



**SINGAPORE
POLICE FORCE**
SAFEGUARDING EVERY DAY



JOINT NEWS RELEASE

LAUNCH OF SAFE CLUBBING CAMPAIGN ON 24 JANUARY 2024

The Singapore Police Force (SPF) and the National Crime Prevention Council (NCPC) jointly launched the Safe Clubbing Campaign 2024 (“**SCC 2024**”, previously known as the “Smart Clubbing Campaign”) on 24 January 2024 (Wednesday), at HighHouse, One Raffles Place. Ms Sun Xueling, Minister of State (MOS), Ministry of Home Affairs & Ministry of Social and Family Development attended this year’s event and launched two new initiatives: i) a training toolkit for staff of Public Entertainment (PE) outlets; and ii) a Safe Clubbing Challenge mobile game for patrons.

2. The Police are concerned with the increase in the number of outrage of modesty cases and fights in and within the vicinity of PE outlets. Between January 2023 and September 2023, 106 cases of outrage of modesty cases were reported at nightspots, marking a 37% increase from the 77 cases during the same period in 2022. Similarly, there were 45 cases of rioting, affray, disorderly behaviour and serious hurt reported, which is a 25% increase from the 36 cases reported in the same period in 2022.

3. SCC 2024 aims to bring together industry partners to continue to promote a safe environment for patrons and staff of PE outlets. This year’s campaign - with its tagline of ‘Stay Safe and Drink Responsibly’ - will also have an added emphasis on responsible and moderate drinking by individuals, and reminding friends to look out for one another.

Bringing Together Industry Partners to Promote a Safe Environment for Patrons and Staff of PE Outlets

4. Besides engaging PE outlets directly, the Police works together with organisations like the Singapore Nightlife Business Association (SNBA) and Singapore River One (SRO), to leverage their industry expertise and networks to develop initiatives to promote a safe PE landscape in Singapore, and to encourage PE outlets to adopt them.

5. One initiative developed by the Police in collaboration with SNBA, SRO, and the NCPC is a training toolkit for staff of PE outlets. The toolkit emphasises the importance of responsible service, as well as equips staff with the knowledge and skills to identify signs of binge drinking, how to intervene early, and ways to handle situations involving intoxicated patrons safely. Additionally, the toolkit outlines what to look out for when recording information about an incident, which can then be used when reporting the matter to authorities or as lessons to prevent similar incidents from happening again.

6. Another initiative is the Safe Clubbing Challenge mobile game. Through gamification, PE outlet patrons get to test their reflexes and memory, and engage with the game's embedded crime prevention advisories. In the game, patrons are reminded for instance, to take care of their belongings, and to approach staff for help if they feel harassed or intimidated. Since end-December 2023, PE outlets like Marquee Singapore and Zouk Singapore had trialled the game, promoting it to patrons with incentives such as entry fee waivers.

7. More details on the toolkit and mobile game can be found at [Annex](#). SNBA and SRO will also be encouraging the PE outlets to adopt them via their respective networks.

Added Emphasis on Responsible Drinking, Reminding Patrons to Look Out for One Another and to Drink Moderately Within Limits

8. The Singapore Alliance for Responsible Drinking (SARD), comprising members from various alcohol suppliers, has been promoting responsible alcohol consumption and raising awareness about the adverse effects of binge drinking. Excessive intoxication can lead to anti-social behaviours and cause cognitive impairment, making one more susceptible and vulnerable to crime. Therefore, the Police have for the first time, invited SARD to join the SCC, and partner with the Police in future collaborations and initiatives.

Safe Clubbing Experience a Shared Responsibility of Both PE Outlets and Patrons

9. The Police will continue to do our part by conducting regular checks on PE outlets and will not hesitate to take strict enforcement action against errant outlets and patrons who commit crimes.

10. Club operators and patrons share the responsibility of creating a safe clubbing experience for all. The Police would like to encourage both PE outlets and patrons to do their part to keep Singapore's vibrant public entertainment landscape safe and orderly.

11. Commanding Officer of Marina Bay NPC, Superintendent Randy Chua said, "This is the 4th edition of the Safe Clubbing Campaign, previously known as the Smart Clubbing Campaign. In the past few years, we are seeing more cases of outrage of modesty and fights at public entertainment outlets. Through the campaign, we aim to work together with industry partners to promote a safe environment for patrons and staff of PE outlets. We would like to remind all to stay safe, drink responsibly, and to remind one another to do so."

**PUBLIC AFFAIRS DEPARTMENT
SINGAPORE POLICE FORCE
24 JANUARY 2024 @ 9PM**



MOS Sun Xueling giving an opening remark at the launch of the Safe Clubbing Campaign.



From Left to Right: Mr Gerald Singham, Chairman, NCPC, MOS Sun Xueling, DCP Lian Ghim Hua, Deputy Commissioner of Police (Operations), Mr Nasen Thiagarajan, President, SNBA



MOS Sun Xueling with the award recipients at the launch of the Safe Clubbing Campaign.



MOS Sun Xueling with the award recipients and all the guests at the launch of the Safe Clubbing Campaign.

ANNEX

Scan the Respective QR Codes to Access	
Training Toolkit for Staff of PE Outlets Co-Developed by SPF, NCPC, SNBA & SRO	Safe Clubbing Challenge Mobile Game Trialled by PE Outlets Like Marquee & Zouk
	