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MEDIA RELEASE

**NEW CHIEF EXECUTIVE OFFICER TO BE APPOINTED
TO THE NATIONAL COUNCIL OF SOCIAL SERVICE**

1. The Ministry of Social and Family Development announced the appointment of Ms Tan Li San (陈丽珊) as the Chief Executive Officer (CEO) of the National Council of Social Service (NCSS) from 1 June 2020. She succeeds Mr Sim Gim Guan (沈锦源).

2. Mr Sim joined NCSS in November 2013. Under his tenure, NCSS led the development of the Social Service Sector Strategic Thrusts (4ST). 4ST is a five-year roadmap, co-developed by stakeholders in the public, private and people sectors, to guide the sector to remain relevant and responsive to the evolving needs of the population. Under his leadership, NCSS also conducted the Quality of Life Study, which emphasised the importance of inclusion and empowerment in serving the needs of vulnerable groups. Community Chest, the fund-raising and engagement arm of NCSS, also led the social service sector to raise \$1.3 billion under the Care and Share Movement for SG50. This supported funding for key developments like the Enabling Village.

3. Recognising that the sector's professional capability is crucial to delivering quality services and achieving positive service user outcomes, Mr Sim led NCSS towards strengthening leadership and competencies in the sector. NCSS worked with ministries and sector representatives on the Skills Framework for Social Service, culminating in the development of specific professional competency frameworks to chart career and professional development. He also oversaw the Social Service Institute's move towards education innovation, leveraging technology to revitalise the learning experience of social service professionals. In building up the next generation of professionals and leaders, NCSS started the Social Service Tribe to attract talents into the workforce, launched the 40-Under-40 programme, and continues to partner SSAs in their organisational development journeys.

4. In appreciation of Mr Sim's contribution in NCSS over the last seven years, President of NCSS, Ms Anita Fam, said, "I would like to thank Gim Guan for his leadership and contributions in NCSS over the last seven years. He was instrumental

in driving the Care and Share Movement, one of the largest national initiatives which galvanised the community to raise \$1.3 billion for the social service sector. Working in partnership with MSF, NCSS led the sector in strengthening the HR and manpower capacity through improvements in compensation and benefits, resulting in salary revisions for social service professionals. During his term, Sun Ray was introduced to centrally groom future ready leaders for the sector. The scheme expanded the pipeline of professionals and leaders to fill positions in social service agencies. I look forward to working with Li San as she leads NCSS to scale even greater heights, mobilising and continually building up the capabilities of our agencies to better serve the needs of our community.”

5. Ms Tan was Deputy Secretary (Industry and Information) at the Ministry of Communications and Information (MCI) from 1 November 2013 to 5 January 2020. She was appointed NCSS CEO-Designate on 6 January 2020.

6. At MCI, Ms Tan played a key role in driving the development of a vibrant Digital Economy and Digital Society in Singapore through the Infocomm Media 2025 Masterplan and Digital Readiness blueprint. She also oversaw major policy and legislative reviews in the area of content regulation and Public Service Broadcasting, including the review of the Films Act and development of the Protection from Online Falsehood and Manipulation Act (POFMA). In the past few years, Ms Tan has been an active volunteer on the boards of social service agencies (SSAs) including MINDS. She also sat on the 4ST Committee that developed the 4ST roadmap for the sector.

7. Ms Tan has held various Singapore government positions during her career. These included roles in the Ministry of Manpower, Infocomm Development Authority of Singapore, Ministry of the Environment and Water Resources, Ministry of Finance, Public Service Division, and the Civil Service College. She graduated from Cornell University, USA with a degree in Electrical Engineering, and obtained her Masters in Electrical Engineering and Masters of Science in Management from Stanford University, USA.

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