



spore
Discovery Centre

CELEBRATING
20
YEARS

THE SINGAPORE STORY, OURS TO CREATE

Celebrating



Years

Annual Report 2016





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MISSION

To share the Singapore Story and inspire a desire to contribute to Singapore's future.

VISION

- To our Guests, Excellent Customer Service
 - To our Staff, a Preferred Employer
 - To our Business Associates, a Professional Relationship
 - To our Stakeholders, an Enriching Partnership
-

CORE VALUES

Compassion

It is commonly used interchangeably with empathy, altruism, kindness and love. However, compassion must not be confined to just managing clients and visitors, it is also about treating our own employees compassionately.

Professionalism

Being professional is also about wanting to excel in whatever we undertake to do. When we do things right and well the first time, every time and all the time, then we are indeed displaying the highest level of professionalism.

Customer Service

We are just providing basic customer service if we are merely meeting expectations when we are personable, prompt, efficient, courteous, and reliable. It is when we are able to deliver beyond expectations, then are we able to delight our guests and visitors.

Honesty & Integrity

When we take personal responsibility for our actions, we are indeed displaying honesty and integrity. As we are governed by the corporate governance principles, it is only when we have strong ethical behaviour that we can stay true to the spirit behind corporate governance and we can all sleep well at night, knowing very well that our conscience is crystal clear.

Pride in Work

This is seen as a positive attitude to have as it celebrates one's achievements and promotes self-worth or self-esteem. When you have pride in what you organise, plan, write, train and guide, then you will be able to do what you do exceedingly well and with a lot more passion.

Teamwork

Understanding teamwork is essential in order to achieve the goals and successes that every business hopes to see. Working together as a team means that several individual people have to come together and function as one solid unit. It involves taking the various talents and skills that each team member contributes and combining them into one successful effort.

CHAIRMAN'S MESSAGE



Mr Adrian Chua
Chairman

Singapore Discovery Centre Ltd

"2016 marked our 20th anniversary, a milestone we are proud to celebrate. While we commemorate the successes of our past, it is how we continue to tell our Singapore Story to future generations that will write the next chapter in our book. As the Singapore Story continues to evolve, SDC is committed to seeing it shared so that our nation can progress and thrive for generations to come."

A Fulfilling 20 Years Of Sharing And Inspiring

We celebrated our 20th anniversary in 2016, marking this significant milestone with a big bash at the S'pore Discovery Centre (SDC) on 19 November. It was a chance for us to look back at our achievements. Together, we celebrated the ways we have reached out to Singaporeans over the years to share how Singapore has succeeded as a nation, against all odds, and as one united people.

It was also a reminder of how we continue, through regular updates and upgrades of our interactive exhibits and multimedia showcases, to inspire Singaporeans to look to the future and build a better, stronger and more resilient Singapore for our children and our children's children.

Beyond 20

So, what's next? As we face fresh security, economic and social challenges, our mandate to tell the unique Singapore Story is going to be more important than ever. The Singapore Story is what defines us as a nation. It is SDC's mission to share this story and inspire a desire to contribute to Singapore's future. Our determination to tackle the challenges together will decide whether we succeed.

Nothing stays constant, as our own story has shown. We will continue to evolve as a nation. Social media, now a mainstay of communication, has changed the way we interact and communicate. Our challenge is to harness its pervasiveness as an asset to strengthen our bonds as a nation. We need to guard against terrorism and threats to cybersecurity. And we need to maintain the racial harmony that our forefathers worked so hard to achieve. We must impress upon our future generations the importance of their roles in ensuring Singapore's continued progress and prosperity while we tackle these challenges.

And what of SDC's role beyond SDC20? We strive to be the "Gateway" to Singapore's collection of stories, which tell of our vulnerabilities and strengths and help our visitors understand what it means to be Singaporean. Most importantly, we want these individuals to feel proud to call themselves Singaporean. As the Singapore Story continues to evolve, SDC is committed to seeing it shared so that our nation can progress and thrive for generations to come.

A Heartfelt Thank You

The telling of our Singapore Story is a collective effort. My thanks go out to all the members of the Board at SDC. You have supported SDC well. Your insights and guidance have been invaluable, and you share the passion to see that our story continues to evolve and our reach further extended.

It has been most rewarding to see our staff lead the way with heartfelt initiatives taken to help the less fortunate in society, as part of SDC's Corporate Social Responsibility efforts.

Congratulations as well to the members of our vibrant team who were honoured at the Excellent Service Award (EXSA) in 2016. This was our biggest accolade to date, and was made all the more special with Christopher Tong, our Senior Singapore Story Guide, out-performing 150 over Star Award nominees from the other attractions to clinch the much-coveted Superstar Award 2016. Well done to Christopher and all our winners. You are an inspiration to us all.

Together, let's continue to create the Singapore Story.

EXECUTIVE DIRECTOR'S MESSAGE



BG (RET) Lowrence Chua
Executive Director
Singapore Discovery Centre Ltd

"SDC's 20-year anniversary has provided us with many inspiring moments and achievements that we must now use to motivate ourselves moving forward. It has been an honour to reflect on the history and heritage of our organisation, but it is now time to focus on making the future brighter."

Our Journey Continues

Over the past 20 years, SDC's commitment to our mission – to share the Singapore Story and inspire a desire to contribute to Singapore's future – has never wavered. This steadfast dedication has enabled us to continually create new exhibits, showcases and programmes that resonate deeply with the public and our schools, spreading messages of positivity, inclusivity and growth as a nation.

As this year also marks the 75th anniversary of the fall of Singapore, we included a section dedicated to Singapore's war story in our anchor Total Defence Special Exhibition "Stronger Together", taking the bold steps of presenting the facts unadulterated to portray the horrors of war and spark meaningful conversations. We also added an "Ask the Experts" activity into the exhibition to further engage students around the areas of cyber security, pandemics and terrorism.

With the launch of the SGSecure movement by the Ministry of Home Affairs (MHA) in September 2016, SDC was appointed by the Character & Citizenship Education Branch (CCEB) of the Ministry of Education (MOE) to train about 2,000 Uniformed Group teachers to better equip them to groom student cadets as SGSecure advocates. Such new offerings give us a renewed sense of purpose as we work together to encourage a new generation to discover the Singapore Story.

Celebrating SDC20

On 19 November last year, we were delighted to hold a special exhibition and festive carnival in celebration of the 20-year journey of SDC. The 20/20 Play@SDC exhibition welcomed the public to explore our history, with a focus on how we conveyed inspiring National Education messages through our exhibitions and programmes.

Not only did this wonderful event provide a chance to introduce our new mascot, SingaPaw – a feisty lion cub with a big heart, it was also an opportunity to give back to our CSR beneficiaries from Lion Befrienders and the Singapore Children's Society, who all enjoyed a fun-filled day with us at SDC. We were also honoured with the attendance of several past SDC Chairmen and partners, who continue to support us throughout our journey. At the end of the evening, a spectacular fireworks show was the perfect commemoration for our 20-year milestone and an apt metaphor for our brighter future together.

Compassion is one of our core values, and last year, we strove to live this attribute by giving back to communities in need. To care for the older generation, several staff members volunteered to take part in the Meals-on-Wheels programme managed by TOUCH Community Services, while others visited St John's Home for the Elderly to take part in fun-filled activities with the residents. To support local schools, we also introduced six brand-new programmes, encouraging students to explore current affairs using an inquiry-based approach, aligned with the national Social Studies curriculum for primary and secondary levels.

The Road Ahead

The sharing of our Singapore Story would not be possible without the commitment and dedication of the SDC team, who works at the front line and behind the scenes to bring our stories to life. It is their quality customer service, high standards of professionalism, pride in work and personal integrity that has driven our success and ensure that we continue to do so. They all share our passion to tell the Singapore Story and inspire the next generation of Singaporeans to build a better future.

Our partners, vendors and community have also been instrumental in helping us achieve our goals, and I extend my gratitude to each and every one. We will continue to be driven by our mission and core values to share our Singapore Story – to hear the past, see the present and touch the future. It is a story about a home that is worth protecting and defending, and this Singapore Story is indeed ours to create.

BOARD OF DIRECTORS



Mr Adrian Chua
Chairman
Singapore Discovery Centre Ltd
Deputy Secretary (Administration)
Ministry of Defence



BG (RET) Lowrence Chua
Executive Director
Singapore Discovery Centre Ltd



COL Joseph Tan
Director
Nexus
Ministry of Defence



LTC (NS) Melvin Kwek
Chief Operating Officer
Marketing and Communications
Asia Pacific
Credit Suisse AG



Mr Puvan Ariaratnam
Director
Character & Citizenship
Education Branch
Ministry of Education



Mr Chia Tze Yee
Group Director
Engagement Cluster
(Lifestages)
People's Association



Ms Kit Chan
Artiste / Creative
Consultant



Mr Thomas Wong
Director
Defence Finance Organisation
Ministry of Defence



COL Clifford Keong
Head
National Service Affairs
Department
Ministry of Defence



Mr Jeffrey Seah
Partner
Mettle & Salt Partners Pte Ltd



BG Chua Boon Keat
Commandant
SAFTI Military Institute
Ministry of Defence

STAFF & AUDIT COMMITTEES

Staff Committee

Mr Adrian Chua
Chairman
Singapore Discovery Centre Ltd
Deputy Secretary (Administration)
Ministry of Defence

Mr Thomas Wong
Director
Defence Finance Organisation
Ministry of Defence

COL Clifford Keong
Head
National Service Affairs Department
Ministry of Defence

Audit Committee

LTC (NS) Melvin Kwek
Chief Operating Officer
Marketing and Communications
Asia Pacific
Credit Suisse AG

Mr Thomas Wong
Director
Defence Finance Organisation
Ministry of Defence

Mr Chia Tze Yee
Group Director
Engagement Cluster (Lifestages)
People's Association

MANAGEMENT TEAM



1 Peh Yee Joo
Director
Exhibits Development

2 Soo Hui Wah
Director
Education

3 William Ong
Director
Centre Management

4 COL (NS) Kelvin Koh
Deputy Executive Director /
Director
Army Museum of Singapore

5 BG (RET) Lawrence Chua
Executive Director

6 Hovman Goh
Assistant Executive Director
Education & Marketing

7 Roger Hoo
Chief Safety Officer /
Head, Centre Management
Procurement

8 Faye Kee
Director
Corporate Development &
Human Resource

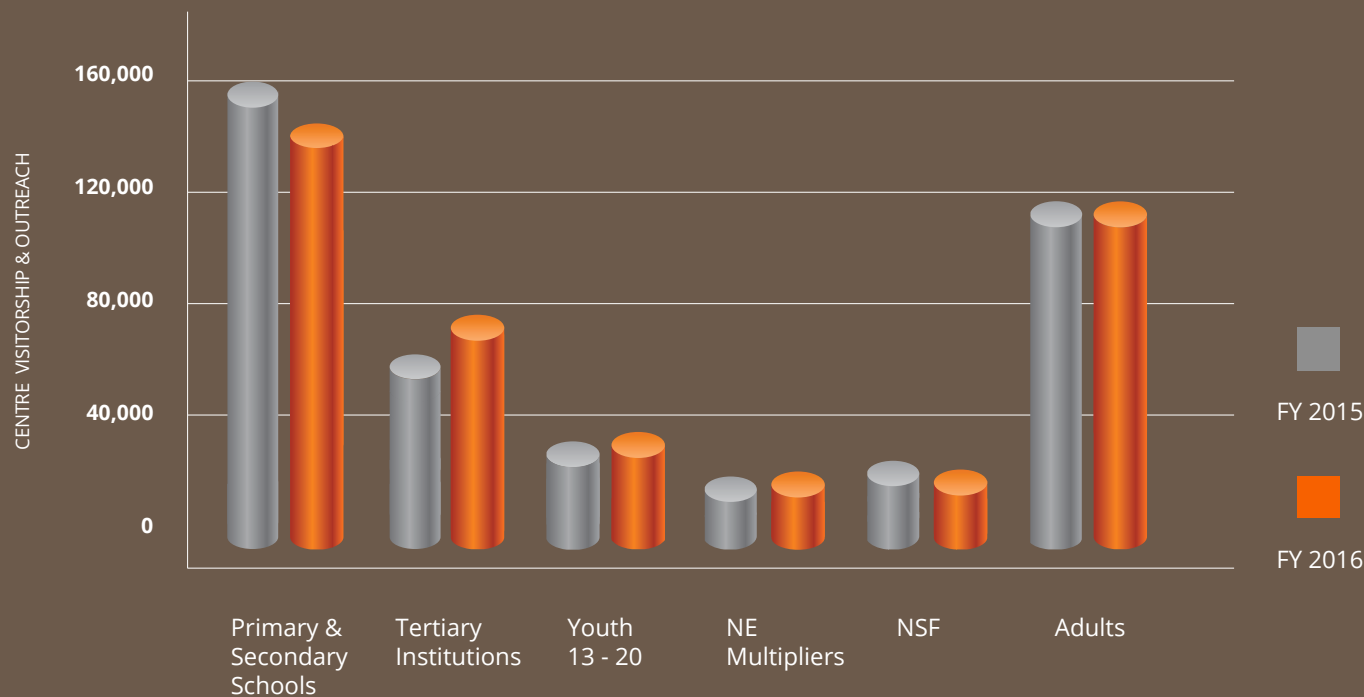
9 Sally Yeo
Director
Finance

10 Cafren Kang
Assistant Director
Administration



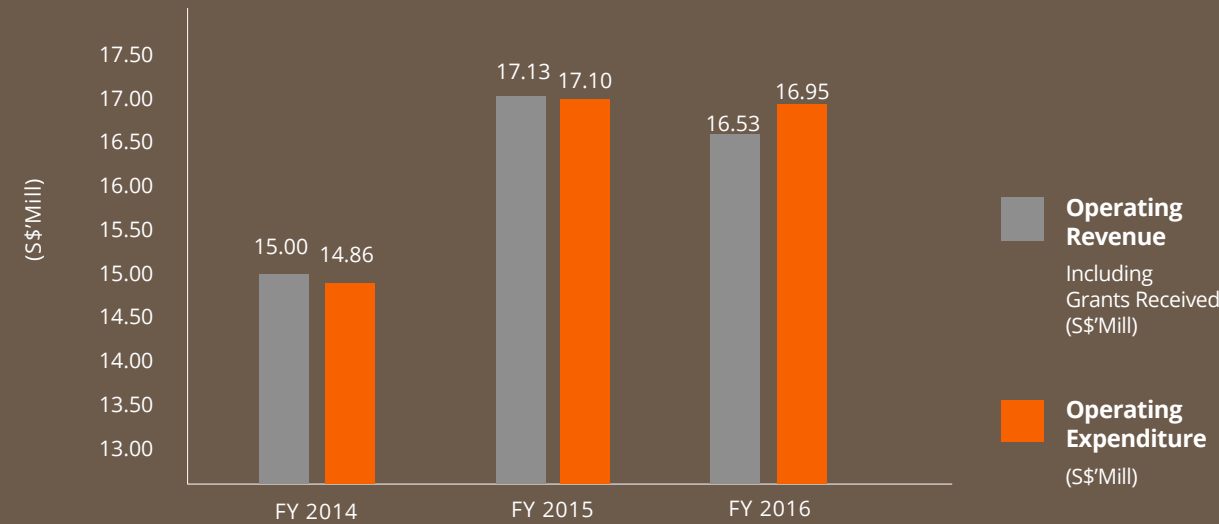
ENGAGEMENT & FINANCIAL OVERVIEW

Engagement



	FY 2015	FY 2016
Centre Visitorship	267,988	211,381
Outreach	120,688	174,105
Total Engagement	388,676	385,486

Financials



AWARDS & ACCOLADES



Christopher Tong receiving the highest award of the event, EXSA Superstar from ASA Executive Committee Chairperson, Ms Tresnawati Prihadi.

2016 was a year to be remembered as SDC bagged its very first Excellent Service Award (EXSA) – Superstar Award. It was also the year in which SDC had the most number of winners compared to previous years. Our Senior Singapore Story Guide, Christopher Tong, beat 152 Star Award nominees and four other Superstar nominees to clinch the much coveted Superstar Award on 25 November 2016.



Superstar EXSA Winner

Christopher Tong

Star EXSA Winner

Muhamad Shaiful Nizam Bin Shafie

Gold EXSA Winners

Victor Choong, Ellen Poh, Rick Lee and Lilian Tan

Silver EXSA Winners

Abdul Malek Bin Kadir, Anandan S/O Ganesan, Charmaine Alexandria Lappen, Jasmine Chen, Kng Eng Chuan, Lee Beng Kit, Diane Lee, Mohamed Redzuan Bin Wahid, Murshidha Manja Ishak, Nasaruddin Bin Mohd Yussof, Nur Saienah Bte Mohamad, Amelia Ong, Mark Ong, Paruvaty, Pauline Phua, Rebekah Lim, Sebastian Ho, Chloe Sng, Suria Bte Abdul Wahid, Audrey Tan, Fabian Tay, Vikrant S/O Gunabalan Maruthamuthu, Stanley Tong, Henry Yap and Zaleha Asmin

MEDIA FEATURE

SDC in the News

SDC promotes our exhibitions, programmes and activities through various platforms that include on-site branding, direct mailers, press advertisements, radio advertisements and other collaterals. Apart from engaging mainstream media to reach out to the general public, SDC also uses social media such as Facebook and Instagram to connect to the digitally savvy.

Mass media coverage has proven to be a key contributor to the success of SDC's exhibition launches. SDC managed to garner widespread media coverage for key commemorative events in FY 2016.



PERMANENT EXHIBITS GALLERY



Defending Singapore Tomorrow

"Defending Singapore Tomorrow" features two defence exhibits adapted from the "Future of Us" exhibition which capped Singapore's Jubilee celebrations in 2015. The two exhibits include a defence video display and hologram that are representative of technological innovations to bolster Singapore's defence capability and complement our soldiers in keeping our homeland safe. Both the holographic display and video lend a futuristic dimension and are placed within our Permanent Exhibits Gallery (PEG) at the Security Pavilion, beside our current Battlefield Command exhibit where we feature Singapore's 3rd Generation SAF.

SingaRoar

"SingaRoar" is a four-metre-tall lion sculpture and replica developed from the "Future of Us" exhibition. This lion sculpture is an iconic symbol of Singapore that represents courage, excellence and strength, and promotes a sense of national identity.



COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

At SDC, we value and commemorate special days such as International Friendship Day, Racial Harmony Day, National Day and Total Defence Day. We have put together a string of events, programmes and specially curated exhibitions catered to the general public and students to ensure that the National Education (NE) messages and Character and Citizenship Education (CCE) values are part of their learning experiences. Through these commemorative days, our visitors will appreciate the significant moments in Singapore's history and reflect on how they can apply their learning in their daily lives. In 2016, we celebrated SDC's 20 years of sharing the Singapore Story with a special exhibition and a big carnival bash.



COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

International Friendship Day



Overview of "ASEAN Pulse" Special Exhibition, which incorporated embassy booths and interactive corners.



Guest-of-Honour, Dr Maliki interacting with students during the launch event; sharing his experience of working and travelling in ASEAN.

"ASEAN Pulse" International Friendship Day Special Exhibition

1 Apr – 26 Jun 2016

"ASEAN Pulse" International Friendship Day (IFD) Special Exhibition which focused on the economic dynamism and potential of the ASEAN Economic Community (AEC), aimed to promote awareness of geo-political realities and the importance of economic defence through diplomacy and making friends with ASEAN and countries around the world. The special exhibition was launched on 27 April 2016 by Guest-of-Honour, Dr Mohamad Maliki Bin Osman, Senior Minister of State for Defence and Foreign Affairs. It received extensive support from many partners which helped to value add to visitors' learning experience, such as foreign embassies, government and private agencies, NGOs, schools and individuals. Some new and innovative ideas were adopted such as presenting information through drone videos, infographics, students' projects and 30 interviews on personal stories, making the topic more accessible to visitors. The exhibition reached out to more than 25,000 visitors.

Former Secretary-General of ASEAN (2003-2007), Ambassador Ong Keng Yong recommended that the AEC exhibition also reach out to all Singaporeans, as it showed how Singapore and her neighbours are interdependent on each other for economic growth. Hence, the exhibition was repackaged to travel to post-secondary institutions and public libraries for a wider outreach.



Dr Maliki, with Ambassador Ong Keng Yong (Former Secretary-General of ASEAN), ambassadors and representatives of foreign embassies (Cambodia, the Philippines, Oman, Poland and Costa Rica) and SDC management during the IFD Special Exhibition launch.



A group of SP students taking a selfie at our "ASEAN Pulse" Travelling Exhibition.

"ASEAN Pulse" Travelling Exhibition at Singapore Polytechnic (SP)

3 – 6 Oct 2016

The new travelling exhibition, "ASEAN Pulse" made its inaugural stop at SP to support their S Rajaratnam Endowment Youth Model ASEAN Conference, which was attended by 200 students from local polytechnics and ASEAN member states.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS



Students engaged in negotiation for economic trade in the "ASEAN Bazaar" activity.

IFD 2016 School Programme

1 Apr – 27 May 2016

More than 3,000 students enjoyed an immersive and enriching learning experience. The exciting "ASEAN Bazaar" activity enabled students to learn about ASEAN's trade potential. "Can We Be Friends?" was a game-based learning session where secondary school students learnt about the dynamics of international friendships. "Market Talk!" was a workshop where primary school students learnt simple ASEAN languages and appreciate the importance of cross-cultural skills to build friendships. Teachers and students found the programme very meaningful and engaging.



Soothing music from St Anthony's Canossian Secondary School's angklung ensemble.

International Friendship Day Special Weekend

28 and 29 May 2016

The signature IFD Special Weekend returned in a bigger way over 28 and 29 May. Visitors were treated not only to colourful cultural performances but also the new "Culture Bites" programme, represented by seven countries of which five were ASEAN countries. Visitors greatly appreciated and enjoyed the immersive atmosphere. These programmes were also part of the Museum Roundtable's Children's Season which attracted families and children over the June school holidays. It helped to promote cross-cultural understanding and friendships amongst Singaporeans, overseas visitors and foreigners who are studying or working in Singapore, as well as deepen SDC's partnership with the embassies.



A good mix of local and foreign communities enjoying food sampling from various countries.



A fun and creative hands-on craft for children to learn about ASEAN culture.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

National Day Celebrations



A photo moment of visitors at the special exhibition.



Visitors checking out the interactive exhibits.



A family of visitors planning a vote on their favourite Singaporean icon.



Wishes for Singapore pieced together by visitors.

“Home” National Day Special Exhibition

19 Jul – 11 Sep 2016

“Home” was SDC’s National Day 2016 Special Exhibition that celebrated our people and way of life. The National Day experience consisted of an anchor exhibition at SDC and satellite travelling components to Kallang Wave Mall and Singapore Expo, as well as to ITE College West and ITE College East.

Close to 50,000 visitors enjoyed the special exhibition and activities, learning more about our rich, ethnic and religious diversity, the common spaces we share, our uniquely Singaporean traits and the values that define who we are as a people. This exhibition was augmented by stories of people who embrace these values, walk the talk and who work hard to pass these values to the next generation.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS



An aerial view of the National Day Special Exhibition at Kallang Wave Mall.

"Home" Travelling Exhibition at Kallang Wave Mall

10 – 19 Jun 2016 and
23 Jul – 9 Aug 2016

SDC joined in the nation-wide birthday cheers at Kallang Wave Mall with our travelling exhibition. The exhibition experience was further enhanced with entertaining stage performances, activities like lucky grab, quizzes, temporary tattoos and celebrity radio DJs from Power98.



Visitors pondering over the questions posed at the travelling exhibition.

"Home" Travelling Exhibition at Singapore Expo

6 – 9 Aug 2016

Dr Mohamad Maliki Bin Osman, Senior Minister of State for Defence and Foreign Affairs, and Member of Parliament for East Coast GRC, Ms Jessica Tan visited our travelling exhibition during the Singapore Expo "PlayLAH!" event.



Senior Minister of State for Defence and Foreign Affairs, Dr Mohamad Maliki Bin Osman taking a group shot with SDC staff and his grassroots leaders.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

Racial Harmony Day & National Day School Programmes

5 – 31 Jul 2016

SDC offered differentiated school programmes for Racial Harmony Day (RHD) and National Day 2016, which saw about 2,000 students going through an exciting line-up of activities such as an exclusive screening of short National Education (NE) films, an interactive and informative "RHD Reality Quiz Show" as well as the popular programme - "*Decrypt SG* - What makes Singapore our HOME?" where students embarked on a self-exploration journey to learn about Singapore's identity.

SDC Souvenir in National Day Parade Funpacks

SDC included a foldable fan souvenir in 300,000 National Day Parade (NDP) 2016 funpacks, which were distributed at all five shows; NE Shows 1 and 2, Preview Shows 1 and 2, as well as the NDP. The SDC branded item in the NDP funpack further boosted the brand exposure and public awareness for SDC.



SDC branded fan souvenir.



Students hunting for clues and symbols of Singapore at our "HOME" Special Exhibition.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

National Day Celebrations at SDC

6, 7 and 9 Aug 2016

SDC celebrated National Day at the centre with a host of activities for our visitors. They included “SG Unite!” show and the popular “Majulah Singapura” drama-based workshop to commemorate the contributions of the late Encik Zubir Said, composer of our national anthem, as well as hands-on activities such as “So Singapore” colouring activities.



Cast from “SG Unite!” show taking a selfie with audience.



A happy visitor dipping her hand into the lucky draw box.



The children were all smiles at the hands-on activity stations.



Sand art play made a comeback as it was a popular activity with families and children.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS



Guest-of-Honour, Dr Teo Ho Pin, Mayor of North West District and SDC's Executive Director, BG (RET) Lowrence Chua at the launch of the "20/20 Play @ SDC" Special Exhibition.



A dazzling display of fireworks at SDC's 20th anniversary celebration.



Drumming with colours and splashes of water entertained visitors at the celebrations.

SDC Celebrates



Anniversary

19 Nov 2016

SDC marked its 20th anniversary celebrations on 19 November 2016 with the launch of a special exhibition "20/20 Play @ SDC". The event was graced by Guest-of-Honour Dr Teo Ho Pin, Mayor of North West District. In addition to the live music and dance performances, there were fun-filled nostalgic games like "goli" and "gasing", as well as a wide spread of popular, delectable local food available for sale onsite. A spectacular display of dazzling fireworks culminated the celebrations that evening.



A dance segment presented by youths.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS



SDC's new mascot, the friendly and lovable SingaPaw, making a new friend with a high-five.

The latest addition to the SDC family was SingaPaw, a seven-year-old lion cub mascot. The bubbly and lovable mascot first appeared at SDC's 20th anniversary celebrations, mingling and taking pictures with the crowd. Well received by visitors from all walks of life, SingaPaw will continue to join us in our mission to share the Singapore Story and participate in our Corporate Social Responsibility efforts.



Children enjoying themselves at SDC's 20th anniversary celebrations.



A magician mesmerizing the crowd with his card tricks.



Families exploring SDC's grounds on a children train ride.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS



Dr Teo Ho Pin, Mayor of North West District enjoying a game of "chapteh".



Robots dancing in synchronisation with pop music.



The iconic dragon playground at the special exhibition.

"20/20 Play @ SDC" Year-End Special Exhibition 1 Nov 2016 – 1 Jan 2017

At the "20/20 Play @ SDC" Special Exhibition, visitors could fully appreciate Singapore in a fun and exploratory way - reliving their childhood memories with nostalgic games, animal-themed playgrounds like the famous Toa Payoh Dragon Playground as well as enjoying dancing robots. Visitors were also asked to imagine their future needs. The main theme revolved around play and how it could inspire people to create and build the dreams they want for their future. Besides the special exhibition, there were cluster exhibitions throughout SDC and the Army Museum of Singapore (ARMS) that showcased Singapore's history and SDC's media stories on our journey of 20 years.

Media Coverage on Singapore Story Guides

SDC's Singapore Story Guides (SSG), Lee Beng Kit and Christopher Tong were interviewed live on radio station Capital 95.8FM on 14 December 2016, about the ups and downs of being a SSG, as well as the satisfaction derived from working in SDC.

In addition, Lianhe Zaobao published a story on 10 February 2017, featuring Beng Kit's career as a SSG. It shared interesting nuggets from his experience as a SSG, the challenges he faces and his motivation at work.



Christopher Tong and Lee Beng Kit with radio DJ, Pan Jia Biao at Capital 95.8FM studio.



Lianhe Zaobao article featuring Lee Beng Kit.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

SDC's Corporate Social Responsibility Initiatives July – Nov 2016

As part of SDC's 20th Anniversary celebrations, our staff went out to give back to society by helping various communities in need.

An active Corporate Social Responsibility (CSR) component was incorporated into the National Day exhibition. The "Pay It Forward" component allowed visitors to the anchor and travelling exhibitions to sponsor necessities to the needy children, homes for the elderly and the underprivileged in the society. From 23 July to the end of the travelling exhibition on 9 August, this CSR component raised over \$30,000.

In addition to the CSR donation drive, staff participated in a few CSR activities. Some were involved in the Meals-on-Wheels programme run by TOUCH Community Services and some visited the St John's Home for the Elderly and conducted activities for its residents.



As part of our "Pay It Forward" CSR project, SDC staff collected funds from the public during our travelling exhibitions.



SDC staff packed and distributed lunch boxes as well as gift packs to the elderly under TOUCH Community Services.



Pay It Forward

Visitors could choose to donate to the Singapore Children's Society, TOUCH Community Services or St John's Home for the Elderly. The money was used to purchase gift packs for beneficiaries of these organisations.

Meals-on-Wheels

In the month of August, our staff were at TOUCH Community Services, assisting with their Meals-on-Wheels programme; celebrating the spirit of giving back!



Visit to St John's Home for the Elderly

SDC staff brought joy and laughter to the St John's Home for the Elderly on 19 September 2016. The afternoon was filled with fun activities specially planned to engage and interact with the elderly. At the end of the session, SDC staff distributed gift packs filled with daily essential items to all residents.

All smiles during the activities at the St John's Home for the Elderly.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

Year-End Programmes

Year-End Post Exams School Programme

11 Oct – 18 Nov 2016

In November 2016, a two-phase approach was adopted for the year-end post exams school programme. Firstly, special programming was developed to promote awareness of Total Defence, SGSecure and counter-terrorism strategy for secondary schools, while an exciting ASEAN Challenge, aligned to the Primary Six Social Studies syllabus was organised for primary schools. Secondly, the "20/20 Play @ SDC" Special Exhibition was incorporated into the exciting "SG Way of Life Race" for post-exam school groups. The programme reached out to about 6,200 students.



Students negotiating for lower prices for their purchases to complete "The Great ASEAN Challenge".



Having fun at the "20/20 Play @ SDC" Special Exhibition while completing the "SG Way of Life" activity.

Year-End Thematic Tour

25 Nov 2016 – 1 Jan 2017

The Singapore Story Guides (SSG) provided special thematic tours as part of SDC's public programme engagement for the year-end holidays. This was conducted from 25 November 2016 to 1 January 2017 on every Friday, Saturday and Sunday.

Visitors were treated to stories of life experiences living in and growing up in Singapore, told through the eyes of fictional characters played by our SSGs and their memories of SDC. The tours provided realistic settings to the stories; playing at a life-sized playground, old school traditional games such as "five stones" and "chapteh", and popular SDC programmes from the past such as the POW WOW Camp.



Happy guests who participated in the year-end thematic tour.



The Singapore Story Guides played different fictional characters and shared stories about their memories of SDC as well as their life experiences growing up and living in Singapore.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

Festive Specials

Throughout FY 2016, SDC hosted a series of themed activities over the weekends to celebrate the four major festivals observed locally – Hari Raya Puasa, Deepavali, Christmas Day and Chinese New Year. From traditional festive snacks to handicraft-making, these activities provided visitors with opportunities to learn more about the respective cultures and appreciate the rich cultural diversity in Singapore.

Hari Raya Puasa Special Weekend

9 and 10 Jul 2016



Family sporting traditional Malay costumes with props for the photo booth.



Young visitors proudly presenting their personalised Ramadan lantern masterpieces.

Deepavali Special Weekend

29 and 30 Oct 2016



Visitors, young and old, creating their very own Rangoli Hama beads craft.

Christmas Special Weekend

17 and 18 Dec 2016



Christmas came early for our winners from the "Let It Snow" Lucky Grab.



Young visitors happily obliged for a picture on the golden Christmas sleigh.

Chinese New Year Special Weekend

28 and 30 Jan 2017



Happy "craftsmen" holding on to their decorated Hen-Carry/Rooster craft, a themed handicraft activity to welcome the Year of the Rooster.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

Total Defence Day

"Stronger Together" Total Defence Special Exhibition

7 Feb – 19 Mar 2017

"Stronger Together" was a Total Defence (TD) Special Exhibition curated to commemorate the 75th anniversary of the fall of Singapore. It aimed to provide the emotional and psychological ballast to help Singaporeans prepare to face challenges with the TD mindset. The exhibition shared the hardship experienced in Singapore during World War II, discussed clear and present threats to Singapore and shared how our friends and our community played their part to help protect our peace. It also highlighted that we too, can do the same or more.

This special exhibition featured partners who supported TD in their own way. These partners represented the respective pillars of TD. They included the Army Museum of Singapore (Military Defence), Singapore Civil Defence Force (Civil Defence), POSB (Economic Defence), OnePeople.sg (Social Defence) and National Integration Council (Psychological Defence).

The exhibition was launched on 16 February 2017 by Minister for Education (Schools) and Second Minister for Transport, Mr Ng Chee Meng and received more than 17,000 visitors. Character guided tours were well received and made the visitor experience immersive and memorable.



Guest-of-Honour, Mr Ng Chee Meng, Minister for Education (Schools) and Second Minister for Transport and SDC's Executive Director, BG (RET) Lowrence Chua launching the Total Defence Special Exhibition.



Our Singapore Story Guide giving a special thematic tour of the special exhibition.



Minister Ng playing a round of "SG Unite!" with St Hilda's Primary School students.

MOE-SDC Primary Six Total Defence Day 2017 Activity Kit

As part of SDC's strategic partnership with the Character and Citizenship Education Branch (CCEB), MOE, the Primary Six Cohort TDD Activity Kit took the form of a scenario-based card game entitled "SG Unite!". About 40,000 Primary Six students played the game to learn about the latest on SGSecure and various threats that we face today and how everyone has a part to play in TD.

COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

Total Defence Day 2017 School Programme "TD – Game On!"

7 Feb – 3 Mar 2017

The TDD 2017 school programme was aligned to Nexus' TD theme, "Together We Keep Singapore Strong", NS50's "From My Generation To Yours" and the 75th anniversary of the fall of Singapore. Students learnt about the present security threats that Singapore is facing and how they can play a part in TD through exciting mission-based learning stations in collaboration with partner organisations such as POSB, OnePeople.sg and SCDF. More than 10,000 students were engaged and learnt how they can play a part in TD.



Students participating in the Fitness Challenge stations at ARMS.



Students learning about financial literacy through a life-sized version of POSB's eYoung Savers board game.



Students applying Immediate First Aid (IFAS) on an injured civilian during a crisis.

SCDF Junior Civil Defence Lionhearter Challenge

14 Feb 2017

SDC, together with our partner, SCDF played host to the annual Junior CD Lionhearter Challenge on 14 February 2017. Over 90 primary school students took part in the challenge, where teams of four worked together to complete puzzles and missions involving emergency preparedness and TD.

Total Defence Day 2017 Public Programme "Total Defence – Everyday Heroes"

Feb – Mar 2017

The "TD – Everyday Heroes" challenge was offered to families and children during the weekends of February and the March holidays to raise awareness of TD and its messages. In addition, a special battle site trail led by former army veteran MAJ (RET) John Raj was organised. It featured the newly-opened "Surviving The Japanese Occupation: War And Its Legacies" gallery at the Former Ford Factory, as well as the ARMS gallery and SDC's "Stronger Together" Special Exhibition. Participants learnt about the fall of Singapore and the importance of defence and National Service.



SCHOOL PROGRAMMES

SDC organises an array of programmes to reach out and connect with students and educators. The programmes provide a mind-and-heart-engaging and multi-sensory learning experience which spans a selection of integrated themes.

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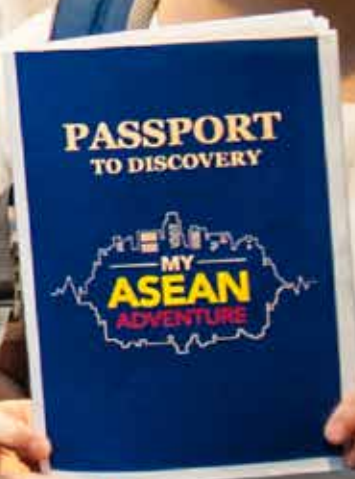
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SCHOOL PROGRAMMES

School Engagement

Core Programmes

SDC offers a wide variety of core programmes that align to the latest government initiatives like SGSecure and the MOE curriculum in order to meet the diverse needs of students across all levels, from primary to post-secondary levels. Existing programmes were updated and new programmes and educational resources were created to ensure relevance to the Character and Citizenship Education (CCE) curriculum and academic subjects, such as Social Studies, 21st century competencies and CCE values. Primary school programmes included topics like town planning and our pioneer leaders, while secondary school programmes explored concepts such as citizenship and trade-offs.



Student engaging in the new "I am a Town Planner" programme.



Secondary three cohort NE experience where students learnt about trade-offs in policy making through game-based learning.

SGSecure Facilitation Workshops & Advocacy Training for Uniformed Group (UG) Teachers and Volunteers

2, 9 Nov 2016 and 2017 (year-round)

SDC was appointed by CCE/MOE to conduct facilitation workshops and develop resource packages for UG teachers and volunteers aimed at getting them to be well-versed and better equipped to conduct SGSecure projects with their student cadets, who will be trained to be SGSecure advocates. In the first phase, two mass facilitation sessions were conducted respectively during the National Police Cadet Corps (NPCC) and National Civil Defence Cadet Corps (NCDCC) Workplan Seminars on 2 November 2016, and the National Cadet Corps (NCC) Workplan Seminar on 9 November 2016. About 1,000 UG teachers attended both workplan seminars which were jointly conducted by UG/MOE and SDC. The second phase included training sessions, which were conducted for NPCC volunteers, guiding them to plan SGSecure programmes in 2017.



NPCC volunteers brainstorming for interesting SGSecure project ideas and discussing the feasibility of implementation in schools.

SCHOOL PROGRAMMES

Educators Engagement

MOE West 2 Executive & Administrative Staff (EAS) Retreat

1 Jun 2016

SDC reached out to educators and conducted the MOE West 2 Cluster's EAS Retreat on 1 June 2016. This session provided an excellent opportunity for leaders from various schools in the cluster to learn more about the wide range of SDC's offerings for their teaching and non-teaching staff.

Unity Primary School's Parent Support Group (PSG) Retreat

27 Aug 2016

80 parents and teachers from Unity Primary School enjoyed the customised N.Emazing Race which helped them learn more about the Singapore Story as well as promoted team bonding. PSGs are a new target audience group that SDC is currently reaching out to.



High-energy participants on a Saturday morning. Parents and teachers getting to know each other during an ice-breaking session.

SDC's Annual Educators' Preview

17 Nov 2016

About 30 educators attended our annual Educators' Preview, which provided an excellent platform to share SDC's new offerings and gather ideas and suggestions on how to better meet schools' needs. The participants enjoyed the guided tour of our special exhibition, "20/20 Play @ SDC" and toured our "market place" to find out more about the latest programmes and resources.



Community Engagement: SDC as part of Jurong Heritage Trail

Mar 2017

As of March 2017, SDC was officially incorporated as the 14th site of National Heritage Board's Jurong Heritage Trail, with the installation of the trail marker at SDC. This is part of SDC's community engagement as the trail will be used for school and public programmes to promote awareness and appreciation of the history and development of SDC as well as the Jurong area.



SCHOOL PROGRAMMES

Post-secondary Education Institutions (PSEI) Engagement

SDC works closely with PSEIs to offer programmes that meet the diverse needs of their students, ranging from paintball games, industrial-based programmes to new economic transformation and Young Ethnographer's Trail.

Outdoor Trails

Outdoor trails have proven to be an effective NE tool for PSEI engagement. They have been customised for different groups of students. For example, a new economic transformation trail was created to help students understand Singapore's economic development, while the new Young Ethnographer's Trail has reached out to more than 1,500 students, from Yishun Junior College and Hwa Chong Institution, introducing them to different research and fieldwork techniques.

Customised Programme Millennia Institute (MI) National Day Visit

8 Aug 2016

About 1,200 students and 100 staff and teachers from MI held their National Day commemoration at SDC, where they visited SDC's National Day Special Exhibition "Home" and participated in the programmes specially curated for them.

Industry Based Programme 23 – 26 Aug 2017

Students from ITE College Central (School of Business) and Nanyang Academy of Fine Arts (NAFA) participated in our industry based programme, where they learnt more about the operations of attractions.

(Re)discovering the Singapore Identity Programme

3 Sep 2016

SDC hosted a group of students and lecturers from the School of Electrical & Electronic Engineering (EEE), Nanyang Technological University (NTU). They were involved in small group discussions to (re)discover the Singapore identity, which was relevant to the National Day theme.

SDC-Singapore Polytechnic (SP) Collaboration

17 Dec 2016

For the fifth year, SDC collaborated with a team of SP students from the Diploma in Integrated Events and Project Management to organise thematic-based public programmes. It provided an authentic learning opportunity, while the students developed engaging NE programmes and applied what they learnt in their courses.

ITE – "Lights, Camera, Action!" Singapore Stories Series

14 Feb 2017

The new film programme was piloted for ITE College East as part of their Total Defence (TD) celebrations. After the screening of our Singapore Stories film, "SQ117 – Men Behind the Masks", the students learnt how they can stay prepared in times of crisis.

Total Defence Special Programme Hwa Chong Institution (HCI)

14 Feb 2017

Students from HCI enjoyed a special Total Defence Day (TDD) programme at SDC and ARMS where they learnt more about SAF, NS50 and the five pillars of TD. This included a special TD race and guided tours to ARMS and SDC's TD Special Exhibition "Stronger Together".

SAF-Schools Partnership Programme (SSPP) Nanyang Junior College (NYJC)

15 Feb 2017

SDC and ARMS, supported the SSPP programme of NYJC and 30th Battalion Singapore Combat Engineer (30 SCE) unit. The JC1 students enjoyed the different displays and hands-on activities that 30 SCE, ARMS and SDC had specially customised for them.



SCHOOL PROGRAMMES

School Outreach



Student interaction to promote better understanding of TD & SGSecure messages.



Total Defence Day School Assembly Roadshow (Primary & Secondary Schools)

Feb – Mar 2017

This year's show entitled "Salute. Stand Up. Stay Strong" adopted a refreshing special radio roadshow format to encourage students to explore important TD messages in a light-hearted manner. It highlighted latest issues like terrorist attacks through a live hostage situation exercise and incorporated TD and NS50 themes which were timely reminders of the importance of staying vigilant and united in the light of new challenges.



SIGNATURE EVENTS

SDC holds two signature events annually, reaching out and sharing the Singapore Story with the youth segment. Both events, the Singapore Stories Film Gala and YOUTHphoria, showcase our close partnership with supportive partners and schools. Through SDC's mandate coupled with the youthful creative energy and talent from the students, SDC continues to excite our visitors with new Singapore Stories films and bring cheers to the general public.



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4 May 2016

SINGAPORE

STORIES

FILM GALA

SIGNATURE EVENTS

Singapore Stories Film Gala

4 May 2016

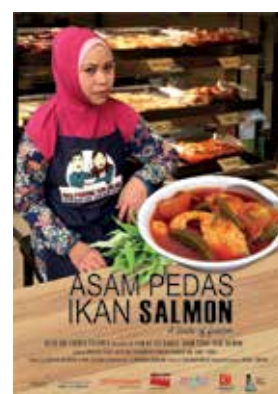
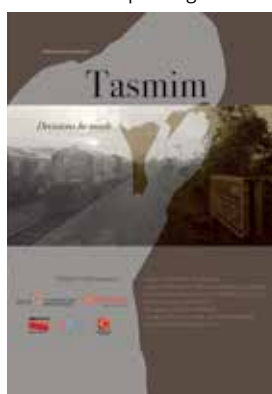
SDC collaborated with Temasek Polytechnic (TP) School of Design for the third year, to commission three new short films with stories close to the heart of every Singaporean. Mr Tan Chuan-Jin, Minister for Social and Family Development, was present as Guest-of-Honour, to grace the movie gala premiere at the iWERKS Theatre. Each lasting about 20 minutes, the three films, "Asam Pedas Ikan Salmon", "Tasmim: Decisions He Made" and "To: Another Me", were selected as they embody values which are very much a part of the Singapore Story. The films were exclusively screened at SDC over a period of one year, free for all Singaporeans and PRs from 1 July 2016.



Guest-of-Honour, Mr Tan Chuan-Jin, Minister for Social and Family Development, with senior management from SDC and TP.



Minister Tan speaking with student filmmakers of "Asam Pedas Ikan Salmon".



The three Singapore Stories films that were selected to premiere at the film gala.



Minister Tan with student filmmakers and cast of "Tasmim: Decisions He Made", "To: Another Me" and "Asam Pedas Ikan Salmon".

SIGNATURE EVENTS

YOUTHphoria

16 Jul 2016

SDC organised its 7th YOUTHphoria themed "Energy. Attitude. Passion.", with Minister for Culture, Community and Youth, Ms Grace Fu as the Guest-of-Honour. The event featured an engaging line-up of stage performances, including the likes of home-grown talents Jack & Rai and MICappella, student performances from secondary and tertiary institutions as well as youth talents from nEbo, the junior membership arm of NTUC. In addition, visitors were treated to new and exciting carnival activities such as an inflatable obstacle course, pool soccer, archery tag and an artisan weekend market.

SDC also used the YOUTHphoria platform to launch our 20th Anniversary celebrations, by kick-starting the SDC20 celebrations with a CSR event for low-income families from the North East and North West CDCs, where families were invited to SDC to soak in the carnival atmosphere and enjoy the various activities available.



Guest-of-Honour, Ms Grace Fu, Minister for Culture, Community and Youth, chatting with a family from North East CDC.



Local musician duo, Jack & Rai entertaining the crowd with popular tunes.



YEC CAT A Champion – "Toteally US", students from NUS High School of Mathematics & Science.



YEC CAT B Champion – "Descendants of ERCI", students from ERC Institute.



Student from Mighty Donors, Republic Polytechnic, introducing his team's product to Minister Fu.

Youth Entrepreneurs Competition (YEC)

16 Jul 2016

YEC, now in its 5th run, aiming to promote social entrepreneurship and MOE's "Values-in-Action" (VIA) among students, took SDC to a higher level with the involvement of Action Community for Entrepreneurship (ACE) where finalists learnt from local entrepreneurs during dedicated mentoring sessions. The finals was held on 16 July 2016, with 29 teams from secondary schools and post-secondary institutions. This year's competition saw many new highs, from an increase in post-secondary institutions' registration numbers to a record-breaking amount of more than \$25,000 raised for charity.



KEY CORPORATE & GRASSROOTS EVENTS

At SDC, we go beyond just renting our space. Together with our value-added event management service, we ensure that your event at SDC will be successful and memorable.



KEY CORPORATE & GRASSROOTS EVENTS

Singapore Armed Forces Personnel Command (SAF PERSCOM) Family Day 5 Sep 2016

With the theme of “Family Bond, HR Strong” in mind, SAF PERSCOM organised a large scale carnival for 1,600 employees and their family members. They hosted a variety of activities including an array of game booths to entertain the crowd and snack booths such as popcorn, candy floss as well as traditional kacang puteh. The highlight of this carnival was SDC's newly-acquired inflatable obstacle course, which was very well liked by the families.



Families giving it a go at the carnival games.



PERSCOM staff pitting against each other in SDC's latest inflatable obstacle course.



Members of the PERSCOM Family Day Committee.



Family bonding over a game of child-friendly laser tag.

Singapore Power Family Day 15 Oct 2016

One of the largest private events held at SDC in 2016, Singapore Power organised a family day for its employees and their families. A total of 8,000 guests turned up for the event and enjoyed the activities and programmes lined up throughout the day. The Milo Van and Old Chang Kee's mobile outlet were also present at this family day event.



Stage performance by Singapore Power staff, management and professional drummers.



Children busy creating their masterpieces at the art and craft corner.



Families taking photo with the Singapore Power mascot.



Balloon sculptor handing out animal-shaped balloons to the crowd.

KEY CORPORATE & GRASSROOTS EVENTS

Singapore Police Force, Tanglin Police Division Headquarters Family Day 12 Nov 2016

Tanglin Police 'E' Division Headquarters held a family day for 500 guests at SDC. Being a popular event amongst the 'E' Division staff, the family day was a key highlight in their calendar of staff welfare programmes. The aim was to enhance the work-life of officers and provide opportunities for officers and their families to meet and interact with other officers' families. Cheerfully themed as "E'vangers", the super heroes of the Tanglin community and their family members donned their costume of the day, and joined us at SDC to enjoy the numerous activities.

769 Singapore Infantry Regiment Family Day 10 Dec 2016

The battalion, together with the strong support of their family members, came together to enjoy a carnival filled with family-friendly activities. The battalion commander took the opportunity to thank family members for their unwavering support and understanding which allowed the battalion's soldiers to focus on their duties. In appreciation of family strengths, everyone was encouraged to have fun whilst allowing positive bonding to take place.



The entire 769 SIR came together for a group photo with their family members.

Chua Chu Kang Group Representation Constituency (GRC) & Hong Kah North Single Member Constituency (SMC) Citizenship Ceremony 7 Jan 2017

At the start of this year, SDC hosted the Chua Chu Kang GRC and Hong Kah North SMC Citizenship Ceremony for 700 new citizens and their family members. These new citizens gathered here to receive their NRICs and citizenship certificates from the Guest-of-Honour, Mr Yee Chia Hsing, Member of Parliament for Chua Chu Kang GRC and Adviser to Nanyang Grassroots Organisations. After which, the new citizens stood together for a recitation of the national pledge and singing of the national anthem. Family members of the guests could choose to either join them at the ceremony or a free and easy tour of SDC and ARMS.



Guest-of-Honour, Mr Yee Chia Hsing, Member of Parliament for Chua Chu Kang GRC and Adviser to Nanyang Grassroots Organisations (first from right), presenting new citizens with their certificate of Singapore Citizenship.



Four new citizens leading the pledge taking ceremony.



ARMY MUSEUM OF SINGAPORE

The Army Museum of Singapore aims to share with visitors the circumstances surrounding the birth of the Singapore Army and how National Service is very much a part of the nation's social fabric. It honours the contributions and celebrates the experiences of Singapore's soldiers through galleries showcasing the Army's development since its formative years.



ARMY MUSEUM OF SINGAPORE

The Army Museum of Singapore (ARMS) welcomed close to 111,000 visitors in FY 2016, of these were 40 foreign military delegation visits. In the same workyear, ARMS also organised 26 Singapore Armed Forces (SAF) unit events, developed two special programmes and curated a special exhibition.

NS50 Special Exhibition

Feb - Dec 2017

Entitled the "NS50 Special Exhibition - In Commemoration of 50 Years of National Service", the exhibition explored how National Service (NS) has evolved since its inception in 1967, and paid tribute to all servicemen for their priceless contributions to ensure Singapore's security.

Through the exhibition, visitors would learn about the nine-week training recruits undergo in the Basic Military Training (BMT) till graduation to the next phase of their military lives, as well as the exercises and missions that National Servicemen (NSmen) take part in, to maintain operational readiness.

Visitors were also invited to take up the challenge at the interactive stations to get a taste of the rigorous conditioning that servicemen undergo to stay fit and mission ready.



A group of students trying out the Fitness Challenge stations, one of the highlights of the NS50 Special Exhibition.



The NS50 Special Exhibition.

Unit Events

A total of 26 unit events were held in ARMS during the year; these included MINDEF Reserve parades, Operational-Ready-Date ceremonies, stand down parades, unit cohesions, family days, etc.

ARMY MUSEUM OF SINGAPORE

Special Programmes

Children's Season

28 May – 26 Jun 2016

For the sixth year, ARMS collaborated with National Heritage Board's Museum Roundtable (MR) to organise activities for families during the June school holidays, together with 25 other museums. ARMS' offerings included a one-day "Survival! Field Camp", "I am Mission Ready!" (mission-based laser tag), and "Be A Soldier" child-sized uniform donning activity. About 4,000 visitors took part in the activities.



Two young comrade-in-arms battling through the "I am Mission Ready!" laser tag game.

Year-End Programme

22 Nov 2016 – 1 Jan 2017

This programme was conducted during the December school holidays and the target audience consisted of walk-in guests; especially NSmen and their young children. Three activities were conducted; "Night@ARMS" 2 Days 1 Night field camp, "Eye in the Sky" drone workshop and Soldier Craft activity. A total of 618 visitors participated in all activities.

"Night@ARMS", the first overnight camp organised at ARMS, enabled participants to experience how soldiers train and live out in the field, through hands-on activities such as "Basha" tent pitching, field cooking, confidence walk and camouflaging. It also provided an opportunity for fathers to connect and build bonds with their child in the process. The feedback from participants was positive; 94% of the participants were satisfied with the programme, and 100% responded that they would recommend the programme to others.



"Night@ARMS" group photo after completion of programme.

SAF-Schools Partnership Programme (SSPP)

15 Feb 2017

On 15 February 2017, 701 students and 40 staff members of Nanyang Junior College (NYJC) visited ARMS with their twinned unit, 30 SCE, as part of SSPP. Approximately 60 personnel from the unit were on hand to interact with the students through different activities, which included weapon and platform display stations by the unit (e.g. FLB Launcher, CL 70 Trackway Launcher, Field Engineer and Signals equipment, weapons handling and combat rations sampling), guided tour of ARMS, SDC's Total Defence Special Exhibition and SCDF's display. The activities provided an excellent opportunity for the students to interact with the servicemen and learn first-hand how they train to keep Singapore safe and secure. The programme also helped the school in meeting its National Education learning objectives and bolstered the unit's Commitment to Defence (C2D) objectives.



30 SCE's personnel introducing the CL 70 Trackway Launcher to NYJC students during the SSPP.



EMPLOYEE ENGAGEMENT

We believe that in the heart of an organisation is its passionate and proactive workforce. At SDC, we recognise and acknowledge the value of our people, and at the same time, reinforce our commitment to make SDC an enjoyable place to work in.



EMPLOYEE ENGAGEMENT

SDC believes in working hard and playing hard too! Every year, SDC employees are treated to a host of activities and outings that allow them to bond, let loose and have fun. This year, SDC staff also volunteered and participated in meaningful CSR activities.



SDC's SAF National Servicemen reaffirming their commitment to the nation's defence at the SAF Day Rededication Ceremony on 1 July 2016.



SDC staff gathered together in various ethnic costumes to celebrate Racial Harmony Day 2016.



Working closely with TOUCH Community Services for the "Meals-on-Wheels" programme, SDC distributed packed lunches to the elderly from 22 to 26 August 2016.



ACTIVE Day Table Tennis Competition organised by SDC's Workplace Health Promotion (WHP) Committee from 12 August to 26 September 2016.

EMPLOYEE ENGAGEMENT



NE Trail at Dignity Kitchen on 26 September 2016.



SDC securing the first runner-up position at the Fitness & Health International (FHI) Inter-Company Futsal Tournament on 12 November 2016.



SDC Dinner & Dance held at Faber Peak on 2 December 2016.



Staff exchanging handmade "Christmas trees" during SDC's Christmas celebrations organised by SDC's FISH! Committee.



SDC staff outing to Pulau Ubin on 9 January 2017.

