

REMARKS BY MR MASAGOS ZULKIFLI
MINISTER OF SOCIAL AND FAMILY DEVELOPMENT
AT THE LAUNCH OF GROVVE
1 NOVEMBER 2025

Ms Anita Fam, President of NCSS,

Partners from SHINE Children and Youth Services, TOUCH Community Services, Brahm Centre, and Limitless,

Distinguished guests and partners of the mental health community,

1. Good afternoon, everyone.
2. It is my pleasure to join you today to celebrate the launch of grovve, an integrated wellness centre for youths and their caregivers.
3. Nearly two years have passed since we launched our National Mental Health and Wellbeing Strategy. Since then, we have worked together as a community to spotlight the importance of mental health and strengthen our ecosystem. This collective effort embodies what our Prime Minister spoke about during his National Day Rally – the "We First" spirit, where we, as a

society, support each other and take the initiative to shape the future we want to see.

The “We First” Spirit & Wellbeing Across Spheres: Family, Community, Society

4. I would like to spend a moment exploring how a “We First” society can support our individual and collective wellbeing. For those unfamiliar, a “We First” society is our vision for a Singapore where we recognise that we can be greater than the sum of our parts, and we prioritise our shared wellbeing over individual gain. This cultivates trust and responsibility to one another, in recognition that a thriving “We” means a thriving “Me”.

5. The “We First” spirit begins at the level of the family, which is the bedrock of our society. This is the first place where we develop a sense of self, alongside a sense of shared identity. We must build strong family units that impart important values like empathy, compassion, civic responsibility, and about how to care for others beyond ourselves. At the same time, families can serve as emotional safe spaces where our children and youth grow and thrive. These experiences can lay the foundation for not just our personal wellbeing, but also our eventual contribution to the wider community.

6. At the community level, we build a “We First” society by fostering a culture of care and contribution. This may look like volunteering our time, talents, or money, or simply lending a hand in times of need. This community involvement is also a crucial part of building a robust mental health ecosystem – for example, we work with schools, peer support networks, and various community mental health partners to ensure there are multiple touchpoints for youth to seek support if needed.

7. At the societal level, we envisage a Singapore where “We First” informs not only our familial or communal spheres, but the very way we treat each other regardless of difference. By fostering inclusivity, valuing diversity of background, and affirming our unique strengths and struggles, we create a society where everyone feels welcome and accepted. We are stronger, not in spite of, but because of, our differences.

8. How does this tie to grovve? We see grovve as an opportunity for us to embody the “We First” spirit, by bringing various partners together – including our youth – in a joint effort to make youth access to mental health services as seamless and comprehensive as possible.

Purpose of grovve

9. We know grovve's services meet an important need. From the NCSS 2025 Quality of Life Study, 32% of Singaporeans aged 18 to 29 experienced mild symptoms of depression or anxiety, and 31% experienced moderate symptoms. This is higher than respondents of other age groups. It is also unsurprising, as youth is a time of profound transition. Our young people are navigating identity shifts, changing expectations, and trying to find their place in society. All of this creates significant stress and uncertainty for them.

10. To support our youth's mental health needs, grovve will offer three key things: convenience, care, and community.

11. First, convenience. grovve consolidates multiple services under one roof. In a single trip, you could go from a counselling session to one of the wellbeing activities organised by the Wellness Concierge. There are also grovve guides, who will help first-time visitors or their caregivers navigate the physical and digital services on offer. This integrated approach makes it easier for youth to get the support they require.

12. Second, care. Our goal is for grovve to be a sanctuary where our youth can freely seek support without hesitation or stigma. grovve has launched outreach efforts to promote the space and its offerings, and normalise the act of seeking help early. grovve also provides family members and caregivers resources like workshops to support their youth's mental health journey. We hope these offerings nurture an environment, both within grovve and beyond, for youth and their family members to feel empowered to seek the help they need.

13. Third, community. grovve can offer our youth an avenue to find and meet like-minded friends. From manga drawing to making matcha, grovve offers many activities for youth to bond. Youth can also become champions for mental wellbeing by becoming peer supporters to lend a listening ear to those who need it.

14. grovve's early results have been promising. Since opening its doors in April 2025, grovve has engaged over 4,800 youths through the services and activities on offer. Over 80% of these visitors were aged 17 to 25, which shows that we are reaching the youths who need it most. This gives me confidence that we are on the right track.

Co-Creation of grovve

15. grovve exemplifies the "We-First" approach. Facilitated by NCSS, diverse stakeholders across the public, private and people sectors have come together with the united objective to address youth mental health barriers comprehensively.

16. SHINE Children and Youth services, as the backbone agency, has curated and coordinated grovve's offerings. Limitless, Brahm Centre, TOUCH, and social enterprises like Growthbeans have brought vibrancy with a range of offerings, from digital befriending to self-awareness festivals. The NCSS Quality of Life Study has been a useful tool for partners to identify the tenets of youth wellbeing, and design research-informed programmes with the needs of our youth in mind.

17. Donors provided crucial financial resources to make grovve possible. I would like to acknowledge Ms Anita Fam in particular, who generously made a personal donation of two million dollars, as this is a cause she strongly believes in. This goes beyond mere funding – it sends a powerful message that youth mental health matters and is worth investing in.

18. Last but certainly not least, our youth, whom the centre is designed to serve, have been active participants in designing this space. Through a series of design thinking workshops, they co-developed the look, feel, and experience at grovve. We also involved youth from d.well, a ground-up group passionate about mental health, as part of the grovve Steering Committee, to ensure youth voices were represented in key decisions such as the design of grovve's logo and mascots. The name "grovve" itself came from one of our youths, Ms Charlein Ho, who will be sharing more about the inspiration behind the name later today.

19. Going forward, NCSS, as our sector developer, will continue forging strategic partnerships with our partner agencies and key stakeholders to co-create user-centric solutions. This will ensure that our youth mental health services remain agile and future-ready.

Closing

20. As we officially launch grovve today, I look forward to seeing more partners and advocates stepping up as we continue to strengthen our youth

mental health services and ecosystem. Much more remains to be done, but I believe that we will rise to the occasion, just as we have done before.

21. Together, when the community, corporates, and the government come together, we can create a "We First" society where every person feels empowered and equipped with the tools to thrive. As we celebrate Singapore's 60th birthday, I hope we continue to journey towards a nation where every young Singaporean feels valued and cared for, one that we are proud to call home.

22. Once again, I would like to thank all our partners who made grovve possible, and I look forward to seeing grovve's future successes.

23. Thank you, and I hope you have an enjoyable afternoon ahead.