

# LOVEBYTE



**Our Membership**

Our Services/E-Services

**Our Publications**

Our Partnerships



# mission

To promote marriage among graduate singles, to inculcate positive attitudes towards marriage among all singles and to bring about the formation of strong and stable families in Singapore.

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**Survey On Social Attitudes of Singaporeans 2002**

85% of Singaporeans agreed that it is better to get married than remain single. 8 out of 10 male singles (83%), compared to 6 out of 10 female singles (63%), agreed that it is better to get married than remain single.

# in perspective

**Late marriages,** low marriage rate and a falling total fertility rate are some of the key social trends facing Singapore. It was against this social backdrop that the Social Development Unit was formed in 1984.

The Government recognises that marriage is a personal decision. However, it becomes the community and Government's concern if individuals desire to get married but cannot do so due to barriers inherent in society. These include cultural and traditional bias, lack of social interaction opportunities, and that of an attitudinal nature (eg. unrealistic expectations of a life partner).

An SDU Perception Survey conducted in 2002 on members and soon-to-be members showed that 89% of SDU members agreed that "it is appropriate for the Government to run programmes to encourage singles to meet their life partners". 85% said that SDU was a good platform to meet people.

The Social Development Unit therefore strives to provide social interaction opportunities for singles and increase singles' awareness of the importance of marriage through public education efforts. The Unit's efforts in developing new programmes and initiatives, as well as its evolution to keep up with the times, have made significant inroads and yielded positive results over the years.

Over 33,000 SDU members have tied the knot since its inception. The marriage figures for SDU members continued to climb – from 2,789 in 1999 to 4,050 in 2003, despite fewer marriages at the national level.

The phenomenon of singlehood is growing at the national level. The number of singles aged 35-39 has continued to remain high over the years. In 2002, the singlehood rate for females in the 35-39 age group stood at 15.6% compared to 14.4% in 1990. The singlehood rate for males in the same age group has also risen from 17.8% in 1990 to 20.7% in 2002.

A worrying trend of growing singlehood amongst both graduates and non-graduates has also developed. Female graduates continued to have the highest singlehood rate across educational qualifications. There is also an increase in the singlehood rate of males with below secondary education.

According to the Statistics on Marriage and Divorce 2002, the number of resident marriages declined from 25,212 in 1997 to 22,489 in 2002. The mean age of first marriages, however, increased from 29.4 to 30 years of age for men and from 26.5 to 26.9 years of age for women. ❀





### **Organisational Excellence**

On 13th December 2003, SDU successfully converted to ISO 9001: 2000. SDU has been ISO-certified since 1998.

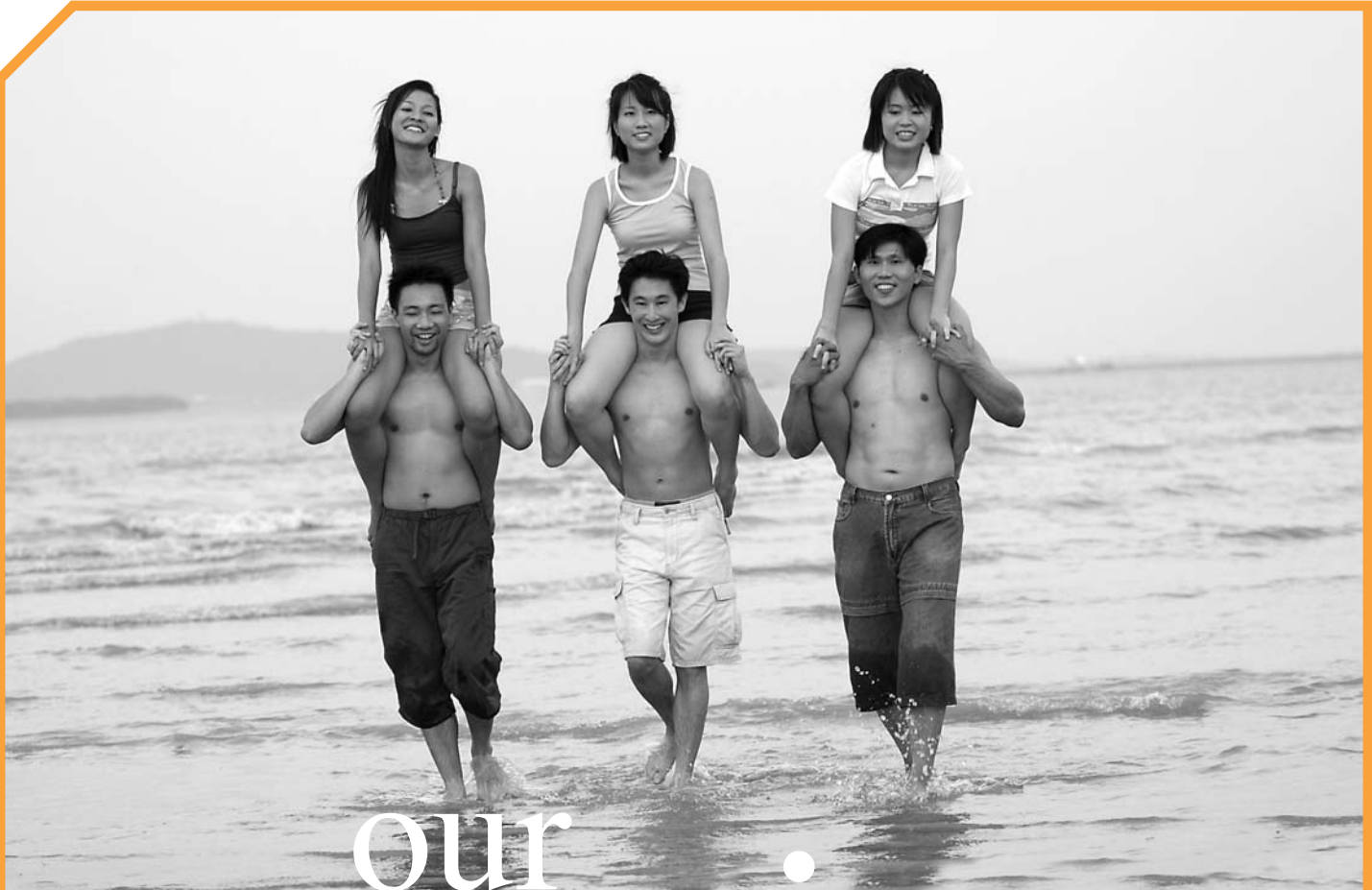


# 2003 at a glance

**Many new** initiatives were introduced to enhance the services and membership schemes offered by SDU to better cater to the needs and preferences of its members.

SDU recognises that singles do not form a homogeneous group. It saw the importance of identifying the needs of members at different stages of their lives and at different points of membership. In order to delight its customers, it was imperative to address those needs with relevant socialisation services and activities.

2003 saw the introduction of the Social Wellness Programme, an umbrella programme that offers a more structured, comprehensive and holistic selection of services for members. ✿



# our services

## Social Wellness Programme



The Social Wellness programme was designed to help members put together their very own basket of activities and services according to their individual needs and preferences.

A Heart Rating system was also introduced to accompany the programme. This system is a collection of heart symbols to rate the activities. The more heart symbols there are, the more focused the programme is. This was designed to enable members to better navigate the many activities and services offered and to choose the setting and activities that most meet their needs.

- Introductory programmes (♥) - A great start for those who prefer to meet members in large-group settings with minimal facilitation. Examples include sporting activities, grooming workshops and financial intelligence training workshops.
- Exploratory activities (♥♥) - Allow for more interaction among like-minded members to meet

in medium-size group settings. Examples include trekking, ballroom dancing, cooking workshops and talks on 'Relationship Success'.

- Exclusive programmes (♥♥♥♥) - For members who want to meet friends in small group settings with a high degree of facilitation. Examples include dinner for six, adventure camps for small groups, and talks on 'We have to talk: Healing dialogues between men and women'.
- Personalised introduction (♥♥♥♥♥) - This exclusive service, reserved for premium members, is the perfect choice for members who prefer a more focused and specific introductory approach.

## Activities and Events

- In 2003, a total of 800 interesting and exciting events were organised, garnering a total of 10,638 participants. These events included Financial Intelligence Training workshops, talks on "How to love a modern man/woman", and trips to Kota Tinggi.



**Appointment of New Events Provider**

Red Box Events Pte Ltd took over from Premier Club Management Pte Ltd (PCM) as SDU's outsourced partner in October 2003 to manage SDU's social interaction activities.

**Rendezvous@LoveByte**

SDU organised weekend sessions for members to drop in at SDU's premise and interact. In 2003, in response to positive feedback and requests from members, these drop-in sessions were increased from monthly to once every three weeks. Key highlights included themed activities such as Halloween Night, Valentine's Day Special and New Year's Eve Party. Activities such as grooming workshops and movie screenings were also organised.

**Members' Own Group**

Members' Own Groups (MOGs) are special interest groups formed by members for members. They serve

as a good platform for members to meet and befriend like-minded people or those with similar interests.

In 2003, the total number of MOGs initiated by SDU members stood at 16, a fall from the 69 groups formed in 2002. This was due largely to a comprehensive review of the MOGs. Inactive MOGs were removed from the list. New applicants for MOGs must undergo a stringent interview so that the MOG leaders could be assessed on their suitability and level of commitment.

**Personalised Introduction Service**

Personalised Introduction (PI) service was made available for members who signed up under the Premium Membership scheme. Members enjoy the personal attention of an Advisor who journeys with them as they seek their life partner. They receive a one-to-one consultation session, where the Advisor will highlight the best potential matches to them based on their needs and preferences. ✨



# our e-services

## *SDU's LoveByte Website*

SDU's dating website offers a whole suite of services, ranging from activities to personalised dating services and online programmes such as a chat forum, advisory column, contests, internet relay chat and more.

Available 24/7, the LoveByte website has some of the most sophisticated online features vis-a-vis other local dating websites.



### Launch of Table 4 Two



I-Pal and Choice Match, two of SDU's most popular on-line services, were combined to form Table 4 Two in 2003. This value-added service enables members to make friends on-line via an Internet chat programme. Members can also search for their potential partners from an e-brochure and arrange to meet with them. All Table 4 Two members are identified by their nicknames and can choose to share more about themselves by penning a short self-introduction of themselves. The members can also send an eNote or SMS to the party they wish to date.

### New Mobile Services



Members can now send SMS to friends and members using this new service. Members can contact each other using nicknames, thus ensuring confidentiality. In addition, members can search through and enrol for events, check status of event application, renew membership and more using their handphones.

### Computing MatchMaking

Members enter demographic and psychographic

information about themselves and their ideal mate into the computer, and the system will generate matches based on the social quotients, interests and lifestyles. Under this service, up to 2 best matches will be generated on a monthly basis. When the matched partners agree to meet each other, their contacts will be revealed and the matched pair can then proceed to contact each other. There were 653 new subscribers to this service in 2003.

### iChat

SDU members can use this service to chat with other members in the comfort and privacy of their home. If the members are not comfortable chatting with other members in the public room, they can invite them to their own private room where they can enjoy a more private tete-a-tete.

### iDate

This service allows members to choose the friends whom they would like to chat on a one-to-one basis. Members can also see which of their friends are online and send instant messages to each other exclusively.



### Espresso Note

This service enables members to get to know more friends in the easiest and quickest way possible. Members can send email to other members simply by typing in their nicknames. They can also send email to their friends using this service.

### Dr Love

Members can get advice on relationship matters or find tips to jazz up their social life.

### Share A Love Potion

Members can share their views on questions and issues that were posted for discussion and offer their advice.

### Forum-Cino

Forum-cino is a forum for members to share their thoughts and experiences with one another. Members can either reply directly through the forum or choose to send an e-Note or SMS.

### Cookie Jar

SDU's own electronic mailbox. Members can check their personal mailbox for correspondences with other members and SDU announcements.

### Photo Shot Latte

Members can post their favourite photos online. They can also add a short description to these photos. Only members are given access to view the photos.

### Sweet Temptations

Members get to win attractive prizes in online promotions.

### Hot Stories

Get inspired by real-life success love stories and relationship and dating articles. Members can also read up on past events and activities. ❀



# our membership

**In 2003**, SDU enjoyed a strong base of 25,431 members. A total of 15,057 new members joined SDU that year. The number of SDU members has been increasing at a steady rate since its inception in 1984. This is with the exception of the year 2002. In 2002, there was a slight dip in the number of SDU members due to the absence of the mass recruitment exercise that involved the two local universities (National University of Singapore and Nanyang Technological University).

## **Restructuring of the tenure of membership**

A key milestone was the re-structuring of the membership fees in September 2003 to make it more simplified, attractive and accessible for members as well as organisations that SDU works with:

- 1) The membership tenure for ordinary Classic Membership was reduced from 5 to 2 years.
- 2) The Corporate Gift Membership (CGM) was re-packaged so that each organisation paid a more attractive and customer-centric rate of \$100 per annum. This scheme allowed all graduate singles in the CGM organisation to sign up as an SDU member for free. The membership is valid for 2 years.
- 3) The multi-tiered subscription for one of SDU's most popular online service, Computer Matchmaking, was also simplified to an annual flat fee.

Another significant development was the introduction of a new membership scheme, **Premium Membership**. It was developed because SDU

recognised that the needs and preferences of members differ depending on their present stage in life as well as their demographic and psychographic profiles. This scheme is specially tailored for members who prefer a more personalised and focused approach in their search for a life partner. Premium members enjoy a range of exclusive personalised services in addition to the lifestyle activities and services available to Classic members.

Other membership schemes that an SDU member could sign up for are:

#### **Complimentary Membership**

In 2003, the recruiting of new members through Mass Recruitment was resumed, with local graduates from NUS and NTU receiving a joint invitation from Ministry of Education and Ministry of Community Development and Sports to join the SDU complimentary membership scheme. The recipients could choose to opt out from the scheme.

Mass recruitment exercises continued to account for the bulk of SDU's new members. In 2003, 6,836 graduates of the 2003 cohort accepted the complimentary membership.

#### **Corporate Gift Membership**

Members were recruited through Corporate Gift Membership (CGM). Employers could sign up for CGM at an annual fee of \$100. With that, all the graduate single officers in the organisation get to enjoy a Classic 2-year membership with SDU. In 2003, there were 1,249 members who signed up through the CGM scheme.

#### **Classic Membership and Gift Membership**

Singles could sign up for Classic Membership at their own initiative through the SDU website [www.LoveByte.org.sg](http://www.LoveByte.org.sg). Singles also get to enjoy Classic Membership when a friend or loved one buys him/her a Gift Membership. In 2003, the ordinary Classic Membership accounted for 8,077 of the new members recruited for the year. ✨





### When Opposites Attract

Lynn and Ka Wai prove that you do not need to share similar tastes in order to enjoy an enriching and harmonious relationship.

Though different in many aspects, their marriage a year after just goes to show that opposites do attract.

As Ka Wai shared, “When I feel cold, she feels hot. When she’s hungry, I’m not. We never seem to be in sync!”

Lynn and Ka Wai first corresponded via email through SDU’s iPal\* service. They hit it off and began dating.

They share a strong commitment to open communication and are accepting of each other’s different points of view.

# made to match

SDU success couples share what it takes  
to bring two together



### Sharing a Common Bond

Peng Seng and Angelyn have plenty in common. Both in their late 20s and working in the IT line, they felt that they suited each other well. They come from similar backgrounds and have similar personalities. Angelyn said, “We think along the same lines. We know each other’s thoughts just by looking at each other’s expressions.”

The couple met in April 2000 at a SDU welcome tea session and hit it off right from the start. After the welcome tea, Peng Seng sent a friendly email to Angelyn. A few weeks later, they went on their first date. Love blossomed and three months later, Peng Seng secretly bought an engagement ring and proposed.

Three years into a happy marriage, both are glad that they did not hesitate. The couple said, “It isn’t the length of the courtship that matters; it’s whether the other person is the right one for you.”



### When Friendship Blossoms

Nick and Hwee Yeng met at a rumba class organised by SDU at Jacie Dance Studio.

After an awkward first dance, the couple started going out for drinks with friends after dance classes and spent weekends roller-blading or cycling at East Coast Park. Their friendship blossomed naturally into courtship after more than a year.

Both shared that starting out as friends was a good thing. "I always believe in being friends first," said Hwee Yeng. Nick agreed, adding that while they had differences on certain issues, their time together as friends helped them to work through their difficulties.

Nick has this to share with those who participate in SDU activities. "Join activities that you like. Those that allow for interaction over a longer period, for example, dance classes over 10 weeks, would help in getting to know others better." Hwee Yeng added, "Don't jump to conclusions and assume that a person is not the right one when he or she does not meet your criteria or expectations. Always give yourself and others a chance... you might be surprised that your Mr or Ms Right is in fact so far yet so near!"



### Patience and Care Win the Day

Nan Sy and Yow Chong met through SDU's iPal\* service. Yow Chong's email, written in sincerity and filled with interesting anecdotes, caught Nan Sy's eye. More emails and phone calls later, they started dating. Yow Chong knew after three months that he wanted their dates to blossom into something more serious.

It was not an easy choice for Nan Sy who had another iPal hot on her heels. Although his competitor was more romantic, Yow Chong won Nan Sy over with his patient and caring nature. "I feel that men who are less humorous and not so romantic tend to lose out to those who can speak well and make girls laugh. But at the end of the day, I don't need roses on my birthday," reflected Nan Sy.

She wanted not just a good husband, but one who would be a good father to her children. Yow Chong and Nan Sy tied the knot in 2000. In Dec 2003 they completed their happy union with a little bundle of joy, baby Cherlin. ❀

\* i-Pal, a popular on-line pen-pal service, is now subsumed under Table4Two.

## Power of 2

### Love means giving a second chance

Getting over a hang up and giving a second chance was what Singapore lass Sanel Kelly Tan did before she allowed herself to date and finally marry Welshman Daniel James Flavell.

... "because Sara, as Frank call the 22 year old, learned the idea of being...  
... "On his part, it consulted James, who...  
... "The next year, 2000, proved to be a...  
... "She said: "I would date different...  
... "Through counselling, she remained...

## duet

### ROMANCING ZONE

### MEN from MARS, WOMEN from VENUS

### GLAM IT UP!

### 10 FUN THINGS TO DO

### 20 SURE-WIN DATING TIPS!

# our publications



**Whazzup!**  
Fright Night at Stevens Road (31 Oct)  
There are spooky goings-on in SDU this Oct 31 as we unwind and immerse in the spirit of Halloween. Come on down for a night of devilish fun and haunting treats. Take part in the Ghoulish Games and Fancy Dress Competition. Sign up now for the spookiest gathering ever! We dare you to miss it!

**How to Love a Modern Man/Woman (1 Nov)**  
What is the modern man/woman looking for and how do they want to be courted and loved? Find out from Mrs Eunice Heng as she uses interactive games and discussion to improve your befriending skills and understanding of the opposite sex.

**Festive Fancy (6 Dec)**  
Fancy an early Xmas lunch with all the festive trimmings? Gourmet Cellar has a specially prepared lunch accompanied by wines for this occasion. 'Tis the season...eat, drink & be merry.

**Event Highlights**

October 03	November 03	December 03
Sunset Rendezvous	Hartha Yoga	Country Line
Gunsung Bekhut Trek	Laughtin's the Best Medicine	Sibu Xmas Special
Beginners Latin - Samba & Jive	3-in-1 Sunday Getaway	Spore By Night

[View entire event list](#)

**NewsByte**  
Red Box Events' is SDU's new strategic partner, replacing Premier Club Management, in organising activities for SDU members. Fronted by two young and dynamic ladies, Annie Chan & Elsie Eng, Red Box promises affordable yet quality activities. So do look out for exciting new activities that not only cater to your lifestyle but also bring you more opportunities to network, date and meet that special someone. Red Box has also teamed up with Mediacoop Publishing to produce a brand new quarterly magazine published for members only, bringing you the buzz on the latest lifestyle news, SDU activities and much more. The first issue of 'Duet' is scheduled to be in your mailbox by end Dec.

Announcing the arrival of Take2! - SDU's bi-monthly eNewsletter. It's short, sweet and promises to spice up your social life. Take2! is sent free of charge to all members and other interested readers. So spread the word - Take2! minutes of your time and read about what's going on behind the scenes and our successful twosomes.

**Win in our Launch Special!**  
Tell your friends about Take2! and stand to win an attractive Dolce & Gabbana fragrance gift sets. There are 20 sets to be won! Count me in!



**Ask Dr Love**  
Need advice on how to jazz up your love life? Or how about some tips on how to put that flame back into your romance?  
Just send your questions to Dr Love and she will send out her prescriptions to you. You may also browse for other love queries here.  
[Visit Dr. Love](#)

**Take2!** SDU launched its first eNewsletter, Take2!, in October 2003. Published bi-monthly and disseminated to all members, it contains information on upcoming activities, dating tips and SDU success stories. Members of public can also subscribe to the eNewsletter for free.

**DUET** A brand new lifestyle magazine DUET, published exclusively for SDU members, greeted members in December 2003. A quarterly publication, it lived out its promise as a fresh, entertaining and exciting read for all members.

DUET features articles on lifestyle, celebrity interviews, makeover segments, events/ activities guide for members, and much more. 30,000 copies are circulated free of charge to SDU Members, Social Development Officers, Ministries, Statutory Boards, universities (both local and overseas), private companies, public libraries and the media.

**Power of 2** The 'Power of 2' is an exciting newsletter that was published quarterly in The New Paper. It showcases the latest news, insights by couples who have found their life partners, dating tips and much more. ❀



# our partnerships

**SDU is** ceaseless in its efforts in forging community and commercial partnerships to maximise social interaction opportunities for singles in their natural social settings.

## **Social Development Officers**

These are SDU's active partners in Ministries, Statutory Boards, Government-linked companies and private sector organisations who organise social interaction activities for the singles in their organisations. SDOs help to inculcate positive attitudes towards marriage by organising both inter- and intra-organisational social interaction activities. By adopting a personalised approach, they motivate resistant and sceptical singles and draw out the shy and hesitant in their organisations.

In 2003, the number of SDOs stood at 63, an increase from the 42 SDOs in the previous year. More

than 180 SDOs activities were organised in 2003, benefiting 4,000 participants.

SDU started an e-bulletin to keep SDOs informed of activities and new programmes at the SDU. SDOs were also equipped and empowered with useful skill sets, dating concepts and information on how to engage singles through quarterly workshops organised by SDU.

## **Relationship Advisors Programme**

**NEW**

Under this programme, volunteers who share SDU's commitment and passion in helping singles find their special someone, were engaged to host private dinner parties. The programme was introduced as part of SDU's efforts to raise more marriage champions in the community and create more social interaction opportunities for singles to meet and network. ❁



## **SDU Perception Survey 2002**

Both SDU members and prospective members surveyed ranked parents/friends and family first with regards to the effectiveness of matchmaking efforts. Educational institutions were seen as the next most influential while SDU members see their employers as the third most relevant in their efforts.



# upstream work



## Project Network - Working with Universities NEW

SDU launched Project Network in 2003 to fund programmes organised by universities and their students bodies so as to promote social skills and to create social interaction opportunities for the undergraduates. Over 700 undergraduates attended Project Network events in 2003. ✿



**Diary of Activities**

Check out the activities taking place in the north of June and beyond

You can view pictures from some of the activities which took place during Romancing Singapore 2003 on our gallery page.

The diary shows activities, events or promotions which take place or are available during the month of June 2003 and beyond.

Events/promotions for the shaded day are being displayed. To view from a different day simply click the day, and all events/promotions for that day will be shown.

If you would like to see events/promotions from another month, simply select the appropriate month below and click on GO.

June 2003	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	1 Jul

Currently showing: 15 Jun 2003

Date	Event/Promotion	Cost	Co-ordinator	Venue
Wed 18 Jun 2003	Small Business Showcase	\$400+++ per night	R&D Centre	R&D Centre
Now 18 Jun 2003	Love, Sex, Sin & Romance	\$24+++	Father Flanagan's Irish Pub	ONEIES #11-05, 20 Victoria Street, S217965
1 Jun - 31 Aug	Abroad Romance Centre	\$100 for girls (School \$120, \$110 for guys (School \$130))	Abroad	14 Scotts Road #04, S0581 For East Plaza
2nd & 15 June 2003, Sun, June, Sep and Dec	Real Estate Seminar	\$200++	S Pte Ltd	5 Sushu Restaurant, 71A Boat Quay
Now 18 Jun 2003	CherryBlossom Anniversary Promotions Just for Romancers	\$170	Spa Haven	86-820 The North, Courtyard Centre, Loring 1, #02-143
Now 18 Jun 2003	One under the stars	\$160+++ per couple	DVD Restaurant & Bar	28 Club Street, S0581415
Every Tuesday, 9am - 1am, 30 December 2003	Enchanted Romance Set	\$65+++ per person (JP \$95)	Queenside Seafood	88 A, Merchant Court
June to 31 Dec	Expansive Your Romance Through Online Dating	\$250 per couple	One/One	Specialist Shopping Centre
1 Jun to 31 Dec	Online Dating - The Ultimate Secret: Promotions & Conversation with Romancers.com	10% discount on 1st date orders	Online By The Straits	Online By The Straits

Showing page 1 of 3 | 1, 2, 3 Next

Sort by: Events/Promotions  
Order: Ascending  
Search: [ ]  
No: [ ]  
Show: 10 items

# shaping the environment for love

**Romancing Singapore 2003** NEW

SDU provided secretariat support for the Romancing Singapore Task Force as part of Family Matters! Singapore (FMIS) chaired by Mr Chan Soo Sen, Minister of State for Community Development and Sports and Prime Minister's Office.

Romancing Singapore 2003 was launched in February 2003, with the objectives of bringing out the romantic side of Singaporeans and to sculpt a more conducive environment for social interaction, courtship, marriage proposals and celebrating married life.

Ms Claire Chiang and Dr Finian Tan were appointed to co-chair the Task Force for this Festival. The Task Force organised a total of 10 events, garnering 50,000 participants. 70 community and commercial partners also supported the festival with another 100 events. \$373,000 worth of sponsorship was received from 12 private sector companies. ✿

# our media partners

Various local and foreign media covered SDU-related news

Tuesday, April 29, 2003 • THE STRAITS TIMES

LIFE!

L3

## Cupids are at work

*Who says you can't find romance in the office? Social development officers are here to help staff get in the mood for love*

By TEE HUN CHING

WHO says office romances are to be frowned upon?

These include organising social activities within their own company or with other firms, and playing Aunt or Uncle Agony sometimes.

... aims, says a Development... ports

In the Marriage Preparation Survey held by the MCDs last year, it was found that 22 per cent of respondents met their partners through work, 10 per cent did so through mutual friends.

Of 251 couples surveyed at the Registrar of Marriages, 14 per cent of marriages were introduced through work, 10 per cent through mutual friends, 10 per cent through family members, 10 per cent through friends, 10 per cent through other means.

SDOs usually attend talks and seminars on relationship issues to prime them for their tasks. MCDs is also planning a more comprehensive training course for them.

Apart from being discreet, and having good people skills and patience, SDOs should also be happily married, says Mrs Lim Leong Siung.

The 65-year-old, who was an SDO at the Education Ministry for 13 years before retiring late last year, says: "Only if you believe in marriage would you be able to convince others of its merits."

She now works as a part-time adviser at the SDU and still meets, counsels and pairs up singles.

Asked how many couples she has helped to match-make, the affable grandmother of four lets out a laugh and says: "I've lost count. Many, many."

But she recalls five successful pairings last year through what she calls "manual matchmaking".

This means she had personally recommended

the singles to one other, rather than relied on the computer to generate matches.

Every month, she meets other SDOs and SDU counsellors to share their lists of singles and explore potential matches.

She says the expectations of singles today, both men and women, are still tied to personality, chemistry and looks, although women often add "career stability" to their wish-list.

But while women used to seek partners who were of the same age or older, she notes that two out of every 10 women today would not mind someone who is one to three years younger.

Her advice to singles seeking love?

"It's impossible to find everything good in one person. Be realistic, but don't feel pressured to settle down either."

◆ Call the Social Development Unit (Tel: 6538-2548) or log on to [www.lovebyte.org.sg](http://www.lovebyte.org.sg) for more information.



DESMOND FOO

**LOVE DOCTORS:** It's impossible to find everything good in one person. Be realistic, says Mrs Lim Leong Siung (far right), who explores potential matches among singles with other social development officers.

Who says you can't find romance in the office? Social development officers are here to help staff get in the mood for love.

news

# The Dating Game

**All the data on dating.com**

**Too fast, too furious**

**Eat well and make new friends**

**Helping hand**

The Social Development Unit's Mrs Lim Leong Siung is the human computer who helps graduates find love the old fashioned way.

The Sunday Times News, October 5, 2003

Thursday February 13, 2003 THE STRAITS TIMES

HOME

## LOOKING FOR LOVE

# Offbeat love games turn into a match (for life)

**Govt matchmaking agencies now offer quirky ways to find love - and marriage statistics show they work**

**LOVE OPTIONS: SETS AND YOU**

**By FRANK QUAK**

FRANK QUAK is a freelance writer, author, and editor. He has written for the Straits Times, the Singapore Free Press, and other publications. He is also a regular contributor to the Singaporean radio station, Radio 538.

**There's still some sort of algorithm. If you find anyone in your own and you're getting desperate.**

**Frank Quak**

**The numb hand that leads to happy wedding**

**The path to love**

**SOCIAL DEVELOPMENT UNIT OFFERS**

**SOCIAL DEVELOPMENT SERVICE CENTRE**

The Straits Times Home, February 13, 2003

The Social Development Unit's Mrs Lim Leong Siung is the human computer who helps graduates find love the old fashioned way.

Govt matchmaking agencies now offer quirky ways to find love - and marriage statistics show they work.

**Local Media Press**

- Teach Magazine
- The Straits Times
- The Sunday Times
- Singapore Women's Weekly
- TODAY
- Business Times
- Elle Magazine
- Her World Magazine
- Family in Touch

**TV**

- Channel 8

**Radio**

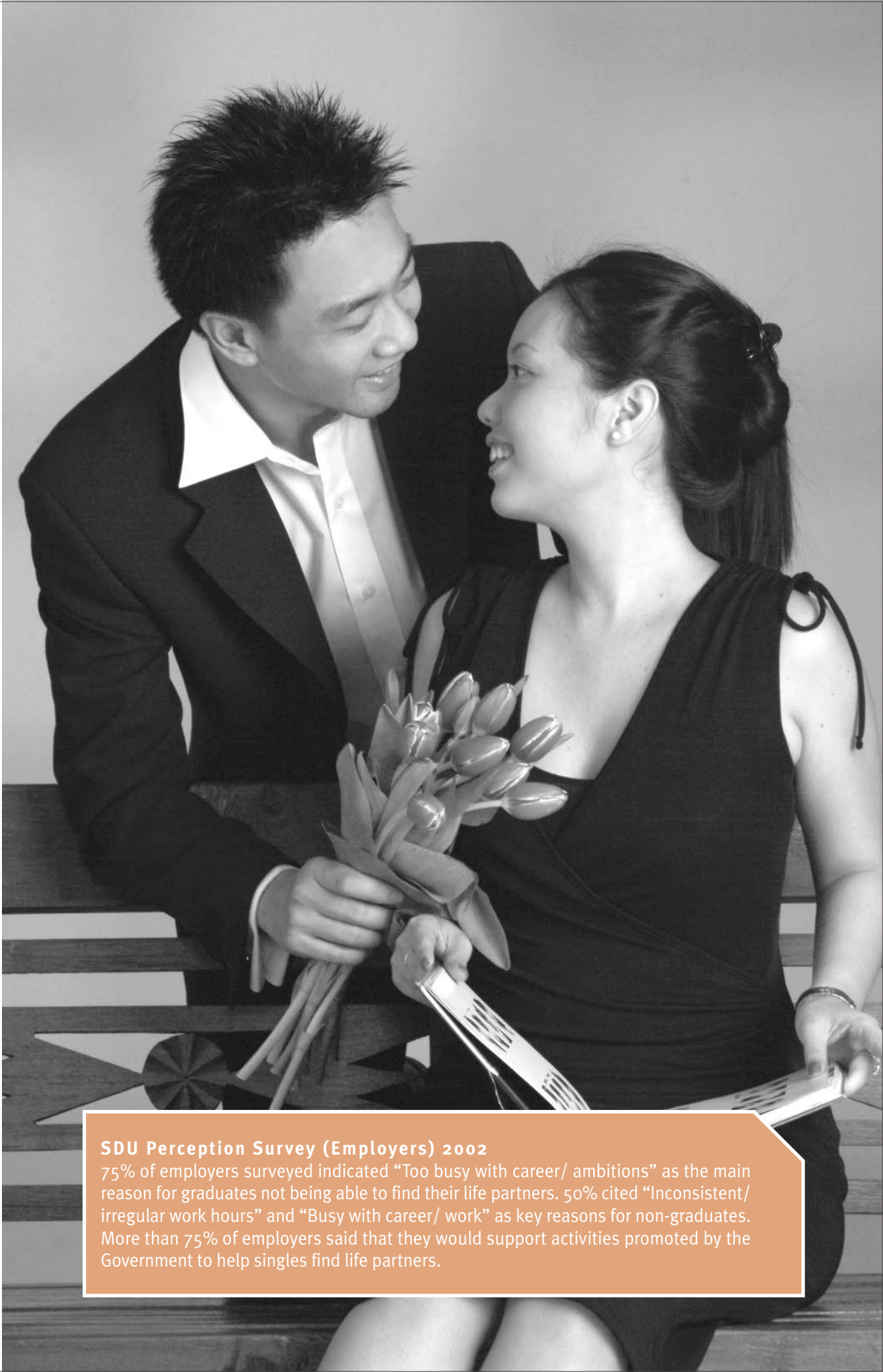
- Safera Radio Power 98
- TLR Radio Talk show

**Foreign Media Press**

- Sueddeutsche Zeitung (Major German Dailies)
- Tages-Anzeiger (Major German Dailies)
- Allegra (German magazine)

**Radio**

- BBC/ ABC Radio



**SDU Perception Survey (Employers) 2002**

75% of employers surveyed indicated “Too busy with career/ ambitions” as the main reason for graduates not being able to find their life partners. 50% cited “Inconsistent/ irregular work hours” and “Busy with career/ work” as key reasons for non-graduates. More than 75% of employers said that they would support activities promoted by the Government to help singles find life partners.



# future direction and plans

**While the Unit** continues to offer a wide selection of social interaction activities and matchmaking services for its members, it recognises that in order to make social interaction opportunities easily accessible and appealing to all singles, it needs to work beyond its membership. Despite the best efforts of SDU, there will be singles who prefer not to be involved in a government-sponsored framework.

In view of that, the Unit will engage the private sector and community groups to do their part in helping the singles around them find a life partner. It will form strategic alliances with both commercial and community partners to bring about more social interaction opportunities for the singles at large. Emphasis will also be placed on getting undergraduates to start interacting before they graduate and climb the corporate ladder.


SDU will continue in its strategic intent to help catalyse the dating industry, proliferate matchmaking as a social norm and reduce singlehood in Singapore.

The following pages highlight programmes and initiatives planned for 2004. ❀



Check Out The Latest *Dating Craze*  
You can now seek new friends, post your profile and widen your social circle when you log on to the new LoveByte Personals.

**LAUNCH SPECIAL!**  
Post your profile online for free including  
and Win an attractive Prize including  
a Holiday Trip and  
Fantastic vouchers.

 [www.LoveByte.org.sg](http://www.LoveByte.org.sg)

# services

## LoveByte Personals

LoveByte Personals is a brand-new dating service that will be launched on SDU's website in March 2004. Members can seek new friends and widen their social circle through this free service. They post their profiles and access the Personals of other members on the LoveByte website. Contact can be made through SMS, eNote, virtual greeting, iDate or iChat. ❀

# catalysing the dating industry

**Recent developments** in the social scene revealed that the private sector is beginning to see commercial value in adopting dating concepts as a means to attracting more customers and to proliferate and market their own services and products.

SDU will continue to facilitate the sharing of best practices to inject vitality into the social scene and to create an environment abound with social interaction opportunities for singles.

## Meet&Match

One key initiative that will be introduced in 2004 is Meet&Match.

Meet&Match is a concept similar to Speed Dating. As Speed Dating is fast gaining popularity in Singapore as well as in other parts of the world, SDU has identified it as a dating concept worth proliferating.

Meet&Match will be developed as part of SDU's efforts to engage commercial partners in organising social interaction activities for their single customers as an extension of their loyalty programme.

A Meet&Match kit comprising a registration book, a step-by-step guide for organisers and an instructional VCD will be produced to help interested parties facilitate and organise Meet&Match sessions. ❀





## community partnership

### SDO Network

SDU has plans to raise the professionalism of the SDOs so that they can perform their role as facilitators and corporate dating advisors with greater ease and capabilities. SDU will continue in its effort to equip and empower its SDOs, facilitators and volunteers through the provision of relevant skill set training. Plans for a resource library and an on-line Training on Demand web-site will be rolled out in 2004. ✿

## upstream work

### Project Network

The scheme will be revised to allow for a broader scope covering inter-campus social interaction and funding of innovative ideas to engage the interest of undergraduates in social interaction activities.

SDU will also be recruiting student facilitators, and encouraging joint alumni and undergraduate events. The development of a dating portal is in the pipeline. A planner cum dating handbook will also be produced for undergraduates to equip them with useful dating and networking advice. ✿





# shaping the . environment for love

## Romancing Singapore 2004

Findings from two focus group discussions held with Institutes of Higher Learning students in 2003 showed that people wanted reminders of romance not only in February but throughout the year. Thus, Romancing Singapore 2004 will be extended from a one-month celebration into a year-long one. The Festival will continue to place emphasis on shaping attitudes, creating opportunities for singles to meet and sculpting a conducive environment

for social interaction.

The Festival will be used as a launch-pad for programmes by different partners that will run throughout the year. It will leverage on events driven by community and commercial partners as well as Institutes of Higher Learning. There are also plans to expand the number of target audience from 80,000 to 120,000 for the Festival in 2004. ✿

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