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SPEECH BY MR CH'NG JIT KOON, SENIOR PARLIAMENTARY
SECRETARY TO THE PRIME MINISTER, AT THE OFFICIAL OPENING
OF THE PHOTOGRAPHIC EXHIBITION ON PRODUCTIVITY
HELD AT THE NATIONAL MUSEUM ON 3 NOVEMBER '83 AT 5.30 PM

A photographic competition on the theme of productivity is a good idea. This exhibition is as much about productivity as it is about photography. Just like photography, which in its many forms and applications has had such a great impact on human history, productivity is a phenomenon which underlies all human activity. It affects all of us - students, workers, employers, even politicians - in very important ways.

Everybody knows by now that the theme of Productivity Month, last year and again this year, is "Together We Work Better". It sums up in four simple words a whole world of meaning. Its message, if properly understood and carried out by all to whom it is addressed, has profound implications for Singapore's continued progress and prosperity.

Over the past year that message has come to mean teamwork and greater cooperation in the workplace. It is the driving force of the hundreds of quality control circles and work improvement teams that have been formed in factories, offices and worksites. It means breaking down the traditional "them and us" relationship that has characterised and unfortunately still characterises

labour-management relations. It means not only promoting productivity awareness but also building up the will to higher productivity through actual and, as the Prime Minister has put it, visible programmes and action plans.

The value of this photographic competition and exhibition is that they will help to focus public attention and awareness on the subject of higher productivity in general and on teamwork in action in particular. I know of very few more effective ways to bring home an important message to a large audience. Art and creative imagination can be put to good purpose. Here the challenge to the photographer is to translate an initially difficult and abstract concept into powerful visual images, easily and quickly understood by all.

Those who have taken part in the competition will be pleased to know that their works will be on display also at community centres and shopping centres where the National Productivity Board has planned special exhibitions for Productivity Month. Some photographs will also be selected for reproduction in publications on productivity.

My congratulations to the sponsors, organisers, participants and winners who took part in this competition and helped in the exhibition. I now have great pleasure in declaring the exhibition open.

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