



ANNUAL REPORT 2020

AGILITY, RESILIENCE, TRANSFORMATION.



**Hear the past, touch the present and see the future at
Singapore Discovery Centre. Be inspired!**

**Through our fun and interactive galleries and attractions, visitors
enjoy a multi-sensory learning experience while gaining insights into
Singapore's dreams, aspirations and challenges.**

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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

MISSION

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

VALUES

Compassion Customer Service Pride in Work Professionalism
Honesty & Integrity Teamwork



CHAIRMAN'S MESSAGE



Mr Teo Eng Dih
Chairman
Singapore Discovery Centre Ltd

“
To be future-ready, we must be imaginative, bold and adaptive. SDC seized the opportunity during the COVID-19 period and our centre closure to push for transformation and innovation, marking a new chapter in our history.

”

A Milestone Year

2020 was a milestone year for Singapore Discovery Centre (SDC), despite the unprecedented challenges and uncertainties brought about by the global pandemic. Not only did SDC work with other organisations such as SAFRA and NS Resort and Country Club to develop the Changi Exhibition Centre Community Care and Recovery Facility for COVID-19 patients, SDC also embarked on several initiatives to transform the Centre, innovate in the digital space and enhance our environmental sustainability.

This crisis of our generation has heightened SDC's role to share our Singapore Story to schools, organised groups and the general public. Much focus was put into breaking new grounds and going online to provide new programmes amidst COVID-19.

It was timely for SDC to renew and deepen our strategic partnerships with our partners, while actively reaching out to new ones across the Public-Private-People (P-P-P) sectors. These efforts have enabled SDC to benefit from enhanced synergies to develop new content, and build new capabilities such as improving our energy efficiency and reducing carbon emissions.

Commitment to Defence

SDC continues to deepen our engagement with MINDEF and various MINDEF-Related Organisations (MROs), including forging meaningful partnerships in preparation for the upcoming National Service (NS) Gallery Project. Our new Commitment to Defence (C2D) programmes, especially digital outreach, were well-received during this COVID-19 period and we look forward to more exciting initiatives with SDC taking over the management and development of NE activities for MINDEF and SAF Units from this year.

Improving Environmental Sustainability

Through our sustainability initiatives, SDC continues to work towards a net-zero energy facility. This will support the Singapore Green Plan 2030 goals and our national climate change commitments. The solar panels on the SAFTI MI Lake, SDC rooftop and covered walkway now provides up to 40% of SDC's energy needs. We are committed to further reduce our carbon emissions this work year with more energy-efficiency initiatives, and work with like-minded partners to develop programmes on environmental sustainability and food security.

A New Chapter

To be future-ready, we must be imaginative, bold and adaptive. SDC seized the opportunity during the COVID-19 period and our centre closure to push for transformation and innovation, marking a new chapter in our history. I would like to take this opportunity to congratulate SDC and our project partner, Pico Art International Pte Ltd on winning the 2021 Singapore Design Award (SG Mark) under the "Interior Design" Category for SDC's Permanent Exhibits Gallery - Through the Lens of Time. We can look forward to even more exciting developments which will be ready in time for SDC's Silver Jubilee.

I am proud of SDC's achievements and the painstaking efforts that our staff and partners have put in to make this possible. I wish to express my appreciation to our Board members for their guidance and support and the Management Committee for your leadership and commitment in SDC's transformation. I wish to make special mention of Mr Puvan Ariaratnam, who served more than 10 consecutive years in our board, for his invaluable contributions in deepening SDC-MOE partnership and supporting our school engagement efforts.

My heartfelt thanks to every SDC staff for demonstrating your "can-do" spirit and passion in sharing the Singapore Story. I have full confidence that SDC will continue to excel in its mission and achieve greater heights!

EXECUTIVE DIRECTOR'S MESSAGE



Mr Joseph Tan
Executive Director
Singapore Discovery Centre Ltd

“
SDC continues to build our brand promise of being an established NE centre offering innovative and experiential learning experiences. Our achievements have given us hope and confidence for the future as we ramp up for SDC25 and we will continue to look at bold and innovative ways to bring Singapore stories to life.

”

Rising to the Challenge

The year of 2020 had been a transformative one as we pushed forward with our centre rejuvenation and adapted to changes amidst the disruptions from the COVID-19 crisis. We are more resolved to reimagine and reinvent ourselves to ensure our continued relevance and to stay ahead of the curve. "Commitment, Agility, Resilience" are key qualities which SDC demonstrated during this new normal, as we rose to the challenge and successfully transformed ourselves into a lifestyle attraction yet, continue to stay grounded in our role in National Education (NE).

REdiscover Us!

On 31 October 2020, a 'new' SDC was re-introduced to the public with our exciting offerings to welcome our members, visitors and new target groups such as the Youth, after the COVID-19 circuit breaker and centre closure for renovation works. Our successful "REdiscover Us" campaign received extensive media coverage and the centre saw a record visitorship of close to 160,000 since our reopening.

Transformation and Innovation

COVID-19 presented many opportunities albeit the challenges. With transformation and innovation as our priority, we redesigned work processes and focused on developing customer-centric products to provide engaging and immersive experiences. Despite being affected by COVID-19 restrictions for physical activities, SDC has ramped up its digital offerings such as Virtual Tours and Escape Room and has since engaged over 80,000 people across school, defence and corporate sectors.

SDC also held our inaugural Start-Up Innovation Challenge in partnership with Action Community for Entrepreneurship (ACE), which shows our commitment to co-innovate with local start-ups for innovative solutions to support our latest strategic thrusts.

On the sustainability front, we have embarked on the SDC Greenest Plan towards greater resource efficiency to achieve the target of Zero Energy Building. Together with our sustainability partners, we set up our Urban Garden, newly installed solar panels and are excited with the launch of a wide range of education programmes to support SDC's entry into this new area.

The Road Ahead

SDC continues to build our brand promise of being an established NE centre offering innovative and experiential learning experiences. Our achievements have given us hope and confidence for the future as we ramp up for SDC's 25th anniversary and we will continue to look at bold and innovative ways to bring Singapore stories to life.

Moving forward, we will recalibrate our strategies to optimise our resources for greater growth and will also focus on change management, capability building, employee welfare and training. Our transformation journey ensues with more digitalisation and sustainability initiatives, rejuvenation of the Lower Gallery and outdoor spaces, as well as more novel and exciting offerings.

I would like to thank our Board, partners and stakeholders for their unwavering support during this challenging but fulfilling year. Not forgetting our staff who have worked tirelessly for the transformation, thank you for staying the course during a difficult year. Our achievements would not have been possible without the collective efforts of everyone working together as one SDC. As we remain agile, resilient and committed to our shared vision, I am confident that we will be able to ride out this crisis and emerge stronger together.

BOARD OF DIRECTORS



Mr Teo Eng Dih
Chairman
Singapore Discovery Centre Ltd
Deputy Secretary (Policy)
Ministry of Defence



Mr Joseph Tan
Executive Director
Singapore Discovery
Centre Ltd



COL Goh Jerica
Director
Nexus
Ministry of Defence



LTC (NS) Melvin Kwek
Managing Director
Vantage Point
(Private Limited)



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



Ms Kit Chan
Artiste/Creative
Consultant



Mr Jeffrey Seah
Partner
Mettle & Salt Partners
Pte Ltd



Mr Ng Kin Yi
Director
Defence Finance
Organisation
Ministry of Defence



RADM Ken Cheong
Commandant
SAFTI Military Institute
Ministry of Defence



COL Lim Han Yong
Head
National Service Affairs
Department
Ministry of Defence



Ms Loh Wee Cheng
Director
Character & Citizenship
Education Branch
Ministry of Education
(appointed 1 Jan 2021)

MANAGEMENT TEAM



Mr Joseph Tan
Executive Director



Mr Melvern Ong
Assistant Executive
Director



Ms Soo Hui Wah
Director
Strategic Partnerships



Ms Peh Yee Joo
Director
Gallery



Mr Yap Chee Wee
Director
Visitors Experience



Mr Gavin Chia
Director
Data & Technology



Mr Raymond Choo
Director
Centre Management



Ms Sally Yeo
Director
Finance



Ms How Hwee Pink
Assistant Director
Corporate
Development & Human
Resource



Ms Cafren Kang
Assistant Director
Administration

Staff & Audit Committees

Staff Committee

Mr Teo Eng Dih (Chairman)
Mr Ng Kin Yi
COL Goh Jerica
Mr Jeffrey Seah
COL Lim Han Yong

Audit Committee

LTC (NS) Melvin Kwek (Chairman)
Mr Chia Tze Yee
Mr Ng Kin Yi

Board Member	No. of Meetings Attended
Mr Teo Eng Dih	4
Mr Joseph Tan	4
COL Goh Jerica	4
LTC (NS) Melvin Kwek	3
Mr Chia Tze Yee	1
Ms Kit Chan	1
Mr Jeffrey Seah	4
Mr Ng Kin Yi	1
RADM Ken Cheong	1
COL Lim Han Yong	3
Ms Loh Wee Cheng	2
No. of Meetings Held	4

AT A GLANCE

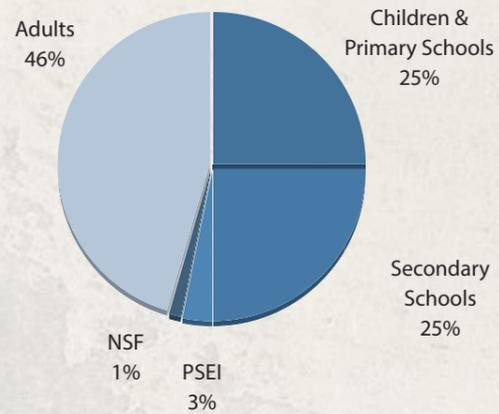


TOTAL ENGAGEMENT
343,371

I IN-CENTRE VISITORS
159,750

I OUTREACH PROGRAMMES
101,687

I DIGITAL ENGAGEMENT
81,934



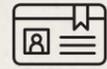
SCHOOLS ENGAGED
354

I PRESCHOOL
9

I PRIMARY SCHOOLS
183

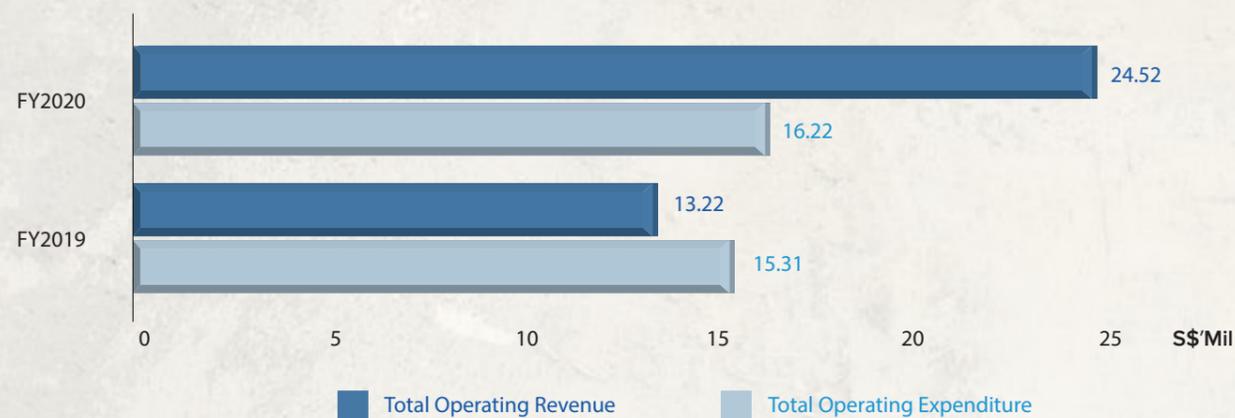
I SECONDARY SCHOOLS
151

I POST-SECONDARY (PSEI)
11



ACTIVE MEMBERSHIP
1,517

Financial Highlights



Note: FY19 Financial Report reflected in last year's Annual Report was based on a different methodology from past years. Hence, it has been adjusted accordingly to ensure consistency across all Annual Reports.

Awards & Accolades



I ISO 9001:2015
SDC successfully re-attained its ISO 9001:2015 certification for exhibit availability.



I NS Mark (Gold)
SDC is accredited with NS Mark (Gold) with effect from 28 February 2021 in recognition of exemplary support to Total Defence and National Service.



I bizSAFE STAR
SDC successfully maintained its bizSAFE STAR certification.



I ISO 45001:2018
SDC obtained the ISO 45001:2018 certification on 31 May 2021, for occupational health and safety management systems for the provision of services for exhibits and attractions, organised tours and education programmes, and organised events.



SINGAPORE
GOOD
DESIGN

I SG Mark 2021
SDC's Permanent Exhibits Gallery 'Through the Lens of Time', designed by Pico Singapore, received the Singapore Good Design Award (SG Mark) 2021 in the 'Interior Design' category.



I Made For Families
SDC adopted the 'Made For Families' brand mark in March 2021. SDC is recognised in providing family-friendly facilities and amenities around the centre and conducting educational public programmes for the families to participate in together.

AT A GLANCE

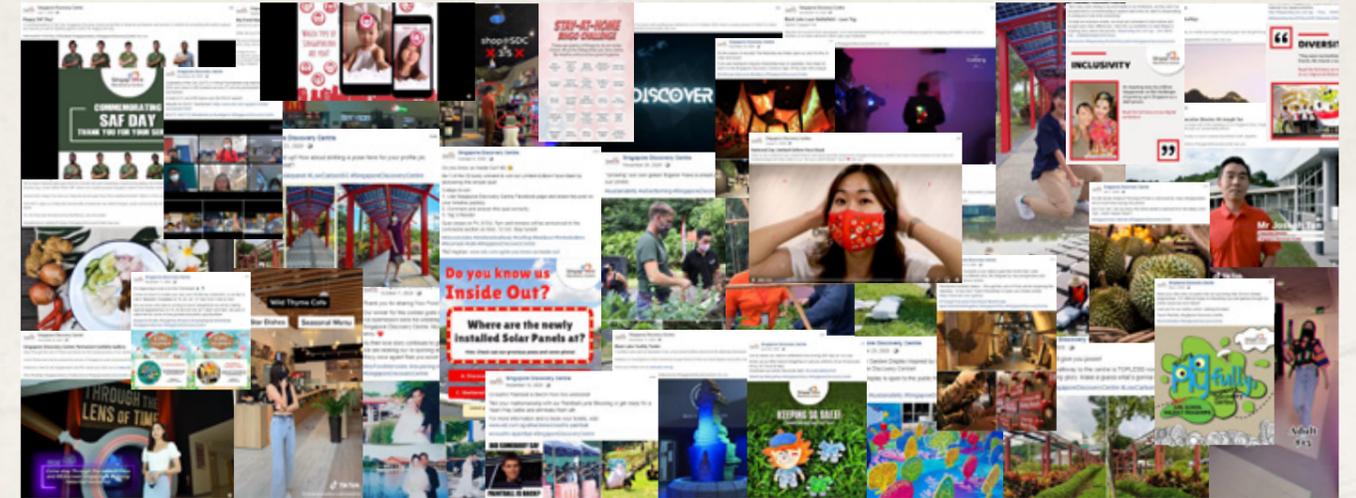
Media Coverage

SDC garnered extensive media coverage throughout FY2020, from its involvement in Changi Exhibition Centre Community Care Facilities to its reopening campaign. The features were spread across an array of media platforms; TV broadcast, radio, print and digital.



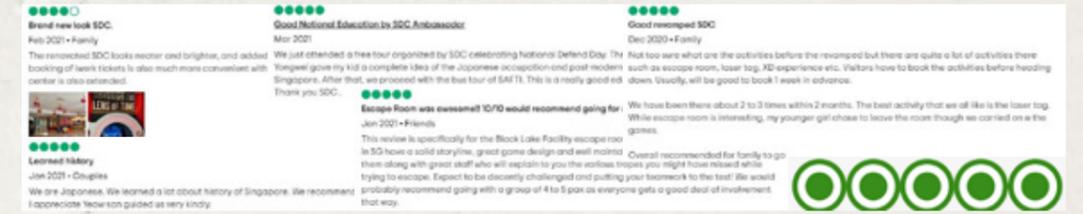
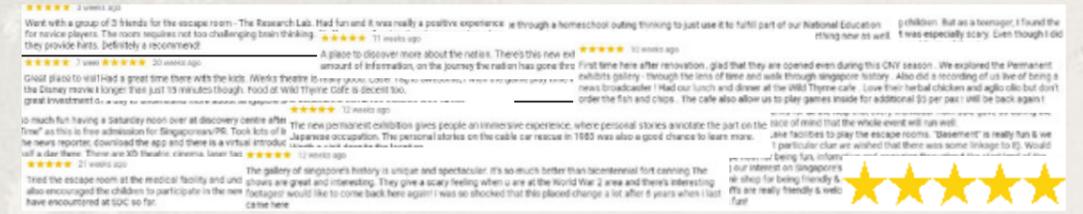
Social Media

SDC continues to stay connected with its visitors and audiences during the pandemic. Through online engagement activities and curated messages, SDC rallied Singaporeans to unite together to overcome the pandemic. SDC also ventured into utilising the Tik Tok social media platform to engage the youths with the latest trending content.



Reviews

Since SDC's reopening on 31 October, SDC was heartened and encouraged by the positive feedback and reviews. Many visitors shared their experiences and compliments for its staff.



FY2020 HIGHLIGHTS

EMBRACING CHALLENGES, EMERGING STRONGER

COVID-19:
THE NEW NORMAL

16

SDC REJUVENATION;
REDISCOVER US

18

DRIVING
INNOVATION

24



COVID-19: THE NEW NORMAL

At the national level, together with nine other MINDEF-Related Organisations (MROs), SDC supported the government's efforts in fighting COVID-19. In addition to setting up and operations of the Integrated Community Care and Recovery Facility at Changi Exhibition Centre (CEC), SDC was also involved in the building of the temporary dormitory project at National Service Resort and Country Club (NSRCC) Kranji.



In support of environmental sustainability and innovation, SDC together with MINDEF teams embarked on energy efficiency improvements such as solar-powered tents and other solar installations.

Besides the project teams, SDC staff across the board also came together to do their part.



Redefining Working Norms

At the company level, SDC stayed positive and resilient in embracing new challenges faced during this unprecedented pandemic. To ensure the safety of staff and visitors, timely changes were made to implement the latest COVID-19 measures such as getting SDC staff to take on new roles such as Safe Management Officers. SDC also leveraged on technology to support staff engagement and collaborative learning. From work-from-home (WFH) arrangements to conducting and organising new hybrid/virtual programmes and events, the pandemic has dramatically changed the way SDC works and operates.

Transformation During The New Normal

SDC remained nimble and took the opportunity to accelerate its centre's rejuvenation, digitalisation and sustainability projects which were completed in time for its reopening in October 2020. To prepare for the new business environment, SDC embarked on new initiatives such as online ticketing, self-service kiosks and visitorship analytics.

SDC's transformation was achieved through the formation of Task Force teams to drive and inject exciting ideas for the new centre. These projects included Black Lake Facility (Escape Room), Black Lake Laser Battlefield (Laser Tag), X Lab (Makerspace), Urban Garden, Café and Retail Shop. These projects provided a platform to promote teamwork and innovation which have become part of SDC's DNA. The 'new SDC' is indeed the pride and joy of everyone in the SDC family.





SDC REJUVENATION

Rediscover Us

SDC reopened its doors to the public on 31 October 2020 after 6 months of centre closure. It was timely in view of COVID-19 travel restrictions as SDC was able to do its part in uplifting Singaporeans by providing a meaningful getaway through its latest offerings. During the rejuvenation project, SDC faced unexpected challenges such as manpower and resources supply due to COVID-19 measures. Nevertheless, SDC successfully overcame them and adopted bold and innovative ideas to deliver a brand new SDC – a lifestyle attraction for all.



REOPENED ON
31 OCT 2020



159,750 VISITORS
OVER 5 MONTHS

SDC REJUVENATION

Permanent Exhibits Gallery (PEG) - 'Through the Lens of Time'

SDC worked closely with its project partner, Pico Art International by adopting an engaging story-telling approach to share our Singapore Story through the use of multimedia and immersive technologies. The new gallery brings visitors on an experiential journey to discover new perspectives about Singapore and be inspired by the stories of courage and resilience during the key milestones of our nation's past.



SINGAPORE
GOOD
DESIGN

Winner of **Singapore Good Design Award (SG Mark)**
2021 (Interior Design Category)



▲ Singapore's 700 years of history is presented through an immersive and experiential journey that weaves historical events and developments which are projected on large screens.



▲ Interactive games and instagrammable spots are very popular among visitors!



▲ Visitors are 'teleported' into a WW2 bunker where they learn about wartime atrocities and life during Japanese Occupation of Singapore through an impactful multimedia show.



▲ Singapore Story Guides (SSG) taking visitors through the new gallery, while they are free to explore the fun and interactive exhibits.

SDC REJUVENATION

Black Lake Facility (BLF) – Multi-Storey Immersive Escape Room

SDC is proud to present the largest multi-storey escape room attraction in Singapore, covering 13 rooms across 4 themed chapters intertwined in one story. The new attraction was curated and designed by SDC's very own Task Force team and has proven to be a hit especially with the youth. This has also gained traction with families, school and corporate groups for teambuilding and corporate retreats.



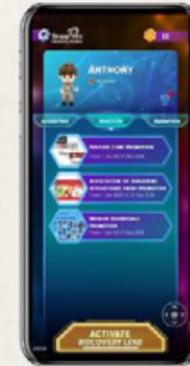
Black Lake Laser Battlefield (BLLB) – Revolutionary Projection Mapping

SDC is the first in Singapore to feature the HELIOS2 laser tag system and also the first to incorporate cutting-edge revolutionary projections to provide an exciting and immersive experience for the players. This new attraction was specially designed to complement BLF (Escape Room) as part of a thematic-based discovery journey for visitors.



Seamless Customer-Centric Journey

SDC aims to promote a more customer-centric culture, from designing a seamless visitors' journey before, during and after their visits such as tours, programmes, dining and shopping experience to online offerings and social media, which will help to share SDC's rich resources and encourage more repeat visits and referrals. Within 5 months after the centre's reopening, SDC received many compliments and accolades. The positive feedback demonstrated that the new offerings and edutainment approach have struck the right chords.



To enhance the immersive experience, the new mySDC App was launched for visitors to enjoy interactive Augmented Reality (AR) experiences around the gallery.



For dining and shopping options, visitors can check out the café or pick up SDC attractions-inspired merchandise at the retail store, both of which were newly renovated.



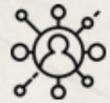
SDC's new membership packages saw more than 200% increase in sign-ups since its reopening.

DRIVING INNOVATION

SDC's Inaugural Start-Up Innovation Challenge

Oct – Dec 2020

As part of SDC's latest strategic thrust to promote innovation, SDC partnered Action Community for Entrepreneurship (ACE) to organise its inaugural Start-Up Innovation Challenge. The Challenge aimed to create co-innovation opportunities for SDC to work with local start-ups to transform and reinvent itself as an attraction. It focused on 3 key themes – Immersive Experiences, Smart Spaces and Sustainability which are aligned to SDC's latest strategic thrusts.



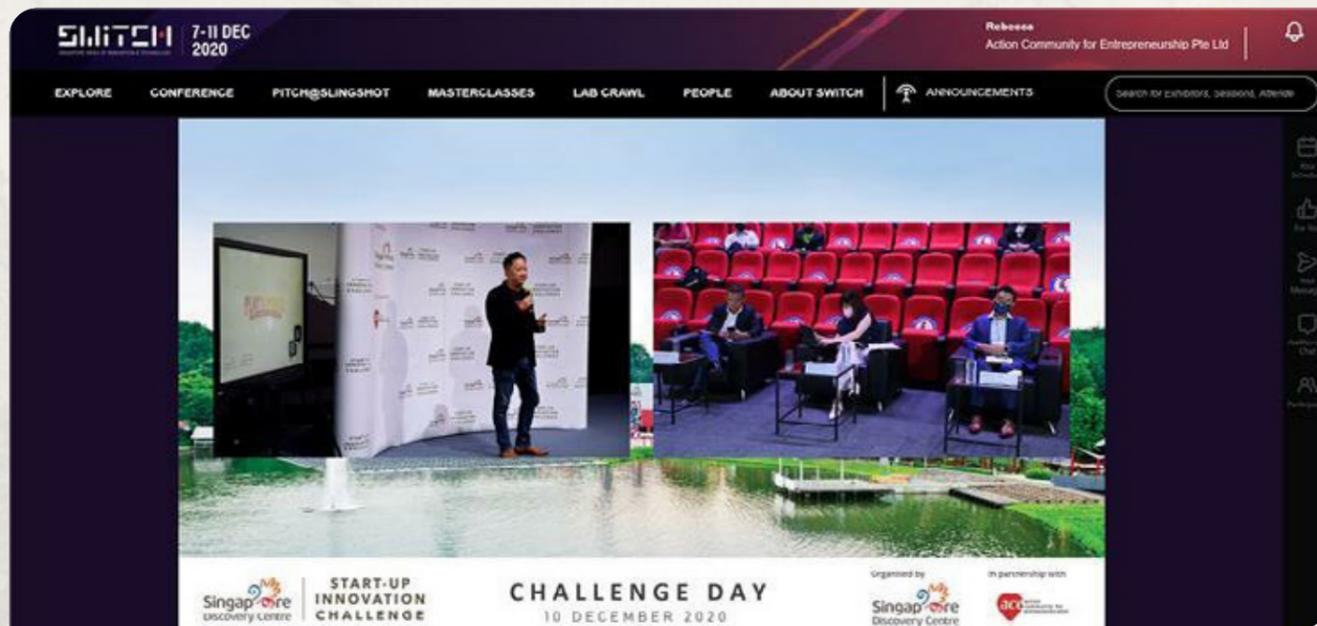
REACHED OUT TO
1,800+ START-UPS



RECEIVED
67 PROPOSALS



5 FINALISTS,
3 WINNING TEAMS



▲ For the first time, through ACE's partnership, SDC was showcased at the Singapore Week of Innovation and Technology (SWITCH) 2020 event, which was livestreamed globally and helped to promote the SDC brand in this new start-up space.



LIVESTREAM ON YOUTUBE:
www.tinyurl.com/SDCIC2020



▲ SDC will be working with Lauretta.io, the Challenge's Top Winner on an exciting project to enhance the immersive experience in SDC.



▲ Ms Lim Qing Ru, Board of Director of ACE and Mr Jeffrey Seah, SDC Board Member and Partner of Quest Venture, were invited as Guest Judges.



"The team at ACE had nothing but good feedback on this collaboration. We look forward to working closer together and to support SDC in its engagement with the start-ups and innovation community." – James Tan, Chairman of ACE (Event Partner)





PROGRAMMES & EVENTS

RETELLING OUR SINGAPORE STORIES

NETE COMMEMORATIVE DAYS

28

SCHOOL PROGRAMMES

33

DEFENCE PROGRAMMES

42

PUBLIC PROGRAMMES

44

KEY EVENTS

47

NE COMMEMORATIVE DAYS

NE COMMEMORATIVE DAYS PROGRAMMES & SPECIAL EXHIBITIONS

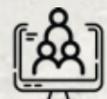
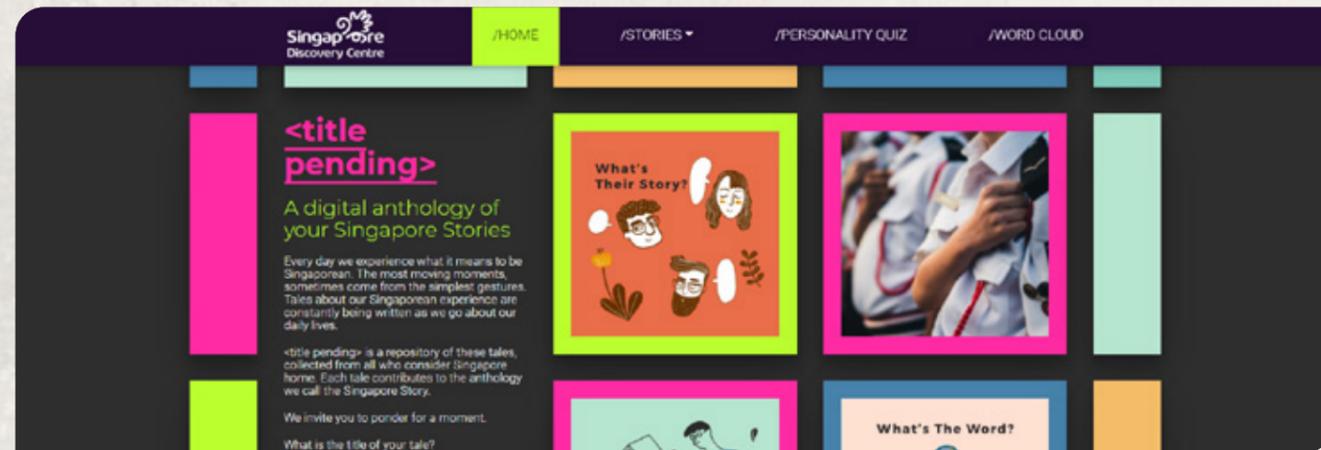
SDC supports National Education (NE) Commemorative Days such as Total Defence, International Friendship Day, Racial Harmony Day and National Day, through a wide range of exciting programmes and experiential learning activities. A more integrated approach is adopted to offer thematic-based programming and seamless learning experience for in-centre as well as online visitors.

In FY2020, due to COVID-19, SDC pivoted its special exhibitions, events and programmes to digital offerings which have helped to reach out to a wider audience. SDC hopes to continue to explore innovative ideas to discuss the latest issues and future trends to ensure that our Singapore Story stays relevant for everyone.

National Day (ND) 2020

Virtual ND Exhibition: <Title Pending> Aug – Sep 2020

SDC celebrated our nation's 55th birthday by launching its first virtual National Day exhibition which included heart-warming recounts of ground-up stories based on themes of Diversity, Inclusivity and Unity. These stories offered glimpses into Singapore's resilience amidst COVID-19 and rallied everyone to fight the pandemic as a nation.



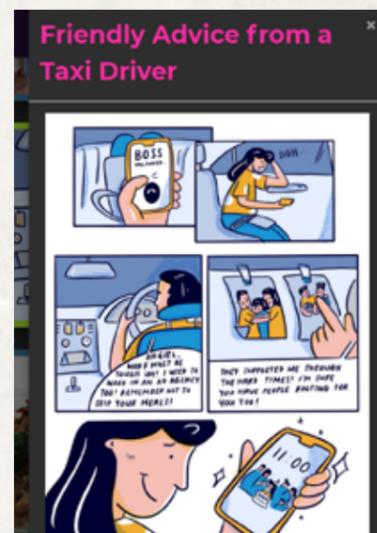
60,000 ONLINE VISITORS



OVER 50 STORIES COLLECTED



ONLINE EXHIBITION:
www.titlepending.sdc.com.sg



ND School Engagement Jul – Dec 2020

To promote a better understanding of contemporary issues and inquiry-based learning, new digital lesson packages were developed to help students learn about citizen ethnography and the importance of voting following Singapore's General Election 2020. Augmented Reality was incorporated to enhance the virtual learning experience which the students greatly enjoyed.



DIGITAL DIY & VIRTUAL FACILITATION



OVER 2,100 STUDENTS



ND School Assembly Programme Jul – Aug 2020

Entitled 'Stay Together! Stand Apart!', an interactive short film was made for the Digital School Assembly programme. Following the lives of 3 characters who had to manoeuvre through difficulties faced during the pandemic, students learnt about empathy and active citizenry within a multi-ethnic society. They were able to reflect on the intended and unintended repercussions based on the outcomes they had selected in the different situations.



DIGITAL FORMAT



12,000 STUDENTS



ND Public Engagement Programmes Jul – Aug 2020

Digital content and a series of video clips were pushed out on Instagram to reach out to younger audiences, encouraging everyone to explore what it means to be 'Singaporeans'.



13,000 IG FILTER DOWNLOADS

NE COMMEMORATIVE DAYS

Total Defence Day (TD) 2021

Total Defence Day Commemoration Event 2021 15 Feb 2021

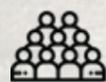
In support of Nexus and MINDEF's Total Defence campaign, SDC hosted the Total Defence Day Commemoration Event 2021 with Senior Minister of State for Defence, Mr Zaqy Mohamad as the Guest-of-Honour. Mr Zaqy's Total Defence Day remarks were delivered at SDC and he also took part in a tour of SDC's new Permanent Exhibits Gallery. This was livestreamed on Facebook and also featured on local media.



Senior Minister of State for Defence, Mr Zaqy Mohamad, exploring SDC's 'Through the Lens of Time' Permanent Exhibits Gallery together with SDC's Singapore Story Guide and musician and video creator, Ms Annette Lee.

Hybrid TD Showcase: Re: Our Scars, For Your Necessary Action Jan – Mar 2021

The TD 2021 Showcase focused on encouraging visitors to reflect on the crises of the past – how these scars moulded Singapore into the nation we are today and reinforced the need to be resilient and prepared for challenges. New ideas were piloted to create a hybrid experience and promote immersive learning for both in-centre and online visitors.



30,000 IN-CENTRE VISITORS



10,000 ONLINE VISITORS



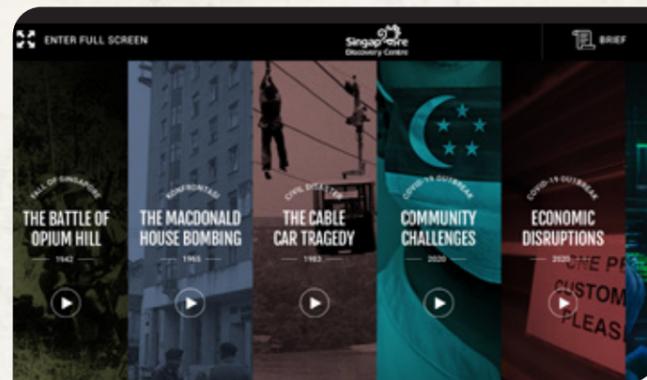
USE OF **RFID TECHNOLOGY** TO REDUCE TOUCHPOINTS



Visitors enjoyed an interactive journey by taking on the role of Time Agents to reflect on the crises of the past.



TD showcase displays were integrated into the Permanent Exhibition Gallery.



Digital and physical versions of the TD Showcase could complement each other or offered as standalone experiences for visitors at the same time.

TD School Engagement 25 Jan – 12 Mar 2021

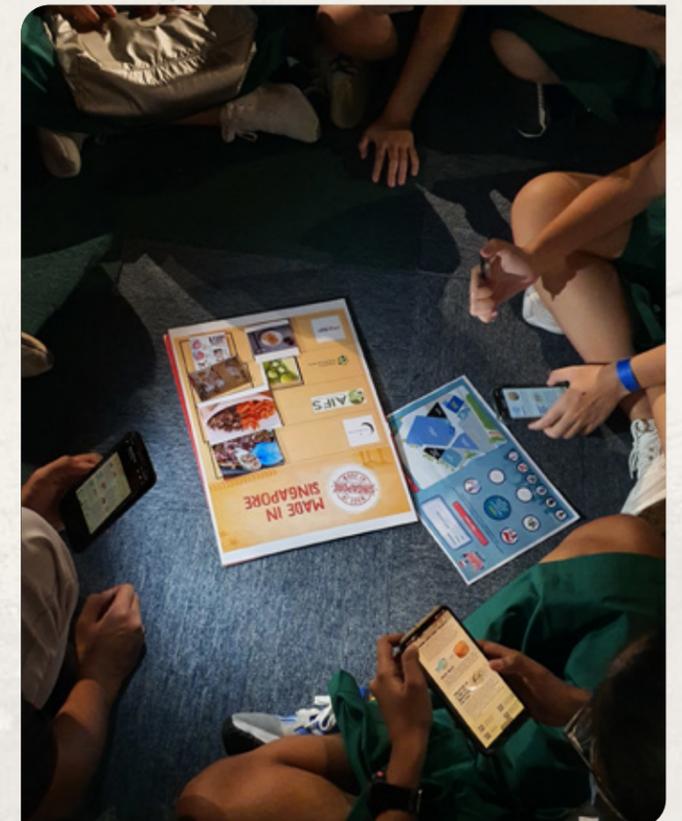
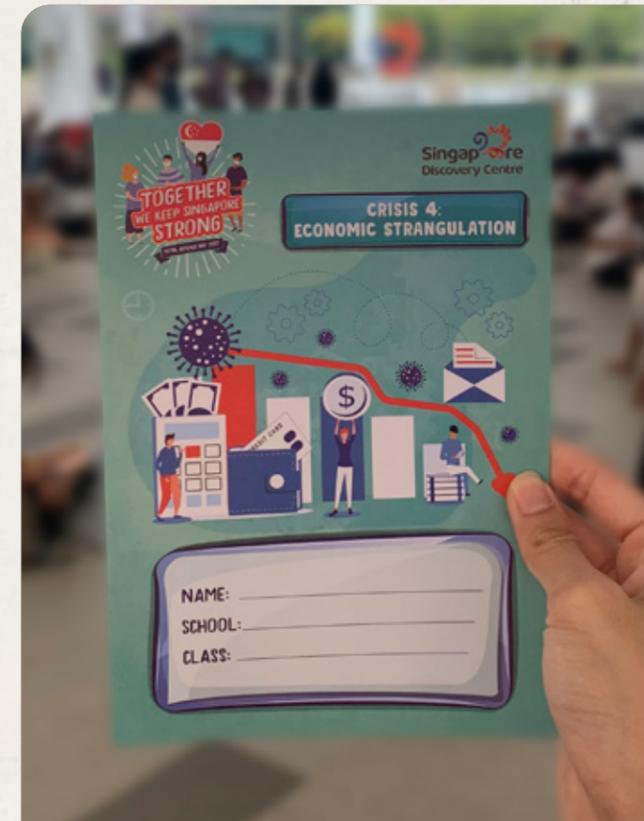
During Phase 3 of Singapore's reopening during the COVID-19 period, SDC was able to welcome students across all levels to learn about the six pillars of Total Defence through a series of interactive games and tours of the TD Showcase. The virtual version of the programme was also made available for schools.



2,300 STUDENTS (IN-CENTRE)



16,300 STUDENTS (VIRTUALLY ENGAGED)



TD School Assembly Programme Feb 2021

Through game-based learning and stories which resonated with students, messages on the importance of resilience and optimism during times of crisis were woven into the TD digital assembly programme. Presented in a video game format, the programme allowed students to follow a food delivery rider and participated in his encounters during delivery stops. This gave the students the opportunity to learn how different people navigated through their challenges during the pandemic.



DIGITAL FORMAT



30,000 STUDENTS



spare a thought for us riders who are standing in line just for you.

NE COMMEMORATIVE DAYS

TD Special Projects for Schools



SG Unite! 2.3 Total Defence Card Game Feb 2021

Since the successful launch of the TD Card Game as a cohort experience for all Primary 6 students in 2017, SDC has been working with Character and Citizenship Education Branch (CCEB), MOE to co-develop and update the SG Unite! card game. To promote students' ownership, student submissions for the scenario cards have been incorporated and submissions for this round hit a high of over 100.



40,020 PRI 6 COHORT STUDENTS



Guardians of The City (GOTC) Card Game Feb 2021

SDC was appointed by Nexus, MINDEF to co-produce and revamp the GOTC card game. The card game has been adopted as a cohort-based TD activity for the entire Secondary 2 cohort in Singapore.



48,000 SEC 2 COHORT STUDENTS & MOE UNIFORMED GROUPS (UG) HQ

TD Public Engagement 20, 21, 27, 28 Mar 2021

SDC commemorated TD 2021 with a host of full-filled activities which included the special run of mixed media drama show, 'The Last Light' over 2 weekends in March for the public. Visitors learnt how they can put Total Defence into action, especially during the pandemic.



6,800 PARTICIPANTS



SCHOOL PROGRAMMES

School Engagement

As an established National Education (NE) centre, SDC aims to be a choice NE partner and continues to work closely with MOE and various NE partners to enrich its content for curriculum alignment and to inject new ideas on engaging students and educators for collaborative and immersive learning. SDC brought forward its digital offerings to cater to the demand for virtual programmes during the COVID-19 period. Despite the challenges faced, SDC engaged over 180,000 students through a combination of physical, hybrid and virtual programmes.

Guardians of the City (GOTC) II Virtual Tournament 2020 18 Nov 2020

SDC organised for the first time, a virtual GOTC tournament for secondary schools which was supported by Nexus, MINDEF. A new tier-based award system was introduced and 11 Gold Award winning teams were invited to take on the new role of GOTC Ambassadors. SDC received positive feedback from the participants and there is much anticipation for the next GOTC tournament.



27 SEC SCHOOL
195 STUDENTS



1 TEAM OF HOME SCHOOLERS
3 STUDENTS



SCHOOL PROGRAMMES

New Initiatives

Virtual Escape Room (VER)

Riding on the increasing demand for virtual activities, SDC developed two VER programmes – 'Faceless Danger' and 'The Final Boarding Call'. Students worked collaboratively to solve puzzles that highlight contemporary issues such as cybersecurity and the evolving nature of terrorism. Highly popular, these programmes were instantaneously booked by schools across all levels within 5 months of its release.



750 STUDENTS



Under Siege

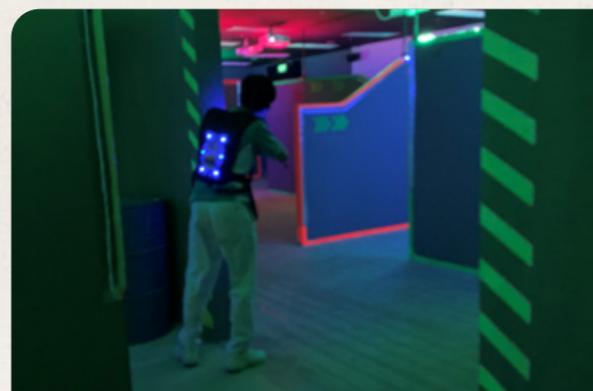
Incorporating game-based learning and the new laser tag attraction in SDC for a more immersive learning experience, students were engaged through gameplay to uncover the meaning behind 'Staying United, Staying Alert and Staying Strong' in the SG-Secure framework.



FIRST RUN HELD
IN MAR 2021



70 STUDENTS



Eco Sustain-Ability Champs!

17 Feb 2021

This new programme was introduced in line with Singapore's Green Plan 2030 to instill amongst students the desire to make a positive impact on the environment. Besides the new sustainability tour in SDC, students were challenged to take on the role of active agents to brainstorm actions to combat climate change.



35 STUDENTS,
JUYING SEC SCHOOL



Post-Exams Programmes

Food Security

7 Apr – 29 May 2020

The programme addressed the issue of hoarding and panic buying during the COVID-19 pandemic. Besides DBS, a new partner, Singapore Food Agency (SFA) came onboard to provide content resources. With the Circuit Breaker in place, DIY e-packages were promptly put together and sent to schools. They were very well-received.



DIGITAL DIY
FORMAT



Smart & Sustainable Nation

5 Oct – 20 Nov 2020

SDC continued to promote the Smart and Sustainable Nation messages during its year-end post-exam programmes. Through a virtual quiz show, students learnt about innovations by Singaporean firms in addressing environmental issues and were encouraged to think of future possibilities and solutions and how they can do their part.



VIRTUAL
FACILITATION



OVER 6,800
STUDENTS



SCHOOL PROGRAMMES

Core Programmes

Virtual Heritage Trail 30 Sep – 12 Nov 2020

SDC converted its popular outdoor trails to a virtual heritage tour where students 'visited' Little India, Kampong Glam and Chinatown remotely. Students also participated in interactive cultural-specific activities to understand and appreciate Singapore's rich multicultural heritage and the importance of racial harmony.



683 STUDENTS,
LAKESIDE PRIMARY SCHOOL



Contemporary Sources Investigation (CSI) – Digital Defence (Fake News)

This new Social Studies-based workshop aims to enable students to understand differing perspectives on contemporary issues related to digital security. The students discussed security threats (e.g. fake news) arising from greater digitisation and examined Singapore's responses using authentic sources.



FIRST RUN HELD
IN FEB 2021



157 STUDENTS



SIMSG Express 8 – 12 Mar 2021

SIMSG Express is a new outreach programme based upon SDC's popular SIMSG programme which was co-developed with MOE to promote discussions on governance such as trade off and forward planning through gameplay. Students were thoroughly engaged as they competed in teams to strategise how to build the most productive district.



YEAR 3 COHORT
RAFFLES GIRLS SECONDARY SCHOOL



New Target Groups

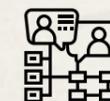
Preschool Engagement – Start Small, Dream Big (SSDB) 2021 by Early Childhood Development Agency (ECDA)

SDC reached out to this new target group by establishing a partnership with ECDA and developing new programmes and resources to engage preschool educators and students.

For the first time, SDC participated in the SSDB programme as one of ECDA's key partners. This programme aims to build an early childhood community that inculcates good values in our children and encourages them to give back to society. SSDB provided a great platform for SDC to reach out to preschools and relevant industry partners.



OVER 1,800
PRESCHOOLS



ORGANISED BY ECDA

◀ SDC's Alphabet Chart's special design which was inspired by local icons, was distributed to preschools and very well-received.

Homeschool Engagement – Singapore Story Guided Tour

As part of SDC's ongoing efforts to engage home-schoolers through new programmes, a Singapore Story tour was organised for a group of home-schoolers and their families over 6 days in March 2021. The group enjoyed the tour of SDC's new gallery and immersive activities.



116 HOME SCHOOLERS &
81 ADULTS



SCHOOL PROGRAMMES

Post-Secondary Education Institutions (PSEI) Engagement

SDC's signature PSEI programmes continue to gain traction. However, many were pivoted to virtual programmes due to suspension and cancellation of centre-based and outreach activities during the COVID-19 period. Nevertheless, SDC continues to engage PSEIs through customised programmes and collaboration, and it is encouraging that SDC has been invited as a NE partner to support their NE projects and programmes.

Moving forward, SDC is working closely with PSEIs to formalise these partnerships. This will also provide a platform to inspire our youth to take ownership of their learning and promote active citizenry through volunteerism or community projects.

Lights, Camera, Action! 21 & 28 Aug 2020, 17 & 18 Feb 2021

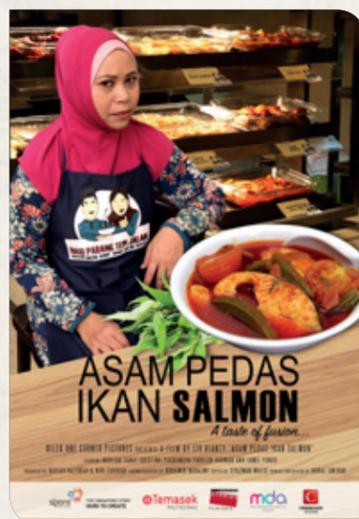
SDC swiftly converted its physical film outreach programme, which is based on our collection of Singapore Stories films, to a virtual one. Students were able to learn about contemporary issues such as racism in a safe environment during their home-based learning (HBL).



VIRTUAL FACILITATION



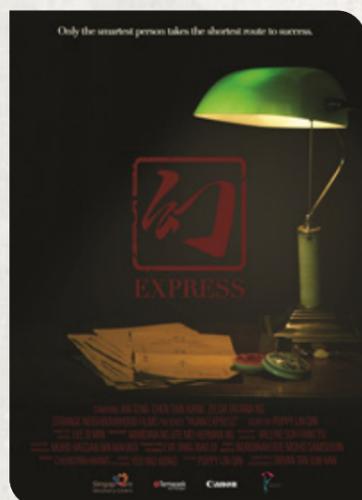
390 STUDENTS,
ITE COLLEGE WEST &
ITE COLLEGE CENTRAL



Singapore Stories Films Project 2020 – Partnership with Temasek Polytechnic (TP)

The Singapore Stories Film Project is a meaningful NE initiative which started in 2014, in collaboration with TP's School of Design (students from Diploma in Digital Film and Television), to encourage youth to share our Singapore Story through films. This is part of the SDC-TP MOU which aims to promote NE engagement through special projects and NE activities for TP students and educators.

This year, three films – 'Huan Express', 'Ixora Flower' and 'The Times We Shared' – were selected for their themes on family, education and racial harmony. All three films gained international recognition as they were shortlisted for the 'Best Student Film' category at the New York Festival TV and Film Awards 2021. Due to COVID-19, the annual Singapore Stories Film Gala was cancelled and replaced with a special screening event for TP students and the school community.



TP LEAD Summit 28 Sep & 7 Oct 2020, 23 & 24 Mar 2021



Arising from the successful run of TP's inaugural virtual LEAD Summit in 2020, SDC was engaged for a second run in 2021. The event aimed to invite the youth to discuss and explore how they can contribute to the latest national and global issues. Besides facilitating the discussions, SDC was able to value-add by bringing its industry partners to share latest insights in the innovation and sustainability arenas.



HYBRID PROGRAMME

Partners/Guests

Ms Melissa Lam, Founder of Bamboo Straw Girl
Mr Bidyut Dumra, Executive Director/Head of Innovation of DBS Bank
Mr Henry Eu, Country Manager & Mr Mei Yucheng, Regional Account Manager of REC



750 STUDENTS,
TEMASEK POLYTECHNIC

TERRA – Partnership with Singapore Polytechnic (SP) 16 – 18 Oct 2020

Since 2013, SDC has been working with SP to empower students from the Diploma in Integrated Events and Project Management (DEPM) of the School of Architecture and the Built Environment to organise special events. Despite the COVID-19 disruption, the students successfully organised a closed-door play test event for SDC's new Black Lake Facility attraction. The students gained valuable experience as they applied what they learnt in school, while the SDC team incorporated participants' feedback to improve visitors' experience.



80 PARTICIPANTS



SCHOOL PROGRAMMES

New PSEI Partnerships

Republic Polytechnic School of Technology for the Arts

For the first time, SDC hosted two student interns from Republic Polytechnic (RP)'s School of Technology for the Arts, to work with SDC's Programmes team to develop game-based learning activities. The collaboration was a success and other new areas such as hospitality and event management will be explored.



Singapore Institute of Technology School of Information and Communications Technology

SDC's first collaboration with Singapore Institute of Technology (SIT) included a one-year internship for two students from the School of Information and Communications Technology to work with SDC's Data & Technology team. New areas such as showcases of immersive technology (AR/VR) are also being explored.



▲ SDC's visit to SIT@NP on 19 February 2021 to check out their projects in AR/VR.

Educators' Engagement

SDC actively engages key strategic partner, Ministry of Education (MOE), especially the Character and Citizenship Education Branch (CCEB) and Curriculum Planning and Development Division (CPDD) to ensure alignment with the latest MOE initiatives and pedagogy. SDC also hosts many MOE-related events and supports their NE activities to gain mindshare amongst MOE officers, school leaders and educators. With its new centre's offerings, SDC tied up with MOE HQ's Sports and Recreation Club (MERSC) and hopes to reach out to more educators.



Educators' Preview 4 Nov 2020

SDC held its annual educators' preview via a hybrid session where educators from 10 different schools enjoyed a tour of the new SDC attractions and a sharing session on the latest programmes.



DEFENCE PROGRAMMES

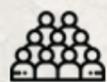
SAF & School Engagement

SDC has been actively promoting Commitment to Defence (C2D) through defence programmes to reach out to schools, Basic Military Training Centre (BMTC MINDEF) and army units. Tapping on the support of Nexus and SAF Veterans' League and Operationally Ready NSmen as volunteers, SDC hopes to promote better understanding of the importance of National Service and strengthen school and community's support for defence and security. Despite challenges from COVID-19, SDC continues to engage its audiences through various virtual programmes wherever possible.



C2DAs Training & Engagement

Commitment to Defence Ambassadors (C2DAs) are a group of SAF Veterans and NSmen volunteers who lived through operations which included overseas peacekeeping operations and humanitarian assistance disaster relief missions. These C2DAs engage audiences from the defence forces and schools through online and face-to-face presentations. To better equip C2DAs with the skills and technology knowledge to conduct online engagements under the new normal, SDC conducted 4 training sessions on technical proficiency and enhancements.



91 ENGAGEMENT SESSIONS,
OVER 6,000 PARTICIPANTS



4 TRAINING SESSIONS,
OVER 50 PARTICIPANTS



▲ SDC manages and schedules C2DA engagement sessions as well as conducts training for the ambassadors to better communicate key messaging to their audiences in the defence forces.



▲ C2DA engaging with an SAF unit.

National Education Facilitators' (NEF) Training 8 & 15 Jan 2021

Established in 1993, the NEF Programme is the only programme that taps on SAF regulars to share on SAF's current capabilities and operations as well as Singapore's position on key issues concerning our security. Training sessions were conducted to better equip NEFs with necessary skills and additional resources for online engagements.



2 TRAINING SESSIONS,
32 PARTICIPANTS

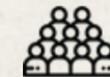
NE Activities for MINDEF & SAF

'Faceless Danger' Virtual Escape Room

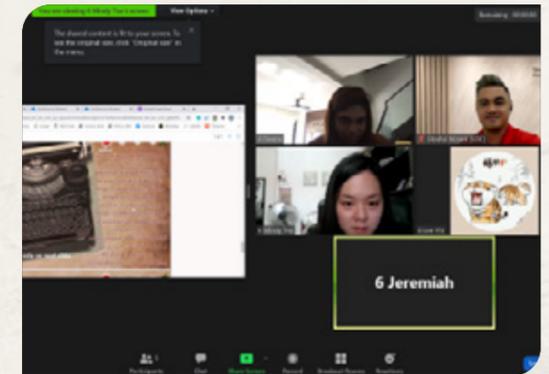
During the COVID-19 period, SDC actively engaged the MINDEF and SAF groups through a new game-based learning activity. Participants worked together to solve problems in the Virtual Escape Room, while learning about each individual's role in digital defence and the complexities of regional security threats. This was well-received as a fun teambuilding yet meaningful activity and has enabled SDC to reach out to army units beyond our shores for the first time.



OVER 1,600 MINDEF
& SAF PARTICIPANTS



INCLUDING RSAF
150 SQUADRON
(BASED IN FRANCE)



Jalan-Jalan Kopi Talk Virtual Trail

'Jalan-Jalan' around Singapore to discover the stories behind our national icons. Through this facilitated programme, participants gained knowledge on challenges that Singapore is facing and how we can play our part to overcome them.



CLOSE TO 300 SAF PARTICIPANTS



PUBLIC PROGRAMMES

Public Engagement

SDC has actively engaged its public visitors, especially families with children, with a wide range of public programmes. As part of SDC's centre rejuvenation, a dedicated 'Play Ground' was created for engagement activities, ranging from activity kits such as seasonal crafts and trails to interactive storytelling. During the COVID-19 period, SDC's public programmes also pivoted to digital offerings, including social media engagement which enabled SDC to not only engage its audiences, but extend the reach to new ones.



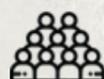
Discovery Kit

A gallery-based activity kit was launched in March 2021 to complement the interactive exhibits in the new gallery to help the younger audience better understand and appreciate the Singapore Story.



Festive Activities

SDC celebrated festive holidays with its visitors, especially families with children where they participated in various activities from craftwork, storytelling to trails while learning about various traditions and the importance of appreciating Singapore's rich multicultural society.



OVER **1,400** VISITORS PARTICIPATED



School Holiday Activities

SDC's visitors, young and old, participated in a range of craft activities and creative storytelling by its own actors and actresses! The SingaPaw 'Mood-O-Meter' craft was also a hit among young parents who learnt how to help their children to express feelings and emotions using the simple DIY tool.



OVER **6,500** VISITORS PARTICIPATED



Digital Offerings and Online Engagement

'Flowers and Bubbles' | Children's Day 2020

An interactive show featuring the SingaPaw puppet was delivered via livestream/recorded video for young children to learn about mindfulness and the importance of showing ourselves a little care.



9 PRESCHOOLS,
800 STUDENTS



'Stay Home and Play' Resource Kit Apr – May 2020

A finger puppet story kit was developed and shared online to provide families with DIY resources to engage their children through creative play while staying safely at home.



6,800 DOWNLOADS



'Yours Playfully, SDC' Video Series May 2020

This video series introduces resources for families to explore, experiment, play and create with everyday materials that can be typically found at home.



'Keep Calm Breathe On' Video Series Sep 2020

Themed on the topic of 'Care and Mindfulness', this video series introduces simple calming techniques to remind the school-going audience to 'take a break' for their health and mental well-being.

PUBLIC PROGRAMMES

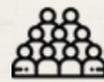
CAMP1N 15 – 19 Mar 2021

In support of promoting a rugged Singaporean citizenry and Commitment to Defence (C2D) messages, SDC has organised events such as Army Days, school camps and 'Father-Son Adventure' camps which were well received. As part of SDC's rejuvenation, there are plans to build outdoor facilities and programming to support outdoor learning activities for schools, families, youth and interested groups across the Public-Private-People (P-P-P) sectors.

Riding on the centre's re-opening in October 2020, SDC organised its very first CAMP1N event which aimed to be branded as a signature outdoor adventure programme. Adhering to COVID-19 guidelines, this exclusive 2D1N camping experience was held during the March school holidays and the event was a huge success. Moving forward, in view of the high demand, SDC hopes to offer CAMP1N all year round with plans to open more slots so more families and interested groups can experience this 'one of its kind camp' at SDC!



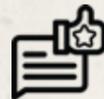
▲ Getting a preview of SDC's new eco tour to learn about the importance of sustainability and food security.



12 FAMILIES,
48 PARTICIPANTS



OVER 400
PRE-REGISTRATIONS
FOR NEXT RUN



>86% EXCELLENT
REVIEWS



▲ Campers had a fun and memorable experience that was specially curated to include unlimited access to SDC's new attractions and thematic-based activities.



▲ Campers picked up survival skills from the Army Experiential Programme and went on a special night mission trail.



KEY EVENTS

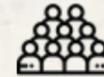
Key Corporate, NS Units, Grassroots & Private Events

Along with the new centre's offerings, SDC has been ramping up to launch new programmes to reach out to new target groups. During the COVID-19 pandemic, many learning journeys for organised groups were converted to virtual ones and those for MINDEF and PA groups were suspended. SDC took the opportunity to roll out a series of virtual programmes to meet the increasing demand under the new normal. With the confidence of its clients in the centre's Safe Management Measures, SDC was able to pilot new initiatives such as holding its first wedding event as well as organising hybrid staff retreat and teambuilding activities for various government and corporate groups.

Corporate Events

VITAL Teambuilding Day 27 Jan 2021

The popular SDC Virtual Escape Room programme for schools was customised and extended to corporations. Participants from the Ministry of Finance enjoyed fun team-bonding activities safely at their homes.

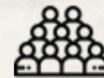


26 PARTICIPANTS



ECOLAB Virtual Safety Day 24 Feb 2021

A virtual programme was specially curated for Ecolab which included a Cybersecurity & Counter-Terrorism talk. SDC's popular Virtual Escape Room programme also provided the platform for team-bonding as security-related messages were imparted through the interactive gameplay.



112 PARTICIPANTS



Shopee Teambuilding Day 26 Mar 2021

Staff from Shopee had a fun-filled time bonding over mystery puzzles in SDC's Black Lake Facility escape rooms, a guided tour of its 'Through the Lens of Times' gallery, board games activities and dinner at the café.



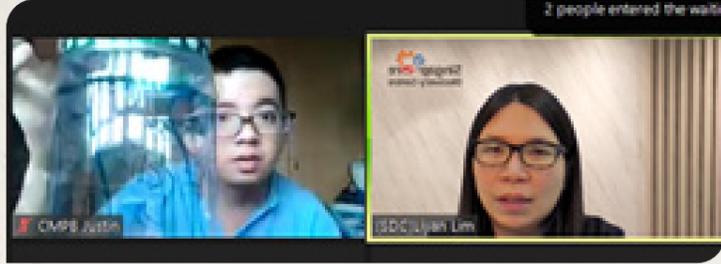
48 PARTICIPANTS



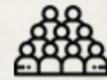
KEY EVENTS

MINDEF & NS Units Events

Food for Thought – MINDEF, Manpower Division 9 Feb 2021



Participants were engaged in puzzle solving to find out how we can reduce our carbon footprint by making conscious food choices in our day-to-day lives. They were also given a chance to flaunt their creativity and resourcefulness through a DIY planting pot competition which generated much hype among the participants.

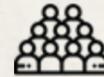


359 PARTICIPANTS

Total Defence & Chinese New Year Celebration – MINDEF, Defence Cyber Organisation 18 Feb 2021



Staff from MINDEF's Defence Cyber Organisation took part in a virtual Digital Defence Challenge and a food quiz to commemorate Total Defence and celebrate Chinese New Year. The session ended on a high note with a Virtual Prosperity Toss, in the spirit of the festive season.



80 PARTICIPANTS

MINDEF SAF, SO Performance & Engagement (P&E) G1-Army Visit 26 Feb & 2 Mar 2021

The first MINDEF SAF unit which SDC hosted since the COVID-19 lockdown was SO Performance & Engagement G1-Army. The personnel enjoyed the screening of the 'Blood, Sweat, Tears' film featuring Singapore's veterans, as well as a guided tour through the new gallery. The session also included gameplays at the Black Lake Facility and counter terrorism games at the Black Lake Laser Battlefield. With the G1-Army's recommendation and support, SDC was able to offer the SAF units an array of game-based NE activities under the 'Ready & Decisive' Programme.



25 PARTICIPANTS



Private Events

With the new centre, SDC introduced new ideas and packages aimed at encouraging its visitors and clients to make SDC a part of their life journey besides their school and MINDEF/NS-related visits. Customised packages are available for different special occasions and celebratory events.

SDC's First Wedding Event 9 Mar 2021

SDC took up the challenge to test ideas such as night lighting and dinner by its lake for its first wedding event. The lovely couple and their guests enjoyed a special evening and complimented the SDC team for the creative efforts to make the event memorable. To promote the new SDC as an attractive venue for weddings, SDC hopes to work with relevant partners to offer its wedding package to more couples.



Birthday Parties

SDC promoted new birthday party packages which bundle its latest attractions for its clients to enjoy a fun-packed day at the centre while providing other value-added services.



EMPLOYEE ENGAGEMENT THE SDC SPIRIT

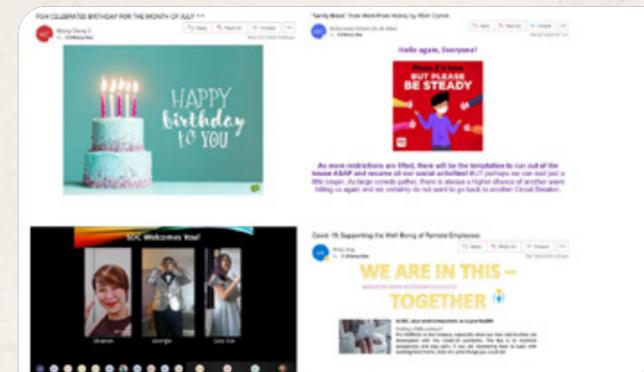


EMPLOYEE ENGAGEMENT

SDC recognises and acknowledges the value of its people and strives towards creating a conducive environment for everyone to learn, work and play as well as to grow together as a SDC family.

Under the COVID-19 restrictions, SDC, like many other organisations, was unable to organise physical company-wide staff engagement activities such as staff outings, Workplace Health Promotion (WHP) programmes, and the annual Dinner and Dance. With work-from-home (WFH) arrangements, especially during the lockdown period, SDC made efforts to organise hybrid and virtual activities such as festive celebrations and sharing of e-resources and e-newsletters to promote staff welfare. Staff were also encouraged to attend online training courses and webinars.

SDC held its first hybrid Townhall in October 2020 which was subsequently held virtually every quarter. It aims to promote regular updates on key developments and policy changes as well as to celebrate SDC's achievements and staff's contributions. More importantly, it provides a platform to promote dialogue between the management team and the staff.



▲ Staff engagement sessions were shifted online, and staff were reminded to take sanity breaks while they work from home.



▲ SDC's first hybrid SAF Rededication Ceremony was held on 1 July 2020 to remind SDCians that National Service (NS) is the bedrock of Singapore's defence and the cornerstone of Singapore's prosperity and progress.



▲ On 7 August 2020, SDC celebrated its first hybrid National Day Commemoration Event where staff participated in an interactive fun quiz and also received a SG Fun Pack.



▲ The first Townhall session held prior to SDC's re-opening and subsequent virtual sessions encouraged staff participation and feedback by leveraging on digital tools.



◀ Chinese New Year staff activity held in a self-guided amazing race format to prevent mingling between groups of staff. Staff also enjoyed other hybrid or virtual festive celebrations during Hari Raya, Deepavali and Christmas to promote understanding and appreciation of our rich multicultural spirit.

ORGANISATIONAL TRANSFORMATION

GETTING FUTURE-READY



SUSTAINABILITY
HIGHLIGHTS

54

DIGITAL
TRANSFORMATION

58

STRATEGIC PARTNERSHIPS &
STAKEHOLDER ENGAGEMENT

60

SUSTAINABILITY HIGHLIGHTS

SDC's Greenest Plan

As part of SDC's commitment to support Singapore Green Plan 2030, SDC charted out its Greenest Plan, 'Towards Greater Environmental Sustainability'. The centre strives to achieve its goal to become a Net Zero Energy Building by FY2022, and much effort has been put into exploring latest innovations in sustainability and building infrastructures and capabilities to optimise efficiency and improve energy and water consumption.

Targets



Net Zero Energy Building by FY2022



Green Mark Platinum/SLEB by FY2021



Green Refrigerant Chiller Replacement & Upgrade by FY2021



Sustainability Committee to engage employees for positive environmental impact

Harnessing Solar Energy

SDC installed solar panels on its rooftops, sheltered walkways and on its lake in the bid to tap on renewable energy. Spanning 196m, the sheltered walkway in SDC even entered the Singapore Book of Records for being the longest sheltered solar-panelled walkway in Singapore.



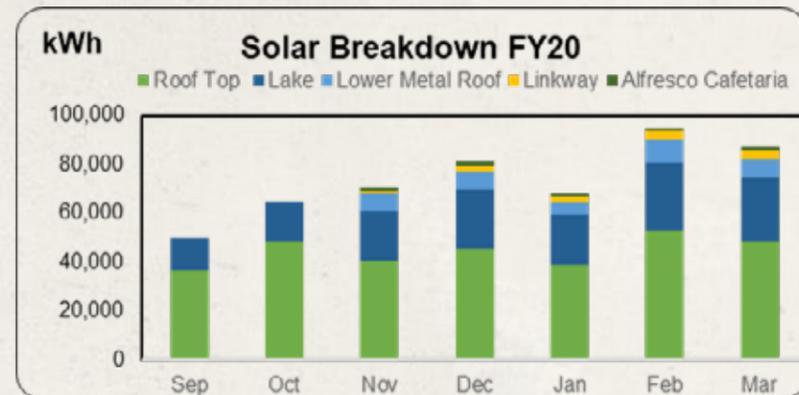
2,379 SOLAR PANELS OF 842.37 kWp CAPACITY



ENOUGH TO POWER 121 4-ROOM HDB FLATS



214.3 TONS OF CO₂e REDUCED



The solar energy projects in SDC have received attention from sustainability-related agencies as an innovation case study and agencies such as the PMO National Climate Change Secretariat (NCCS) and Energy Market Authority (EMA); and SDC was chosen as a venue for their media interviews which helped to promote SDC's role in the sustainability eco-system.

Promoting Innovation with NUS Solar Energy Research Institute of Singapore (SERIS)

SDC entered a joint project with NUS Solar Energy Research Institute of Singapore (SERIS) to experiment the use of solar energy in powering mobile walkways and urban farms, as well as other innovation projects.



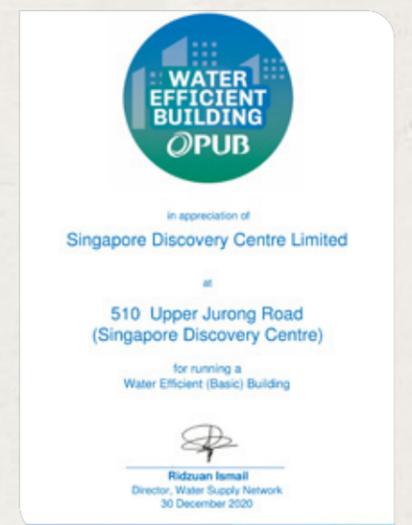
Sustainability Education with REC Solar Pte Ltd

SDC worked with REC Solar Pte Ltd to promote understanding of the importance of renewable energy, which included the provision of expertise knowledge for SDC's sustainability education programmes.



PUB Water Efficient Building Certification

As SDC works towards the attainment of the Green Mark certification, it took the first step in reviewing its water consumption and was re-certified a 'Water Efficient (Basic) Building' by the Public Utilities Board (PUB).



SUSTAINABILITY HIGHLIGHTS

New Sustainability Programmes & Projects

SDC embarked on a wide range of exciting programmes and projects aimed at educating everyone across all age groups on the importance of sustainability.

Urban Garden & Hydroponics for Education

An urban garden and educational hydroponics sets were set up to create an authentic learning environment to support SDC's new sustainability education programmes and tours. These green projects provide a platform for SDC not only to engage its visitors, but also to work more closely with school and community partners.



Sow Mates – SDC Gardening Club

A gardening club made up of green enthusiasts and hobbyists in SDC was formed in January 2020. Club members helped out in harvesting and distribution activities and organised workshops and sharing sessions to encourage SDC staff 'to walk the talk'.



“What Do You Want Your Future To Be?” – Sustainability Mural

A sustainability wall mural was put up at one of SDC's outdoor spaces. Painted in a semi-realistic, trickeye style, viewers are prompted to interact with the scenes depicted in the mural while they reflect on their role in conserving the environment and fighting climate change.



Coral Garden Project by Edmund Chen

The Coral Garden project by local actor and artist, Edmund Chen was launched at SDC, and ran from November 2020 to January 2021, to raise awareness on everyone's role in protecting the environment. SDC is proud to be the first venue host of the installation.



DIGITAL TRANSFORMATION

Going Digital

SDC continues to support the Smart Nation initiative by embarking on new initiatives to harness technology to enhance its products and services, and improve productivity and customer service. This year, SDC took a bold step to embark on its digital transformation journey. This included a digital audit exercise to understand existing gaps and rolling out a comprehensive plan to support the new SDC and the changing business and organisation's needs which were accelerated by COVID-19.

Refreshed SDC Website & Online Ticketing

SDC website was given a new look, refreshed to improve user-friendliness and to support e-commerce services such as online ticketing, membership services and discount redemption. There will be more initiatives in the pipeline to further enhance the website with content such as online exhibitions, story archives, virtual escape rooms, etc.

Escape Room - The Armoury

The soldiers' living quarters bear witness to the secret and intimate conversations between soldiers. Get a close in on the inexplicable and peculiar mysteries surrounding the seemingly innocent common military spaces. You and your team are about to find out that the nondescript bunk holds a dark and sinister secret. One warning though, leave the place before it's too late!

Operating Hours / Information
[Click here for our operating hours.](#)

Escape Room - The Armoury (ADULT) S\$0 30.00 / ADULT

SEAT BOOKING

Event Date: Event Slot/Timing:

DESCRIPTION / INFORMATION

- All players are advised to arrive 15 minutes before their scheduled timeslot.
- Players below the age of 12 are advised to be accompanied by an adult.
- Facility will have intense sound effects, use of strobe effects and fog/smoke effects.
- Do not participate if you have any medical or health conditions such as recent surgery, neck/back conditions, pregnancy, high blood pressure etc or under the influence of drugs/alcohol.
- Upper levels of Facility accessible by stairs only.
- No loose items are to be brought into the rooms.

BOOK YOUR SLOT

Max booking in advance (Days): 6

Selected Date: **10/07/2021**

Booking Time: **16:30**

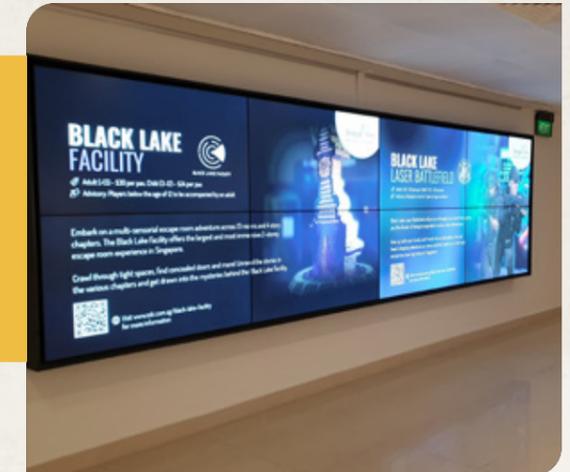
Legend: Available (blue), Occupied (orange), Selected (light blue), Blocked (light orange), Wheelchair Berth Available (wheelchair icon), Wheelchair Berth Occupied (wheelchair icon with orange), Safe Distance (grey).

Seat grid showing rows L through A and columns 1 through 24.



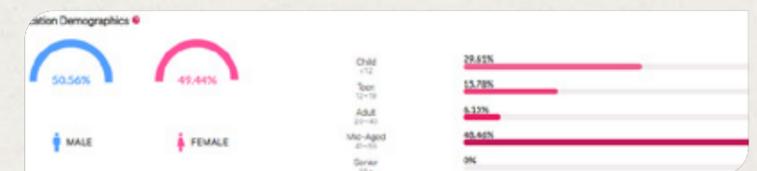
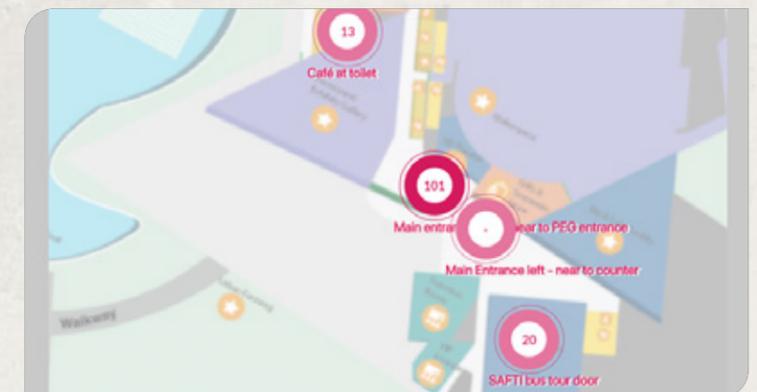
Enhanced Visitor Experience

Visitors can check out information on the attractions through self-help kiosks and find out about SDC's latest offerings from the digital screens around the centre.



Data-Driven Customer Experience

One of SDC's key objectives of going digital is to empower data-driven decisions in order to better meet its customers' needs. SDC adopted a new tracking system using facial recognition technology which helps not only to track real-time visitorship, but also measures the popularity of the various attractions. The overall data analysis of the centre operations is used for review and advanced planning. The new tracking system comes in handy during this COVID-19 period as the data can also be used for crowd management.



STRATEGIC PARTNERSHIPS & STAKEHOLDER ENGAGEMENT

With the centre's reopening, SDC has been making reconnections to deepen and broaden collaborations with existing NE and Commitment to Defence (C2D) partners. New partnerships have also been established in support of SDC's latest strategic thrusts such as sustainability.

SDC aims to provide a platform for like-minded partners to work together across Public-Private-People sectors to harness shared resources and promote synergies in areas such as content sharing, capability building, engagement and innovation.

17 NOV 2020

Visit from Army Chief of Staff (General Staff) and tour of new SDC to explore learning points for Army Museum revamp.



FEB & MAR 2021

New SDC offerings and Total Defence 2021 Showcase were featured on SAFRA's NSman newsletter as part of ongoing SDC-SAFRA collaborations.



20 MAR 2021

For the first time, SDC attended Foreign System Schools NS Coordinator's virtual meeting facilitated by Nexus, to share about SDC's latest offerings to the foreign schools' representatives.

19 AUG 2020

Hosted the NS Gallery Working Team meeting to introduce SDC's new offerings and capabilities.



18 JAN 2021

Hosted Nexus ACCORD meeting and a tour around SDC which was attended by SMS Mr Heng Chee How, SMS Mr Zaqy Mohamad, MOS Ms Gan Siow Huang and top management from government agencies, schools and businesses.



3 FEB 2021

Hosted Nexus Community Support Working Group (CSWG) meeting and provided tour for the service engagement heads to learn and share about SDC's offerings to their community network.



22 FEB 2021

SDC was the venue sponsor for Nexus N.E.mation! Award Ceremony 2021 with MOS Ms Gan Siow Huang as the Guest-of-Honour.



3 MAR 2021

Hosted sister MRO, So Drama Entertainment for its EXCO meeting and provided a tour for SDE to learn about SDC's offerings to explore collaborations.



22 MAR 2021

Hosted learning visit for Navy Museum Refresh Working Group cum Commander MDTC to share SDC's latest offerings and provided inputs on immersive learning and gallery development.



29 MAR 2021

Hosted the sharing and dialogue session with Professor Lui Pao Chuen (retired Chief Defence Scientist and Advisor to National Research Foundation) attended by SDC, Nexus and ARMS colleagues.

Strengthening ties with MINDEF & MINDEF-Related Organisation (MRO) Family

SDC continues to deepen its engagement with MINDEF HQ and MROs. Since its reopening, SDC has hosted many important meetings and key events for various MINDEF working groups and service units to profile the new SDC to its key stakeholders.

With MINDEF and Nexus' support, SDC hopes to continue to leverage on the extensive network and platforms to facilitate sharing of resources, cross-marketing and collaboration opportunities within the MINDEF family. This is very timely as it helps to contribute to the National Service (NS) Gallery project which SDC and Nexus are working on and supports the overall MINDEF Transformation.

STRATEGIC PARTNERSHIPS & STAKEHOLDER ENGAGEMENT

Deepening Partnerships with Strategic NE Partners

SDC actively engages partners and delegations from other government and private agencies, non-profit/community groups and educational institutions, to share its latest offerings and explore new partnership opportunities. This also includes exchange visits and sharing sessions by external partners to keep SDC abreast with the latest innovations and market trends.

Museum Partners | National Heritage Board (NHB) and Museum Roundtable (MR)



Besides participation in NHB and MR's programmes such as seminars and Children's Season, SDC participated in the Battle for Singapore 2021 for the first time to promote defence messages through tours of its new gallery and SAFTI. The participants enjoyed special defence-themed tours which ran from 20 February to 14 March 2021.



In 2020, SDC's Executive Director, Mr Joseph Tan, was invited to be part of MR Pow Wow – Steering Committee on museum development. This is an acknowledgment of SDC's contributions to the museum industry. Ms Chang Hwee Nee, CEO of NHB and MR team visited the new SDC. The visit saw fruitful exchanges of ideas, and sharing sessions were set up with MCCY and NHB where SDC learnt about their museum operations, digitalisation and volunteer management.

Defence Partners | Singapore Police Force (SPF) and SGSecure Programme Office

SDC reconnected with SPF and SGSecure Programme Office to explore new areas of collaboration to reach out to shared target groups such as schools and youth.

Community Partners | People's Association (PA) and South West CDC

SDC reached out to community partners via virtual and physical dialogue sessions with PA HQ, CDCs, PA Integration, Chingay and PassionArts teams. Many PA groups held their teambuilding and retreat sessions at SDC and gave positive feedback which encouraged more PA visits.

While Singapore Experiential Tours for New Citizens were suspended, SDC and PA explored new areas for collaboration. One such area was the Digital Animation Competition 2020 organised by PA's National Integration Council and Singapore Polytechnic, where Ms Soo Hui Wah, SDC's Director (Strategic Partnerships) was invited as a judge for the competition.

SDC hosted Ms Yong Puay Khim, the new General Manager of South West CDC (long time community partner) and her team to explore new areas for collaboration, especially in sustainability. In support of the South West Eco Masterplan, SDC supported the 'Clean Up South West 2021' annual recycling drive and successfully collected 202 kg of E-Waste!



New Sustainability Partners



SDC hosted various agencies such as the Ministry of Sustainability and the Environment, Energy Market Authority, Singapore Food Agency, National Parks Board and Land Transport Authority, to explore areas of collaboration in content sharing, education programmes and using SDC to testbed innovation projects.

New Immersive Experience Partners

Expanding on earlier partnership with Infocomm Media Development Authority (IMDA) on fake news and digital defence, SDC visited IMDA PIXEL and industry partners to explore working on new areas such as training programmes, use of facilities and joint innovation challenge.



SDC team visited the Smart Urban Co-Innovation Lab which houses the latest smart cities solutions co-created by local startups, system integrators and global enterprises.

Private and Industry Partners | DBS and POSBank

SDC invited long-time partner in economic defence, POSB to visit the new SDC. Ms Yeo Wen Xian, Head of POSB and her team shared their digitalisation journey. Besides their continued support of SDC's school programmes, new ideas such as a partnership with POSB PAssion Run for Kids 2021 was initiated.



Mr Bidyut Dumra, Executive Director/Head of Innovation of DBS Bank was invited as a speaker for Temasek Polytechnic's LEAD Summit organised by SDC to share about DBS's sustainability journey.

Support of Partners' Projects

SDC supports partners' events by providing advice and consultancy on special projects to increase mindshare and gain recognition as an established NE centre. Ms Peh Yee Joo, SDC's Director (Gallery) was invited to be part of the Advisors of Home Team Gallery Revamp Steering Committee. She is also SDC's representative in the NS Gallery Working Committee and works closely with Nexus and key stakeholders.



Ms Soo Hui Wah, SDC's Director (Strategic Partnerships) was invited to join Xingnan Primary School's Advisory Board. She was also invited as a judge for the Young Sustainability Champion 2020 presented by Temasek Foundation and organised by Science Centre Singapore. This helped to promote SDC's latest sustainability efforts to a new target audience – science educators and sustainability eco-system.

International Delegations and Official Visits

As an established NE Centre, SDC hosted many overseas delegations from South Africa, Middle East, China, ASEAN for their study trips and official visits. For International Friendship Day (IFD), SDC has worked with more than 30 countries across the continents through their embassy participation to promote the understanding of diplomacy and friendships. However, these were disrupted due to COVID-19 and centre closure.

Since its reopening, SDC has reconnected with some of these embassy partners and hopes to reach out to more international partners to attract overseas education, MICE, corporate and tourist groups to promote SDC's brand beyond our shores.



▲ SDC International Friendship Day event held in the past. Photo taken during pre-COVID times.

Visit from Embassy of Costa Rica 8 Mar 2021

SDC's first embassy visit in FY2020 was from long time IFD partner, the Embassy of Costa Rica. On 8 March 2021, H.E. Victor Hugo Rojas Gonzalez and his wife, and Consul-General Mr David Li Fang enjoyed a tour of the new gallery and attractions and discussed areas for collaboration for Costa Rica's Bicentennial celebrations. Sustainability was also a common area of interest.

"It is an honour to be the first ambassador of Costa Rica to visit this fantastic, newly renovated SDC." – H.E Victor Hugo



Visit from Consulate General of Oman 1 Apr 2021

On 1 April 2021, the new Consul-General of Oman, Mr Anwar Muqaibai enjoyed a tour of the new SDC and had a fruitful discussion with SDC on areas of collaboration in education.

"I thoroughly enjoyed the visit to the Singapore Discovery Centre. I hope the Sultanate of Oman will be able to benefit from this experience that the SDC provides, and we look forward to future opportunities with the SDC. I especially like the museum showcasing information about the past, present and future." – Mr Anwar Muqaibai



