



# SALTS

SPEECH AND LANGUAGE  
THERAPY SINGAPORE

## **2024 – 2025 Annual Report**

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# COMMITTEE MEMBERS



March 2024–February 2025

## EXECUTIVE COMMITTEE



Elizabeth Teo  
President



Peggy Ching  
Vice-President  
(Strategy)



Sindhu Menon  
Vice-President  
(Operations)



Cady Tay  
Honorary Treasurer



Clare Isabel Ee  
Honorary Secretary



Chloe Ang  
Immediate  
Past President



Alexis Hu



Nurul Afiqah



Edelweiss Ma



Isabel Tromans



Tanushree  
Saxena-Chandhok



Samuel Chi



Chua Rui Yi



Cherie Poon



Ericka Mantaring

## GENERAL COMMITTEE

## ADMINS

# KEY UPDATES



## Development of Special Interest Groups (SIGs)

SALTS successfully re-established Special Interest Groups (SIGs) in 2024, with SIGs formed around the topics of voice, dysphagia, and communication (see below for details). Each SIG provided valuable opportunities for professional networking, fostering shared learning experiences, and deepening collective expertise. Speech Therapists (STs) across various settings came together to exchange knowledge, discuss clinical practices, and shape the future direction of our profession. This highlighted the enthusiasm on the ground for continual learning and collaboration.

### Voice

**10th May | Topic: Van Stan's Taxonomy of Voice Therapy.** Facilitated by Mr. Joel Tay and Ms. Chia Ting Hui, the session sparked engaging discussions and provided participants with fresh perspectives on voice therapy approaches.

**18th Oct | Topic: Transgender Voice Therapy.** It was a supportive space for STs to share experiences, discuss best practices, and break down barriers in inclusive voice therapy. The session reinforced the value of community and collaboration in advancing practice.

Left: STs Joel Tay (left) and Chia Ting Hui (right) leading the first Voice SIG on 10 May.

Right: STs Jaymie Chai (left) and Joel Tay (right) facilitated a lively discussion at the Voice SIG on 18th Oct.

Photos courtesy of Chloe Ang



### Speech & Language

**2nd Aug | Topic: CVI and Communication.** Sixteen STs discussed insights to Cerebral Visual Impairment (CVI) within their practice, setting the foundation for future sessions. The session emphasised the need for continued dialogue on CVI, with plans to review research articles and webinars in upcoming meetings.

**25th Oct | Topic: 'What's the Complexity' Framework.** This interactive session encouraged practical application of the framework and generated insightful conversations.



# KEY UPDATES



## (cont'd) Development of Special Interest Groups (SIGs)



ST Dawn Young building interaction during the first meet up of the Speech & Language SIGs on 2 August.

Photo courtesy of Sindhu Menon



SALTS General Committee Member Tanushree Saxena-Chandhok welcoming the group and sharing the agenda in October.

Photo courtesy of Cady Tay

### Dysphagia

**8th Oct | Topic: Paediatric Dysphagia: Insights from Different Settings.** STs from diverse settings came together to offer invaluable cross-institutional insights. The facilitators guided meaningful discussions on assessment and intervention strategies, reinforcing our collective dedication to advancing paediatric dysphagia management.



Panel speakers from the Dysphagia SIG, ((from left to right) STs Yvette Lam, Ada Tok, Chia Yi Ting, Nicole Loy, Santhi Sasidharan Nair.  
Photo courtesy of Chloe Ang



ST Choo Wan Ling introducing the speakers at the Dysphagia SIG meeting.  
Photo courtesy of Chloe Ang

SALTS is committed to supporting SIGs as vital platforms for professional development, interdisciplinary discussions, and advocacy efforts. We look forward to supporting SIGs on the above-mentioned topics as well as Augmentative and Alternative Communication (AAC) in 2025. Updates will be provided regularly through SALTS' social media platforms. We welcome all STs to join us in shaping future SIG sessions and ensuring that our profession continues to grow together!

# KEY UPDATES

## SpeechieBites (Student Outreach)

In 2024, SpeechieBites, the student outreach arm of SALTS, organised talks related to the theme **“The Unwinding Journey of Speech Therapy”**. The theme was selected as one which most students or past participants expressed consistent interest. As the first batch of ST students graduated from the Singapore Institute of Technology (SIT), their immediate concerns were in trying to understand the path that lay ahead.



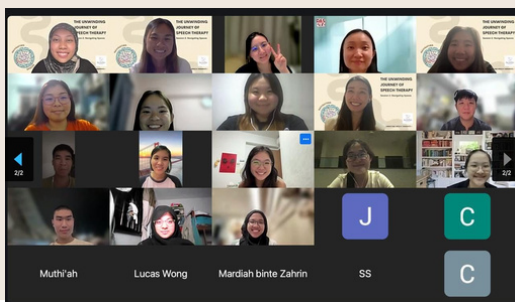
SpeechieBites talks were arranged to bring the participants along a charted growth in the profession. We started the year off with *‘Entering The Realm’* which explored how to navigate both career and student ST spaces in the early stages. Having a panel of fresh graduates alongside senior STs who were in the hiring process helped create room for discussion around what it takes to thrive in academics and secure employment.

The second talk, *‘Navigating Spaces’*, welcomed experienced STs with chosen specialisations, who shared their clinical and career insights.

The final talk of the year was *‘Exploring Endless Opportunities’*, which saw a mix of practising and non-practising STs now pursuing interests outside of the Speech and Language Profession.

With a hybrid model for physical events, we saw consistent sign-ups of 25 to 30 participants for each event, including students, working STs, members of the public considering a career switch, as well as university students from other courses.

In 2025, SpeechieBites hopes to focus more on developing mentoring within the profession whilst still continuing to organise talks that are relevant to the ST student community.



Group photos from the three talks held this year.  
Images by SALTS SpeechieBites

# KEY UPDATES



## Healthcare Professional Community (HPC)

On 30 September 2024, the Healthcare Services Employees' Union (HSEU), an affiliate of the National Trades Union Congress (NTUC) announced the formation of a new Healthcare Professional Community to support the growth and development of workers affiliated with healthcare professional associations. SALTS is excited and proud to be one of the nine professional healthcare associations to sign a Memorandum of Understanding (MOU) with HSEU.

Members of the new Healthcare Professional Community would be able to tap on the network and resources of both HSEU and the wider labour movement, and gain better access to training, development, and welfare benefits.



*President of NTUC and HSEU, Ms K. Thanaletchimi (front row, centre), and representatives of nine healthcare professional associations in Singapore, signed nine MOUs on Sept 30. The ceremony was witnessed by NTUC Secretary-General Brother Ng Chee Meng (back row, centre). Photo courtesy of NTUC*

## First Belt & Road International Conference

SALTS President, Elizabeth Teo, was invited to represent the association at the First Belt and Road International Conference for Speech, Language and Hearing in Beijing from 25 to 27 October 2024. The purpose and theme of this conference was to connect, communicate and collaborate. Experts from 36 nations around the world spent time sharing current knowledge, advances in technology and scientific findings.



*Group photo of delegates.  
Photo courtesy of First Belt & Road International Conference*



# KEY UPDATES



## 2024 Job And Career Satisfaction Survey

In 2024, SALTS conducted an inaugural survey on career satisfaction among STs in Singapore. The survey aimed to explore job motivation, workplace challenges, and factors influencing retention and attrition in a field where rising service demands are met with ongoing workforce shortages. Open to all AHPC-registered STs, including those who had left the profession, the survey gathered insights from 269 respondents across diverse demographics and practice settings. Findings from this survey were presented at the Annual General Meeting in March 2025.



## Speech Therapy Week 2024

With a theme of '**Celebrating Differences**', the SALTS committee organised a movie screening and fireside chat with Sabi, a young woman with autism, her mother Komathi, and sister Trish on 7th November 2024. It was an insightful evening filled with heartfelt sharing from all. Physical and digital goodie bag items were sponsored by Adventures in Speech Pathology (AISP), Black Sheep Press, Gentle Foods, MBD Marketing, Northern Speech Services, Super Duper Publications and Precise.



*(From left to right) SALTS General Committee Member Isabel Tromans moderating the conversation with Sabi, Komathi and Trish.  
Photo by SALTS*



*SALTS' ST Week 2024 planning team, comprising SALTS committee members.  
Photo by SALTS*

# KEY UPDATES



## Sponsorship of Clinical Educator Award

In 2024, SALTS sponsored the SALTS-SIT Outstanding Clinical Educator Award, given to ST clinical educators who demonstrate consistency in commitment to student placements over a two-year period, and demonstrate growth, student-centredness and resilience in clinical supervision, based on student ratings and qualitative feedback.

The inaugural awardees were Rebecca Loh (Changi General Hospital), Krystal Chng (AWWA Ltd), and Chan Jing Yi Tiffany (Tan Tock Seng Hospital).



*(From left to right) STs Rebecca Loh, Krystal Chng, and Chan Jing Yi Tiffany receiving their awards from SALTS President Elizabeth Teo.*

*Photo by SALTS*

## Affiliation with Asian Dysphagia Society (ADS)

The Asian Dysphagia Society (ADS) is an international medical association established in January 2023 to promote the development of comprehensive care, science, technology, and education about dysphagia in Asia.

Members are made up of 12 representative national-wide dysphagia related societies in Asia. Currently, participating countries include China, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Philippines, Singapore, Taiwan, Thailand, and Türkiye. In end-2024, SALTS joined as one of the National Members of ADS. The National representative for 2025 is Dr. Flora Poon.



Dr. Flora Poon

# KEY UPDATES



## Formation of inaugural Advisory Committee

In January to March 2025, four STs were appointed to the **Advisory Committee** for the first time in SALTS' history: Ms Alison Cannon, Ms Chithra Kathiresan, Ms Ellen Bernstein-Ellis, and Dr Elizabeth Teh. The Advisors are STs registered either locally and/or overseas. They have a wealth of experience and knowledge with outstanding contributions in various aspects such as clinical service, clinical education, academic teaching, research-based contributions, administrative services, leadership service at SALTS and/or national positions. With their experience, they will provide guidance to the SALTS Executive and General Committee members in planning for the ST community.



Ms. Alison  
Cannon



Ms. Chithra  
Kathiresan



Ms. Ellen  
Bernstein-Ellis



Dr. Elizabeth  
Teh

## McNeill Dysphagia Therapy Protocol (MDTP) Course

In March 2025, SALTS worked with Florida Dysphagia Institute to arrange for an in-person course on MDTP, led by Dr Diane Longnecker, with 39 participants in attendance. Through our outreach to our regional associations, we hosted attendees from Singapore, Malaysia, Hong Kong, Australia and Saudi Arabia!



Left: MDTP trainer Dr Diane Longnecker (centre) with SALTS President Elizabeth Teo (left) and Committee Member Alexis Hu (right).



Right: MDTP workshop attendees with Dr Diane Longnecker (first row, fifth from left).

Photos courtesy of Alexis Hu



# MEMBERSHIP



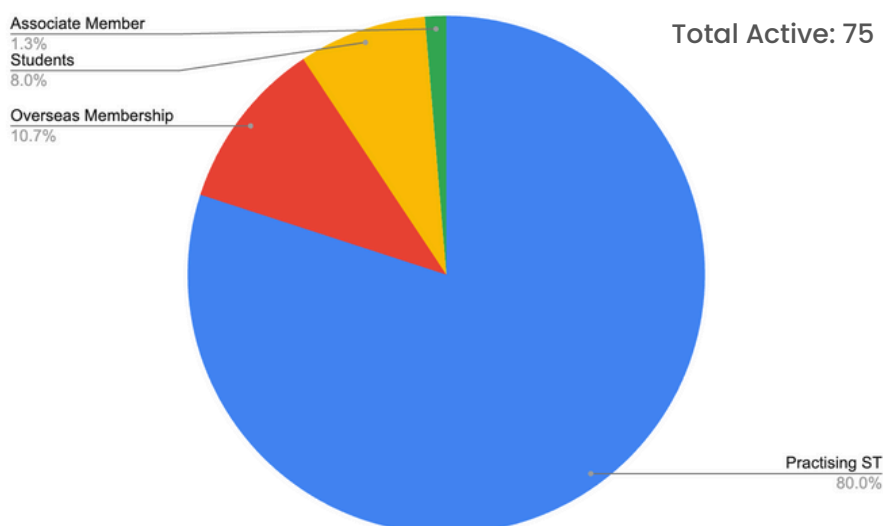
as of February 2025

Membership Category	March 2024	February 2025	Changes
Practising ST	76	60	-21.05%
Overseas Members	10	8	-20%
Students	32	6	-81%
Associate Members	2	1	-1 (insufficient to form percentage)
TOTAL	120	75	-37.5%

SALTS has a total of **75** members as of February 2025, a decline since March 2024 (120 members). There has been an overall decline in memberships, despite the consistent take-up rate at SALTS events.

This mismatch could be attributed to SALTS events being open to both members and non-members (sometimes free, otherwise for a small fee), while membership benefits are not sufficiently appealing to STs on the ground.

Meanwhile, student memberships declined, while students have offered feedback that the Student Membership fee is too costly for them. The spike in student members in previous years can be attributed to free memberships issued at the time.



# MEMBERSHIP



as of February 2025

The current executive committee (exco) is committed to improving the SALTS membership benefits, and have begun exploring affiliations with regional and international organisations such as the Asian Dysphagia Society (ADS) and the Asia-Pacific Society of Speech, Language & Hearing (APSSLH).



In response to feedback from the ground, the exco has also proposed:

- New membership categories for newly-graduated STs and student STs, to make it more affordable and hence accessible to them.
- To combine the Overseas and Associate Membership categories, due to their small numbers.

These constitutional amendments were passed during AGM 2025.

The exco is also exploring lifestyle benefits with various local and international companies and brands to offer more appealing benefits to members. For 2025, some of these include promotional prices with Spa Esprit Group (Browhaus / Strip), Q&M Dental, Kindlespace, and KristenKiong.com.



amore



browhaus



Noel Gifts



Q&M Dental



Tocco Toscano



Nuffield

*Some examples of brands that will offer lifestyle benefits for SALTS members beginning in 2025.*

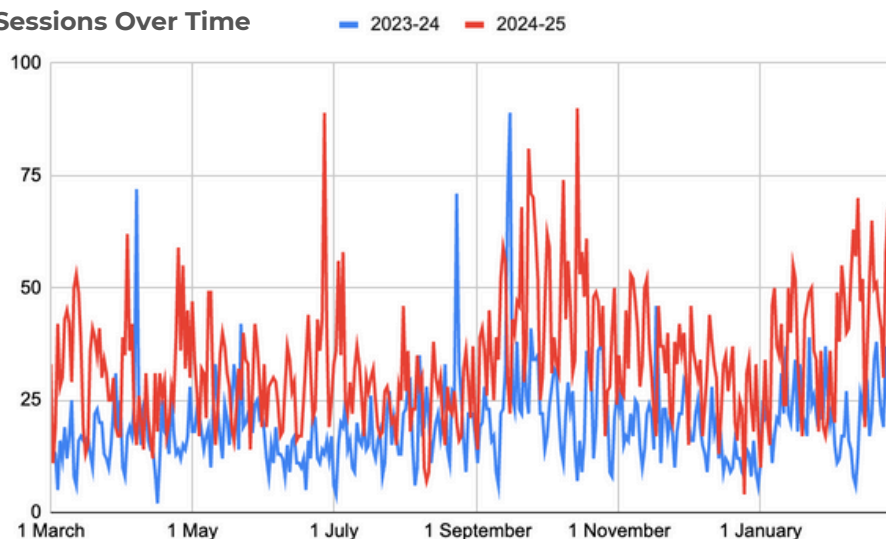
*Images from SALTS website, provided by various companies.*

# WEBSITE STATISTICS



Traffic on the SALTS website has increased compared to the previous year. There were a total of 30,021 page views on the SALTS website from March 2024 to February 2025. This would be an average of 2,309 per month, with 13,484 site sessions (average of 1,039 per month). There were 8,745 unique visitors, an average of 773 per month, mostly from Singapore, followed by Malaysia, and Australia.

## Sessions Over Time



## Sessions by country:

Singapore	10,344
Malaysia	897
Australia	362
United States	310
Hong Kong	240
United Kingdom	239

The top viewed pages were the *Homepage*, *Becoming an SLT*, and *Observations*, which suggests interest from prospective ST students. This was followed by *Upcoming Events*, which indicates interest from practising STs exploring SALTS events.

The top referral sources were Google searches (6,309) and direct access (i.e. users typing in the SALTS website URL; 4,669), followed by referrals from the Malaysian Association of Speech-Language & Hearing (MASH) website, National University of Singapore Medicine and the SALTS Facebook page.

In general, there has been an increase in visits to the SALTS website compared to the year before, a positive sign that many visitors are relying on SALTS for information and events.

## Top pages visited:

/homepage	↑ 12%	5,315
/becoming-an-slt	↑ 122%	2,363
/observations	↑ 152%	2,001
/upcoming-events		1,124
/our-committee		1,029

## Top referral sources:

Google (Organic)	↑ 71%	6,309
Direct	↑ 84%	4,669
mash.org.my (Referral)	↑ 75%	545
medicine.nus.edu.sg (Referral)	↑ 25%	466
Facebook (Organic)	↑ 31%	384

# SOCIAL MEDIA



## Facebook & Instagram

SALTS' Facebook (Speech and Language Therapy Singapore) and Instagram accounts (@speechtherapy.sg) saw increased content interactions and visits this past year.

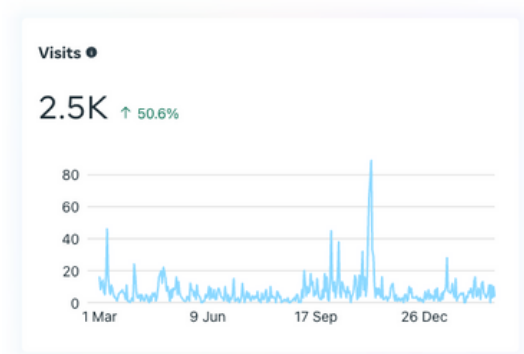
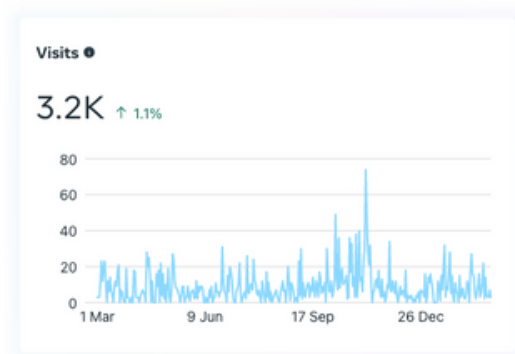
In the period of March 2024 to Feb 2025, the total views were 49,111 on Instagram and 34,701 on Facebook. The number of followers on Instagram increased from 118 to 444, and from 1,557 to 1,598 on Facebook. The student outreach Instagram account (@speechie.bites) also saw an increase in followers, from 462 to 569.

The social media team decided to deactivate the X (Twitter) account in early 2025, due to lack of use and engagement on the platform since 2023.

### Facebook

### Instagram

2024



2023



# SOCIAL MEDIA



## SALTS Insider

SALTS Insider is our long-form social media content, housed within the SALTS website and launched in 2022 (<https://www.salts.org.sg/salts-insider>). Since 2023, there have been 16 posts published, covering announcements for the profession, annual messages from SALTS president, and features on ST patients, initiatives, clinical work and specialisation.

Since its inception, there has been noticeably better engagement with features of initiatives or individuals rather than announcements. The team will explore pursuing more features in the coming year.

Over the past year, there were 747 post views from 501 unique visitors. Most of the visitors entered through Google searches or by browsing the SALTS website.

Post views

747 ↑ 10%

Visitors

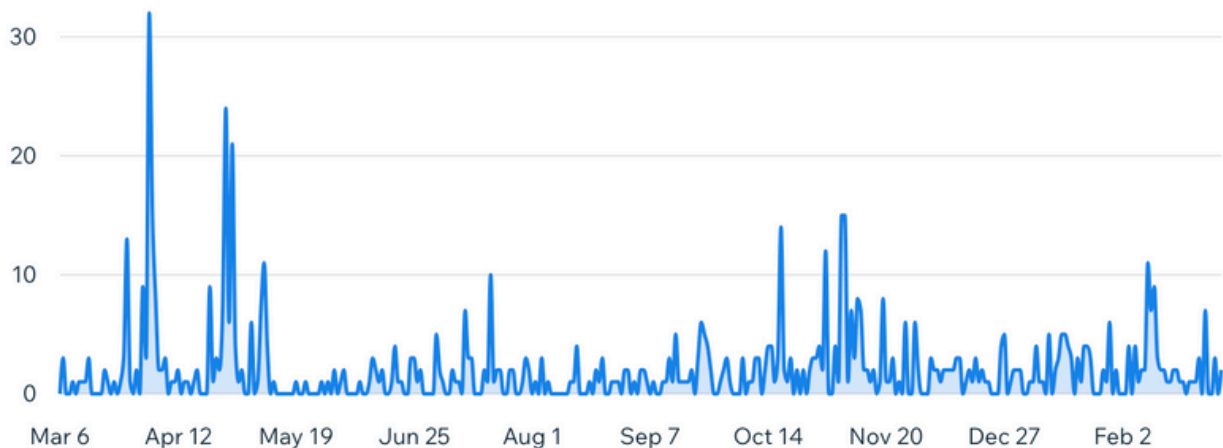
501 ↑ 10%

New subscribers

0

Engagement

3 ↓ 81%

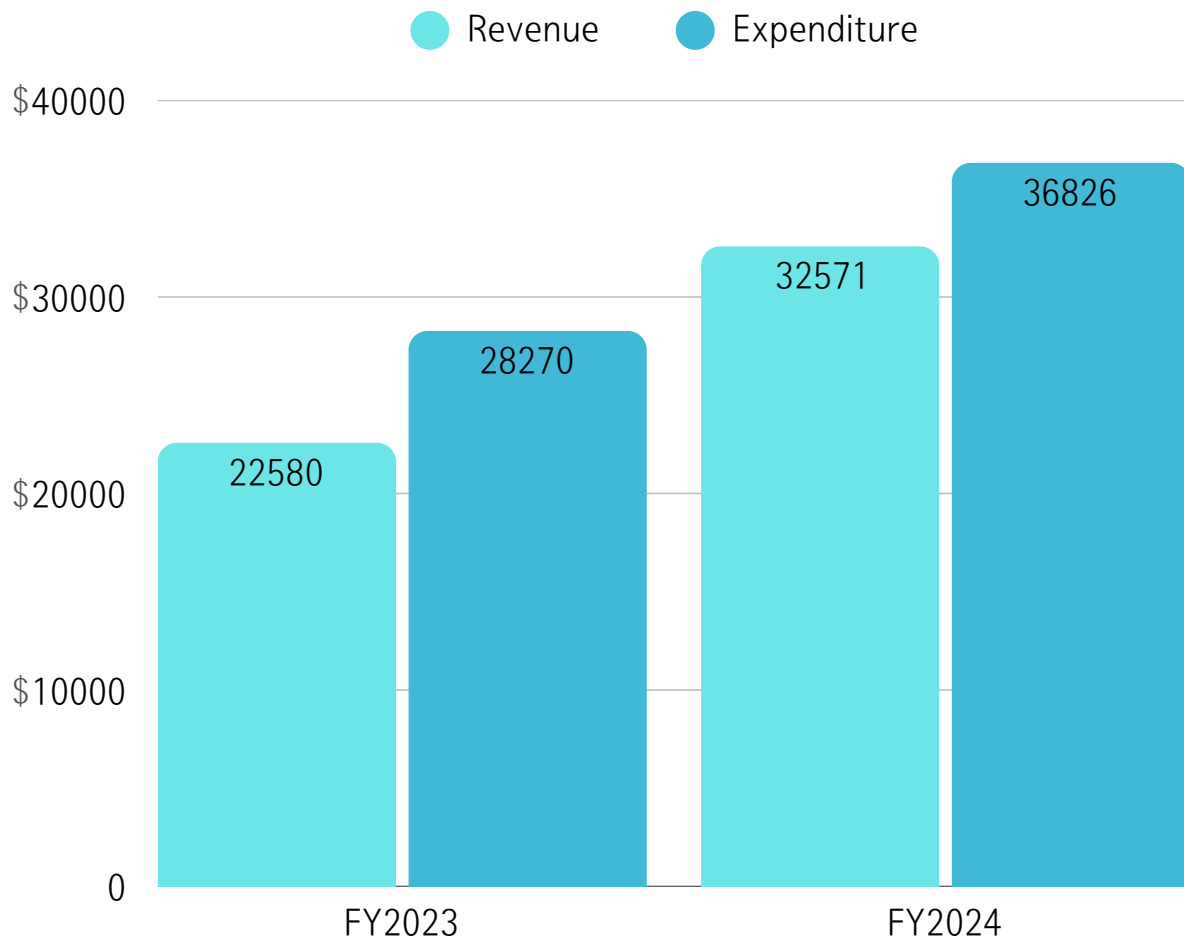


*Image from Wix analytics*

# FINANCIAL STATEMENTS



Comparison of revenue and expenditure from Year 2023 to Year 2024



Comparing FY2023 to FY2024, the majority of increase in revenue (+44%) earned from workshops can be attributed to the increase in the number of workshops organised or hosted by SALTS.

There was an increase in expenditure (+30%) due to more activities that incurred increased fees:

- More events hosted by SALTS,
- Increase in affiliations requiring membership fees, and
- Training for more committee members.

The full financial report can be found on pages 15-18.

The Honorary Auditors for FY2024 were Ms Chithra Kathiresan and Mr Benjamin Chow.



SPEECH AND LANGUAGE THERAPY SINGAPORE (SALTS)

(Incorporated in Singapore)

UEN: S94SS0087H

AUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST DECEMBER 2024

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

AUDITOR'S REPORT

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CERTIFIED AND APPROVED BY:



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ELIZABETH TEO, HON. PRESIDENT



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CADY TAY, HON. TREASURER

AUDITOR'S REPORT

1. We have completed our audit on the accounts of the association for the period ended 31st December 2024 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 2024 and the results for the year ended on the date.



10 Mar 25

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BENJAMIN CHOW, HON. AUDITOR



11th March 2025

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CHITHRA KATHIRESAN, HON. AUDITOR



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CLARE EE, HON. SECRETARY

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

BALANCE SHEET  
AS AT 31ST DECEMBER 2024

	FY2024 S\$	FY2023 S\$
<b>ASSETS</b>		
Current Assets		
Cash at Bank	244,044	248,491
Accounts Receivable	-	369
<b>Total Assets</b>	<b>244,044</b>	<b>248,860</b>
<b>LIABILITIES &amp; MEMBERS' GENERAL FUND</b>		
Current Liabilities		
Account Payable	880	937
Unearned Income	450	900
	<b>1,330</b>	<b>1,837</b>
<b>MEMBERS' GENERAL FUND</b>		
Members' General Fund	6,299	6,299
Excess of Revenue	236,415	240,724
	<b>242,714</b>	<b>247,023</b>
<b>TOTAL LIABILITIES &amp; MEMBERS' GENERAL FUND</b>	<b>244,044</b>	<b>248,860</b>

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

INCOME STATEMENT  
FOR THE YEAR ENDED 31ST DECEMBER 2024

	2024 S\$	2023 S\$
<b>REVENUE</b>		
Membership Fees	4,030	2,516
Workshop Fees	20,649	12,980
Interest Income	1,587	818
Other income	6,251	6,266
	<b>32,517</b>	<b>22,580</b>
<b>LESS: EXPENSES</b>		
Bank Charges	(1,590)	(756)
Affiliation Fee	(682)	(276)
Honorariums	(1,400)	(1,370)
Income Tax	-	-
Miscellaneous (E.g., ST Day, Annual Dinner)	(3,707)	(4,270)
Postage	-	-
Printing and Stationery	(71)	(226)
Refreshment & Entertainment	(357)	-
Rent	(1,970)	(1,007)
Software	(4,099)	(3,826)
Training	(4,320)	(2,669)
Website Maintenance	(834)	(172)
Workshop and Seminars	(17,796)	(13,698)
	<b>(36,826)</b>	<b>(28,270)</b>
Surplus/(deficit) for the year	(4,309)	(5,690)
Surplus brought forward	240,724	246,414
Surplus revenue carried forward	<b>236,415</b>	<b>240,724</b>



UEN: S94SS0087H

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Singapore 228208

[www.salts.org.sg](http://www.salts.org.sg)