

### MEDIA RELEASE

# BUSKING JOURNEY ENHANCED FOR ASPIRING AND EXPERIENCED BUSKERS

More flexibility for buskers with a simplified audition process, greater access to popular locations and opportunity to share slots with fellow buskers

**Singapore, 22 February 2024** - From April 2024, aspiring and experienced buskers can look forward to enjoying an enhanced busking journey in Singapore. In consultation with the Busking Consultative Committee (BCC), buskers and industry members, the National Arts Council (NAC) will be introducing a series of enhancements to support busking. These include:

- Extending the validity of the busking Letter of Endorsement (LOE) from 1-year to 2-years for experienced buskers with at least two years of experience on the busking scheme. Buskers will also be able to renew their LOEs online for an additional two years.
- Refining the balloting system to include a wider range of locations that have high booking rates based on past data, to enable greater access for all buskers.
- A new time-sharing function will also be launched on the Busking E-Service Portal to support and encourage a more collaborative busking culture.

Ms Aruna Johnson, Director, Arts Ecosystem Group (Access & Community Engagement) at NAC said: "The series of enhancements stem from the collective effort of the busking community. The feedback received during our extensive discussions with the Busking Consultative Committee as well as engagements with buskers and key stakeholders have been invaluable in co-creating an enhanced busking experience for all. We hope to make every busker's journey smoother and more pleasant, as the increased ease and flexibility in the scheme allows buskers to focus on honing their craft and to continue bringing creative acts to audiences island wide."



#### Increasing ease and flexibility for all buskers

Buskers enliven our cityscape, bringing a variety of acts closer to audiences on the street, from music and dance to typewritten poetry, circus acts and puppetry.

NAC has made continuous efforts to improve the busking scheme based on feedback. These include increasing access to more designated busking locations and the launching the Busking E-Service Portal in March 2022.

Currently, with a 1-year LOE validity, all buskers will need to return to audition every year to renew their LOEs and continue on the scheme. The validity of LOEs will be extended to a period of two years for experienced buskers with at least two years of experience on the busking scheme<sup>1</sup>. To further simplify the audition process, they will also be given the option to renew their LOEs for an additional two years via an online form. With these enhancements, experienced buskers will only need to audition once every four years. To ensure the quality of busking acts, aspiring buskers who are new to or with less than two years on the scheme<sup>2</sup> will have to attend annual auditions for the first two years, before enjoying the same extended validity period as experienced buskers. Please refer to <u>Annex A</u> for infographics with more details.

#### Enjoying greater access to popular busking locations

More than 10 new designated busking locations were introduced in December 2023, bringing the total to around 80 locations island wide. Besides increasing the number of locations for buskers to engage new audiences, the balloting system will be refined from April 2024 onwards to include a wider range of locations that have high utilisation rate based on data from the last 12 months. The list of popular locations will also be reviewed annually to ensure optimisation of spaces. Please see <u>Annex B</u> for details of the locations for balloting.

#### Sharing of slots to support time-sharing between buskers

From June 2024 onwards, a new time-sharing feature will also be launched on the Busking E-Service Portal, for buskers to have the opportunity to share their slot with a fellow busker or busking group. This will allow each slot to be maximised for example, where buskers can alternate

<sup>&</sup>lt;sup>1</sup>Experienced buskers are those who have passed two or more auditions in the past four years.

<sup>&</sup>lt;sup>2</sup>Aspiring buskers are those who have not passed any audition in past four years.



among each other, as they take breaks between each set. As NAC enhances the busking journey for buskers and audiences alike, the time-sharing feature also enables members of the public to experience and appreciate a wider range of acts at each location.

For more information, please visit: <u>https://www.nac.gov.sg/singapore-arts-scene/art-forms/performing-arts/busking</u>

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- Annex A: Infographics
- Annex B: List of popular locations for balloting (2024)
- Annex C: Quote sheet

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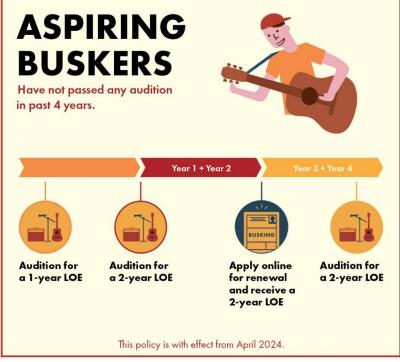
#### **About National Arts Council**

The National Arts Council champions the arts in Singapore and is committed to nurturing a vibrant and sustainable arts scene that enriches the lives of Singaporeans. Our distinctive arts sector fosters artistic excellence, inspires society, sparks creativity, and connects Singapore with the world. Through our collaborative efforts with individuals, private and public sectors, we aim to cultivate a creative city that inspires, while anchored on a thriving, inclusive and diverse arts scene. For more information on the Council's mission and plans, visit <u>www.nac.gov.sg</u>.



#### **ANNEX A: INFOGRAPHICS**







#### ANNEX B: LIST OF POPULAR LOCATIONS FOR BALLOTING (2024)

- 1. Ang Mo Kio Hub
- 2. Hougang Central Court
- 3. Hougang Central Hub
- 4. Kampung Admiralty
- 5. Mandarin Gallery
- 6. Ngee Ann City A
- 7. Ngee Ann City B
- 8. Paya Lebar Square
- 9. Suntec City A
- 10. Suntec City B
- 11. Tanjong Pagar Plaza
- 12. Wisma Atria
- 13. [Pilot prioritised for large acts] Clarke Quay Read Bridge
- 14. [Pilot prioritised for large acts] Riverside Point Fountain



## ANNEX C: QUOTE SHEET

S/N	Details of Interviewee	Quote
1	<b>Michelle Chua</b> Busker (Guzheng) Member of Busking Consultative Committee	"Many of us are grateful for this series of busking enhancements especially the simplified audition and renewal process for experienced buskers. With the extended validity of LOE, we can focus on doing what we enjoy most by bringing entertainment to the streets and connecting with audiences, without the stress of annual auditions. Balloting for a wider range of popular locations will also benefit more buskers who will not have to rely only on <i>fastest fingers first</i> for the booking of these slots. Hopefully we will get to busk at new locations that we would have otherwise not explored."
2	Karyn Wong Busker (Ukulele & Singing) Member of Busking Consultative Committee	"The extended validity for our busking card is really a great announcement as it makes it more flexible and easier to renew and stay on the scheme. I've also been performing solo on the streets, but there are buskers that I've always wanted to perform alongside with as I love the refreshing energy that comes with exploring new music and creations together. I'm glad that it is now possible to share the timeslot so easily across buskers, I believe it will bring joy to the public."
3	<b>Eric Ng</b> Founder & Music Producer Funkie Monkies Member of Busking Consultative Committee	"As both a music industry practitioner and educator, I always encourage my students to explore busking as an accessible and direct way to hone their stage presence and engage audiences. Busking also allows them to perform original material which is less commonly heard in most live venues. It is valuable for aspiring buskers to try their hand at it first and improve their craft before deciding if this is the path for them. For new buskers, it is also important to take time, just like a probationary license plate for new drivers, to hone your skills and gain more experience at the start."
4	Shawn Wong Deputy Executive Director *SCAPE Member of Busking Consultative Committee	"*SCAPE has been supporting aspiring buskers through the years with our pilots and BUSK STOP, a platform that supports youth aspirations in busking. The different treatment of new buskers will give them time to gain confidence at a comfortable pace. We hope more youth buskers will also move on to audition to be part of the wider busking community in Singapore."



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5	Lai Cheng Yi Executive Director Heartland Enterprise Centre Singapore Member of Busking Consultative Committee	"At Heartland Enterprise Centre Singapore, we engage with merchant associations to rejuvenate heartland town centres and businesses. We have witnessed how busking brings vibrancy and life to our town centres and heartland spaces. By refining the list of popular locations for buskers to ballot for and allowing buskers to share their slots with one another, we are excited to see the wide range of buskers and acts at our spaces."
6	<b>Jean Low</b> Busker (T&J) Experienced busker on the scheme since 2018	"As a seasoned busking group with six years under our belt, we are very happy to hear of the enhancements that make the busking scheme more flexible for buskers like us. In the past, we used to have to go back every year for auditions and spend extra time preparing. Now with the extended validity and online renewal process for experienced buskers, and the time-sharing feature, we can dedicate our energy to rehearsing and exploring new locations to busk at."
7	Lina Heng Busker (Cyr wheel), New busker on the scheme since 2023	"Inspired and encouraged by fellow performers and buskers, I decided to take my craft to the streets and auditioned in July 2023. Busking has provided me with a wonderful platform to introduce the cyr wheel to a wider audience, bringing the joy of circus acts closer to people. Many people have been intrigued by the novelty of the cyr wheel and street performing has been a rewarding and heartwarming experience thus far. I warmly welcome the recent announcement about the new sharing initiative for busking slots. I believe the sharing of slots with fellow buskers will create a more dynamic and engaging street performance experience."
8	Lye Meow Leng Busker (半 · 钟 Zerofive) New busker on the scheme since Feb 2024	"Having joined the scheme in February 2024 as a new busker, I would think that a second audition at the 1-year checkpoint would be a good milestone for new buskers, to reflect and decide if busking is something they would want to do in the longer term. Besides, new buskers would also get onto a 2-year LOE like everyone else if we pass the second audition, which is better than the current requirement of annual auditions."