



MEDIA RELEASE

12 OCTOBER 2024 – FOR IMMEDIATE RELEASE

AIC's Silver Generation Office celebrates 10 years of supporting seniors in Singapore

The Silver Generation Office (SGO), the outreach arm of the Agency for Integrated Care (AIC), is commemorating its 10th anniversary this year. To mark this milestone, SGO held a celebratory event to announce an update to its brand identity, as well as honour recipients of the Silver Generation Ambassador (SGA) awards. Minister of Health, Mr Ong Ye Kung, was the Guest-of-Honour at the event.

Living Life Unstoppable

2. The first decade of SGO focused on reaching out to seniors, to support their aspirations for ageing well within the community, as well as to address their practical needs. With Singapore's population set to be 'super-aged' by 2026, SGO will need to engage a greater number of seniors from a wide demographic range. While the fundamentals of the work stay constant, the mission will need to evolve to match the changing expectations from seniors.

3. To mark its 10th anniversary, SGO refreshed its brand ethos, "Life Unstoppable", which strives to inspire seniors to pursue their passions without being limited by their age. It also aims to motivate those interested in volunteering with seniors to join to support this growing community. Through upbeat and optimistic narratives and visuals, the updated brand seeks to highlight opportunities to live life with vitality and age gracefully.

4. Mr Dinesh Vasu Dash, Chief Executive Officer of AIC, said, "The needs of Singapore's seniors are changing. It is therefore important for us to continue to reach out to them, understand their needs, and support them well. We are also excited that our seniors are volunteering as our Senior Generation Ambassadors, and they are engaged to help fellow seniors. The next chapter of SGO would be a vibrant space where seniors are connected and can age well in the community."

Contact:

Phone: 1800 650 6060
E-mail: enquiries@aic.sg
Web: www.aic.sg

Address:

Singapore Post
Centre Post Office
P.O. Box 1173
Singapore 914040



(From left to right) AIC Chief Executive Officer, Mr Dinesh Vasu Dash; Minister for Health, Mr Ong Ye Kung; AIC Chairman, Dr Gerard Ee; SGO Chief, Dr Sng Hock Lin at the at SGO's 10th anniversary.

Recognition for outstanding volunteers

5. At the celebration, three types of awards were given to deserving SGAs — SGA Service Awards, SGA Exemplary Awards, and SGA Family Awards. The event was followed by an appreciation carnival for the SGAs.

6. The SGA Service Awards comprises four categories of Platinum, Gold, Silver, and Bronze. The Platinum category was introduced this year to commend SGAs for 10 years of service. The Gold, Silver, and Bronze awards recognise SGAs who have served for five, three, and two years respectively.

7. The annual SGA Exemplary Award is conferred to SGAs who went beyond the call of duty to support seniors in the community, and 17 of them were conferred. This year, a new SGA Family Award was introduced to recognise families who volunteer together. A total of 10 families were awarded in this category.

8. “It is with great pleasure that we honour the contributions of our outstanding volunteers at today’s celebrations. These dedicated individuals are the lifeblood of the work we do at the Silver Generation Office. Without their efforts over the past decade, we would not be able to serve the seniors and make a difference to their lives. It is inspiring to witness the Spirit of Care that each of them exemplify,” said Dr Sng Hock Lin, Chief of SGO.

A decade of serving Singapore’s seniors

9. SGO first started as the Pioneer Generation Office (PGO) in 2014. PGO served as the last-mile communication for new government schemes, such as the Pioneer Generation Package and Merdeka Generation Package, to seniors who may not

readily have the information or know the details of these schemes. In 2018, PGO was subsumed into AIC and renamed SGO, with an evolved scope of its mission.

10. Over the past 10 years, SGO not only engaged seniors in their homes on helpful schemes and programmes, but also connected seniors to specific assistance that they needed through its SGAs. Now, SGO also supports the Silver Guardian programme, which trains and places volunteers at Active Ageing Centres around Singapore to befriend and facilitate activities for seniors.

SGO10 celebration events

Date	Event
4 July	NDP Packs packing event
9 August	NDP Pledge Moment
23 August	SGO10 Team Relay and launch of SGO mascot, Tembi
12 October	SGO10 Anniversary Celebrations
14 October	Launch of story board exhibition with National Library Board

###

For media queries, please contact:

Integrated Communications and Marketing Department
Agency for Integrated Care
Email: corpcomms@aic.sg

About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>