



2023 - 2024

ANNUAL REPORT

SPEECH AND LANGUAGE
THERAPY SINGAPORE

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COMMITTEE MEMBERS

March 2023 – February 2024



Chloe Ang
President



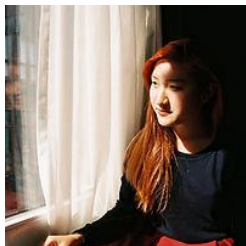
Yee Kaisin
Immediate Past President



Sindhu Menon
Vice-President (Operations)



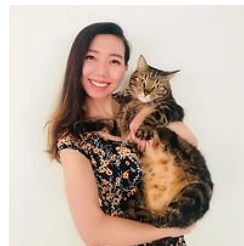
Elizabeth Teo
Vice-President (Strategy)



Peggy Ching
Treasurer



Maria Tan
Secretary



Alexis Hu
General Committee



Cady Tay
General Committee



Clare Ee
General Committee



Samuel Chi
General Committee



Tanushree Saxena-Chandhok
General Committee



Cherie Poon
Admin Executive



Chua Rui Yi
Admin Executive



Erika Mantaring
Admin Executive

KEY EVENTS

1. SpeechieBites

SpeechieBites is a student-focused initiative with the mission of connecting speech therapy students and practising speech therapists. Clinicians are invited to share about their working experiences and areas of specialisation. In 2023, SpeechieBites hosted 4 events (2 in-person and 2 online), focusing on fluency, communication, voice, and swallowing and feeding. The events were well-attended and feedback was positive.

2. Speech Therapy Day (ST day)

ST day was held on 17 November 2023 as an in-person event with dinner provided. The highlight was a fireside chat with Dr Elizabeth Teh, Chithra Kathiresan and Yee Kaisin on the development of Singapore's speech therapy scene across the years, dealing with burnout and compassion fatigue, and their thoughts for the future. There were 53 attendees and feedback was positive.

3. Hanen collaboration

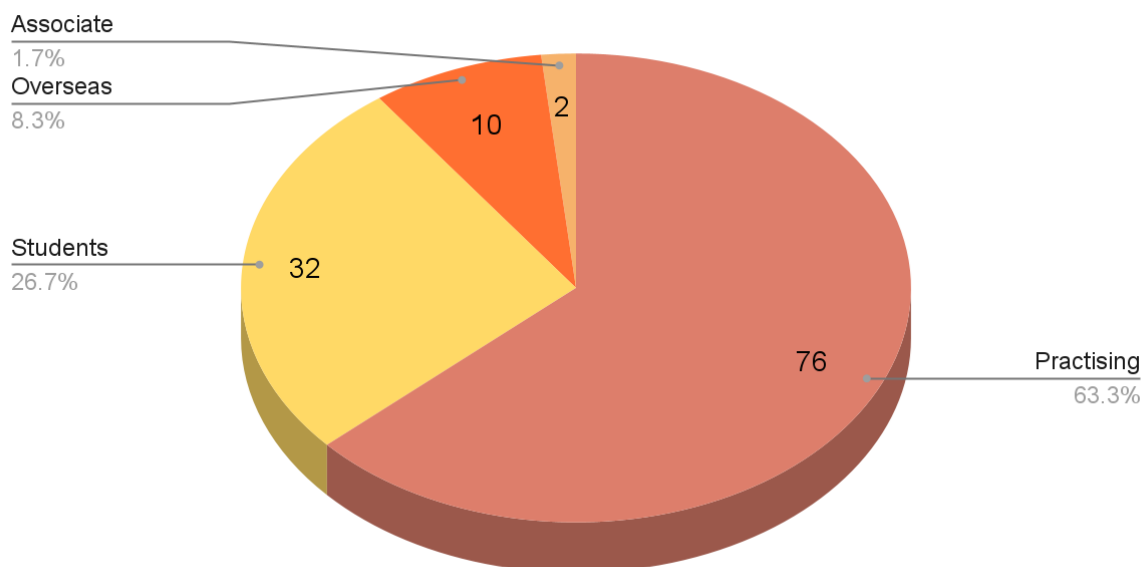
SALTS collaborated with Hanen to launch their first More Than Words workshop in a local time zone from 23-25 November 2023. Priority registration was given through SALTS.

4. Invoices and payments

All invoices from membership payments to advertisements are now generated through SALTS's new website platform, allowing for a more consolidated tracking of payments made and received. Digital payments through PayNow are now accepted along with more traditional forms of payments like direct bank transfers and PayPal.

MEMBERSHIP

March 2023 – February 2024



| Membership Category | March 2023 | February 2024 | Change |
|---------------------|------------|---------------|---------------|
| Practising | 89 | 76 | -14.6% |
| Students | 5 | 32 | +540.0% |
| Overseas | 8 | 10 | +25.0% |
| Associate | 0 | 2 | Net increase |
| Total | 102 | 120 | +17.6% |

SALTS has a total of 120 members as of 29 February 2024; a net increase since March 2023.

There has been a decrease in practising memberships, likely attributed to the cessation of in-person Hanen courses (historically the biggest membership draw) since the pandemic.

There has been an increase in student and associate memberships, likely attributed to regular SpeechieBites events that are targeted at students and individuals interested in the field of speech therapy.

There has also been an increase in overseas memberships, likely attributed to an increase in online forms of engagement since the pandemic.

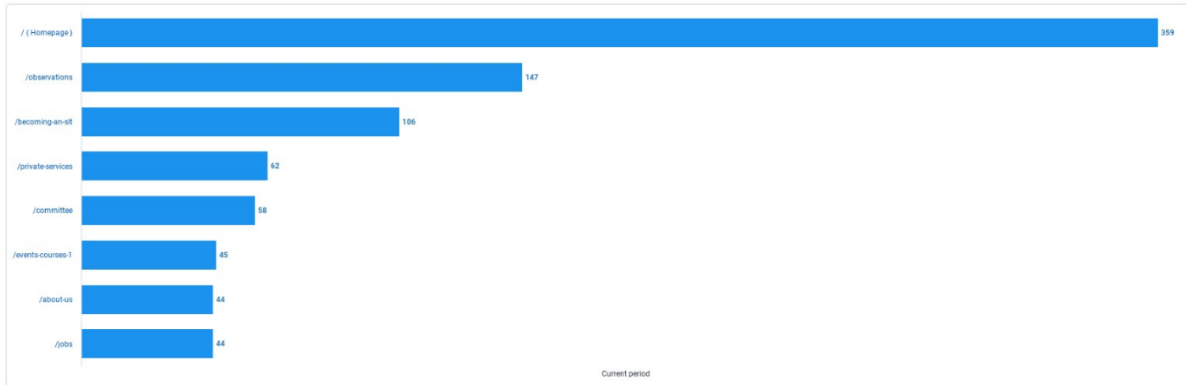
WEBSITE STATISTICS

March 2023 – February 2024

There has been a total of 359 views to the SALTS home page from March 2023 to February 2024. The next highest viewed webpage was for observation opportunities, with 147 views. The third highest viewed webpage was about becoming a speech language therapist, with 106 views.

Page Visits (comp bar)

Select a time period is in the last 30 days Compare to is None Top pages is 8 Select a measure is Site sessions Exclude bots is Yes



Generated by Looker on February 17, 2024 at 3:19 PM UTC

SOCIAL MEDIA



SALTS Facebook page: Speech And Language Therapy Singapore

1,557 followers as of 29 February 2024 (a 4% increase from March 2023)

Last post: 29 March 2024



SALTS Instagram account: speechtherapy.sg

322 followers as of February 2024 (a 48% increase from March 2023)

Last post: 13 February 2024



SALTS X: @SALTSingapore

244 followers as of 29 February 2024 (a 2% decrease from March 2023)

Last post: 23 March 2023



SALTS Facebook private group: sgspeechies ^[1]

2 members as of 29 February 2024 (0% change from March 2023)

Last post: 22 January 2024



SpeechieBites Facebook private group: SpeechieBites

98 members as of 29 February 2024 (0% change from March 2023)

Last post: 20 December 2022



SpeechieBites Instagram account: speechie.bites

462 followers as of 29 February 2024 (a 40% increase from March 2023)

Last post: 17 February 2024

In general, SALTS has maintained its presence on Facebook, and has grown its presence on Instagram. Use of the SALTS X account has stagnated, consistent with global and local trends away from the use of X as a social media platform ^[2].

The SALTS Facebook page and Instagram account are generally used to disseminate information (e.g., events, advertisements). Both have increased in reach and visits from the period of March 2023 to February 2024 (refer to figures 1 and 2 on the next page). 80-90% of followers are female and between 25-54 years of age on Facebook and 18-44 years of age on Instagram (figure 3).

^[1] Requested by SALTS members during the 2022 EGM, as a safe space for Singapore speech therapists to discuss professional and clinical issues.

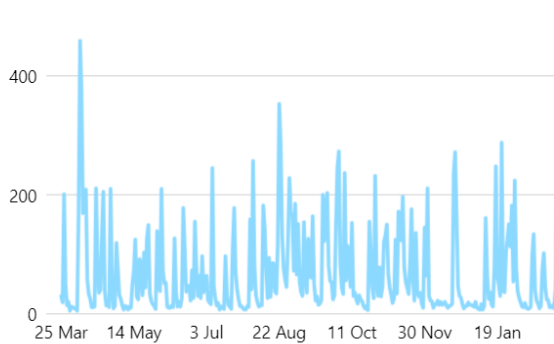
^[2] Chan, W. Y. (2023, December 5). Beyond the Numbers: Key social media insights in Singapore for 2024. *Oom Pte Ltd*. <https://www.oom.com.sg/key-social-media-insights-in-singapore/>

Figure 1: Facebook and Instagram reach

Reach

Facebook reach ⓘ

6.0K ↑ 45.2%



Instagram reach ⓘ

3.8K ↑ 422.1%

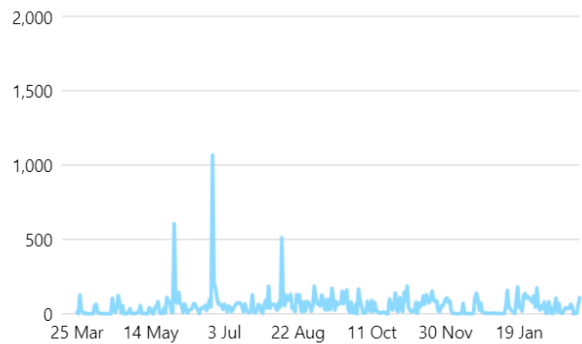
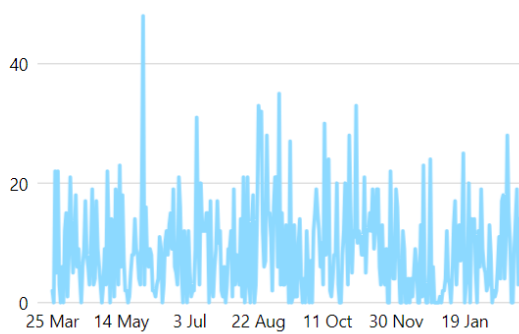


Figure 2: Facebook and Instagram visits

Visits

Facebook visits ⓘ

3.0K ↑ 8%



Instagram profile visits ⓘ

1.6K ↑ 75.4%

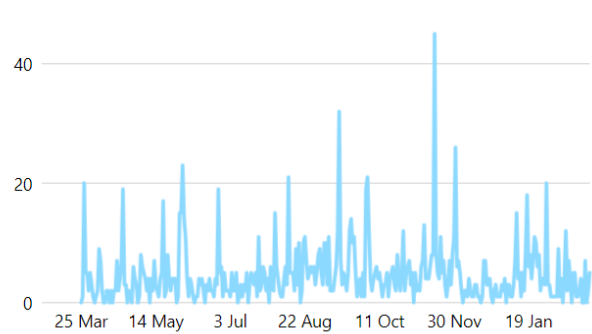
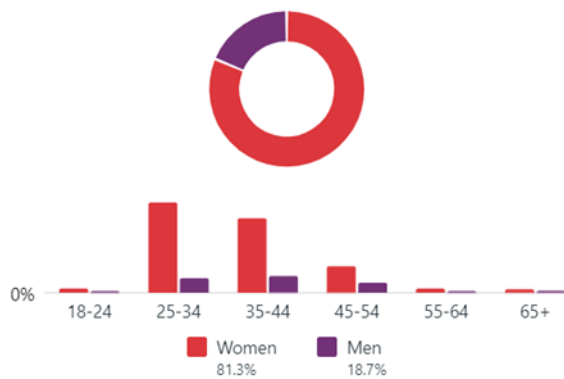


Figure 3: Demographics of Facebook and Instagram followers

Facebook followers ⓘ

1,557

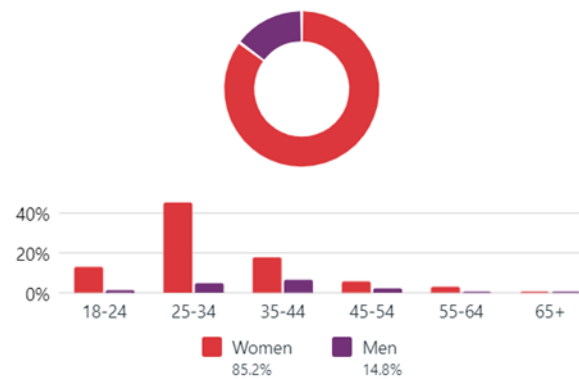
Age & gender ⓘ



Instagram followers ⓘ

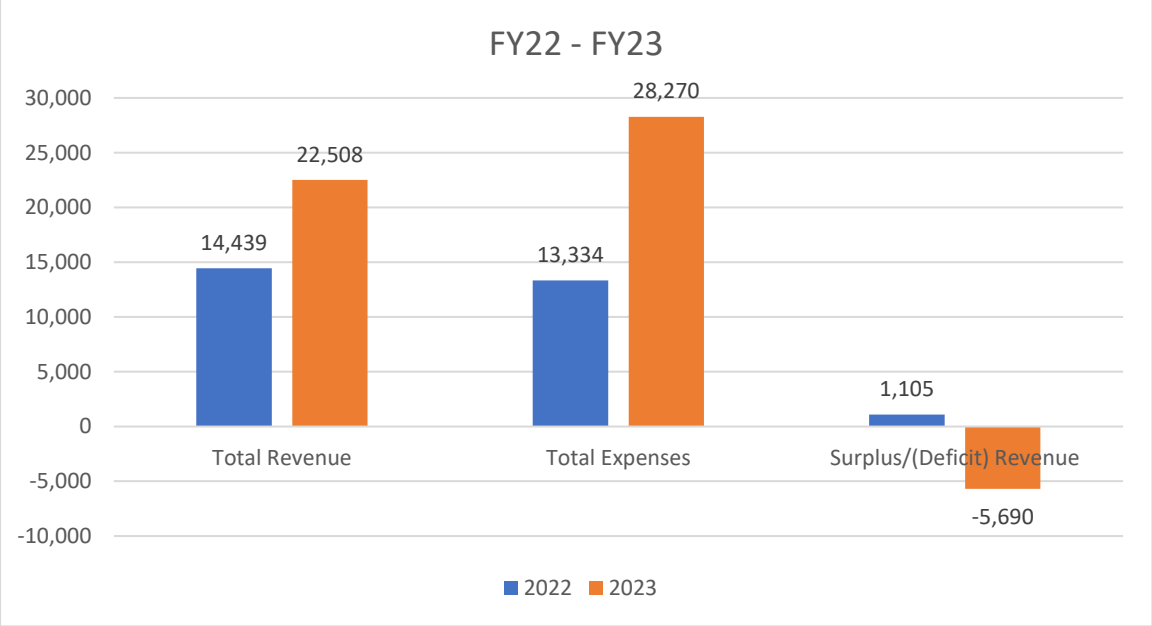
322

Age & gender ⓘ

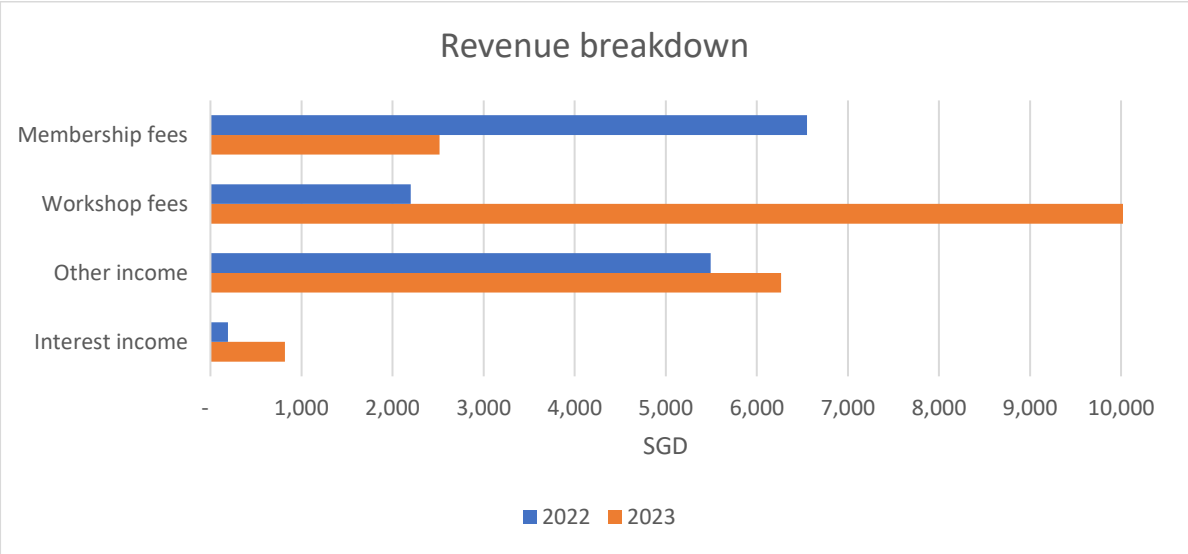


FINANCIAL STATEMENTS

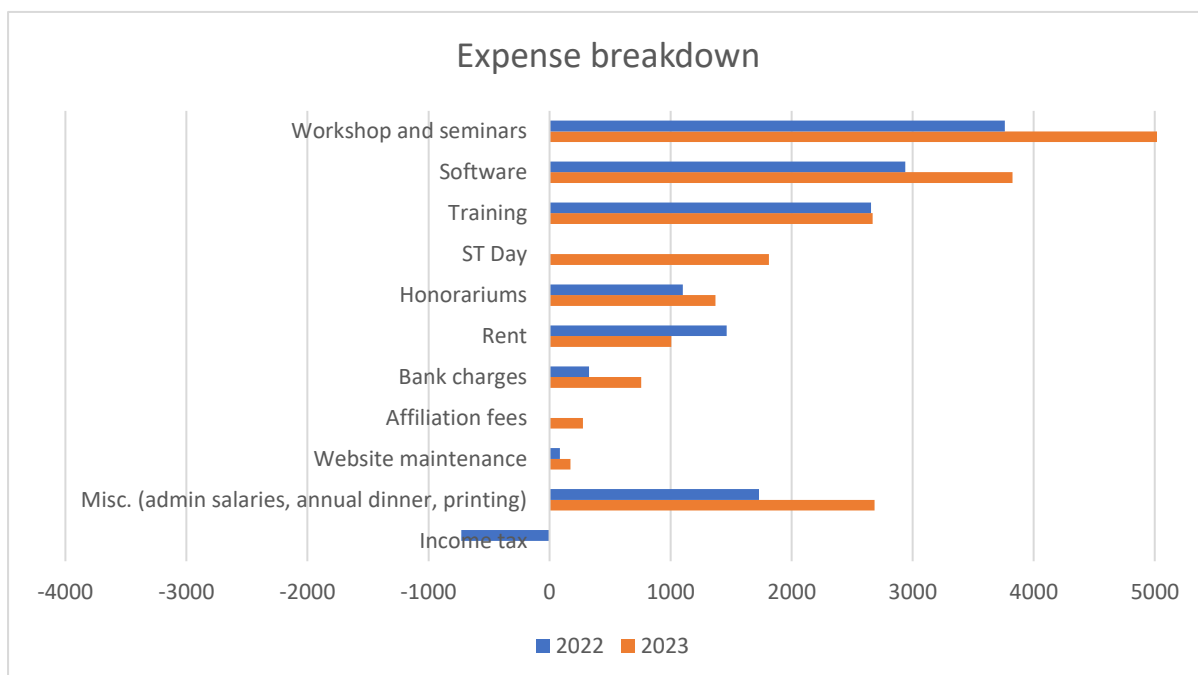
2023 saw a net increase in revenue and expenses as operations and in-person events resumed and/or increased after the pandemic. Although there was a slight deficit overall, financial standings were largely maintained. Rebates from the Hanen workshop was also directly transferred to members resulting in a decrease in overall revenue.



The net increase in revenue is primarily attributed to other income sources like job and event advertisements. There was a net decrease in membership fees as existing memberships were extended complimentary to ease the transition to SALTS’s new web platform in September 2022.



The net increase in expenses is attributed to a range of factors such as workshops and seminars (e.g., in-person SpeechieBites events), software (e.g., Notion, Zoom), ST day^[3], training and honorariums for committee members, and salaries for administrative staff. The net gain in income tax in 2022 was because it was incorrectly calculated in 2021.



^[3] ST Day was held online in 2022 which incurred no expense but held face to face in 2023 requiring expenditure on venue rental, food etc.

SPEECH AND LANGUAGE THERAPY SINGAPORE (SALTS)
(Incorporated in Singapore)
UEN: S94SS0087H

AUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST DECEMBER 2023

SPEECH AND LANGUAGE THERAPY SINGAPORE (SALTS)
(Incorporated in Singapore)
UEN: S94SS0087H

AUDITOR'S REPORT

CERTIFIED AND APPROVED BY:



CHLOE ANG, HON. PRESIDENT




PEGGY CHING, HON. TREASURER

AUDITOR'S REPORT

1. We have completed our audit on the accounts of the association for the period ended 31st December 2023 and have obtained all the information and explanation required.
2. In our opinion, the Balance Sheet and the Income Statement have been properly drawn up so as to show a true and fair view of the state of the association's affair at 31st December 2023 and the results for the year ended on the date.



EMILY GUO, HON. AUDITOR



CHITHRA KATHIRESAN, HON. AUDITOR



MARIA TAN, HON. SECRETARY

SPEECH AND LANGUAGE THERAPY SINGAPORE (SALTS)

(Incorporated in Singapore)

UEN: S94SS0087H

BALANCE SHEET

AS AT 31ST DECEMBER 2023

| | 2023 S\$ | 2022 S\$ |
|--|----------------|----------------|
| ASSETS | | |
| Current Assets | | |
| Cash at Bank | 248,491 | 253,963 |
| Accounts Receivable | 369 | - |
| Total Assets | 248,860 | 253,963 |
| | | |
| LIABILITIES & MEMBERS' GENERAL FUND | | |
| Current Liabilities | | |
| Account Payable | 937 | 800 |
| Unearned Income | 900 | 450 |
| | 1,837 | 1,250 |
| | | |
| MEMBERS' GENERAL FUND | | |
| Members' General Fund | 6,299 | 6,299 |
| Excess of Revenue | 240,724 | 246,414 |
| | 247,023 | 252,713 |
| | | |
| TOTAL LIABILITIES & MEMBERS' GENERAL FUND | 248,860 | 253,963 |

SPEECH AND LANGUAGE THERAPY SINGAPORE (SALTS)

(Incorporated in Singapore)

UEN: S94SS0087H

INCOME STATEMENT**FOR THE YEAR ENDED 31ST DECEMBER 2023**

| | 2023 | 2022 |
|---|-----------------|-----------------|
| | S\$ | S\$ |
| Revenue | | |
| Membership Fees | 2,516 | 6,550 |
| Workshop Fees | 12,980 | 2,200 |
| Interest Income | 818 | 194 |
| Other income | 6,266 | 5,495 |
| | 22,580 | 14,439 |
| Less: expenses | | |
| Bank Charges | (756) | (327) |
| Affiliation Fee | (276) | - |
| Honorariums | (1,370) | (1,100) |
| Income Tax | - | 730 |
| Miscellaneous (E.g., ST Day, Annual Dinner) | (4,270) | (1,730) |
| Postage | - | - |
| Printing and Stationery | (226) | - |
| Refreshment & Entertainment | - | - |
| Rent | (1,007) | (1,464) |
| Software | (3,826) | (2,940) |
| Training | (2,669) | (2,656) |
| Website Maintenance | (172) | (86) |
| Workshop and Seminars | (13,698) | (3,761) |
| | (28,270) | (13,334) |
| Surplus/(deficit) for the year | (5,690) | 1,105 |
| Surplus brought forward | 246,414 | 245,309 |
| Surplus revenue carried forward | 240,724 | 246,414 |



UEN: S94SS0087H

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