Plan 2.0 aspires to:

- Envision a dynamic future for Singapore’s heritage and museum sector – one that celebrates our diverse cultural heritage, empowers the community to jointly present our shared history, and embraces innovation and technological advancements to ensure the sustainability of our industry.
- Navigate towards a lively, inclusive and forward-looking heritage sector for the next five years and beyond, with a keen eye on the evolving socio-economic trends and the needs of our society.
- Share our roadmap for the future, so that everyone is aware of the broad strategies and initiatives and can participate in shaping the future of our heritage.

## Public Engagement

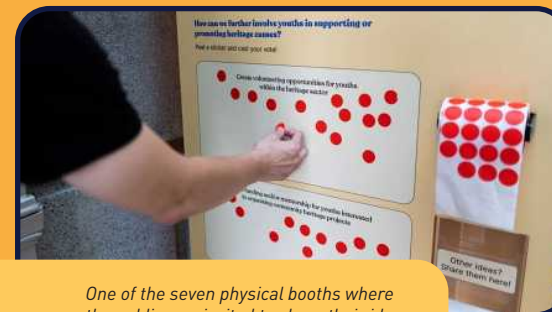
We believe that heritage is for everyone, and that is why we wanted to hear from both the public and heritage experts when designing Our SG Heritage Plan 2.0.

The public and stakeholder feedback has been crucial in creating a more inclusive and integrated master plan for the future of our heritage sector.

> 650  
stakeholders

> 50  
focus group  
sessions

> 72,000  
ideas and suggestions  
received online and at  
the physical booths



One of the seven physical booths where the public was invited to share their ideas and suggestions for the master plan.

The iconic dragon playground at Toa Payoh was lit up as part of the 2018 Singapore HeritageFest.



## Our Vision

A greatly enriched heritage landscape which

- Celebrates a cohesive, multi-racial Singapore
- Connects us across time, space and cultures
- Creates space for many different voices to join in telling the Singapore Story

## Four Building Blocks

Our SG Heritage Plan 2.0 is organised into four strategic areas of growth: **Identity**, **Community**, **Industry** and **Innovation**. Collectively, we believe that developing these areas will strengthen our national identity, bring Singaporeans closer together, unlock the economic potential of Singapore's museum and heritage sector, foster creativity and innovation, and strengthen the partnership between our public institutions and the wider society.

### Identity

An inspired nation drawing strength from our multicultural heritage and diversity



### Community

A connected people anchored in our shared heritage and invested in telling our collective story



### Industry

A vibrant heritage ecosystem that values people, connects with industry, and creates opportunities for Singaporeans



### Innovation

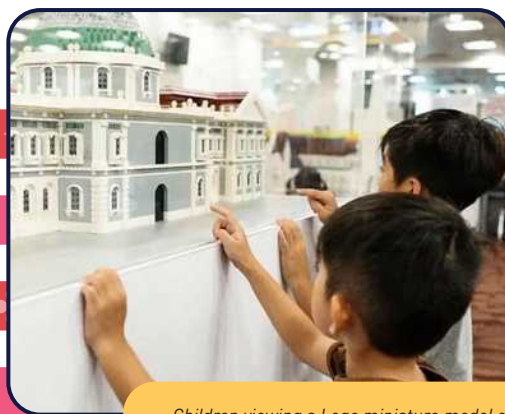
A future-ready heritage sector powered by innovation and creativity



## Heritage x Identity

*An inspired nation  
drawing strength  
from our multicultural  
heritage and diversity*

1. Research and conserve Singapore's maritime heritage.
2. Develop a design collection.
3. Expand Singapore's representation on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.
4. Promote and care for our archaeological treasures.
5. Enhance the National Museum of Singapore's *Collecting Contemporary Singapore* initiative.
6. Drive the development of the Founders' Memorial and its public engagement.



*Children viewing a Lego miniature model of the National Museum of Singapore as part of the travelling exhibition, Building History: Monuments in Bricks and Blocks.*

## Heritage x Community

*A connected people  
anchored in our shared  
heritage and invested in  
telling our collective story*

1. Establish Heritage Activation Nodes with the community to enliven our heartlands and increase access to heritage.
2. Deepen engagement with youth to encourage them to participate in and advocate for heritage.
3. Pioneer heritage-based interventions for health and well-being.
4. Promote and boost volunteerism.
5. Strengthen community capabilities in heritage.



*Xavier Lee (seventh from left), the current owner of Loong Fatt Tau Sar Piah, with his family and staff. The display case showing the business's heritage is part of NHB's Street Corner Heritage Galleries programme.*

## Heritage x Industry

*A vibrant heritage ecosystem that values people, connects with industry and creates opportunities for Singaporeans*

1. Support the sustainability of heritage businesses and the transmission of traditional skills.
2. Transform Armenian Street into a precinct for craft and creativity.
3. Showcase our collections and stories overseas to enhance the Singapore brand.
4. Strengthen the capabilities of heritage professionals within the heritage and museum sector.

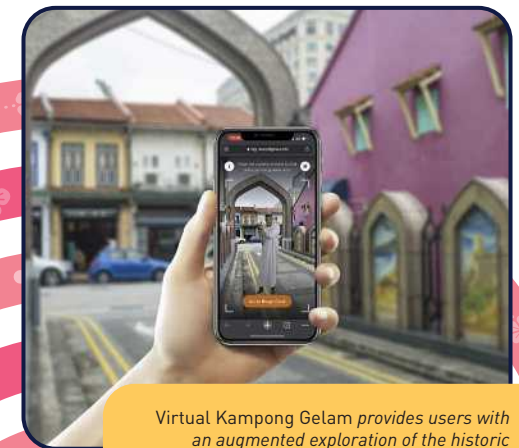


*A performance by Jazz Pizzazz at Peranakan Museum along Armenian Street during the 2019 Singapore Night Festival.*

## Heritage x Innovation

*A future-ready heritage sector powered by innovation and creativity*

1. Enhance heritage interactions through cutting-edge technology.
2. Use smart robotics and AI to support museum functions and enrich visitor experiences.
3. Deepen engagement with heritage through delivering personalised content and recommendations.
4. Foster a sustainability-minded heritage and museum sector for a climate-resilient future.
5. Driving new research in conservation science and collection care at the Heritage Conservation Centre.



*Virtual Kampong Gelam provides users with an augmented exploration of the historic Kampong Gelam precinct using digital replicas.*

The National Heritage Board would like to extend our heartfelt thanks to all who have journeyed with us in developing Our SG Heritage Plan 2.0.

[go.gov.sg/hp2-website](https://go.gov.sg/hp2-website)



Scan the QR code to visit  
Our SG Heritage Plan 2.0 website



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