



Civica partners with Singapore Sports Hub to deliver its library's full infrastructure, IT & BPO solutions



Since its launch in July 2014, the Singapore Sports Hub has been Singapore's premier sports, entertainment and lifestyle hub with integrated community programming.

The Singapore Sports Hub was formed as a result of a 25-year Public-Private Partnership (PPP) agreement between Sports Singapore and SportsHub Pte Ltd and is one of the largest in the world, with investments close to SGD\$1.4 billion.

The idea for the sports hub was conceived in 2001, however it took shape only in 2011 following the development of Vision 2030, a joint initiative by Sports Singapore and the Ministry of Culture, Community and Youth, to encourage social integrity and enhance economic strength through greater sports participation in Singapore. Guided by the motto "Live better through sports", the complex includes a national stadium, an aquatic centre, an indoor arena, an indoor stadium, a water sports centre, a shopping mall, a sports museum, and a library.

Civica, one of Singapore, Australia and Asia Pacific's leading suppliers of software, digital and outsourcing services that helps transform the way organisations work, is a vital partner of Singapore Sports Hub, helping the sports centre to achieve its mission of creating more healthy, resilient people who are united through sport.

Sports library the heart of Sports Hub

- ▶ **Sports Library is at the heart of Singapore Sports Hub and is an essential part of Singapore's Vision 2030: "Live better through sports" and the project vision of a fully integrated sports, entertainment, and lifestyle hub for all Singaporeans**
- ▶ **SportsHub Pte Ltd appointed a library operator with industry expertise, staffing, systems and technology to provide the Singapore community with free access to sports and recreation resources for improved and healthy lifestyles deployment of staff to other frontline areas**

"Civica has been an essential partner for the Singapore Sports Hub from the very early stages of this project. It has provided its strength within management to help us grow and expand our services to Singaporeans."

Jin Teik Oon
Chief Operating Officer, Singapore Sports Hub

Moving towards a shared goal

Singapore Sports Hub decided to outsource the operations of running a library to an experienced and proven provider, instead of investing in resources to operate it itself. It chose to partner with Civica for this. Civica is responsible for operating the Sports Library, a 365 day per year open centre of sports knowledge for the community and sports professionals, which was created to foster learning and skill development amongst Singaporeans regarding health and sport. Civica has managed the space and all the systems and facilities used by the community since it started operating in May 2014, with a team of 11 library staff.

Civica was involved in the planning and conceptualisation of the library, including the physical and interior design of the library. In addition to the library management system, Civica provides the hardware and assets for the library collection including books, e-books, audio-visuials, magazines and journals. Being a WDA-certified trainer, Civica also selects and trains staff following Singapore Workforce Development Agency policies, to support the daily library operations. Lastly, Civica engages with Singapore Sports Hub to plan, develop and deliver library annual calendar activities, in an end-to-end business outsourcing project.



President of Singapore Tony Tan at the Sports Hub Library

Providing end-to-end outsourced services

Civica was selected by Singapore Sports Hub based on its expertise in providing end-to-end outsourced services and its solutions that not only help customers deliver efficient high-quality services and better outcomes, but also optimise costs. From the conceptualisation and design of the Library, through to developing library programmes, Civica has enabled Singapore Sports Hub to save time and cut costs through its complete suite of library services, such as recruiting staff, providing industry expertise, as well as supplying the library's solutions.

As part of the partnership, Civica offers the use of an integrated library management system, Spydus. Spydus is Civica's library management solution for academic, government, public and corporate libraries. Used by

more than 2,000 libraries worldwide, Spydus manages library data including digital collections, community information and historical archives, in addition to traditional bibliographic data.

Via the system, the library provides users with easy access to a rich array of information services and resources focusing on sports and active recreation. Currently there are more than 70,000 items accessible by the members and visitors. By 2019, the aim is to grow it to 90,000 items. From print and audio-visual to electronics resources, the library's extensive collection of sports and recreation related resources aims to encourage members and visitors to embrace sports and healthy lifestyles. There are eight broad subject areas: Sports & Recreation, Training & Coaching, Health & Fitness, Memoirs, Biographies & Stories, Business & Management, Science & Medical, Arts & Culture and General. All items are selected by Civica's team of library experts based on analytic data from Spydus.

The library space also offers activities and programmes to support SportsHub events and workshops catering to different users, including sporting professionals to kids and elderly people interested in participating in amateur games. The library facilities include video viewing stations, virtual sports stations, a giant chess and checkers board, internet stations, meeting rooms and a kids zone.

Even before its official inauguration, Singapore Sports Hub Library was already operating in full capacity, being the first venue under the Sports Hub Project to be completed and fully ready for operation on May 5, 2014. Since then, the library facility has never had any down time.

"This is one of the greatest examples of how private and public sectors can work together to enhance public spaces for the community. The Singapore Sports Hub Library is a place that offers the best of the digital and physical worlds of health and sports to its users," said SS Chopra, Managing Director for Civica Singapore.

Continually improving service to the community

Last year, the library's membership grew by 62.4 percent compared to 2015, and along with this increase, the library's loan rate also jumped by 196 percent, with the total number of loans transacted reaching 73,973 from 25,619 for the same period ending June 2016.

In terms of the library's collection, there was an increase of 7.4 percent in the total number of items added as a result of the development of a Chinese language collection by a growth of 169 percent.

In support of Singapore's Vision 2030, "Live better through sports", the Sports Library also plays an important role as a venue for community engagement. In 2015, the library hosted more than 1,000 events; including regularly hosting visiting international sports stars.

Find out more

Singapore Sports Hub: www.sportshub.com.sg
Sports Hub Library: <https://sportshub.spydus.com.sg>