




# 53<sup>rd</sup> Annual General Meeting

Institute of Public Relations  
of Singapore  
22<sup>nd</sup> March 2023

# CONTENT

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1. Agenda of the 53<sup>rd</sup> Annual General Meeting (22<sup>nd</sup> March 2023)
  2. Minutes of the 52<sup>nd</sup> Annual General Meeting held on 30<sup>th</sup> March 2022 **(Annex A)**
  3. IPRS Annual Report 2022 **(Annex B)**
  4. IPRS Financial Report for 2022 **(Annex C)**

## AGENDA FOR 53<sup>rd</sup> AGM

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1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the **52<sup>nd</sup> AGM** held on 30th March 2022
3. Matters Arising
  - 3.1 Revision of Annual Membership Fees
4. The President's Address
5. Adoption of the following:
  - 5.1 IPRS Annual Report 2022
  - 5.2 Honorary Treasurer's Financial Report for 2022
6. Election of the following office-bearers for the Council Term 2023/2025:
  - 6.1 President
  - 6.2 Vice President
  - 6.3 Honorary Secretary
  - 6.4 Honorary Treasurer
  - 6.5 Council Members (minimum five, maximum seven)
7. Any other business

**MINUTES OF THE 52nd ANNUAL GENERAL MEETING OF THE INSTITUTE OF PUBLIC  
RELATIONS OF SINGAPORE**

**Time: 7.00pm to 8.15pm  
Date: Thursday, 30 March 2022  
Venue: Held virtually via Zoom**

Present: <b>(Voting Members: 17)</b>	
Fellow (One)	Mr Albert Tien
Accredited (Seven)	Ms Koh Juat Muay Ms Kathy O'Brien Ms Selvi R Ms Lily Lim Mr Robert Conceicao Ms K Bhavani Mr Clarence Fu
Full (Seven)	Ms Cindy Lim Ms Gerardine Donough-Tan Mr Ling Wei Ming Ms Vanessa Wan Ms Joanna Wong Ms Lim Yin-Fern Ms Gwee Siew Theng
Associate (Two)	Ms Juliet Samraj Ms Susie Wee
<b>Non-Voting Members: (1)</b>	
Affiliate (One)	Mr Uantchern Loh
Non-members (2)	Ms Pauline Tay, IPRS Secretariat Mr Ernst Lim, IPRS Secretariat
<b>TOTAL</b>	<b>20</b>

## Agenda for 52<sup>nd</sup> AGM

1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the 51st AGM held on 24 March 2021.
3. Matters Arising
4. The President's Address
5. Adoption of the following:
  1. IPRS Annual Report 2021
  2. Honorary Treasurer's Financial Report for 2021
6. Any other business



## **1. Declaration of Quorum**

1.1 The Honorary Secretary of the Council 2021/2023, Ms Juliet Samraj, convened the Annual General Meeting (AGM) at 7.00pm. The call for quorum was as follows:

Total number of paid-up voting members as at 24/03/2021	138
Total number of paid-up voting members present	17
Total number of paid-up voting members to constitute a Quorum	34
Quorum	None

As there was no quorum, the meeting was adjourned to 7.30 pm in accordance with the Constitution.

1.2 The Honorary Secretary, Ms Juliet Samraj, reconvened the AGM at 7.30 pm and together with President, IPRS, Ms Koh Juat Muay, welcomed Members present.

## **2. Adoption of Minutes of the 51<sup>st</sup> AGM that was held on 24 March 2021**

No queries or objections were raised. The Minutes of the 51st AGM were adopted. The motion was proposed by Accredited Member, Ms Kathy O' Brien, and seconded by Full Member, Ms Lim Yin-Fern, both of whom were present at the 51st AGM.

## **3. Matters Arising**

As there were no matters arising, the Meeting proceeded with the presentation of the President's Report.

## **4. President's IPRS Annual Report 2021**

4.1 The President of the Council 2021/2023, Ms Koh Juat Muay delivered the President's Report which highlighted the Institute's performance in 2021.

4.2 The IPRS Council 2021/ 2023 looked at two main areas – The visibility and sustainability of the Institute. IPRS focused on driving the visibility of the IPRS through key events, signature training programmes, Student Chapter activities, partnerships and collaboration projects. Members of the IPRS took on speaking roles to showcase their domain expertise in current and imminent topics. The result of visibility was an increase in new members and high participation rates across the board culminating in IPRS ending the year on a high with PRISM Awards 2021 in December.

4.3 IPRS also continued to actively work with partners - the Singapore Press Club, Advisory SG and to reach out to other organisations – National Volunteer & Philanthropy Centre and

its Centre for Non-Profit Leadership, and the Singapore Institute of Directors. Highlights include:

- The signing of the Memorandum of Understanding with NTUC U-Associates, which formalised a partnership with one of Singapore's largest SME networks to jointly organise events and training activities.
- A collaboration with the Singapore Corporate Council Association on a cross-disciplinary event involving members of our IPRS Student Chapters.
- The launch of the IPRS Survey on ESG Communications 2021 in partnership with Black Sun Asia Pacific to poll the level of adoption and understanding of this burgeoning area of PR practice in social and climate reporting.

4.4 In addition to keeping in mind sustainability - threats and opportunities to the viability of the IPRS, IPRS focused on keeping its operations lean and worked to raise revenue from training, memberships and sponsorships. The Council also considered the need to move out of our current premises and recommended that that this be carried out in 2022.

4.5 The Council recognized a need to digitally transform IPRS operations and revamp the way the IPRS engages with Members and the wider marketplace. A decision was taken to adopt a robust CRM software solution to put in place an efficient membership management and community engagement system. The Council set up the President's Circle and invited Past Presidents and Senior Members to contribute to a capability fund for the resetting of the IPRS. These contributions allowed the IPRS to procure the much-needed membership and community management software solution, which would be up and running by the end of April 2022. The Council would like to thank the inaugural donors for contributing to the fund and preserving the legacy of the IPRS.

4.6 Notable accomplishment in 2021 was the decision to hold the PRISM Awards 2021 in hybrid format, in-person and online on 15 December 2021, amid a volatile situation with an ever-mutating virus. The Awards were held with great success, drawing in 86 submissions across 31 categories and 44 awards given out at a ceremony which saw 50 attendees in person and about 100 attendees online.

4.7 The IPRS intends to continue this momentum in 2022. A large-scale event, the PRISM Summit, will be held in the later half of 2022. Ms Koh Juat Muay thanked all IPRS Members, Council Members, Guest Speakers, Partners, Student Chapters and Sponsors for helping make 2021 a successful year for IPRS.

4.8 Accredited Member, Ms K Bhavani requested a breakdown on the PRISM Awards 2021 budget. Ms Koh Juat Muay advised that the event cost about \$17,982.82 to run, and drew in about \$16,800.00 in entry fees, sold 39 seats (\$3,300.00) and received two sponsorships: from

Redhill (\$12,000.00) and IN.FOM (\$8,000.00). Overall, the PRISM Awards ran a profit of about \$22,117.18.

**5. Adoption of IPRS Annual Report 2021:**

There being no further questions on the Annual Report 2021 and the President’s Report, the Honorary Secretary called for a voting member to propose that the Annual Report 2021 be adopted. The adoption of the Annual Report was proposed by Accredited Member, Ms Selvi R, and seconded by Accredited Member Ms K Bhavani.





## **6. Honorary Treasurer's Financial Report for 2021**

6.1 The Honorary Treasurer, Ms Cindy Lim, presented the Financial Report 2021.

6.2 Total Equity and Liabilities for FY2021 stands at \$167,336. This represents a 23.3% (\$50,838) decline from \$218,174 in FY2020. For a 3-year comparison, FY2020 saw a 29.6% (\$91,594) decline from \$309,768 in FY2019. As of FY2021, IPRS Cash and Cash Equivalent stands at \$154,649.

6.3 Revenue for FY2021 stands at \$119,076, a 101% (\$60,026) increase from \$59,050 in FY2020. Gross profit improved by 75.9%, from \$48,299 in FY2020 to \$84,971 in FY2021.

6.4 IPRS income sources remain focused on membership, training and programmes such as the PRISM Awards. In FY2021, Membership and entrance fees (\$29,276) accounted for 24.6% of total income; Training (\$41,300) accounted for 34.7%, and Programmes/PRISM (\$48,500) accounted for 40.7%. On a year to year basis, this marks 35% (\$10,775) growth in training income, and a \$48,300 increase in Programmes/PRISM income arising from the PRISM Awards 2021.

6.4 Operating expenses stands at \$147,649, a 3.9% increase from FY2020. The biggest expense items were Salaries (75.9%) and Rental (13%). Loss before tax is at \$56,404, compared against \$72,379 in FY2020.

6.5 Overall, at the end of FY2021, IPRS financial position is still weak. Despite a 101% increase in revenue, IPRS is still unable to cover its operating expenses which have remained low. Hon. Treasurer recommended building on existing flagship events like the PRISM Awards to attract new sponsors and partners. There is potential to further increase PRISM revenue to pre-pandemic levels, as PRISM 2021 was capped at 50 persons for the live event in 2021 due to prevailing safety measures.

6.6 Hon. Treasurer also highlighted 3 other potential areas for growth:

- IPRS is well-positioned to develop new innovative programmes to engage existing members and practitioners and attract new members. This will help IPRS to optimise visibility, outreach, and revenue in the years ahead.
- As a recognised training provider, there is potential for IPRS to offer more tailored corporate training workshops upon request.
- There is potential to grow the IPRS membership base and to increase membership fees in phases. In FY2022 the new CRM platform will take membership management to the next level, enabling IPRS to manage its relationship with members more effectively and increase its membership pool. Members will also be able to find and connect with fellow members seamlessly on the new platform, creating a virtual IPRS community.

6.7 Accredited Member, Ms K Bhavani thanked Hon. Treasurer for her presentation, and sought clarification on how the funds received from the President's Circle will be reflected in the accounts. Cindy advised that the fund is ringfenced classified as a donation under President's Circle. This fund will be reflected in the FY ending 2022, having only been collected in January 2022.

## **7. Adoption of the Financial Report 2021**

With no further questions, the Hon Secretary called for a voting member to propose that the Financial Statement for 2021 be adopted. The adoption of the Financial Statement Report 2021 was proposed by Accredited Member, Mr Clarence Fu, and seconded by Accredited Member, Ms K Bhavani.

## **8. Any Other Business**

8.1 IPRS President, Ms Koh Juat Muay, raised the possibility of revising and increasing the IPRS Membership fees in 2022. The Membership fees have not been amended for many years and are currently among the lowest in the market. It is also timely with the implementation of the new membership and community system that comes with more benefits and features. Accredited Member, Ms Kathy O' Brien noted that while an increment is needed she asked that the quantum be considered carefully taking into account market conditions and personal commitments.

IPRS President, Ms Koh Juat Muay said the Council will deliberate and make recommendations in accordance with the IPRS Constitution. With the Membership renewal exercise already underway in March/April 2022, the IPRS Council will confirm the new rates for adoption and implementation in membership renewal year 2023.

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### **9. Closing**

As there were no other questions, the Hon Secretary, Ms Juliet Samraj, thanked all Members for their presence and called the 52nd AGM to a close at about 8.15 pm.

Recorded by:



Mr Ernst Lim  
Senior Executive  
IPRS Secretariat

Vetted by:



Ms Juliet Samraj  
Honorary Secretary

Approved by:



Ms Koh Juat Muay  
President



# **Annual Report 2022**

Institute of Public Relations  
of Singapore  
22<sup>nd</sup> March 2023

# ABOUT IPRS

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IPRS, established in 1970 as a non-profit organisation, is the only accrediting body for Public Relations (PR) practitioners in Singapore. The Institute promotes excellence in the industry through knowledge exchange platforms and training programmes that are aligned with the many changes and developments in the practice of PR and Communications today.

IPRS has a growing membership consisting of professionals from diverse backgrounds in public relations, journalism, advertising, marketing, education and management – a factor that has contributed to the Institute’s strength and dynamism.

There are ten Student Chapters with various tertiary institutions to create opportunities for communications students and IPRS members to share expertise and experiences.

The IPRS introduced the Biennial PRISM Awards (Public Relations In the Service of Mankind) in 1987 to recognise and reward excellence in PR and Communications in Singapore and the region.

## **Our Mission**

- To represent PR and Communication professionals and the profession in Singapore.
- To recognise and promote the best in PR in Singapore and the region.
- To be the accrediting body for PR professionals in Singapore.

## **Our Vision**

To be the leading PR and Communication organisation in the region.

# COUNCIL 2021/2022

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President

**Ms Koh Juat Muay**

Chief  
Nano-E

Vice-President

**Mr Ling Wei Ming**

Head of Content Development  
Voodoo Communications Pte Ltd

Honorary Secretary

**Ms Juliet Samraj**

Marketing & Communications Manager  
Jet Aviation (Asia Pacific) Pte Ltd

Honorary Treasurer

**Ms Cindy Lim**

Head of Marketing Communications & Digital Lead  
Singapore Symphony Group

Council Member

**Ms Lim Yin-Fern**

Director, Communications  
Image Mission

Council Member

**Ms Selvi R**

Communications Leader  
IBM ASEANZK

Council Member

**Ms Susie Wee**

Program Executive  
The Salvation Army Gracehaven Children Home

Council Member

**Ms Vanessa Wan**

Executive Director, Communications, Asia Pacific  
GE

Council Member  
(Co-opted)

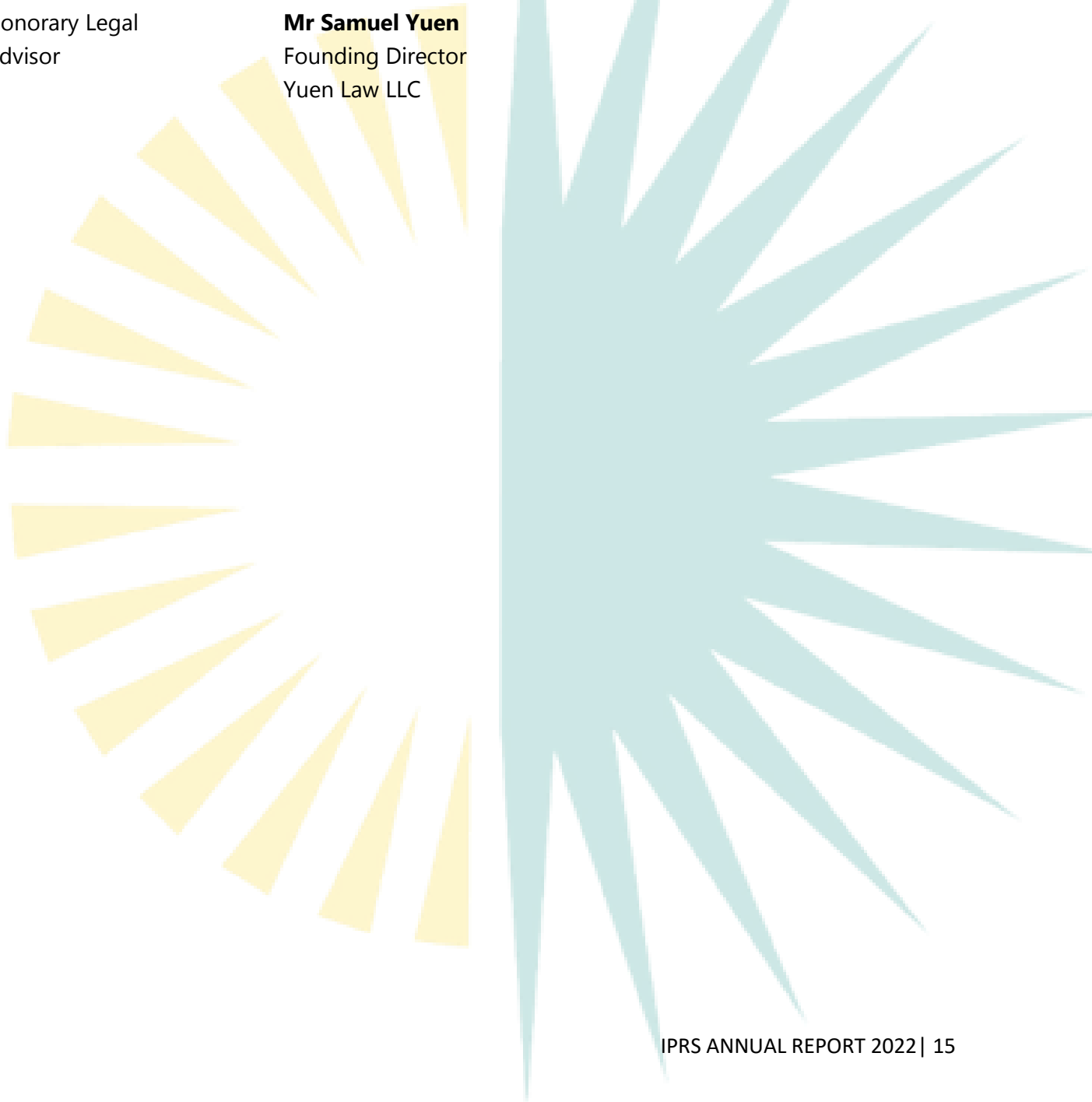
**Ms Gwee Siew Theng**  
APAC Marketing Communications Manager  
Bruker

Council Member  
(Co-opted)

**Ms Dawn Low**  
Cluster Director  
IMDA

Honorary Legal  
Advisor

**Mr Samuel Yuen**  
Founding Director  
Yuen Law LLC



# PRESIDENT'S REPORT

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Warmest greetings on behalf of the IPRS Council 2021/23.

We are taking stock of year 2022. To do this, we must revisit 2021 where the foundations for the transformation of the IPRS were laid, and the strategy for change was put in motion. In 2021, we set out to achieve visibility and sustainability for the IPRS. We did so to the best of our efforts and some. The IPRS PRISM Awards 2021 drew record response despite the pandemic and an in-person awards ceremony held in December.

I present with much pride and gratitude in the ensuing pages, the 2022 reports from our Council leads for their various portfolios: Hon Secretary; Hon Treasurer; Membership; Training; Accreditation; Student Chapter; and the IPRS PRISM Summit 2022.

In 2022, after eight months of intensive work from fundraising to data migration, we implemented our new IPRS Membership And Community Platform and took the IPRS online. My deep appreciation to the Council for contributing tirelessly to this task in the last 24 months, and to our Past Presidents, Members and the PR community for supporting the IPRS.

## **IPRS 2022**

The work of the Council and the Secretariat was two fold: development and governance. Work was done to reform our internal administrative and operational processes to achieve efficiency, improve costs savings and revenue management. This helped to yield resources for the Secretariat to organise high quality events and training courses for our Members, partners and the industry at large.

The contribution from donors to The President's Circle in 2021 made it possible for the digitisation of the IPRS' membership system and subsequent move of the Secretariat from its physical location to a service office and hotdesk in 2022.

Digitisation did not mean dehumanising our interactions with Members and the industry. On the contrary, the correspondence with Members increased, more events and training intakes were organised including the biggest event to-date the IPRS PRISM Summit 2022 that hosted 32 speakers and a total of 160 in attendance. The Summit's event and marketing was organised on



the IPRS Membership And Community Platform which was integrated with IPRS Website and linked internally to our finance system.

### **IPRS Community**

As Singapore opened its borders, likewise the IPRS was opened for business. The in-person Accredited Member's Dinner Dialogue was conceived to take on hot industry topics featuring domain experts and practitioners. Industry and cross disciplinary collaborations remain a key effort to bring the professional and client communities together at these Dialogues and at other joint events as we continued to work with our partners in various sectors to share best practices in PR and communications.

The work of drawing school and industry closer together continued with the signing of the 10th IPRS Student Chapter MOU - with the Singapore Institute of Technology. We are committed to nurturing our next generation of communicators.

### **The Future Of PR**

The PR practitioner today is a digital savvy knowledge worker who is also a trusted counsel, well-versed in geopolitics, cultural diversity, social inclusion and climate change. The Inaugural IPRS PRISM Summit 2022 – "The Future of PR" was conceived as a collective effort and showcase of the strength of the PR community in understanding critical content and how to best to present authentic narratives.

2022 ended well on the note of the Summit - an industry highlight for communicators and clients. As we conclude twenty four months of serving as a team on the Council, we thank every IPRS Member, PR practitioner and industry leader who have supported our mission and events.

Looking ahead, the IPRS will continue to champion the PR profession by building a community of practice through outreach, training and importantly with our Members.

Next up IPRS PRISM Awards 2023!

Koh Juat Muay  
President

**IPRS Council 2021/2023**

# HONORARY SECRETARY'S REPORT

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2022 was a year of opportunity for the IPRS as the organisation leveraged the resumption of many corporate and social activities at the national level and underwent the digital transformation of its website and membership platform. These changes, both external to and within the organisation, really remind us how intertwined our existence is with society at large, and how important it is for the IPRS and its engagement initiatives to be relevant to the communications community.

The team-of-two Secretariat was the backbone of the organisation. Together with the Council Members, the Secretariat supported the strategy and execution of 2022's events and initiatives. The most significant of these was the successful digitization of the IPRS – a monumental effort to digitize legacy processes and evolve the society's membership, outreach and engagement activities to a cloud-based platform. This would not have been possible without the added support and participation from the Council and IPRS members. The IPRS's website and membership portal are now hosted on Glue-Up, which offers integrated contact management, event management and marketing campaign functionality, as well as a digital space for interaction between members.

In line with the move to a more digital presence, the IPRS also relinquished its physical office presence and transitioned to a virtual office hosted by Servcorp. This was a decision long in the making, having been deliberated for a number of years but constantly being challenged by cost considerations. An appropriate option became available in 2022, and after clearing various administrative processes and physically moving files to an archive location with the assistance of several members, the IPRS successfully completed its migration to a virtual office.

At the event level, the IPRS started the year with virtually hosted events, before gradually transitioning to in-person event as safe management measures were lifted. These in-person events were well embraced by attendees. In all, 22 events and courses were held in 2022, reaching out to more than 500 participants. Notable events include talks on 'PR in the Metaverse' during the IPRS Member's Night event in March which was well timed to address emerging interest in the Metaverse. There was also a conscious effort to address sustainability and environmental issues in the field of PR which was a hot button issue through increased engagement with student members during the Student Chapter Gathering in January, Temasek Polytechnic Student Chapter event in April, and Republic Polytechnic Student Chapter event in May. Sustainability was also the key focus during the IPRS Accredited Members Dinner Dialogue in July on 'How are Organisations Embracing Sustainability in Singapore?'

It was however, the PRISM Summit in November which capped off a very successful year. Diverging from the trend of annual PRISM Award events, 2022's PRISM Summit brought 160 attendees and participants together in-person at the Parkroyal on Beach Road for a full day of panel discussions on topics ranging from Environmental, Sustainability and Governance, to the future of PR and also social media. A Design Thinking workshop and Wellness Break also allowed attendees to actively participate in the Summit and get personally involved in the day's activities. Response to the Summit was overwhelmingly positive, as attendees embraced the return of in-person activities in Singapore and the opportunity to once again reconnect with industry partners and forge new connections.

With a meaningful and activity filled year behind us, the Council thanks the Secretariat team members for their dedication and immense support towards building and growing the IPRS:

- Executive – Mr. Ernst Lim
- Finance – Ms Pauline Tay (Contract)

Juliet Samraj  
Honorary Secretary

**IPRS Council 2021/2023**

## IPRS Events Held from January 2022 to December 2022

We thank members of the IPRS, Student Chapter Members and the many industry leaders and participants who have contributed to an exciting slate of events in 2022.

1. **27 January 2022**

IPRS Student Chapter Annual Gathering 2022:

**"Hack a Change. Save Our Planet"** held online with 20 in attendance.

2. **15 March 2022**

IPRS Member's Night Panel Discussion:

**"PR in the Metaverse"** held online with 62 in attendance.

3. **15 March 2022**

**IPRS Professional Certificate In PR And Mass Communications** Course 01/2022, held online with 7 students.

4. **30 March 2022**

**IPRS 52<sup>nd</sup> Annual General Meeting** held online with 17 voting Members and 1 non-voting Member.

5. **14 April 2022**

Temasek Polytechnic -IPRS Student Chapter Event:

**"Ready, Steady, Go Green!"**

6. **6 May 2022**

Republic Polytechnic -IPRS Student Chapter Event: The Big Talk on Sustainability:

**"Demystifying ESG (Environmental, Social and Governance) and What it Means to PR practitioners"** held online with 88 Students.

7. **19 May 2022**

IPRS Members' Night Panel Discussion

**"What is PR? Measuring the Invaluable"** held online with 61 participants.

8. **20 May 2022**

IPRS Presented at: **"Global Megatrends Reshaping Stakeholder Communications"** Panel Discussion organised by Black Sun.

9. **3 Jun2022**

**IPRS Introduction to Public Relations and Mass Communications** intake 01/2022 held online with 11 students.

10. **4 June 2022**

IPRS presented at **The International Leadership Conference 2022: Association PR Leaders Panel Discussion** held online.

11. **8 June 2022**

IPRS Accredited Members Dinner Dialogue:  
**"Is Cultural Diversity an Asset to Effective Communications?"** 15 participants, held in-person, hosted at IBM.

12. **13 June 2022**

**IPRS Professional Certificate In PR And Mass Communications** Course 01/2022 held online with 9 participants.

13. **14 June 2022**

PSBA-IPRS Student Chapter Event:  
**Blood Donation Drive**

14. **19 July 2022**

IPRS Accredited Members Dinner Dialogue:  
**"How are Organisations Embracing Sustainability in Singapore?"** 17 participants, held in-person hosted at Truescope Singapore.

15. **8 August 2022**

Accreditation Readiness Exercise for Danny Tan.

16. **15 August 2022**

Republic Polytechnic - IPRS Student Chapter Event:  
**"Letter to my Future Self: Which Track Will I Choose?"** held in-person at Republic Polytechnic attended by over 100.

17. **7 September 2022**

IPRS Members Night Panel Discussion:

**“Future-proof your business with agile PR Methodologies”** held in-person hosted by Meltwaters 45 participants.

18. **8 September 2022**

Centre For Non-Profit Leadership Board Connect Series:

**“Effective Stakeholder Engagement”** held in-person at the NVPC attended by 20 participants.

19. **4 October 2022**

Accreditation Readiness Exercise for Vanessa Tan.

20. **10 November 2022**

IPRS PRISM Summit 2022 held in-person with 160 participants.

21. **8 December 2022**

Accreditation Readiness Exercise for Cruz Teng and Lyn Kwek.

22. **9 December 2022**

IPRS Accreditation Board Meeting held online with 4 members.

# HONORARY TREASURER'S REPORT

## Honorary Treasurer's Report

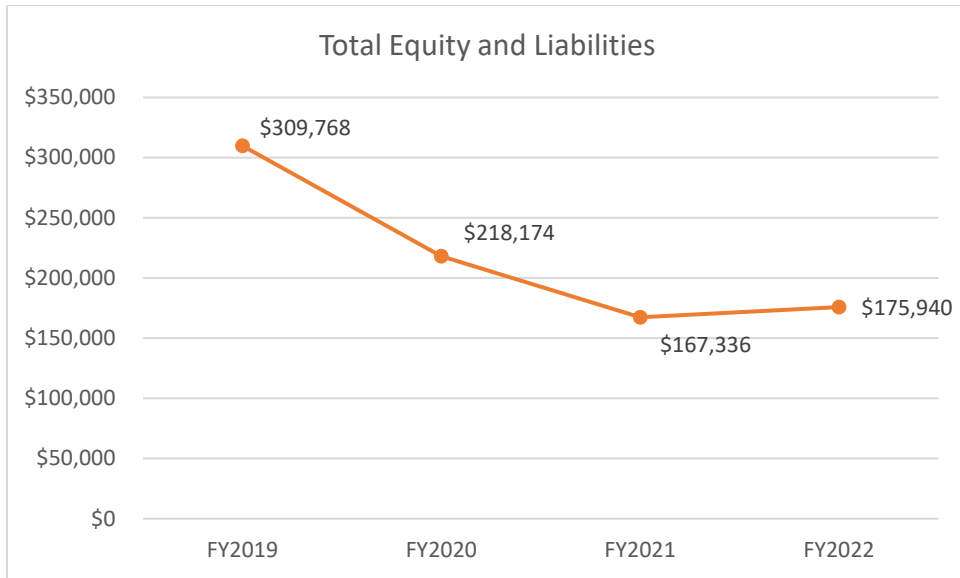
1. An independent auditor was engaged to audit the IPRS accounts. They issued an unqualified report of our Financial Statement for FY2022. A summary of the Financial Report is shown below.

**INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE**  
(A Society Registered in Singapore)

**BALANCE SHEET AS AT 31 DECEMBER 2022**

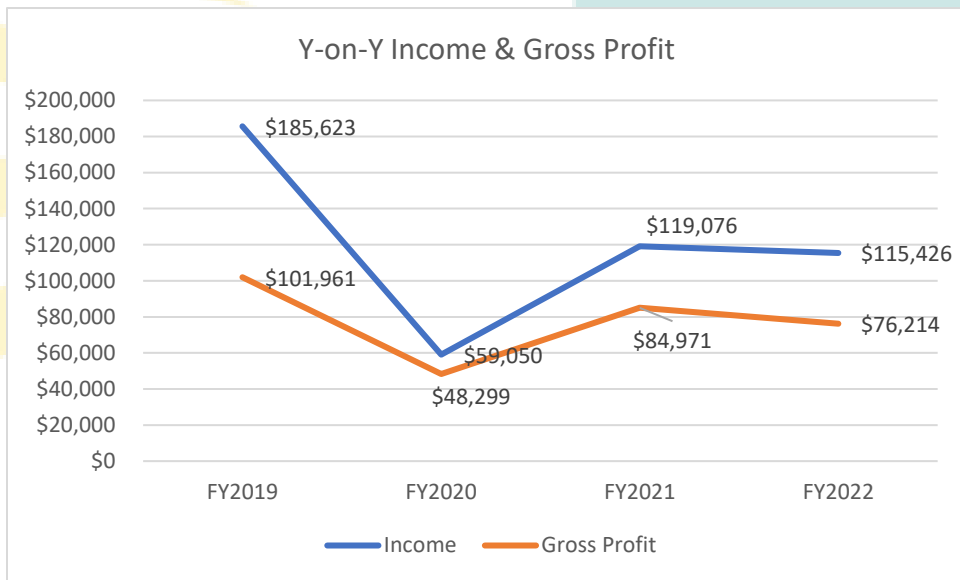
	Notes	2022 S\$	2021 S\$
<b>ASSETS</b>			
<b>Non-current assets</b>			
Plant and equipment	4	18,890	1,210
<b>Current assets</b>			
Account receivables	5	11,400	6,215
Deposits and prepayments	6	1,954	5,262
Cash and cash equivalents	7	143,696	154,649
		<u>157,050</u>	<u>166,126</u>
<b>Total assets</b>		<u>175,940</u>	<u>167,336</u>
<b>EQUITY</b>			
Accumulated fund		143,971	152,330
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Account payable and other payables	8	31,969	15,006
		<u>31,969</u>	<u>15,006</u>
<b>Total equity and liabilities</b>		<u>175,940</u>	<u>167,336</u>

2. **Total Equity and Liabilities** for FY2022 stands at **\$175,940**. This represents a 5% increase from \$167,336 in FY2021. To facilitate benchmarking against pre-Covid financial performance, a four-year comparison, including FY2019, is provided below.



As of FY2022, IPRS **Cash and Cash Equivalent** stands at \$143,696.

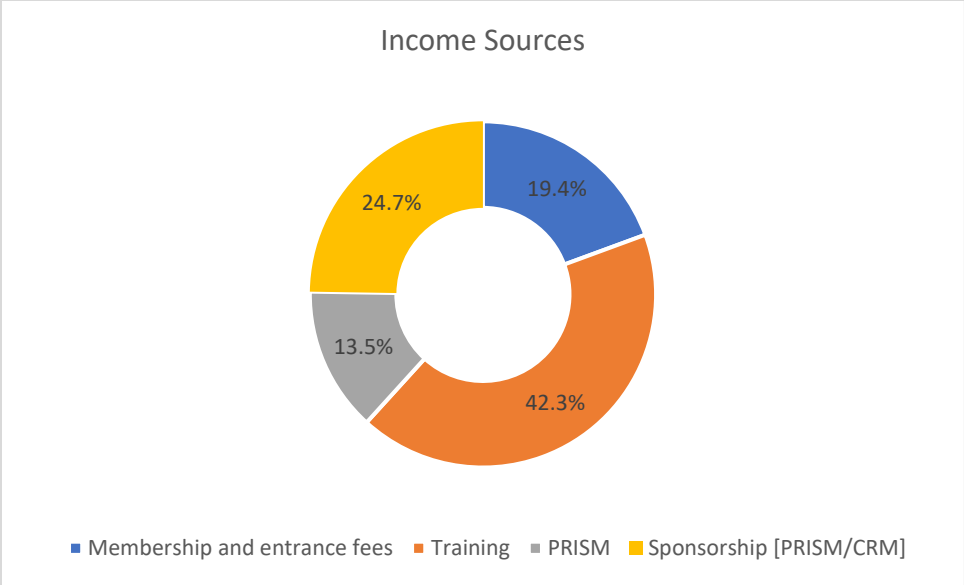
- Revenue** for FY2022 stands at \$115,426, almost equivalent to FY2021. Gross profit stands at \$76,214.



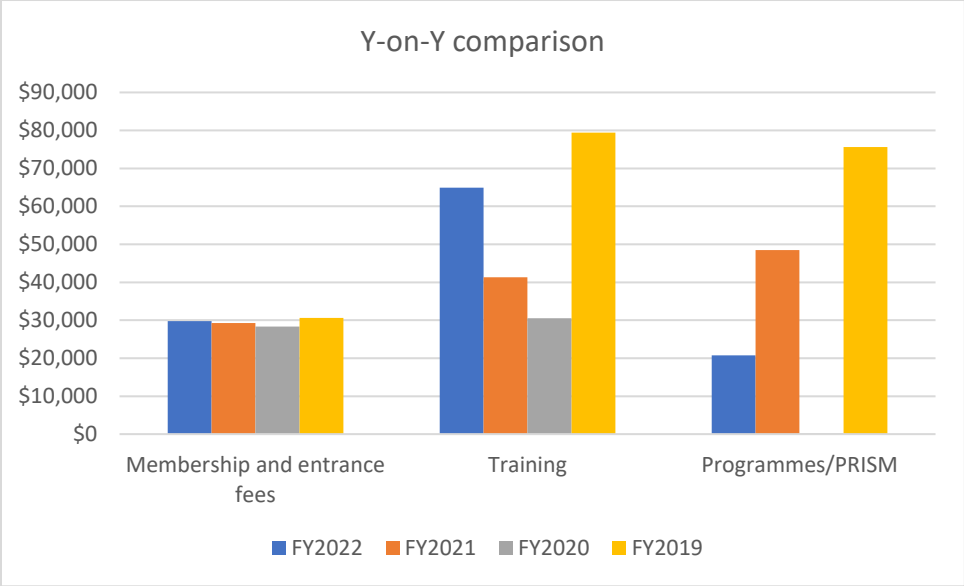
### 3.1 Income

For FY2022, IPRS income sources were from: Training (42.3%), Sponsorship [for PRISM and membership management system] (24.7%), Membership/Entrance fees (19.4%) and the PRISM Summit (13.5%).





Compared with the last FY, this marks 57% (\$23,650) growth in training income, in a year where most courses remained online. The Council’s innovative offering, the PRISM Summit, was also warmly received by practitioners, contributing some income and sponsorship revenue in a year where no special events would otherwise be planned (PRISM Awards takes place biannually).



**3.2 Expenses**

**Operating expenses** stands at \$126,110, a 14.5% decline from \$147,649 in FY2021. The biggest expense items were Salaries (59%) and Rental (11%). Compared against FY2021,

salaries have decreased by 33%, and rent has decreased by 30%, a positive outcome arising from moving out of the office premises into a hotdesking facility in August 2022.

Loss before tax is at \$8,359, compared against \$56,404 in FY2021.

#### 4. **Outlook & Recommendations**

4.1 Overall, at the end of FY2022, the IPRS' financial position has improved slightly but is still weak. Despite efforts to reduce rent (since August 2022), and savings on salaries, IPRS is still unable to fully cover its operating expenses, although the Council managed to achieve a low net loss of \$8,359 (pre-pandemic net loss was \$51K in 2019).

With the removal of safe management measures, IPRS is on track to increase revenue from training (FY2022 at 82% of FY2019 training revenue) and the PRISM Awards (FY2021 at 64% of FY2019 PRISM revenue) to pre-pandemic levels in FY2023.

4.2 In order for the IPRS to be sustainable and relevant in the years ahead, IPRS can build on existing flagship events like the PRISM Awards to attract new sponsors and partners. IPRS is also well-positioned to develop innovative programmes like the PRISM Summit to engage existing members and attract new members. This will help IPRS to optimise visibility, outreach and revenue in the years ahead.

As a recognised training provider, there is potential for IPRS to continue offering more tailored corporate training workshops upon request. Virtual classrooms have also provided IPRS with the opportunity to take in overseas participants. This format can be made available for selected training modules to expand the reach of the IPRS to the region and beyond.

4.3 With the new CRM platform, there is potential to grow the IPRS membership base further and to increase membership revenue.

#### **Cindy Lim**

Honorary Treasurer  
IPRS Council 2021/2023

# MEMBERSHIP TEAM'S REPORT

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2022 marked the return of physical events and much needed face-to-face interactions. The easing of restrictions meant that we were able to organise a greater number of exclusive events including networking sessions for Accredited Members and our flagship IPRS PRISM Summit 2022.

## **Impact of Digitisation**

The launch of the new IPRS Membership & Community Management System in April significantly increased our ability to engage with members. All our services including news and announcements, calendar of events and registrations are now conveniently located on a single app, providing members with greater convenience in connecting with us. Nearly half of our members are active on the app, and we are encouraged by the positive response to the new system.

On the administrative side, digitisation has enabled the Secretariat to consolidate several processes (organisation, marketing and administration of events and courses) and automate manual processes, saving considerable time and effort.

This has freed up resources to be spent on activities that provide greater value to members – including the development of exclusive content and the establishment of new partnerships.

We will progressively introduce more digital services such as job postings and networking services including coaching and mentorship opportunities through the app.

## **Revision of Membership Fees**

For several years, IPRS has kept its membership fees constant to encourage participation from industry practitioners at every level and also to avail our services to as many people as we can.

Last year, the membership team undertook a competitive analysis against similar PR associations to determine IPRS' positioning and position within the industry. We reported that our offering was as good as, if not better, than most with the advantage of IPRS having local market knowledge and expertise.

The Council is of the view that it is timely to revise our membership fees to better reflect the value of an IPRS membership as well as meet increasing operational costs. We have proposed a tiered increase to fees over the next two years to ease the cost burden on members.

## Membership

We continue to see moderate growth in membership figures and were delighted to welcome a total of 26 new members: one Corporate Member, four Accredited Member, 13 Full Members, 3 Associate Members, 5 Affiliate Members in the past year.

### Corporate Member

WTW

### Accredited Member

- Cruz Teng, Singapore Life Ltd
- Danny Tan, Grayling
- Pranav Rastogi, Redhill
- Vanessa Tan, That Marketing Guy

### Full Members

- Alan Lim, Institute of Technical Education (ITE)
- Annette Pau, Great Eastern
- Diana Koh, SCI Group
- Francine Loh, Klareco Communications
- Glenn Lim, Tower Transit Singapore
- Kelvin Koh, Truescope
- Kristen Chee, Career Break
- Kwok Siong Siew, Consumers Association of Singapore
- Lin Liangmin, M1
- Lyn Kwek, ST Engineering
- Malminderjit Singh, Hume Brophy (Singapore) Communications
- Marcus Ong, Ministry of Sustainability and the Environment
- Selina Ang, Mazars LLP

### Associate Members

- Natasha Bee Bte Abdul Razak, Ministry of Transport
- Ying Guo, Keppel Corporation
- Zhi Ling Goh, The Church of Jesus Christ of Latter-day Saints

### Affiliate Member

- Alanna Yeo, PHS Hairsience
- Anne Chng, Oliver Healthcare Packaging
- Josmin Ong, Arbinger Institute
- Toh Jun Xian, People's Association
- Katherine Leong, Fermion

## Overall Membership Figures in 2022:

Membership counts	December 2019	December 2020	December 2021	December 2022
<b>Accredited</b>	43	41	44	45
<b>Full</b>	55	46	55	61
<b>Associate</b>	15	9	13	13
<b>Affiliate</b>	29	45	43	20
<b>Corporate</b>	28	26	25	26
<b>Fellow</b>	13	13	13	13
<b>Honorary</b>	2	2	2	2
<b>Total</b>	189	182	195	180

### Delivering Value

Over the past year, members have experienced the value of being a part of Singapore's premier PR association. It has meant access to exclusive, curated thought leadership events such as our flagship IPRS PRISM Summit, connections with industry captains but more importantly, support from and a robust exchange of ideas with fellow practitioners.

We hope that members will continue to find value in and support the IPRS as we work together to uplift the practice of Public Relations in Singapore.

Lim Yin-Fern  
Ling Wei Ming  
Susie Wee

### Membership Team

# ACCREDITATION TEAM'S REPORT

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The IPRS Accreditation Chapter continued the positive momentum in 2022. The relaxation of the Pandemic meeting rules helped start many in-person events which were well received by the Public Relations community.

## **Accredited Memberships**

There were five applications for the Accredited Membership in 2022. Four of the candidates were successful, which contributed to 45 Accredited Members for 2022. The new members, Pranav Rastogi Managing Director Redhill, Danny Tan, Managing Director, Grayling Asia Pte Ltd, Cruz Teng, Lead, Brand & Communications, Singapore Life Ltd and Vanessa Tan, Head of Public Relations, That Marketing Guy, bring a wealth of experience and knowledge to the IPRS Accredited community. The opportunity to leverage their collective expertise is tremendous for the IPRS and the industry.

## **Exclusive events for IPRS Accredited Members**

Under an umbrella theme-*Dinner & Dialogue*, the team organised three events focused on Cultural Diversity in the PR industry, Organisations embracing sustainability and Future proofing business with agile PR methodologies. On average, 20 participants attended each of these intimate events and enjoyed the lively discussions. The IPRS is grateful to the many organisations such as IBM, Truescope and Meltwater for sponsoring the venue, food and beverage. Based on the success of these dialogue sessions for Accredited Members, we will plan many more events for 2023.

## **Accredited Members Contribution**

Many of the Accredited Members contributed to the institute by providing training courses. The IPRS would like to acknowledge the contributions of Robert Conceicao, Tham Kok Wing and Clarence Fu for training students in the Introduction to Public Relations and Mass Communication Course and Professional Certificate in Public Relations and Mass Communication Course.

The Council wishes to thank all Accredited Members for their contributions and time invested in developing skills as well as evangelising the value of Public Relations.

## **Accreditation Board 2020/2022**

- **Chairperson**  
Mr Mike Liew  
Partner, IN.FOM
  
- **IPRS Council AB Committee Chair**  
Ms R Selvi  
Communications Leader, IBM ASEAN

- **Advisor**  
Ms Bhavani Krishnasamy  
Managing Director, International PR Training
- **Board Member**  
Ms Dawn Low  
Cluster Director, IMDA
- **Board Member**  
Mr Ross Gan  
**Head of Public Relations, Matrixport**
- **Board Member**  
Mr Robert Conceicao  
Director, MAJIC Communications
- **Board Member**  
Ms Lina Poa  
Head, Corporate Communications & Investor Relations, ST Engineering
- **Board Member**  
Mr Nisar Keshvani  
Associate Director, Strategic Outreach and Communications, NUS
- **Board Member**  
Mr Gerry Francis De Silva  
Head, Group Corporate Affairs, Hong Leong Group Singapore
- **Board Member**  
Ms Kathy O'Brien  
Managing Director, Red Shoe Communications
- **Board Member**  
Mr James Brasher  
Managing Partner, Rice Communications Pte Ltd

Selvi R

**Accreditation Team**

# TRAINING TEAM'S REPORT

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With the groundwork laid by the Council in 2021 to improve the profile of the IPRS, good strides were made in our training portfolio for 2022.

With the new software solution in place in 2022, the design, branding and marketing for IPRS training programmes was improved, and registration and payment made more seamless and efficient.

As the COVID restrictions were still evolving through the year, all training programmes were conducted virtually. IPRS conducted 2 intakes of the Professional Certificate in PR and Mass Communication; 1 intake of Introduction to PR and Mass Communication; and 1 intake of Managing the Media in a Crisis course, run in partnership with the SSA Academy. A total of 39 participants were trained, including several overseas participants from the Philippines.

The collaboration with the SSA Academy to offer a WSQ 3-module course on Introduction to PR & Mass Communication enables the IPRS to offer Skills Future Singapore (SSG) funded courses and reach a wider audience.

## **Look Ahead**

We are committed to developing members and non-members as communications professionals, at all stages of their career. The skills, techniques and best practices that we provide in our training and workshops must be current, practical and applicable at work. Networking will be an important additional element in training, to build a community and support group for communications professionals. Training and speaking at webinars are also a platform and opportunity for Accredited and Full Members to build their training/speaking skills and to give back to the profession.

Some of the priorities in the year ahead are:

- Resuming in-person training courses.
- Widening and diversifying our pool of trainers and speakers.
- Competency and skills gap survey of the IPRS community.
- Renewing the collaboration agreement with SSA Academy.
  - Implementation of increased course fees.
  - Review implementation of tiered trainer's fees.
  - Improvement in marketing efforts.
  - Issuance of certificate by IPRS for successful completion of the courses.
- Improving the performance of the MOU with NTUC U-Associates.

Vanessa Wan

**Training Team**



# STUDENT CHAPTER TEAM'S REPORT

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2022 was an exciting year for the Student Chapter Team of the IPRS Council.

## **Kicking off the year in great style**

We kicked off the year with an IPRS Student Chapter gathering that focused on sustainability. Themed Hack a Change. Save our Planet, students from 9 chapters took part in a challenge and proposed ideas on recycling and reusing materials from everyday use.

## **Signing on a new Student Chapter**

The Singapore Institute of Technology joined the IPRS Student Chapter as the tenth chapter. Both teams are looking forward to collaborating and creating exchange platforms that will help the students gain greater insights about the workings of the PR industry.

## **Leading dedicated Student Chapter activities**

There were in total five events throughout the year which focused on sustainability. Temasek Poly conducted the – “Ready, Steady, Go Green!” event and Republic Poly conducted “The Big Talk on sustainability: Demystifying ESG”. PSBS ran a blood drive which the IPRS took part. Republic Poly conducted a session on evaluating the pros and cons of joining in-house or agency.

## **Student participation in IPRS PRISM Summit**

The students from Murdoch and Singapore Poly did a special project in developing a video titled *Future of PR is now*, which is a compilation of interviews with veteran PR professionals sharing their vision and hope for the PR Industry. The students worked hard to produce a professional video message with rich content that was a key highlight to sum up the IPRS event. Kudos to all the students who helped to inspire all at the PRISM Summit with their work.

The list of IPRS Student Chapters are as follows:

1. Temasek Polytechnic
2. University of Newcastle, Singapore
3. National University of Singapore
4. Singapore University of Social Sciences
5. PSB Academy
6. Republic Polytechnic
7. Murdoch University
8. Singapore Polytechnic
9. Ngee Ann Polytechnic
10. Singapore Institute of Technology

The Council wishes to take this opportunity to thank the various universities, polytechnics and academies for their support, students for their enthusiastic participation and student advisors for their guidance to their Chapters.

Selvi R  
**Student Chapter Team**



# IPRS PRISM Summit 2022

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IPRS welcomed close to 160 industry experts and PR practitioners at the inaugural PRISM Summit on 10 November 2022 at the PARKROYAL on Beach Road to discuss the future of PR.

In early 2022, the Council made the decision to alternate the PRISM Awards with a PRISM Summit each year. The 2022 Summit was organised to bring the PR community together and to exchange in-depth knowledge across key areas such as sustainability and technology. The delegates had the opportunity to contribute actionable insights and tips in navigating the volatile business and social environments and the evolving communications industry.

The Summit featured 32 speakers with topics addressing leadership, ESG, technology and future readiness. Professor Tommy Koh, Ambassador-at-Large at the Ministry of Foreign Affairs and Emeritus Professor of Law at the National University of Singapore, kicked off the day by affirming PR as a profession and sharing his thoughts in a Fireside Chat with PRISM Summit Chairperson and IPRS Council Member, Vanessa Wan. Other speakers represented organisations such as the Singapore Institute of Directors, TikTok, the Straits Times, Alibaba Group, Certis, NTU Wee Kim Wee School of Communication & Information, AWARE, SkillsFuture Singapore, and EDB, amongst others.

Feedback received from delegates immediately after the close of the Summit was resoundingly positive. Following the Summit, an online survey was sent to delegates and the results were also largely positive. Majority of the speakers were rated very highly; and most delegates felt that the topics were relevant, with one writing "This conference delivered at a far higher level than most."

It is indeed exciting times for the PR profession. However, we must evolve to ensure that we remain relevant. The strong support that IPRS received from organising the Summit proved that the industry is indeed shifting, and change is becoming increasingly necessary.

The IPRS is grateful to Platinum Sponsor, Redhill, and Gold Sponsors, IN.FOM, Truescope and Datatex, who supported and made the PRISM Summit possible.

Vanessa Wan

**Chair**

**IPRS PRISM Summit 2022**

# IN APPRECIATION

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The President and IPRS Council 2021/2022 and the IPRS Secretariat team would like to express our deep appreciation to all our Members for your continued support for the IPRS.

Our thanks and gratitude to our Partners, Sponsors and Friends for making 2022 a successful year.

## **IPRS PRISM Summit 2022 Corporate Sponsors**

IN.FOM  
Redhill  
Truescope

## **PRISM Summit 2022 Speakers**

Professor Tommy Koh  
Arun Mahizhnan  
Jacob Puthenparambil  
Wong Su-Yen  
Rob Kabus  
Jason Lee  
Voal Voal Wong  
Liu Xiao Wei  
Royce Wee  
Hsien-Hsien Lee  
Ong Soh Chin  
Maureen Tsang  
Jason Plamondon  
Jason Leow  
Stephen Lew  
Elaine Chan

Chelvin Loh  
Ng Chew Wee  
Tham Kok Wing  
Kathy O'Brien  
Sharon Lee  
Robin Goh  
Lynn Lee  
Jung Younbo  
Irene Tham  
Vanessa Wan  
Selvi R  
Koh Juat Muay  
Grace Chiang  
Lim Yin-Fern  
Dennis Low  
Cindy Lim  
Lars Voedisch

## **Dinner Dialogue Sponsors:**

IBM  
Truescope  
Meltwaters

## **Partners**

Advisory SG  
NTUC U-Associates  
SSA Academy  
Singapore Press Club

# IN APPRECIATION

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## **IPRS Honorary Legal Advisor**

Mr Samuel Yuen

## **Student Chapters Advisors**

Aaron Ng, Singapore Institute of Technology

Bernard Ho, Ngee Ann Polytechnic

Brian Lee, Singapore University of Social Sciences

David Wong Kai Mann, Singapore Polytechnic

Eleora Chin, PSB Academy

Eng Yu Fan, National University of Singapore

Gary Lin, Temasek Polytechnic

Greg Danker, Republic Polytechnic

Kin Wong, University of Newcastle

Tania Lim, Murdoch University

## **Student Chapter Presidents:**

Ashwini Sanasi, Vice President, Murdoch University

Liu Ying Tong, Vice President, Temasek Polytechnic

Melissa Han, President, Murdoch University

Nicole Sim, President, Singapore Polytechnic

Nur Nabila Binte Malek, President, Republic Polytechnic

Nur Sabrina Bte Kamal Batcha, President, Temasek Polytechnic

Yong Jia Yu, President, NUS



# Financial Report 2022

Institute of Public Relations  
of Singapore  
22<sup>nd</sup> March 2023

**INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE**  
(A Society Registered in Singapore)

**DETAILED INCOME & EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2022**

	2022 S\$	2021 S\$
<b>Revenue</b>		
Education	64,950	41,300
Membership & Entrance fees	29,743	29,276
Programme fees	20,733	48,500
	<u>115,426</u>	<u>119,076</u>
<b>Cost of sales</b>		
Membership - AGM expenses	-	-
Programmes/ course expenses	39,211	34,105
	<u>39,211</u>	<u>34,105</u>
<b>Other income</b>	41,560	6,274
<b>Staff cost</b>		
Staff salaries and bonus	48,465	79,800
Staff CPF and SDL	8,197	13,452
Staff medical & other allowance	420	800
	<u>57,082</u>	<u>94,052</u>
<b>Other operating expenses</b>		
Accounting fees	18,481	19,068
Advertisement	-	48
Audit fees	3,691	3,410
Bank charges	183	217
Depreciation	9,638	330
General expenses	33	-
Insurance	429	504
Leasing of copier	11,727	3,082
Legal and professional fees	500	76
Loss on disposal of fixed assets	1,018	-
Office cleaning	3	6
Postage and courier	84	287
Printing and stationery	101	27
Refreshments	6	-
Relocation expenses	2,629	-
Rental of premise	13,408	19,200
Repairs and maintenance	150	285
Sponsorship	1,150	-
Stripe fees	817	-
Subscription	2,190	2,700

*This page does not form part of the audited financial statements.*

Telephone and internet	1,020	1,831
Transport	33	-
Utilities	931	1,211
Website setup and hosting	830	1,315
	<u>69,052</u>	<u>53,597</u>
<b>Finance cost</b>		
Interest expense on lease liability	-	-
<b>Loss before tax</b>	<u>(8,359)</u>	<u>(56,404)</u>
Taxation	-	-
<b>Loss for the year</b>	<u><u>(8,359)</u></u>	<u><u>(56,404)</u></u>