

WELCOME ADDRESS BY MS TAN PUAY HOON, PRESIDENT OF THE RESTROOM ASSOCIATION (SINGAPORE) AT THE LOO (LET'S OBSERVE OURSELVES) CARNIVAL & AWARDS ON 1 DEC 2012, 2.00PM, AT THE IMM SHOPPING MALL

A very good afternoon to:

Our Guest of Honour Mr Liak, Chairman of the Public Hygiene Council

Our Special Guest Mr Andrew Tan, CEO of the National Environment Agency

Award recipients, supporters, sponsors and distinguished guests

It is my pleasure and honour to welcome all of you to the LOO (Let's Observe Ourselves) Carnival & Awards 2012. I am pleased to see this event gaining momentum each year. Since the launch of the LOO Campaign in 2008, we have worked closely with the stakeholders, that is, the owners, cleaning industry and public users to improve cleanliness and hygiene standards.

For the owners, I am glad to see more commitment in the adoption of good design and the latest technology in maintenance. At our carnival every year, we invite our sponsors to showcase their innovative products. This year, we are pleased to see both new and existing sponsors namely Qool Enviro, Tav Shield, ESG Asia Pacific, Inter-Lab Products, Rentokil Initial and Rigel, partnering with us to provide a good learning journey for owners to stay ahead with the latest technologies.

For the cleaning industry, I am glad to see more commitment in the training of cleaning attendants and the recent government's initiative to increase their wages. For our LOO Awards this year, there is a substantial increase in the number of nominations from the cleaning Industry from 15 to 37, which is more than double the number of nominations received last year. In the cleaning industry, restroom cleaning remains the toughest job. There is a need to better recognise the restroom attendants and our LOO Awards is one of the initiatives.

For the public users, we have been promoting our preschool and school programmes to educate the young since 2005. For the past two years, we have also reached out to the public at coffee shop areas. We believe considerate user behaviour is the key to sustaining the cleanliness of public toilets. This is similar to the recent launch of the Keep Singapore Clean Movement to change people's attitudes and behaviour on littering. We are

appreciative of the opportunity to be involved in this movement led by our Guest of Honour Mr Liak.

There are many means of changing user behaviour and educational games can be one of them. At this point, I would like to offer my heartiest gratitude to Nanyang Polytechnic's School of Interactive & Digital Media, for developing an online educational game for us. The game, called the LOO (Let's Observe Ourselves) Whiz, was developed to educate the public to better appreciate the restroom cleaning attendants' efforts. I am urging everyone to try out the game later, so as to experience the demanding work of a restroom attendant, especially due to poor user behaviour.

Though the restroom attendants are the unsung heroes, other award recipients, both organisations and individuals, are also the heroes today. Without you, access to clean, functional and user-friendly restrooms will be a challenge for us. I wish to extend my heartiest congratulations to all of you for a job well done! I am certain all of you will remain as exemplary role model for everyone.

For the past three years, our event has garnered supporters from both government and non-government organisations. We are honoured to receive continued support from the National Environment Agency, Public Hygiene Council and World Toilet Organization. In fact, we organise this event every year end, to commemorate World Toilet Day, which is on the 19th of November. Though the World Toilet Day is over, we must not forget that 2.5 billion people still lack improved sanitation facilities, and over 780 million people still use unsafe drinking water sources. Do not worry if you forget these figures, you can find them on the water bottles distributed to you today.

Similar to last year, visitors to the carnival at IMM can participate in fun-filled activities about restroom etiquette. They can also provide instant feedback at our LOO (Let's Observe Ourselves) Connect feedback portal to commend clean toilet operators and likewise, denounce dirty toilet operators. I would like to thank IMM for providing such a spacious venue for this event.

Finally, I would like to end by once again thanking our Guest of Honour Mr Liak, our Special Guest Mr Andrew Tan, supporters, sponsors and distinguished guests for taking the time to attend our event. This event would not have been possible without your support. I believe with your continued support, we can all work together towards becoming a more gracious society, embracing excellence in restroom culture.

Thank you.