

# 2019

## ANNUAL REPORT



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## 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.

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.



## 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

# CHAIRMAN'S MESSAGE



**Mr Teo Eng Dih**  
Chairman  
Singapore Discovery Centre Ltd



**Facing this national health crisis, SDC did not falter. Instead, we strengthened our resolve and did our part... to rally Singaporeans and residents to stand up to the fight against this pandemic.**



## A Year in Review

2019 had been an exciting year for Singapore Discovery Centre (SDC). We continued to break new grounds by reaching out to new communities such as our youth, thereafter widening our touchpoints in expanding the Singapore Story repertoire. We scaled up both our in-centre and outreach programme offerings and managed to heighten our engagement efforts across our target segments; the schools, organised groups as well as the general public.

SDC's mandate is to share the Singapore Story and inspire one to contribute to our nation's future. We presented both national and defence perspectives through creative, interactive and engaging storytelling on multiple fronts and platforms. We continue to play this important role to fill in today's context; to fortify commitment to Singapore so that our nation will remain strong and united.

With much focus on building synergistic podiums, SDC actively engaged our stakeholders and developed strategic partnerships with like-minded organisations. Relationships were reinforced with our existing partners and strong collaborative connections were forged with new partners.

At the turn of the year, Singapore was hit by the outbreak of COVID-19. Facing this national health crisis, SDC did not falter. Instead, we strengthened our resolve and did our part by working with various organisations and partners to set up the Changi Exhibition Centre Community Care and Recovery Facility which cared for more than 14,000 patients, close to a quarter of those affected by COVID-19 in Singapore, and to rally Singaporeans and residents to stand up to the fight against this pandemic, through our digital media assets and corporate social responsibility efforts. This is the challenge of our generation, but I am confident that we can overcome it together.

## Forging Ahead

The years ahead will be an exciting journey, with new energy and appeal. Much attention will be focused on our digital transformation, as well as to intensify on sustainability initiatives such as the installation of solar panels at and around SDC to harvest renewable energy. I am also delighted to share that SDC will be revitalising the centre in various aspects and gearing up to present a whole new experience to our visitors in the upcoming years.

## A Thankful Note

Congratulations to the 13 staff who were recognised with the Silver and Star Excellent Service Awards (EXSA); an accolade for outstanding service personnel in the attractions industry presented by the Association of Singapore Attractions. One of our awardees, Tan Yong Wei, was nominated for the SuperStar Award, for his engaging and insightful tours which won many praises from visitors. I am proud of all and this is indeed the service level we need to uphold. We are where we are today because of the collaborative work of everyone. I would also like to express my heartfelt thanks to all board members for their visionary leadership and valuable advice, and the management committee for your dedication and commitment in delivering the Singapore Story. To every SDC staff, you have lived the SDC spirit and demonstrated your utmost passion in sharing the Singapore Story. Together, we will continue to overcome challenges and scale to even greater heights!

# EXECUTIVE DIRECTOR'S MESSAGE



**Mr Joseph Tan**  
Executive Director  
Singapore Discovery Centre Ltd



**With innovative and creative solutions such as virtual and mixed reality in our programming and engagement, I am certain that visitor experience would be very much enhanced and enriched.**



## Engagement in Focus

For over two decades, SDC has carried its mission with pride and conviction, reaching out to many Singaporeans and residents. In 2019, we increased our outreach engagement around the island by bringing our programmes and exhibitions to our audience. One example is our National Day special exhibition at the People's Association Carnivals across five heartland locations on 10 Aug 2019. The carnivals attracted more than 60,000 people from all walks of life! On a smaller scale, we added a new satellite location to library-goers at Bishan, with family-friendly programmes and offerings such as storytelling and skits.

Within SDC, we enhanced the learning experience with a newly created live theatrical performance area with a 360-degree screen. We debuted the inaugural show, The Last Light, which told a story bearing the commitment to Singapore narrative.

## Riding the Year Ahead

On the digital front, the ever-changing technologies and creative innovations have become our way of life; more so now with the emergence of COVID-19.

To stay relevant and resilient, we have to be nimble and adaptable in our modus operandi. Our commemoration of Total Defence (TD) 2020 was adjusted swiftly; we converted our TD programmes and activities into digital format to continue to deliver TD messages to schools.

With innovative and creative solutions such as virtual and mixed reality in our programming and engagement, I am certain that visitor experience would be very much enhanced and enriched. Even with the challenging road ahead, I remain optimistic as we would be renovating the centre and enhancing our offerings to the public, and I look forward to bringing out new and fresh experiences for all soon.

## A Note of Recognition

I thank the SDC team who has worked tirelessly to tell the Singapore Story and exemplify our mission, vision, and core values to the highest standard. I am proud of the good work we have done and let us work together to achieve greater accomplishments!

# BOARD OF DIRECTORS



**Mr Teo Eng Dih**  
Chairman  
Singapore Discovery Centre Ltd  
Deputy Secretary (Policy)  
Ministry of Defence  
(appointed 1 Sep 2019)



**Mr Joseph Tan**  
Executive Director  
Singapore Discovery  
Centre Ltd



**COL Goh Jerica**  
Director  
Nexus  
Ministry of Defence  
(appointed 22 Jul 2019)



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



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



**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



**Mr Tong Yee**  
Co-Founder  
The Thought  
Collective



**RADM Ken Cheong**  
Commandant  
SAFTI Military Institute  
Ministry of Defence  
(appointed 28 May 2019)



**COL Lim Han Yong**  
Head  
National Service  
Affairs Department  
Ministry of Defence  
(appointed 18 Oct 2019)

\*Member has served for more than 10 consecutive years on the Board as the appointment is ex-officio.

# MANAGEMENT TEAM



**Joseph Tan**  
Executive Director



**Melvorn Ong**  
Assistant Executive Director



**Soo Hui Wah**  
Director  
Strategic Partnership &  
Stakeholder Development



**Peh Yee Joo**  
Director  
Exhibits Development



**Cheryl Lee**  
Director  
Corporate Development  
& Human Resource



**Yap Chee Wee**  
Director  
Business Development  
& Marketing



**Gavin Chia**  
Director  
Data & Technology



**Raymond Choo**  
Director  
Centre Management



**Sally Yeo**  
Director  
Finance



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



**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 of Directors' Meeting Attendance

Board Member	Number of Meetings Attended
Mr Teo Eng Dih	2
Mr Joseph Tan	3
LTC (NS) Melvin Kwek	2
Mr Puvan Ariaratnam	3
Mr Chia Tze Yee	2
Ms Kit Chan	1
Mr Jeffrey Seah	2
Mr Ng Kin Yi	2
Mr Tong Yee	1
RADM Ken Cheong	1
COL Goh Jerica	2
COL Lim Han Yong	0

There were only three Board Meetings held in FY 2019 due to COVID-19.



## COMMEMORATIVE EVENTS & SPECIAL EXHIBITIONS

SDC commemorates several special occasions relevant to the Singapore Story - International Friendship Day, Singapore Armed Forces Day, Racial Harmony Day, National Day, and Total Defence Day - and organises a wide range of specially curated exhibitions, events and programmes for the public. Through these activities, visitors can better understand the Singapore Story and be inspired to contribute to the nation's future.

# INTERNATIONAL FRIENDSHIP DAY

## International Friendship Day (IFD) 2019: Globalopolis.sg: Our Connected Future

9 Apr – 23 Jun 2019

The Embassy Showcase for IFD 2019, titled Globalopolis.sg: Our Connected Future, featured displays on innovation and sustainability in how people live, work and play across 15 countries (10 ASEAN & five non-ASEAN countries). It provided an engaging learning experience, highlighting interesting information on countries' innovative products and the importance of globalisation and diplomacy. It reached out to more than 18,000 visitors.



## IFD Fiesta

25 – 26 May 2019

IFD Fiesta provided a platform to promote cross-cultural interaction between Singaporeans and foreign communities and to strengthen SDC's partnership with foreign embassies. More than 3,000 people participated, which included school and community groups, over the weekends. In addition, 36 participants from ASEAN countries flew in to participate for the first time, under the ASEAN Secretariat funding to promote better understanding amongst youth in ASEAN.



# INTERNATIONAL FRIENDSHIP DAY

## IFD Tours and Dramatised Storytelling Sessions

The Singapore Story Guides team put up a variety of tours and storytelling sessions for IFD 2019. Apart from the regular tours for groups, staff and the general public, two dramatised storytelling programmes were presented to engage visitors through more interactive ways. The story of Myanmar's unique heritage fabric, the lotus fabric, was told by the guides dressed up as Myanmarese during a show-and-tell segment. On the IFD special weekend, the guides put up a puppet theatre performance on the story of Ramayana, accompanied by a back-stage tour where visitors were able to try out puppetry.



# SAF DAY



## Hormat Singapore

29 Jun 2019

In commemoration of Singapore Armed Forces Day, for the second year running, SDC organised a military-themed programme for the public to experience being a soldier for a day. The programme offered participants a taste of military life with activities such as basha pitching, field cooking, target shooting, grenade throwing and combat ration tasting.



# NATIONAL DAY



## Special Exhibition, Our SG: Where I Belong

16 Jul - 15 Oct 2019

SDC celebrated the nation's 54th birthday with a special exhibition that explored the makings of Singapore's local identity over the past 200 years. Through stories of Singapore and its people, the exhibition examined how Singapore's diversity, communities and aspirations have helped shape the current identity and looked at what it could mean for the future.

Special tours were conducted at the National Day special exhibition for partners such as the NDP Sponsorship Committee, visiting foreign students and educators such as the exchange students at NTU and visiting educators at NIE. VIP tours were also conducted at the heartland carnival locations on 10 Aug 2019 and the Citizenship Ceremony at ITE College Central on 31 Aug 2019.





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## NATIONAL DAY EXHIBITIONS AND CELEBRATIONS

In addition to the anchor exhibition at SDC, abridged versions of the National Day (ND) Special Exhibition were brought to locations around Singapore to reach out to more Singaporeans.

- 1 **Travelling Exhibition @ Bugis+**  
1 – 4 Aug 2019
- 2 **Celebration @ SDC**  
9 Aug 2019
- 3 **Whampoa**  
17 Aug 2019
- 4 **New Citizenship Ceremony @ ITE College Central**  
31 Aug 2019

## NATIONAL DAY EXHIBITIONS AND CELEBRATIONS

### People's Association Carnivals @ Heartlands

10 Aug 2019

Abridged versions of the ND Special Exhibition were also set up at PA organised Carnival @Heartlands across five locations, namely Bishan, Jurong East, Punggol, Wisma Geylang and Woodlands. The Prime Minister, Cabinet Ministers, Mayors and Members of Parliament visited the exhibitions at the various locations. On top of the exhibitions, fringe activities like temporary tattoos, balloons and keychains giveaway were organised for visitors at the carnival.

- 1 **Bishan**
- 2 **Jurong East**
- 3 **Punggol**
- 4 **Wisma Geylang**
- 5 **Woodlands**

# SIGNATURE EVENT



## Our Army Days

7 Sep 2019

SDC organised a one-day ticketed event, which focused on the NS experience, with more than 20 fun and challenging activity stations. Visitors experienced putting camo on, completing foot drill commands and learning basic jungle survival skills. Thrill and challenge seekers were also given the opportunity to scale the rock-climbing wall, overcome the water obstacle course and take part in a recce mission. SDC also launched a new 4D motion simulator ride at its XD theatre called Operation Lightning Crush during the event.



# TOTAL DEFENCE

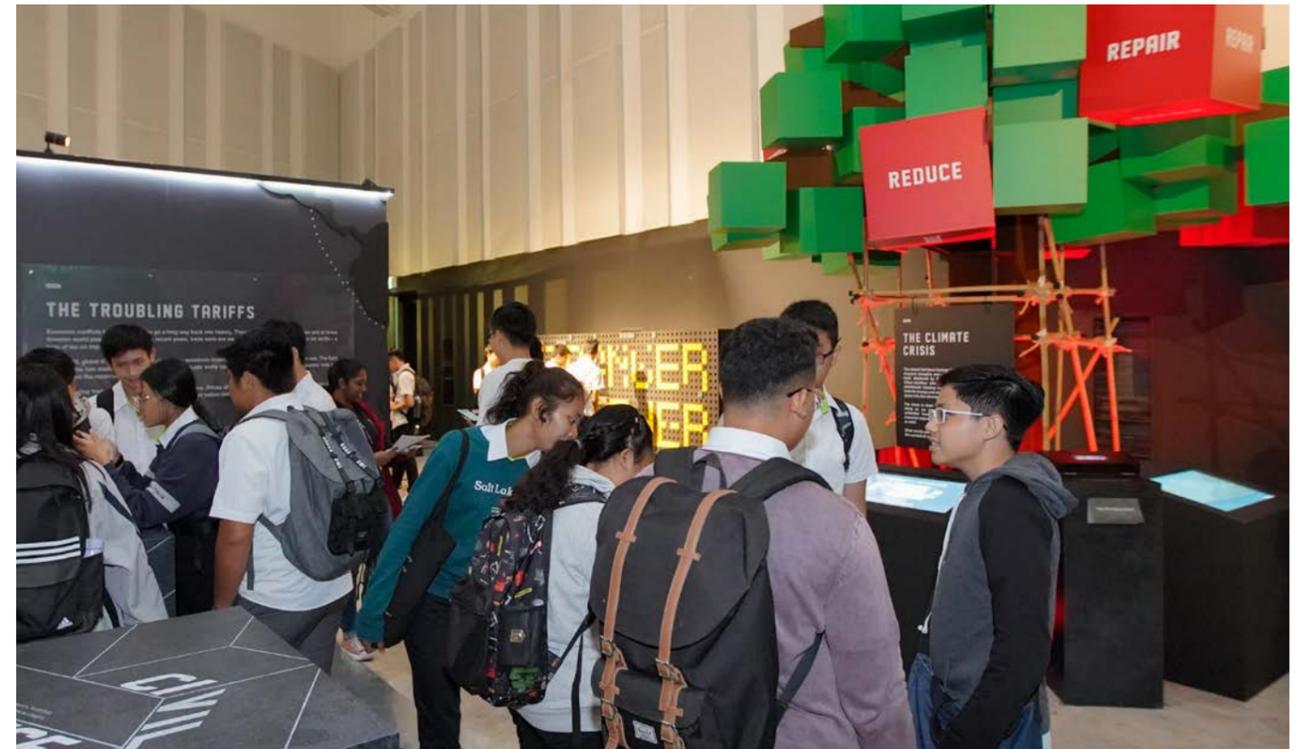
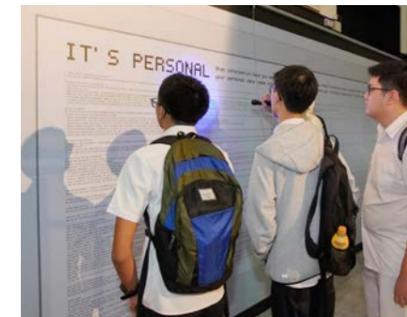


## Special Exhibition 2020, Will You Do You?

21 Jan – 22 Mar 2020

In commemoration of Total Defence (TD) Day, SDC curated Will You Do You? – a special exhibition that touched on the complexities of three current geopolitical threats, namely digital threats, climate change and trade wars, that can impact on us and our country.

This special exhibition creatively incorporated an escape room format, to engage visitors and gamify the learning experience. Through gameplay, different stations showcased the need to be responsible global citizens and illustrated what each of us can do to play our part. The new Total Defence logo was also featured as a symbol for all Singaporeans to collectively safeguard our future and stay resilient against current and future threats.



# Our Connected Future

9 April - 23 June 2019

and Singapore are more connected. With more than 80% of global GDP generated in cities, urbanisation offers more sustainable growth.

While globalisation and the latest digital revolution offer new opportunities for Singapore around the world, there are concerns about uncertainties due to rise in protectionism, disruptions and security threats. International and regional friendships are important, especially for small nations such as Singapore. Hence, ASEAN has been the cornerstone of our foreign policy, while maintaining engagement with the rest of the world.

Through our Embassy Showcase titled 'Globalopolis.sg: Our Connected Future', discover how ASEAN and the world are pushing boundaries to create innovative products and services that we live, work and play! Appreciate how friendships are forged between people and nations across the world and explore potential for collaboration.



## PUBLIC PROGRAMMES

SDC has seen its family visitorship growing from strength to strength and there is the need for a more comprehensive offering of public programmes in the centre to engage this larger family. Hence, a holistic approach to the way SDC creates and conducts public programmes at the centre and the satellites @ Tampines Regional Library, Woodlands Regional Library and Bishan Public Library was developed. Through a series of engaging public programmes all year round, SDC aims to enhance visitor engagement and enrich NE experience for the general public, especially for families with children.

# PUBLIC PROGRAMME SCHOOL HOLIDAYS



## June School Holiday Programme

1 – 23 Jun 2019

Families and their children enjoyed a family-based challenge which covered activity stations and the IFD Embassy Showcase. Children learnt to appreciate the fine artwork of weaving, which is widely found throughout Southeast Asia, through creating their own weaving craft.



## December School Holiday Programme

17 Nov 2019 – 1 Jan 2020

As part of the bicentennial year commemoration, SDC shared the Singapore Story through a dramatised storytelling session of Sang Nila Utama and the Singa, where children and parents got to participate and join in the story.



# PUBLIC PROGRAMME SCHOOL HOLIDAYS



## Total Defence & March School Holiday

15 & 16 Feb 2020 & 14 – 22 Mar 2020

During Total Defence Day and the March School Holidays, SDC organised different types of activities for the visitors. These included The Last Light show, Salute SingaPaw uniform dress-up craft, as well as a photo booth, where young visitors got to dress up in kid-sized uniforms. The Total Defence Pin-It! activity was a fun interactive, in support of the Total Defence special exhibition. It invited Singaporeans to pin down their reflections on how they have contributed and could contribute to Singapore's defence.



# PUBLIC PROGRAMME STORYTELLING



## Child's Play

For the June school holidays, the Singapore Story Guides team presented a dramatized thematic tour, Child's Play. Visitors were brought back in time as actors reminisced the popular games of old such as Zero Point, Milk Tin Stilts and Flipping Erasers. These were also juxtaposed with games that people play today as we reflect on how games have changed over time and how play has always been a large part of our Singaporean identity.

## Sounds of Friendship

In December, visitors were treated to the melodious Sounds of Friendship, an interactive dramatized tour exploring musical instruments from all around the world and how music brings people together. Travelling through a time and space machine, the actor transported himself and the visitors to different parts of the world in various time periods and tried out percussion instruments such as the Djembe, Damaru, Pandeiro and the Feng Yang Flower Drum. Visitors were also able to create musical instruments of their own in our craft activity.



# PUBLIC PROGRAMME SATELLITE AT LIBRARIES



SDC has brought a variety of its public programmes and specially curated editions of the Total Defence and National Day special exhibitions to its satellites at the libraries. From craft activities to dramatised story sessions and Singapore Stories film screenings, SDC engaged many library-goers especially families with children. In 2019, SDC engaged a total of 2,022 people through the programmes.

With the addition of Bishan Public Library joining the ranks of SDC's satellites in 2020, SDC is set to further expand its branding and outreach to the heartlands, so as to encourage more Singaporeans to visit SDC.





# GALLERY REJUVENATION THE INTERCHANGE



## PUBLIC PROGRAMME FESTIVE PROGRAMMES

During festivals such as Hari Raya Puasa, Deepavali, Christmas and Chinese New Year, SDC introduced a series of drop-in craft programmes that were complemented by rich content and engagement through dramatised storytelling. A total of 2,162 participated in these programmes, held during the public holidays.

- 1 Hari Raya Puasa**  
5 Jun 2019
- 2 Deepavali**  
27 Oct 2019
- 3 Christmas**  
14, 15, 21 & 22 Dec 2019
- 4 Chinese New Year**  
25, 26 & 27 Jan 2020

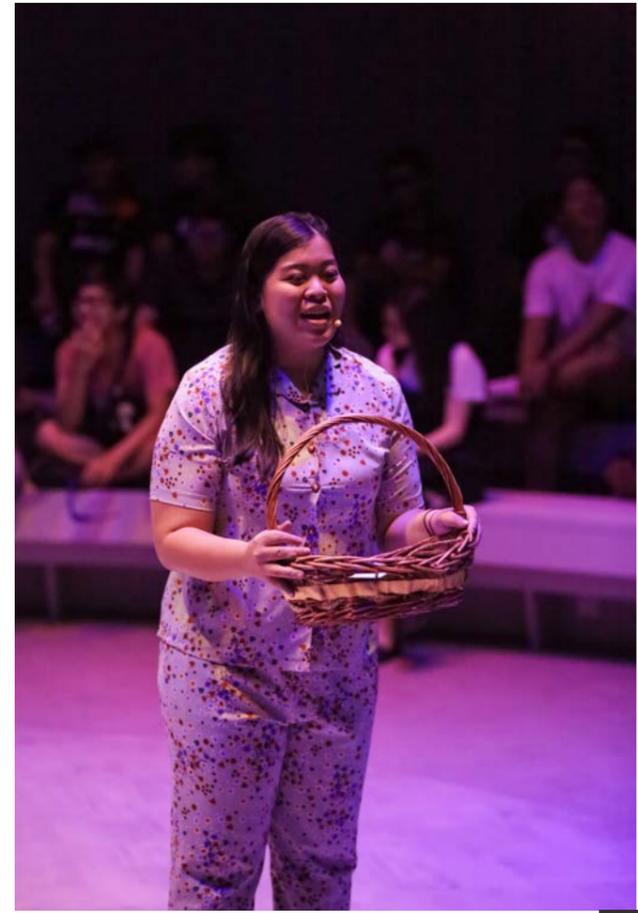


SDC launched its newest programme venue, THE INTERCHANGE, a live acting performance area with AV show and media subcomponents, including a 360-degree screen dome. It is a dramatic space for theatre and supports experiential learning and co-creation activities. Visitors are encouraged to hop in and enjoy the experience of a dramatic performance or facilitation and have active conversations to make connections, exchange ideas, nurture aspirations with each other, with the aim of building a better future together.



### The Last Light

The first show featured in the THE INTERCHANGE is titled The Last Light – a mixed media drama about a Singaporean son who has to fight for and defend his country. Audience will be plunged into a war that they too, have to fight. In the process, they will better understand hard truths about the need for NS and reflect on their own motivations in supporting it.





## SCHOOL PROGRAMMES

SDC offers a wide range of programmes for students and educators, which are closely aligned with MOE curriculum as well as contemporary issues. Moving beyond the classroom and textbooks, SDC encourages students to be active citizens and contribute to Singapore's future. This is done through engaging and multi-sensory learning experiences.

# SCHOOL PROGRAMME



## International Friendship Day 2019

9 Apr - 31 May 2019

In conjunction with IFD, differentiated programmes based on MOE curriculum successfully engaged about 4,000 students, mostly from secondary schools, due to the relevance to the Social Studies curriculum. Customised programmes were tailored for pre-schoolers, lower primary students and homeschoolers.



# SCHOOL PROGRAMME

## Racial Harmony & National Day 2019: Our SG - Where I Belong

16 Jul - 15 Sep 2019

The programme reached out to more than 2,000 students across all levels from primary to post-secondary. The programme inculcated the students with a sense of belonging to Singapore as well as important values which were covered in the special exhibition.

The exhibition was incorporated into mission-based learning stations through guided tours, Singapore Stories Film Screening and activities.



## Eunoia Junior College's (EJC) National Day Celebrations

8 Aug 2019

EJC held their inaugural ND celebrations at SDC, with the attendance of 317 students and 21 teachers. The students enjoyed learning about leadership and decision-making through a customised race that was curated for the school.

## Millenia Institute's (MI) National Day Celebrations

8 Aug 2019

MI, SDC's long-time partner, returned to celebrate ND with SDC. Customised learning activities were created to support the whole-school learning, including activities in the special ND exhibition and e-engagement activities utilising QR codes. About 682 students and 98 teachers had a memorable ND event, as evidenced by the compliments from their school leaders and ND Committee.

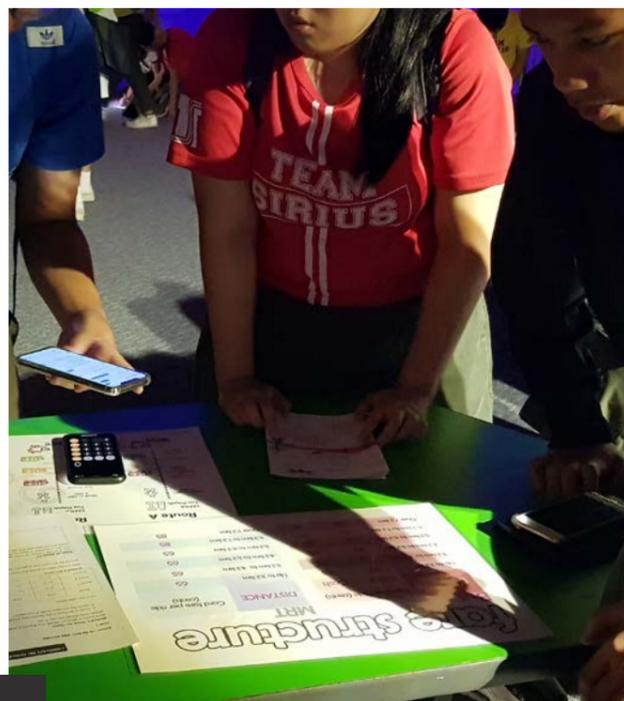


# SCHOOL PROGRAMME

## Year-End Post Exams Programme 2019: I-nnovate SG! Riding the Wave

2 Oct - 15 Nov 2019

The programme which promoted understanding of how innovation can affect the way people live, work and play, reached out to over 8,300 students. Students were engaged in interactive activities like assembling and flying a drone in an obstacle challenge and creating their own models of smart solutions to improve their neighbourhoods.



# SCHOOL PROGRAMME

## Total Defence 2020: You Are A TD Guardian

21 Jan - 22 Mar 2020

Interactive activities were developed for various learning stations which supported the Total Defence 2020 theme Together We Keep Singapore Strong. One of the activities included the Escape Room styled Total Defence special exhibition where participants had to detect various clues and solve puzzles to unlock the keys to protecting Singapore's future.



## MOE-SDC Primary 6 Cohort Total Defence Day 2020 Experience - SG Unite! 2.2

Besides aligning to Total Defence 2020 theme, Together We Keep Singapore Strong, the card game also aims to highlight the need to be prepared for changing threats and challenges that Singapore faces today and reinforces Total Defence and Commitment to Defence (C2D) messages.

For 2020, SG Unite! 2.2 was updated with more student submissions from the previous year and reached out to more than 40,000 students during the Total Defence period.



# SCHOOL PROGRAMME PRIMARY & SECONDARY SCHOOLS

## Social Studies-Based Programmes (Primary & Secondary Schools)

SDC has continued to offer current and relevant programmes that are in line with the Social Studies (SS) learning objectives. With MOE's support, SDC has successfully reached out to educators of both primary and secondary schools. SDC has also developed multiple customised programmes tailored to meet the specific needs of educators, ranging from small group to large cohort programmes.



### I am a Town Planner

This Primary School SS-based workshop aims to inform students of Singapore's environment and the challenges posed by land scarcity. In 2019, SDC received a total of 44 primary school classes for this programme. It continues to receive support from several schools, as evidenced from their repeated bookings over the years.



### SIMSG & Contemporary Sources Investigators

This year, Bendemeer Secondary School and CHIJ St Theresa's Convent brought their Secondary 3 cohort for two SS-based programmes: SIMSG and Contemporary Sources Investigators. For CHIJ St Theresa's Convent, this is the second consecutive year the school has engaged SDC to conduct these programmes for their 265 students. The first run was conducted in Jan 2019.

### Primary School Outdoor Trail - Singapore: Then & Now

This outdoor trail brings students on a journey to understand what life was like in the past and to observe the current developments of Singapore; from the arrival of our forefathers till the present day. Besides Singapore students, there is an increasing trend of international students taking up this programme. Through understanding Singapore's past, the international students learnt to appreciate this nation's diversity and our respect for others.



# SCHOOL PROGRAMME PRIMARY & SECONDARY SCHOOLS

## School Outreach

### Racial Harmony/National Day 2019 School Assembly Roadshow 9 Jul - 17 Oct 2019

This year's show reached out to 11,309 students (Primary: 3,594, Secondary: 7,715) across 12 schools. The modified forum theatre approach utilised during the roadshow provided a safe environment for students to discuss topics such as stereotyping and casual racism. It also encouraged active participation where students could role-play characters and resolve conflicts that arose in the show.



### Total Defence Day School Assembly Roadshow 2020 3 Feb - 31 Mar 2020 (show affected by COVID-19)

The School Assembly Roadshow 2020 aimed to reinforce the importance and relevance of Total Defence in view of current threats faced. Using the SARS incident as background, the teacher and his students have to deal with a potential outbreak in school and put their knowledge of Total Defence to the test.

In view of the safe management measures in schools arising from COVID-19, SDC repurposed the interactive skit into a 23-minute video which is made available online via YouTube and SDC Facebook Page, with the hope that it will serve as a useful online resource to support Total Defence Day commemoration in school. The skit addresses issues like fake news and the importance of social responsibility during the coronavirus outbreak.



### Customised Outdoor Trail 7 - 9 Jan 2020

This year, Temasek Secondary School engaged SDC to create a customised Racial and Religious trail. The trail spanned over three days and a total of 116 students were guided to the various places of worship such as The Sikh Temple at Silat Road, Loyang Tua Pek Kong Temple, Noregore Dargah Indian Muslim Heritage Centre and Wan Palelai Buddhist Temple. This trail was customised to complement the school's effort to raise the cultural and religious awareness of the students. Through this trail, students learnt more about the practices of the various religions from representatives of the places of worship.



### Singapore Stories Film Outreach 3 & 4 Feb 2020

For the first time, SDC had the opportunity to work with the Ministry of Social and Family Development to bring its Singapore Stories film to the residents at Singapore Boy's Home and Singapore Girl's Home. Through the film and post-film reflection, the residents learnt that Total Defence Day is commemorated on Feb 15 each year to mark Singapore's fall to the Japanese in 1942 and that the nation's security should not be taken for granted.

# SCHOOL PROGRAMME POST-SECONDARY EDUCATIONAL INSTITUTIONS (PSEI)

## Singapore Stories Film Gala 2019

8 May 2019

Into its sixth year, SDC collaborated with Temasek Polytechnic (TP) to produce the Singapore Stories Films. These films were launched by then Minister for Social and Family Development and 2nd Minister for National Development, Mr Desmond Lee. During the gala, SDC also renewed the MOU with TP for another two years, highlighting the commitment to engage TP students and teachers. The three new films titled Bangkit, Unconditional Love and Long Pants were well-received by the Guest of Honour, MOE, SDC's partners as well as TP lecturers and students. These new films were screened at iWERKS Theatre from Jul 2019, free for all Singaporeans and PRs. They were also incorporated into SDC's school and outreach programmes.



## Customised IFD Programme for Singapore Polytechnic (SP)

22 May 2019

As part of SDC's strong partnership with SP, for the first time, 100 students from the top 5-10% of their cohort participated in a customised IFD programme which was linked to their module on ASEAN innovation.

## Nanyang Technological University Sociology Group's Visit to SDC

10 Oct 2019

A group of 20 Sociology students and their lecturer from the Nanyang Technological University (NTU) visited SDC. The aim of the visit was to understand how SDC serves as a centre to share the Singapore Story and inspire a desire to contribute to Singapore's future.

# SCHOOL PROGRAMME POST-SECONDARY EDUCATIONAL INSTITUTIONS (PSEI)

## Travelling Exhibition Series

Jul - Aug 2019

SDC's travelling exhibition (TE) series engaged a total of 21,998 students from five institutions. The yearly take-up of the TE suggests that this is an ideal model of engagement for the PSEI group. In view of this consistent demand, a new National Day title, Our SG: Where I Belong was added to the series and launched in Aug 2019.



## SDC-Youth Corps Singapore (YCS) Collaboration

3 & 4 Sep, 1 & 2 Oct 2019

SDC collaborated with YCS to provide two programme segments for their inaugural Mission X camp, which was attended by student service leaders from all the five polytechnics. The camp aimed to expand participants' knowledge of existing community issues and influence them to create impactful volunteering experiences.

## SDC-SP Partnership The Heist Public Programme

16 Nov 2019

As part of SDC's collaboration with Singapore Polytechnic (SP) School of Architecture and Built Environment, SP students from the Diploma in Integrated Events and Project Management (DEPM) were mentored by SDC staff to organise a successful weekend public programme, The Heist. It attracted more than 160 participants and 15 volunteers who set up exciting game stations to engage youth and families with children.



## Young Ethnographer's Trail

Jan - Feb 2020

In its fourth-year run, SDC, engaged by Hwa Chong Institution (HCI), planned the Young Ethnographer's Trail (YET) for their Year 6 students. This programme aimed to help students acquire basic skills in data collection, analysis and interpretation. Through classroom discussions and hands-on activities, students also learnt to formulate hypothesis and exercise critical thinking skills. During the sessions, students had to conduct environmental scans and public interviews in one of the six housing estates allocated.

# SCHOOL PROGRAMME EDUCATORS'

## Sharing Session @ Zonal Programme, West Zone

20 Aug 2019

SDC was invited to share its education programmes with key personnel from the West Zone cluster schools. This was a beneficial session, as it allowed SDC to market its programmes as well as understand the gaps schools faced when looking for programmes.

## Educators' Preview of SDC's 2020 School Programmes

31 Oct 2019

Hosted by ED-Designate, Mr Joseph Tan and EDU team members, 23 teachers from 19 schools (eight Primary, 11 Secondary) attended the sharing session, which highlighted SDC's new programmes and NE resources. This session provided a good platform to interact with the teachers and gather their feedback.



## Overseas Educator Groups from NIE International in 2019

SDC hosted a large number of overseas educators groups from all around the world including African, Caribbean, European and ASEAN countries in 2019. They participated in a sharing session where they learnt about how SDC engages schools in National Education programmes. A total of 478 overseas educators visited SDC and found their visit, especially the sharing session, useful and insightful.



# SCHOOL PROGRAMME DEFENCE

Demands for defence related school programmes gained momentum in Apr and May 2019, with strong take-up rate from secondary school sector owing to many schools now substituting mid-year exams with enrichment programmes.

The new programme Operations Triple Threat (OTT) trail was well-received as the teachers liked how the game-based interactivity offered higher level of engagement for their students.





## KEY CORPORATE, NS UNITS & GRASSROOTS EVENTS

SDC ensures that the event will be successful and memorable by providing value-added event management services.

# GRASSROOTS EVENTS



## International Friendship Day Fiesta 25 & 26 May 2019

SDC hosted the IFD Fiesta on 25 and 26 May 2019. A total of 890 residents from 15 Community Clubs & Residents' Committees (CCRC) and two Social Service Agencies (SSA) basked in the entertaining activities of international food tasting, storytelling and mask making session.

## Quintet Neighbourhood Committee 10th Anniversary Celebration

3 Aug 2019

Quintet Neighbourhood Committee had their 10th Anniversary Celebration at SDC with 268 residents.

# CORPORATE EVENTS



## Shell Jurong Island Family Day

6 Jul & 3 Aug 2019

Petroleum company Shell (Jurong Island) held a carnival-themed Family Day at SDC on 6 Jul and 3 Aug 2019 for about 1,600 staff and family members.



## Shimano Family Day

9 Nov 2019

Shimano (Singapore) Pte Ltd had their Family Day in SDC with about 500 employees and family members. The event was filled with a variety of activities, such as amazing race, Nerf Tag challenge, MasterChef challenge, stage games, carnival game booths and snack stalls.

## Department of Statistics Family Day

6 Dec 2019

Department of Statistics (DOS) had their Family Day in SDC with a crowd of 455 staff and family members. Activities ranged from SDC exhibition tours, laser tag, paintball lane shooting and carnival game booths.



## ST Electronics (Info-Security) Christmas Celebration

20 Dec 2019

ST Electronics (Info-Security) had their Christmas celebration in SDC with about 250 employees and family members.



# NS UNITS EVENTS

## Unit Tours

The Digital Defence walkthrough was introduced on 12 Jul 2019. Since then, more than 12,000 recruits have gone through it during their unit tours with SDC.



## Counter-Terrorism Paintball

Counter-terrorism paintball continues to be well-received by SAF units. Service personnel consisting of both regulars and NSFs from various units like 808 SQN, HQ SWI, 3rd SIB and 1 CDO, took part in the paintball activity.



# NS UNITS EVENTS

## Cultural & Heritage Trail

18 Jul 2019

360 regulars from 1st Army Maintenance Base participated in the Cultural Trail. They set off from SDC in eight coaches to explore Little India, Kampong Glam and Chinatown. Our guides facilitated the teambuilding games and shared the importance of racial harmony.



## Defending Singapore by Army Veterans

8 Nov 2019

The morning drizzle did not dampen the spirit of the 28 soldiers from 3 DA Battalion Chong Pang Camp who went on the trail to Kranji War Memorial with our veteran.



## Singapore Story Tours

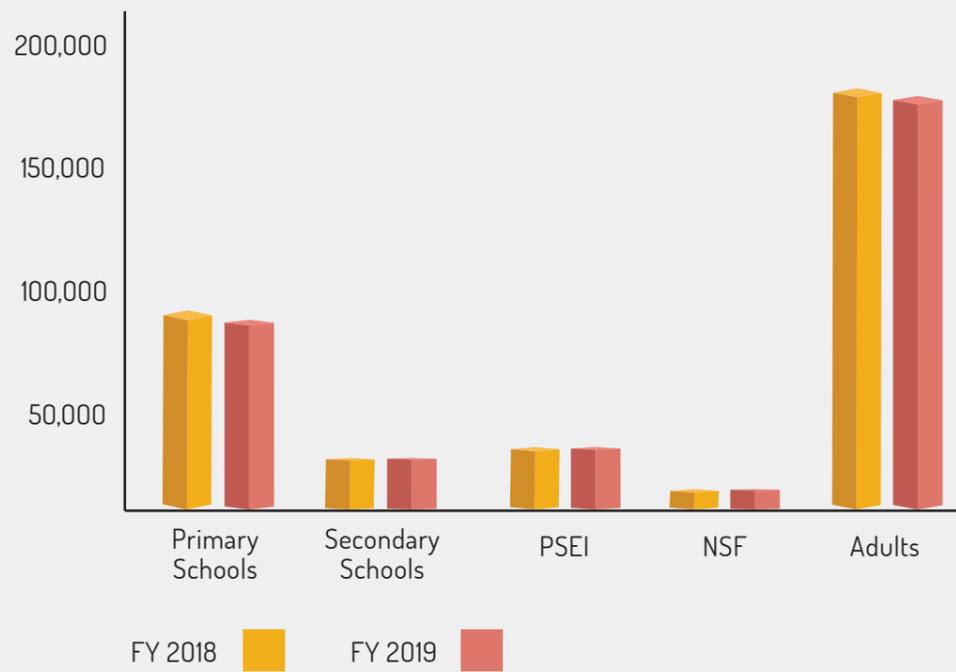
7 Feb 2020

234 soldiers from Armour Training Institute (ATI) were given a tour through SDC's Permanent Exhibits Gallery, Total Defence Special Exhibition 2020, and watched the SQ117: Men Behind the Masks film.



# ENGAGEMENT & FINANCIAL OVERVIEW

## Engagement



### Centre Visitorship

FY 2018 **205,997**  
 FY 2019 **215,378**

### Outreach

FY 2018 **182,214**  
 FY 2019 **161,440**

### Total Engagement

FY 2018 **388,211**  
 FY 2019 **376,818**

# CORPORATE SOCIAL RESPONSIBILITY

## Meals-on-Wheels Initiative by TOUCH Community Services

Aligned with one of SDC's corporate values, Compassion, SDC staff is committed in giving back to the society. When COVID-19 first broke out in Singapore, SDC staff volunteered for TOUCH Community Services' Meals-on-Wheels initiative to deliver meals to home-bound elderlies and pass on the message on stopping the spread of the virus. Everyone plays an important role in the fight against COVID-19. Together, we can overcome!



## Changi Exhibition Centre (CEC)

SDC was one of the nine MROs to support the operations of CEC Integrated Community Care Facility/Community Recovery Facility and Temporary Dormitory. The facility attended to over 14,400 migrant workers. SDC also brought about innovation and environmental sustainability through energy efficiency improvements and installation at CEC. Such contributions amplified the spirit of Total Defence and emphasis that everyone has a part to play in the fight against COVID-19.



## Financial

FY 2019

### Operating Receipts

Including Operating Revenue and Operating Grants



### Operating Expenditure

Including Operating Expenses and Capex



\$5,000,000    \$10,000,000    \$15,000,000    \$20,000,000

# SUSTAINABILITY INITIATIVES

As SDC moves forward, sustainability will be a major part of the narrative of the Singapore Story. SDC is committed to do its part in tackling the impact of climate change through its sustainability efforts with the green initiative framework.

# SUSTAINABILITY INITIATIVES

## Green Initiative Framework

### Culture and Community

- Eco-sustainability programmes for Pre-school, Primary and Secondary schools
- Boardwalk and enhancements around floating solar panels
- A new guided tour programme that would incorporate the various green initiatives in SDC such as urban farming, solar panels, farm-to-fork concept cafeteria, alongside facilitated challenges and activities for interactivity

### Green Building

- Energy audits
- Solar energy as alternative energy
- Energy optimisation
- Intelligent monitoring system
- Green Mark certification
- New chiller for energy efficiency
- Regular facilities maintenance
- Motion-sensor lighting in amenities
- Self-closing tap
- LED lighting

### Stakeholder Engagement

- Team member education (Gardening Club for urban farming)
- Eco-sustainability programmes for students
- Partnerships with key organisations as content providers
- Sustainability slant to be woven into commemorative day programmes

### Environmentally Responsible Operations

- Resource conservation (Solar panels)
- Waste management
- Recycling
- Sustainable products and materials

### Local and Sustainable Food

- Feature local urban farmers in SDC's programmes
- Feature educational posters in SDC's cafeteria as part of Singapore's Food Security movement
- Farm-to-fork concept cafeteria

### Sustainable Events

- Sustainable event options (use of environmentally friendly vendors for SDC's events)
- More resource sharing between departments





## EMPLOYEE ENGAGEMENT

Being the greatest asset in the organisation, SDC recognises and values the talents of SDC's staff. SDC is committed to build a cohesive and enjoyable environment for staff to work and play. Resources were put into training and development of SDC staff. Many ground-up initiatives like Workplace Health Promotion and Fish! philosophy were introduced to create an active and fun workplace.

# EMPLOYEE ENGAGEMENT

## Maritime Port Authority's Singapore Maritime Trail

13 May 2019

SDC commemorated the bicentennial of Singapore by rediscovering Singapore's history and enriching the team's understanding of it by looking at it from alternative perspectives. Staff went on the Maritime Port Authority's Singapore Maritime Trail on 13 May 2019, visiting landmarks that are significant in Singapore's maritime history, such as Fullerton Hotel, Collyer Quay, Customs House and Marina South Pier.



## Playing Our Part For The Defence Of Singapore

2 Jul 2019

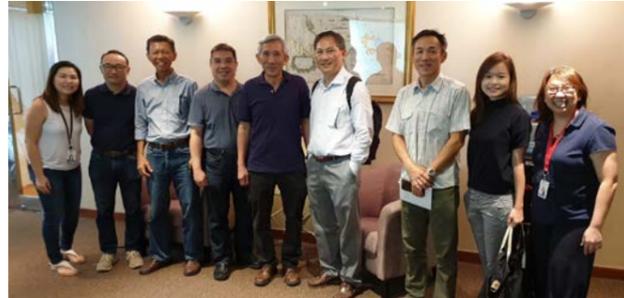
NSmen in SDC reaffirmed their commitment to the defence of Singapore at the SAF Rededication ceremony.



## Sharing by Singapore Maritime Heritage Interest Group

26 Aug 2019

To explore alternative perspectives on Singapore's maritime heritage, the Singapore Maritime Heritage Interest Group was invited to share their research on 15th century Singapore, the lost century of Singapore's history. Two unknown sea stories which were closely linked to the role of the sea nomads or pirates in Singapore's waters then and the heritage of the Jurong West area lent a fresh perspective to Singapore's maritime history.



## Teambuilding Day

26 Aug 2019

The FISH! philosophy promotes a fun and cohesive culture in the company. The FISH! committee organises bonding activities such as birthday celebrations, craft lessons and Christmas day celebration. The FISH! committee organised a company-wide bonding session at Chevrans. The bonding session was filled with fun and laughter as staff put up various performances and danced to the music.



# EMPLOYEE ENGAGEMENT

## ACTIVE Day

7 Oct 2019

The Workplace Health Promotion (WHP) committee organised mini telematches for staff. Staff were spilt into four teams and pitted against each other to clinch the ultimate house champion.



## Dinner and Dance

22 Nov 2019

SDC's annual Dinner and Dance was held in the centre this year. Following the theme Bicentennial, staff dressed in various characters like Sir Stamford Raffles, rickshaw men, coolies and policemen. Everyone had an enjoyable time with the sumptuous dinner, games and performances. The night ended on a high note.



## Annual WHP Outing

5 & 6 Jan 2020

The WHP committee organised retreat brought the whole company to Malacca, Malaysia. This retreat recognised the contribution and efforts of SDC's staff throughout the year and provided an opportunity to relax and recharge for the upcoming year.



# STRATEGIC PARTNERSHIP & STAKEHOLDER DEVELOPMENT

Besides building on its strong network of past and existing National Education (NE) partners, SDC aims to forge greater strategic partnerships to enhance the strength and expand SDC's presence as a premier national institution. These partnerships aim to enrich SDC's content, build on capabilities and branding as well as ensure SDC's relevance in the NE space. These partnerships will go beyond the borders, such as networking with ASEAN and international counterparts.

## Strategic MOE & NIE Partnership

SDC continues to actively engage its strategic partner, the Ministry of Education (MOE), especially the Character and Citizenship Education (CCE) and Humanities branches. Besides Primary and Secondary teams, SDC also worked with the Post-Secondary team on new areas for collaboration; as well as the Humanities branch to better align with the latest curriculum changes. SDC hosted many MOE-related events which provided excellent platforms to reach out to school leaders and educators to gain more mindshare.



## NIE Partnership: Inaugural S'pore History Day

Ms Soo Hui Wah, SDC's then Director of Education was honoured to be invited as one of the judges for this inaugural national competition for secondary school History students, which was organised by NIE, supported by MOE (CPDD) & Academy of Singapore Teachers on 14 Sep 2019. It provided a platform for networking and promoted SDC's branding and awareness amongst various educational institutions.

## MUIS Curriculum Team's 1st Visit to SDC

In view of significant increase in madrashah visits, SDC invited MUIS curriculum team for a visit cum discussion to discuss on the engagement efforts. It was a fruitful informal session where MUIS shared their curriculum and priorities in their learning journeys (social cohesion/racial harmony) and how SDC could offer the learning journey programmes to MUIS students.



## International Partnerships



## SDC's IFD Fiesta Project, Recipient of ASEAN Cultural Fund

For the first time, SDC was awarded the ASEAN Cultural Fund by ASEAN Committee for Culture and Information (COCI) to promote interaction between youth from ASEAN countries and Singapore. This was an achievement as MCCY and National Heritage Board, the National Secretariat for ASEAN COCI shared that SDC's IFD Fiesta project was selected to represent Singapore, amongst other national projects, and had to vie with other ASEAN projects. This project helped to put SDC on the ASEAN map and promoted awareness of SDC brand amongst the ASEAN neighbours.

# STRATEGIC PARTNERSHIP & STAKEHOLDER DEVELOPMENT

## NE and Commitment to Defence (C2D) Partners

### Deeper Engagement with MROs & MINDEF Family

SDC hosted So Drama! Entertainment (SDE) colleagues on 11 Dec 2019 to kick off discussions on areas of collaboration such as sharing of resources, better synergies and joint projects. This is part of SDC's efforts to deepen the engagement with MROs and MINDEF family.



## SDC, Recipient of SCDF Strategic Partner Award 2019

In Nov 2019, SDC was recognised for the sixth time (2014-2019) consecutively as SCDF's Strategic Partner. SDC has been a strong advocate in inculcating awareness of Civil Defence and Emergency Preparedness amongst students, since the introduction of the first SCDF-SDC Total Defence programming in 2008.



## New NE Partners for Programme Enrichment

Total Defence partners who came on board for Total Defence 2020 for the first time included the Singapore Police Force (SPF) and Singapore Food Agency (SFA). They helped to enrich the content and students' learning experience with their wide range of interesting resources. Other new partners included FINTECH Academy who supported our Smart Nation and Innovation programmes.



## Oman Delegation's Visit to SDC

Referred by the Oman Ambassador, SDC's long-time IFD embassy partner, SDC hosted for the first time, the 'Oman Museum Across Ages' delegation on 2 Oct 2019. It was a fruitful and engaging session, where there was exchange of ideas in exhibition, education, multimedia and technology aspects. This is an encouraging trend as SDC is increasingly recognised as a NE consultant by overseas counterparts such as South African Embassy and many overseas museums.

# MINDEF STAKEHOLDER VISITS

On 14 Oct 2019, Senior Minister of State, Ministry of Defence, Mr Heng Chee How visited SDC for the launch of THE INTERCHANGE; a live performance venue with 360-degree screen dome. The venue's first mixed media drama show, The Last Light, also debuted on the same day. During the event, Mr Heng toured the Permanent Exhibits Gallery and witnessed a mock parliament debate put up by students.



Then Senior Minister of State, Ministry of Defence and Ministry of Foreign Affairs, Dr Maliki Osman toured SDC on 20 Feb 2020. Our Singapore Story Guide engaged him in our Total Defence Special Exhibition, Will You Do You?. The visit concluded with a meaningful exchange of ideas and thoughts on engaging the public about Total Defence.



# AWARDS & ACCOLADES



## ISO 9001:2015 Certification

SDC passed the surveillance audit for the ISO 9001:2015 certification for exhibit availability conducted on 29 Apr 2019.



## bizSAFE Level Star Surveillance Audit

bizSAFE Level Star certification surveillance audit was conducted on 13 Feb 2020 and SDC maintained the bizSAFE Level Star status.



## Excellent Service Award

SDC bagged 13 Star and Silver awards for the Association of Singapore Attractions Excellent Service Award (EXSA) 2019, in the good cause of honouring and recognising deserving Service Champions of the attractions industry.



# MEDIA COVERAGE

Over FY 2019, SDC garnered extensive media coverage on its key commemorative events, exhibitions and programmes. The features were spread across an array of media platforms; TV broadcast, radio, print and digital.



# DIGITAL MEDIA

SDC connected with and engaged its online audience through focused channels in the digital media space, with engaging multimedia content to share the Singapore Story and happenings in the centre.

Follow SDC on Facebook and Instagram @SingaporeDiscoveryCentre



