



Work Attachment Experience with Singapore Athletics

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My Work Attachment Story

Chapter 1: The Setting and the Catalyst

Singapore Athletics is a national governing body for athletics.

Through the TWA+ experience, I hope to

1. gain fresh insights into how my skills and knowledge can be applied in diverse contexts, thereby broadening my perspective on education;
2. learn about the different work culture and practices so that I can bring the good practices back to school; and
3. establish partnership ties with Singapore Athletics and my school, so as to benefit from their resources.

My Work Attachment Story

Chapter 2: The Plot

My initial objectives and what I eventually gained from the experience

Initial objectives	Knowledge that I gained from the experience
Gain insights into sport marketing	<ul style="list-style-type: none">• Their objective is to Educate, Engage and Entertain their target audience.
Understand the challenges and strategies involved in promoting athletics	<ul style="list-style-type: none">• Athletics is not a commercial sport with large funds for the publicity of the sport.• They do not enjoy as much support as other popular team sports such as soccer.
Discover the innovative approaches to engage and inspire individuals to participate in the sport	<ul style="list-style-type: none">• Singapore Athletics is working on kids athletics to promote the sport from a young age.• They are working on sharing more athletes' stories to inspire more athletes.• They engage international athletes to fly to Singapore for competitions to increase support for the sport.• They are investing in fringe activities for Singapore Open to increase engagement for the sport.

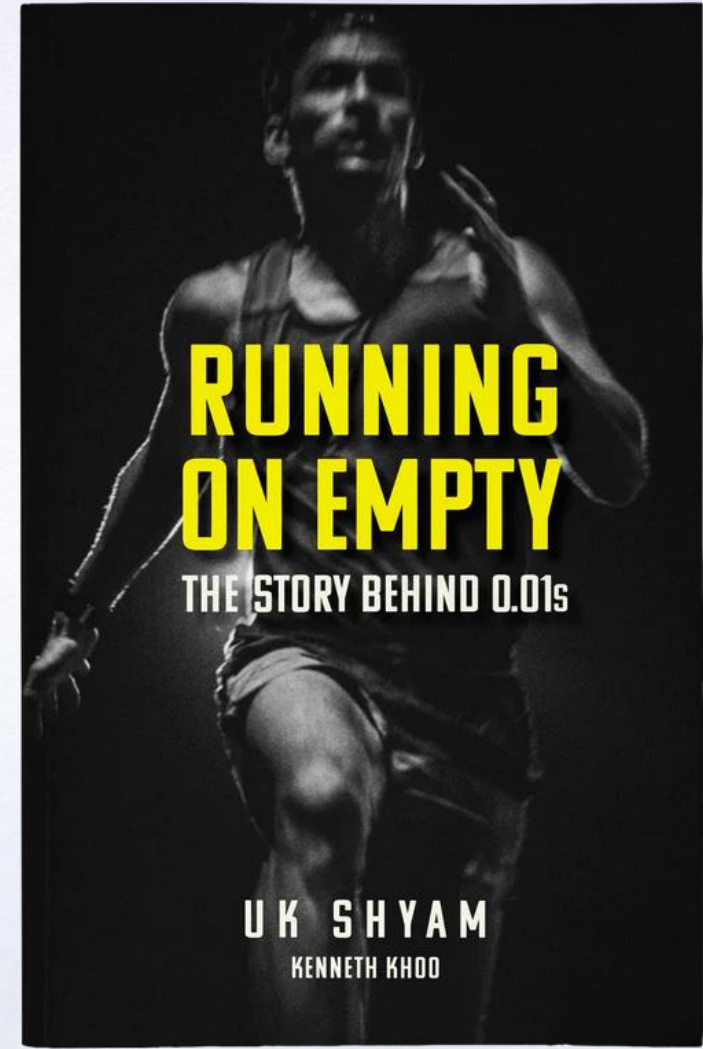
My Work Attachment Story

Chapter 2: The Plot

What I have done or learnt

Through my attachment, I have

- gained knowledge on athletics in Singapore, and about the key members in the field and how they operate;
- generated marketing ideas for Instagram and TikTok with the use of videos;
- prepared slide decks to pitch to (1) potential sponsors and (2) board members for their 2024 Charity Gala Dinner;
- attended organised events, Sunday Shades (Sponsor) and their 2024 Charity Gala Dinner for board members; and
- Learnt inspiring story of UK Shyam (Previous 100m record holder) through his biography.



My Work Attachment Story

Chapter 2: The Plot

What I have done or learnt



Interns taking me on a walk to Home of Athletics



Home of Athletics (HOA)

My Work Attachment Story

Chapter 3: The Resolution

Personal thoughts about the experience

1. I felt welcomed in this small tightly knitted community.
2. As I prefer to move about, this office job may not be the most suitable for me.
3. I felt appreciated as I was not treated as an intern and my opinions were valued.
4. I have learnt that marketing and teaching skills are transferable. I managed to tap my creativity as a music and drama educator during my work attachment.

My Work Attachment Story

Chapter 3: The Resolution

Taking this experience back to my students

1. Passion. How do students find passion in something? I would use Thiruben and Raam as examples to inspire my students during our ECG sessions.
2. Seize Opportunities. Leading by example, I would encourage my students to have an open mind and be curious when opportunities arise.
3. Adaptive Thinking. There is a need to quickly adapt and navigate in an ever-changing or unfamiliar environment.
4. Value. The value derived from any experience depends on how much you desire to gain from it.

My Work Attachment Story

Chapter 3: The Resolution

