

P R E P A R I N G F O R

FUTURE

CHALLENGES



Association of Muslim Professionals
Annual Report 2012

VISION

To be a model Muslim community

MISSION

To play a leading and active role in the development and long term transformation of Malay/Muslim Singaporeans into a dynamic community taking its pride of place in the larger Singaporean society

CORE VALUES

CONVICTION

We are committed to serve the community with passion. We take pride in our role in society.

INTEGRITY

We place community interest before self and maintain high moral values and discipline.

PROFESSIONALISM

We aim for excellence in our work and add value to what we do.

CREATIVITY

We champion creativity and dare to explore new ideas to overcome challenges.

TEAM-ORIENTED

We work as a team, believe in shared responsibility and value partnerships with others.



CONTENTS

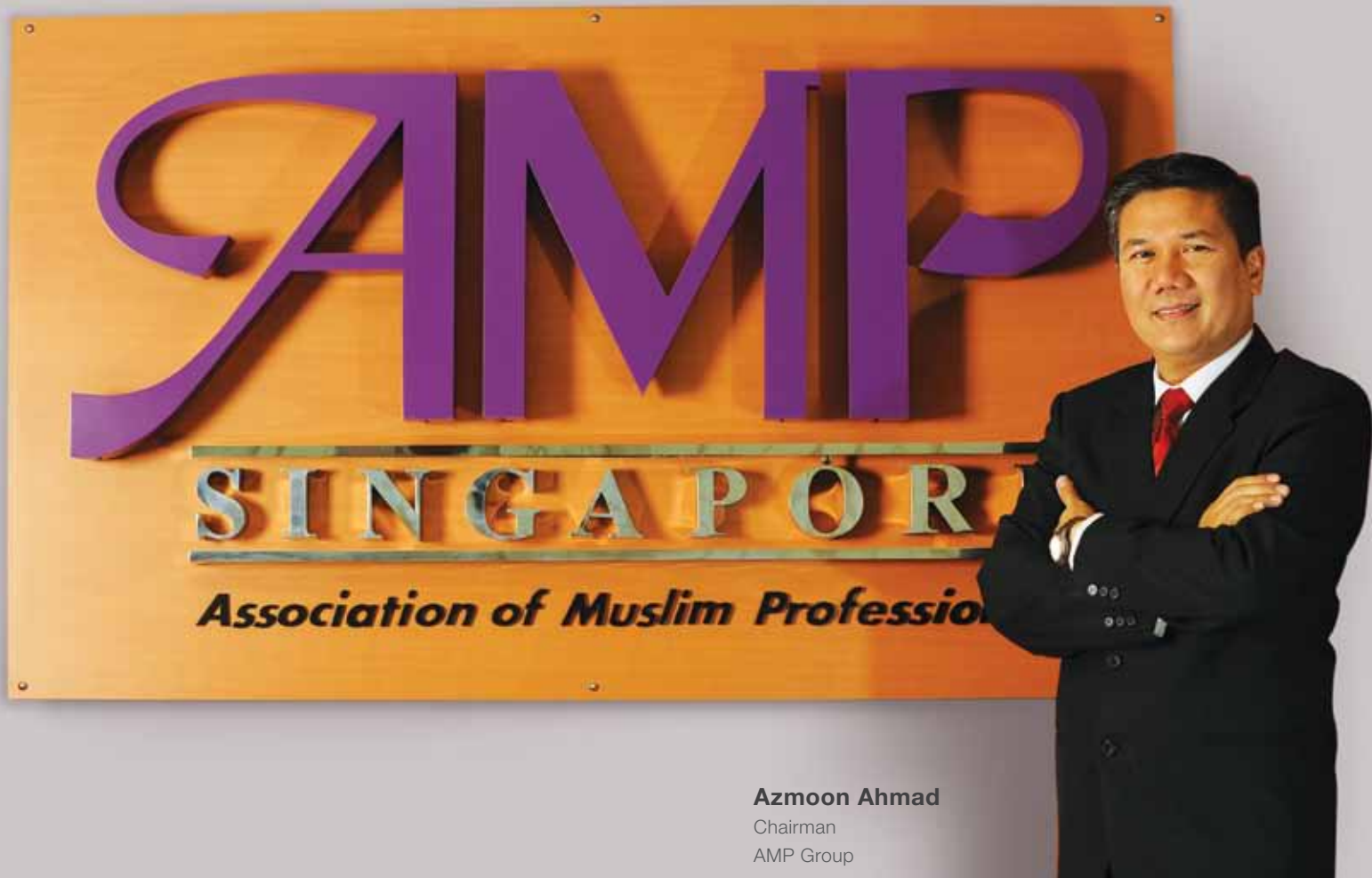
02	Chairman's Message
05	Executive Director's Message

08	Corporate Profile
10	Board of Directors
12	Board Committees
12	Management Team
13	Management Committees
14	Our Youth Wing – Young AMP
16	Our Subsidiary – Centre for Research on Islamic & Malay Affairs
18	Our Subsidiary – MERCU Learning Point

20	Nurturing Self-Reliance Among Families
24	Providing A Head Start in Education
28	Cultivating Postive Youth Values
32	Nurturing A Skilled Workforce

34	Our Clients & Beneficiaries
35	Our Income & Expenditure
36	AMP in A Year
37	Highlights of the Year in Review
42	Significant Milestones
43	Our Supporters
	Our Volunteers
	Our Partners

47	Directors' Report and Audited Financial Statements
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Azmoon Ahmad

Chairman
AMP Group

CHAIRMAN'S MESSAGE

*“AMP’s focus has always been in its three strategic thrusts, namely as a **Think Tank, Problem Solver and Mobiliser**, which also serve as the principle pillars of AMP. These three thrusts embody AMP and should guide our thinking and actions, as the founders had envisaged AMP to be.”*

“AMP must not be a character-based or personality-based organisation. It should be an independent organisation representing the collective ideas and efforts of many individuals providing independent views for the betterment of the Muslim community and Singapore society at large.”

Following my appointment as Chairman of AMP Group on 3 December 2011, I received much feedback on how AMP can improve itself and the above comment stood out among the rest. I believe it is very much aligned with AMP’s mission as well as my personal expectations of what AMP ought to be.

AMP’s focus has always been in its three strategic thrusts, namely as a **Think Tank, Problem Solver and Mobiliser**, which also serve as the principle pillars of AMP. These three thrusts embody AMP and should guide our thinking and actions, as the founders had envisaged AMP to be. Although 21 years have passed since AMP was formed, I believe they are still valid and relevant today. *Keeping to these three thrusts is paramount as it defines us, justifies our existence and sets us apart from other organisations. This should also serve as our unique value-proposition to the community and the nation.*

Institutionalising our Strategic Thrusts

As one of the first tasks I embarked on as Chairman, I further enhanced the organisation by ***institutionalising the three thrusts*** into AMP through a well-defined yet simple structure. The goal is to achieve an organisation which will function and be able to carry its mission and deliver its objectives easily within its defined structure and to be less dependent on individuals, while guided by the three strategic thrusts.

A review of the organisation set-up in early 2012 led to the restructuring of AMP Group into four operating units; namely AMP, MERCU, RIMA and Young AMP. They are supported by the centralised corporate services teams such as Human Resource, Finance & Administration, Management Information System and Corporate Communications, all under the purview of the AMP Board of Directors. The aim was to ***re-brand AMP as a focused organisation based on a simple structure of operating units.***

The most significant change at the board level was the formation of three teams overseeing activities aimed at strengthening the key strategic thrusts. Each team is represented by members of the board who are tasked with the transformation of the concept of the strategic thrusts into reality through the physical manifestation of these thrusts within the board and at AMP.

Chairman's Message

Advocacy at AMP has been one of our many significant think tank initiatives. We take pride in our independent stand on various matters that is backed by rich research content provided by RIMA. This independence that AMP enjoys is a unique value proposition of AMP. Research is of great value to AMP as it forms the basis of many of our activities. Recognising this, measures were taken to strengthen the role of RIMA in AMP and the community.

Firstly, the Think Tank strategic team at the AMP board level was concurrently assigned to be part of the RIMA Board. Further actions were taken to re-shape RIMA by strengthening its board composition through the appointment of well-regarded academics and professionals as directors and increasing the staff headcount. The aim was to transform RIMA as the engine of advocacy for AMP through its strengthened research activities. With this, ***AMP would have institutionalised its advocacy and think tank roles through the formation of the Think Tank strategic team and a strengthened RIMA-AMP link through the representation of AMP directors in the RIMA Board.*** This is a major step taken in AMP to play a bigger role as thought leader and in advocacy within the community. Further to this, AMP envisions RIMA to be the preferred research house for Malay and Muslim issues in the region.

Preparing the Community for the Future

More than 350 staff members and volunteers were involved and more than two years of preparatory work, supported by two independent surveys performed by external consultants, was undertaken for the 3rd National Convention of Singapore Muslim Professionals in June 2012. The public event witnessed more than 500 participants who debated the 18 strategies proposed by the six expert panels that were formed to look into issues faced by the community. Our proposed strategy to initiate a Community Forum (ComFor) was regarded as potentially divisive within the community. With the community's interest in mind, ComFor was dropped and we decided to use the existing Community in Review (CIR) forum as our platform to follow up

on the post-Convention work done in the spirit of ComFor. This will be supported by the newly set-up Programme Office (PO) that will track, monitor and report the progress of the remaining 17 strategies at the annual CIR forum. ***Congruent to our aim of being a thought leader, significant contribution has been made by AMP in initiating workable strategies for the community through its Convention.***

All for the Community

Our strength has always been the multitude of talents we have in our organisation. Capitalising on the strength of every individual in AMP and harnessing them for the community's benefit has been our forte thus far. Our willingness to embrace differing views while concurrently exploring the width and depth of every issue is yet another advantage of ours. It is my hope that we continue with this inclusive approach and attract more talented individuals to come forward and contribute to the betterment of our community. We can then take pride in being one of the leading organisations that works with the community and that is chosen by the community to serve the community.

Azmoon Ahmad

Chairman
AMP Group

AMP in A Year

196 employees

1,200 members & activists

16,000 beneficiaries

\$1.5 million raised in donations

\$430,000 disbursed to underprivileged students

1,000 hours spent in discussion groups preparing for the 3rd National Convention of Muslim Professionals

4,500 youth visits to AMP @ Jurong Point

Highlights of the Year in Review



3RD NATIONAL CONVENTION OF SINGAPORE MUSLIM PROFESSIONALS 30 June 2012



AMP marked a new milestone when it organised the 3rd National Convention of Singapore Muslim Professionals, themed *The Next Decade: Strengthening Our Community's Architecture*, on 30 June 2012 at the United World College Southeast Asia (East Campus). Gracing the event as Guest of Honour was Prime Minister Lee Hsien Loong. The Convention was attended by 500 participants including national and community leaders, youths, students and other individuals. Another 400 individuals from across the globe had also viewed the Convention proceedings via live streaming on the internet.

Leading up to the Convention, AMP commissioned two research studies in the forms of a perception survey of the local Malay/Muslim community by research company, Blackbox Research Pte Ltd and a demographic study by consultant, Dr G Shantakumar. Six panels, namely the Muslim Expatriates (MEX), Leadership, Civil Society and Young Professionals (LCSYP), Social, Education, Religion and Economics panels, were formed to analyse various issues faced by the community. After more than two years of discussions and consultations with various members of the community, the panels, which comprised professionals who are experts in their respective fields, presented relevant strategies to tackle these issues.

Highlights of the Year in Review



During the morning session of the Convention, participants were separated into different breakout sessions where each Panel Head led the discussion on the various community issues along with their proposed strategies. The groups then deliberated and suggested ways to improve on the respective strategies where necessary. Some of the well-received strategies include the creation of a debt advisory centre, a parent school and the call for 'Graduates in Every Family'.

The highlight of the event was the hour-long dialogue session with the Prime Minister. The session allowed participants to raise questions relating to community issues and the strategies that had been presented earlier. The Convention Communiqué was presented towards the end of the event and received unanimous support from the participants. The heartening endorsement

indeed provided a strong indication of the community's support for the proposed strategies. The Convention was closed by Mr Azmoon Ahmad, Chairman of AMP Group, who shared on the post-event's strategies implementation process for the community's advancement in years to come.

The 3rd Convention is a continuous decennial tradition in providing a platform for Malay/Muslim professionals to convene and discuss the community's progress over the decade. The inaugural Convention was held in 1990, which also saw 500 passionate Muslim professionals gather for the first time to collectively discuss and chart the direction of the Malay/Muslim community. The bold and significant movement led to the inception of AMP a year later.

Highlights of the Year in Review



YOUNG AMP PROJECT WINDOWS ON WORK December 2011 and April 2012

In December 2011, Young AMP, the youth wing of AMP, launched Project Windows on Work (WoW) aimed at equipping students from post-secondary institutions with entrepreneurship and soft skills. WoW provided these students with opportunities to pick up valuable project management skills and an understanding of the basic principles of entrepreneurship.

During the first phase of WoW, a total of 20 students attended a two-day programme on 3 and 4 December 2011 to undergo useful training sessions such as personality profiling, CV writing, personal grooming, effective communication as well as project presentation skills. They were grouped into teams and evaluated based on the activities of each session, where the top three teams were selected to attend a residential programme for the second phase of WoW.

Held on 16 to 18 December 2011 at the United World College Southeast Asia (East Campus), the second phase of WoW witnessed the top three teams using their acquired skills to critically evaluate an existing business and propose strategies to further develop its plan in expanding locally, internationally and virtually.

On April 2012, Young AMP organised its second run of WoW in collaboration with Pioneer Junior College. A selected group of students from the junior college were exposed to similar career developmental skills in both a formal office and informal creative setting. A total of 40 students benefited from the programme.

Highlights of the Year in Review



MERCU BURSARY AWARDS November 2011 and February 2012

MERCU Learning Point, a subsidiary of AMP, introduced its inaugural MERCU Bursary Awards on 26 November 2011, in conjunction with AMP's Ready for School Fund Disbursement Ceremony, at Republic Polytechnic. The MERCU Bursary Awards aims to assist outstanding students from low-income families to achieve continued success and become a pillar of hope for their families as well as the society at large in the future. The awards form part of MERCU's corporate social responsibility programme.

MERCU awarded a group of Primary 3 to Secondary 5 academic achievers from low-income families, with cash awards worth

between \$200 and \$500 during the inaugural disbursement ceremony. On 24 February 2012, MERCU awarded the bursary to students who had performed well in the PSLE, GCE 'N' and GCE 'O' level examinations. A total of 85 needy students received the bursary award. It is hoped that the bursaries will help defray some of the students' education expenses and encourage them to excel further in their studies.

MERCU plans to continue with this initiative in the coming years as well as increase the disbursement amount to benefit more deserving students of all races.

Highlights of the Year in Review



COMMUNITY IN REVIEW 2012

10 March 2012

The Centre for Research on Islamic and Malay Affairs (RIMA), AMP's research arm, organised its annual Community in Review seminar themed, *To Post or Not To Post?: Multiculturalism in the Social Media* on 10 March 2012 at Orchard Hotel Singapore. The seminar explored developments within the social media sphere and its impact on the Singaporean society, in light of the growing number of cases of irresponsible posting of religiously and racially insensitive comments made towards specific communities on the various social media platforms. It also examined the role of social media and how it had been utilised to address social issues and government policies.

The seminar featured four panelists of different backgrounds including Asst Prof Eugene Tan, Nominated Member of Parliament and Assistant Professor of Law at the Singapore Management University; Dr Cherian George, Adjunct Senior Research Fellow with the Wee Kim Wee School of Communication and

Information at Nanyang Technological University; Asst Prof Dr Kamaludeen Mohamed Nasir, Assistant Professor with the Division of Sociology, School of Humanities and Social Sciences at Nanyang Technological University; and Mr Zaqy Mohamad, Member of Parliament for Chua Chu Kang GRC.

The panelists touched on the limitations of law in the digital age, multiculturalism and the empirical tensions of the virtual world as well as the use of social media to address national issues and government policies. A total of 80 participants comprising academics, community leaders, policy makers, youths and other individuals attended the seminar. They raised concerns on whether there needs to be more control for online postings to preserve religious and racial harmony as well as discussed the available opportunities in the new media for the Malay/Muslim community to boost communal ties as well as increase their socio-economic standing.

Significant Milestones

1990

First National Convention of Singapore Malay/Muslim Professionals

1991

Incorporation of AMP as a company limited by guarantee

1992

Pilot preschool centre opened at Al Amin Mosque

1993

Launch of AMP Hotline Service

1994

Opening of AMP Training Centre

1995

AMP Child Care and Development Centre in Yishun opened

1996

AMP Year 2000, a five-year strategic blueprint, announced

1997

Research on Malay/Muslim Students' Ability and Attainment in Mathematics

1998

Launch of first subsidiary, Centre for Research on Islamic and Malay Affairs (RIMA)

1999

Launch of MERCU Learning Point, AMP's second subsidiary

2000

Second National Convention of Singapore Malay/Muslim Professionals

2001

Pilot run of the Home Based Business Scheme

2002

Launch of Ready for School Fund

2003

Launch of AMP Micro Business Programme

2004

Launch of Young AMP

2005

Launch of Maths @ Home Learning Kit for Parents

2006

Launch of Learning Vision – AMP Education Fund

2007

Opening of INSPIRASI@AMP

2008

Launch of Counsellors' High Tea Series

2009

Introduction of Temporary Assistance Package for retrenched workers

2010

Inking of Memorandum of Understanding with EDC@SMCCI

2011

Opening of AMP @ Jurong Point

2012

3rd National Convention of Singapore Muslim Professionals