Singapore Discovery Centre

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Annual Report 1998/1999

JANUARY

Hear the Past See the Present

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Touch the Future





Mission Statement	2
SDC Logo	3
Chairman's Statement	4
Board of Directors	6
Steering Committee	7
Management Team	8

Stars of the SDC 10 Adding New Sparkle 13 Wheels of Time 14 100 Promotion & Publicity Activities 17 National Education Programmes & Activities 19 Membership Schemes 24 Visitorship 25 Financial Overview 26 To inspire in Singaporeans a

sense of confidence in the future

of Singapore and in the SAF by:

Enhancing awareness of our nation's

milestones and achievements and the part

citizens play in ensuring national survival,

Mission Statement

security and success so as to instil in them a

sense of pride in Singapore's achievements;

Giving Singaporeans an opportunity to

think about the future and what is needed for

our next generation to continue with the peace

and prosperity enjoyed so as to prepare our

citizens to meet the challenges of the future.



Hear the past see the present Touch the Future

The logo is a graphic representation of the vision, sound and action that can be experienced at the Centre. Bold, modern and dynamic, this symbol depicts clearly the numerous activities that are in store and evokes feelings of fun and enjoyment for the visitors. The hand, eye and ear icons represent the hands-on experience and life-like simulations which visitors can feel, see and hear at the Centre. The sparks represent new discoveries and knowledge as senses come into contact with the exhibits.

Chairman's)Statement

The Singapore Discovery Centre entered its third year of operation in the period April 1998 to March 1999. We had a busy and exciting year that was marked by two significant events.

Firstly, we premiered our National Education show entitled "Wheels of Time". Deputy Prime Minister and Minister for Defence, Dr Tony Tan, launched the show on 31 October 1998. It was the second show to be held in the Discovery Gallery. It proved to be a hit. Over a period of five months, we ran a total of 1,334 shows, and attracted a total audience of 87,000. 🔺 "Wheels of Time" was a theatrical presentation of past national dilemmas - the Japanese Occupation, the threat of Communism, Merger with Malaysia, and Separation. The show succeeded because of an excellent storyline, good acting, the use of high-tech theatrical techniques and audience participation. I would like to acknowledge the support and sponsorship of the Singapore Totalisator Secondly, we launched a brand-new large-format film, Board which made this show possible. "On Guard", at the iWERKS Theatre. The Ministry of Defence specially commissioned the film. Deputy Prime Minister and Minister for Defence, Dr Tony Tan, graced the premiere of the film on 13 February 1999 as the Guest of Honour. A "On Guard" showcases the capability of the SAF and the commitment of our citizen-soldiers through the drama of a large-scale mobilisation exercise involving all three Services - the Army, the Navy and the Air Force. Through exciting scenes and dramatic images of SAF men and their weapons, "On Guard" made a real impact. It has been extremely well-received by Singaporeans and foreigners alike. I believe that it has raised the confidence level of Singaporeans in the SAF's strength and the competence and commitment of its people - regulars and national servicemen. the period in review, Singapore experienced the adverse effects of the downturn in the regional economy. The Singapore Discovery Centre was not unaffected. We had a total of 315,000 visitors in FY 98, a drop of 11% from FY 97. However, I am glad to note that this drop in visitorship was relatively small, primarily as a result of our publicity and promotion efforts.

We put in place some new initiatives in FY 98 to make the Singapore Discovery Centre a more entertaining and educational place to visit. These included the screening of the movie "Grand Canyon" in our iWERKS Theatre and the introduction of animatronics in our Jungle Survival exhibits.

We continued our efforts to promote National Education in our schools. 232 schools joined our institutional membership scheme, representing 61% of the school population. 94,000 students visited the Singapore Discovery Centre in FY 98 as part of the Ministry of Education's "Learning Journeys" programme.

The Singapore Discovery Centre also stepped up its school outreach programme. In FY 98, our roadshows visited 57 schools and performed before 46,500 students.

We held many activities for students of all levels. These included bi-annual talks for Junior College students given by Ambassador S.R.Nathan and Prof Tommy Koh, an essay-writing competition, a PoW WoW Camp, a Discovery Fiesta, the Time Traveller Programmes and National Education Trails.

The number of tourists and foreigners who visited the Singapore Discovery Centre increased by 10% from 22,602 in FY 97 to 24,955 in FY 98. We were also privileged to have played host to 344 VIP visitors from overseas. We will continue to work hard at attracting more foreigners to visit the Centre in order for them to gain a better insight into Singapore's past, present and future.

As at the end of FY 98, a cumulative total of 827,500 had visited the Singapore Discovery Centre, and we expect to hit our millionth visitor in FY 99. The future challenge for the Discovery Centre is how to attract more visitors and more repeat visitors. In order to achieve this, the Singapore Discovery Centre will have to offer new exhibits that succeed at engaging the hearts and minds of its visitors. To this end, we are planning for a major redevelopment of the Singapore Dynamics Gallery, and we are also redeveloping a number of exhibits at the lower gallery. The aim is to have a "new look" Singapore Discovery Centre that will continue to maintain its position as a premiere "edu-tainment" centre in Singapore.

our sponsors, the SAF, the Police, the SCDF, the schools and the corporations that have given us their support and cooperation. My deepest appreciation to members of the Singapore Discovery Centre's Board of Directors and Steering Committee for their contributions and ideas that have helped shape the direction and growth of the Centre. Finally, my thanks to the management and staff for their hard work and commitment in making the Singapore Discovery Centre a success.



Mr Peter Ho Chairman, SDC

Board of Directors

page 6/7 Hear the Past . See the Present . Touch the Future

Mr Peter Ho Hak Ean Chairman Permanent Secretary (Defence Development) Ministry of Defence .

BG (RET) Chin Chow Yoon Executive Director Singapore Discovery Centre Ltd

BG Stephen Wong Kong Yip Deputy Chairman Commandant SAFTI Military Institute

Past Members of the Board of Directors

COL Soh Poh Theen Mr Ng Yoke Weng LTC (NS) Lim Boon Wee LTC (NS) William Yap Guan Hong COL Soon Eng Boon

Not in Picture Mr Chiang Chie Foo Permanent Secretary Ministry of Education (10 October 1996 - 31 July 1998) (19 October 1994 - 20 May 1997) (10 July 1995 - 10 October 1996) (19 October 1994 - 10 July 1995) (25 October 1993 - 19 October 1994)

Steering Committee

Mr Lai Kim Fatt

Director Systems & Computer Organisation Ministry of Defence

Mr Kwa Chong Guan Head of External Programmes Institute of Defence & Strategic Studies **BG Stephen Wong Kong Yip Deputy Chairman** Commandant SAFTI Military Institute

> Mr Ong Beng Lee Director CNEO Ministry of Defence

Col Goh Chee Kong _ Director Public Affairs Ministry of Defence

> **Prof Leo Tan** Director National Institute of Education

> > BG (RET) Chin Chow Yoon Executive Director Singapore Discovery Centre Ltd

 Mr Peter Ho Hak Ean Chairman
 Permanent Secretary (Defence Development)
 Ministry of Defence **Ms Chong Phit Lian** Group General Manager SAFE Enterprises Pte Ltd



Past Members of the Steering Committee

COL (RET) Chong Kim Chye COL (RET) Lee Seng Kong COL (RET) Kwan Yue Yeong LTC Sng Seow Lian Mr Shih Chih Chung COL (RET) Ramachandran Menon Prof Lui Pao Chuen

Not in Picture Mr Chiang Chie Foo Permanent Secretary Ministry of Education (27 March 1997 - 28 September 1998)
(15 October 1994 - 27 March 1997)
(20 March 1990 - 22 January 1997)
(26 February 1996 - 22 October 1996)
(20 March 1990 - 26 February 1996)
(20 March 1990 - 15 October 1994)
(22 August 1991 - 13 November 1992)

Not in Picture COL Soon Eng Boon Deputy Commandant SAFTI Military Institute

Management Team

BG (RET) Chin Chow Yoon Executive Director

LTC (RET) Victor Pinto General Manager (Operations) ____ Mr Lawrence Low Technical Manager

Ms Peh Yee Joo _ Senior Executive Exhibit Development

> Mr G.K. Pillai Operations Manager

Ms Faye Kee Finance & Administration Manager Ms Sally Lee Marketing Manager

Ms Sujatha Ramachandra Education Manager

Mr Lee Choon Nam Deputy Estate Manager

Stars of the spc Adding New Sparkle Wheels of time



Stars of the SDC

Hear the Past • See the Present • Touch the Future

Working on the premise that "educational" need not mean "boring", the Singapore Discovery Centre (SDC) has set out to combine "education" with "entertainment". Through its "edutainment" approach, the SDC provides Singaporeans and foreigners alike an insightful yet fun journey of discovery into the many facets of life in Singapore.

PUT ON HEADPHON

Singapore Dynamics Gallery

The gallery allows visitors to experience the transformation of Singapore - from the early years of struggle in the 1940s, through to the birth pangs of independence, to the rise of our modern islandstate. The journey through this gallery culminates in a glimpse of the future in "Promise of Peace".

Technology Gallery

The gallery shows how technology has changed the face of warfare over the centuries through interactive multimedia presentations. Great stops in this gallery include Technology Theatre, Jungle Survival, Super Troopers, Great Armies, Soldier 21, Guardians of Our Skies, Military Body Shop, Thermal Imaging and Tunnel of Illusions.

Tactics Gallery

The gallery shows the relevance of tactics in our daily lives. The use of tactics in past and modern-day living are demonstrated at Everyday Park, Tintoy Theatre, Swiss Success, Safe & Happy Home, Urban Survival, Faces of Battle and What If?.





iWERKS Theatre

In this theatre, films are screened on a five-storey-high giant screen. The impact is enhanced by digital sound effects. The theatre opened with the screening of "A New Day", which captures the contributions of ordinary Singaporeans to the success of the nation. Our next offering was our first 3-D laser and film spectacular, "8th Wonder of the World", which showcases the Singapore story through film, 3-D laser animation and special visual and sound effects.

Motion Simulator

The largest in South-east Asia, this world-class 6-DOF (Degree of Freedom) Motion Simulator provides rides to thrill both young and old alike. The simulator provides a realistic feel in rides such as "Strike Force" and "RGB Adventure".

Shooting Gallery

Targetted at aspiring marksmen, this gallery contains a four-lane computerised simulated firing range which offers six different scenarios to challenge the reflexes and hand-eye coordination.

'Let Sparky bring you to the next millennium living'.





Visual Dynamics Theatre

This 50-seat theatre boasts of a 3-D video projection capability. It opened with the screening of a 3-D video show - "Serving Singaporeans: Today & Tomorrow" - which gives viewers a chance to tour the Singapore of the future with the impishly-cute guide Sparky. The theatre also screens a video entitled "SAF Story".

Virtual Reality Games

The Mandala System's video camera transports visitors into virtual worlds.

In "Airborne Rangers", visitors can simulate a parachuting experience. "Turbo Kourier" is a fast-paced flying adventure where players try to pick up parcels while avoiding opposing obstacies. In "Colour Trip". different music and colours are triggered off by the player's body movements. For the soccer fans, "VR Netminder Soccer" provides a challenging yet fun game.



Little George plays host to visitors.

Little George, the Interactive Robot

At the main entrance is our interactive robot, Little George. With the capability to communicate interactively with visitors, Little George has proven to be a crowd-puller.

Outdoor Exhibits and Children's Adventure Playground

The Outdoor Exhibits area provides an excellent opportunity for visitors to view our impressive array of military hardware from the Army, Navy and Air Force. Close by is the creatively landscaped Children's Adventure Playground. This provides a stimulating outdoor environment to entertain young visitors to the SDC.

Black Box

This 25-seater sound-proofed dark room is equipped with a highquality sound system. Unique 3-D sound effects and state-of-the-art technology authentically recreate life during significant events in the past. High in educational and emotional content, the Black Box is open to schools and organised groups only. The first programme that the Black Box offered was on the Japanese Occupation of Singapore. This was followed by a presentation on the Hock Lee Bus riots of 1955 and the Chung Cheng High School student riots.

SAFTI Coach Tour

A complimentary coach tour around the nearby SAFTI Military Institute is available to SDC visitors. The 20-minute tour highlights interesting aspects of this unique national landmark, the SAFTI Military Institute.

Wheels of Time

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Page 12/13

For a period of five months, from 13 October 1998 to 14 March 1999, visitors to the SDC were treated to a new learning experience. The Discovery Gallery played host to an interactive multimedia show called "Wheels of Time".

Historical events spanning the Japanese Occupation, the threat of Communism and the issues of Merger and Separation came alive as the audience was bombarded by dazzling pyrotechnics, laser effects, moving images and even live actors on a revolving stage. What made this a show with a difference was the fact that the audience had a say in the proceedings. In effect, they had a chance to travel back in time to make decisions that would have changed the course of history.

At the end of each segment, the audience was allowed to vote on whether or not the Singaporean lifestyle is indeed better today than it was in the 1940s and '50s. This element of audience participation was very well received by the 87,000 people who saw

the show and found it a worthwhile yet enjoyable educational experience.



Dr Tony Tan lending his magic touch for the opening of the 1st National Education Show 'Wheels of Time.'





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Adding New Sparkle

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Page 14/15

Not content to rest on our laurels, the past year has seen the Centre upgrading and improving its attractions. Our new crowd-pullers will ensure that even repeat visitors will have something to look forward to.



Jungle Survival: Animatronics

In March 1998, animatronics in the form of a python, gorilla and parrot were added to the popular "Jungle Survival" exhibit to make the experience even more real for our visitors.

Justin - the new kid on the block

Little George was given a companion when Justin joined our family of robots. After considerable effort and debate on the part of our staff and the public, the name Justin was chosen because, after all, he is mainly "just tin".

Grand Canyon: The Hidden Secrets

The large screen and superb sound system at the iWERKS Theatre provided the right vehicle to view the splendour of the "Grand Canyon". This movie began its screening in May 1998 and proved popular with young and old alike.

Audio Experience

In a departure from our usual sight, sound and touch shows, the Black Box provides a purely audio experience in 3-D. In the darkened atmosphere, visitors' sense of hearing is all that provides a gateway into the narrator's world.

In October 1998, we introduced a new audio experience called "Student-Worker Riots", where the audience experienced being transported into the world of the Hock Lee Bus riots of 1955 and the Chung Cheng High School student riots.



on GUARDI: ngapore's big picture on Total Defence.



On Guard

This large-format action film began its run at the iWERKS Theatre in February 1999. At its premiere on 13 February, Deputy Prime Minister and Minister for Defence, Dr Tony Tan Keng Yam, was the guest of honour. Fast-paced and emotive, this film heightens awareness of the operational readiness of our citizen soldiers. It also brings to the fore the fact that we can enjoy peace and prosperity only because total defence is a way of life.

Promotion & Publicity Activities National Education Programmes & Activities

SINGAPOREAN,

Page 16-23

Promotion & Publicity Activities

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The Singapore Discovery Centre continues to combine education and entertainment by sharing the magic of high-tech wizardry with a wider spectrum of the population. Whether it is charity drives or events that underline the role of ordinary Singaporeans in our nation's success story, the Centre's key role has been to provide knowledge in as fun a way as possible.



Taxi Promotion (April 1998)

The SDC paid tribute to taxi drivers by distributing lunch packs and goody bags to the first 250 taxi drivers at the Centre every Friday for the whole month of April 1998. Taxi drivers also enjoyed free admission to the Centre from 1 April to 31 December 1998. Their accompanying family members and friends enjoyed 50% off the admission fee.

Discovery Fiesta (23 May - 30 June 1998)

During the promotional period, a special package was offered for a family of four. Special activities and performances comprising mystery-solving games, captivating mime performances and creative dances were offered to our visitors. In addition, a two-week-long event was organised to promote the concepts of Racial Harmony, Total Defence and Gracious Living.





Page 16/17

National Day Extravaganza (1 - 31 August 1998)

In celebration of 33 years of nationhood, the SDC organised a kaleidoscope of fun-filled activities for all Singaporeans. We offered special admission rates and organised cake decorating contests and cultural dances and performances.

SDC 2nd Anniversary "Buy A Bear, Show U Care" Charity Campaign (21 November - 31 December 1998)

The SDC celebrated its 2nd Anniversary in the spirit of giving and sharing. We raised \$10,000 for charity. Fifty per cent of the amount collected from admission sales on 21 November 1998 and fifty per cent of the sales proceeds of a special commemorative charity bear were donated to the Handicaps Welfare Association.



National Education Programmes & Activities

Hear the Past . See the Present . Touch the Future

Educating the People - Apart from being a fun place where families can learn and play together, the SDC sees itself helping to engender a sense of pride and ownership in our visitors - pride in how far we have helped our nation to come, and ownership of the part we all play in the future of Singapore.

Meeting the Objective - We have, in the past year, organised activities and programmes aimed at ensuring that the study of Singapore's past, the understanding of her present and the planning of her future is made fun and interesting. Our primary target audience has been the academic institutions in Singapore (from pre-primary to polytechnic) and the National Servicemen in the SAF, SCDF and Police Force. The secondary target audience continued to be members of the public and tourists.



Our multi-talented host interact with a captive audience.



Page 18/19

Our Bridge to the Ministry of Education and the Schools

Learning Journeys Programme

This programme is an MOE initiative which encompasses a diverse web of excursions undertaken by schools. The main objective of each Learning Journey is to maximise the learning experience of the students even as it imparts National Education messages and provides valuable lessons in history.

The SDC joined this programme in February 1998. Schools can now book their visits to the SDC via E-mail.

Bi-annual Newsletter

These newsletters are sent to all schools, educational institutions and Government ministries to keep them posted on developments at SDC.

Worksheets

Relevant educational worksheets for Pre-primary, Primary, Secondary and Pre-university students are provided at the Centre. These worksheets are revised yearly and serve to enhance the educational value of each visit.

Teachers' Guides

An invaluable tool, these guides are designed to help teachers gain a better understanding of the exhibits. Some preand post-visit questions and answers have also been included to spark off more in-depth discussions and facilitate better transfer of knowledge to the students.



Page 20/21 Hear the Past + See the Present + Touch the Future





Experiencing the difficult times when Singapore separated from Malaysia.

On-going Programmes at SDC

Character Guided Tours

Held at the Singapore Dynamics Gallery, these tours bring history to life as the guides, dressed up as relevant characters, recount their "personal" eyewitness accounts of significant milestones in Singapore's history.

Interpretive Drama

We also inject a heightened sense of realism into some of our exhibits by incorporating interpretive drama at regular intervals during the day. Our visitors can learn at first hand what life was actually like for the people then.

Outreach Programme

School Roadshows

As a proactive measure, we have also initiated a programme to bring National Education messages to the schools. Through a variety of skits, laser shows and Q & A segments, a total of 57 schools and 46,500 students are now more aware of how Singapore has come this far.



Special Programmes

Talks

Held bi-annually in 1998, SDC was privileged to have two special guest speakers. In May, Professor Tommy Koh enthused students as he shared his predictions for "Singapore in the 21st Century." In October, Ambassador S. R. Nathan captivated his audience as he shared his views on "Singapore in International Affairs".

Essay-writing Competition

Through the medium of creative writing, students were given an opportunity to research and present their views on matters relating to Singapore's past, present and future.



PoW WoW Camp

Following on the success of the first camp in 1997, this overnight camp was again held in November 1998. By re-enacting scenes from the past, the camp promoted a greater sense of awareness of the cruelty and suffering that civilians had to endure during the Japanese Occupation.



Time Traveller

This is a joint programme between the SDC and Dramaplus Arts. The programme allows students to learn more about our past through fun and creative dramatisation. The programme also incorporates visits to selected exhibits at the SDC.

National Education Trail

This trail leads students from some of the SDC's exhibits to historical sites like Jurong Hill and Labrador Park. It is jointly organised by the SDC and the Singapore History Consultants.

Reliving the past to understand the present.



Significant Moments

Total Defence Day

The SDC commemorated the event by taking its School Roadshow to the Total Defence "H.E.R.O.E.S." Exhibition at Fort Canning for three weekends in February.

Racial Harmony Day

A dance-cum-drama performance toured a total of seven junior colleges in celebration of Racial Harmony Day on 21 July 1998. Through the performances, students learnt the importance of racial unity in a cosmopolitan society like Singapore's.

International Friendship Day

On 16 and 18 September 1998, the SDC offered its young visitors a 45-minute musical puppet show. Entitled "Rhapsody of the Rainforest", the puppet show highlighted to pre-school children how strong bonds between friends can help in times of need.



Rhapsody of the Rainforest. Page 24/25

We believe That's why we want to Share jt with as many people as possible. The SDC currently has three types of Membership schemes - Corporate, Families and Institutional to encourage more Singaporeans to take advantage of all that is available at the Centre.

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Corporate Membership

This scheme which was launched in March 1997 provides members with special privileges when visiting the SDC and holding corporate functions on our premises. In 1998/99, a total of 36 organisations and 47 SAF units held corporate functions such as Family Days and Anniversaries at the SDC's outdoor picnic area and indoor facilities.

Exclusive events were also held for the Keppel Corporation and Trans-Island Bus Services. The size of these corporate functions ranged from 100 to 8,000. A total of 32,000 adults and children enjoyed themselves at the SDC during these corporate events.

Families Membership

Launched in July 1998, this scheme allows members to enjoy complimentary admission and special privileges when visiting or organising functions at the SDC.

Institutional Membership

This scheme, which is open to educational institutions, offers a number of privileges ranging from priority booking for the school roadshows and conducted educational programmes, to discounted rates for admission, and use of the shooting gallery and simulator. More than 60% of schools are Institutional Members and a total of 94,000 students visited the SDC in 1998/99.

Visitorship April 1998 to March 1999

		Number of Visitors	%	
	WALK-INS/CORPORATE	183996	58	
-	SCHOOL GROUPS	83795	27	
	TOURISTS	24955	8	
-	UNIFORMED GROUPS	22208	7	
•	TOTAL VISITORSHIP	314954	100	



VIP Visitors

In FY 1998, the SDC played host to a total of 344 VIP visitors from 20 countries. They were impressed with what they saw and experienced during their visits and left us with fond memories. Among our distinguished visitors were:

- 1 Princess Maha Chakri Sirindhorn
- 2 HE Somsavat Lengsavad
- 3 Hon Orlando Mercado
- 4 LT GEN Le Van Dung
- 5 GEN (RET) John M Shalikashvili
- 6 Mr Jim McRae
- 7 Councillor Barbara Wildin

- Crown Princess, Kingdom of Thailand
- Deputy Prime Minister & Minister of Foreign Affairs, The Lao People's Democratic Republic Secretary of the Department of National Defence. Philippines Vice Minister, Ministry of Defence and Chief of General Staff, Vietnam Former Chairman, US Joint Chief of Staff Mayor of Rockhampton, Australia
 - Mayor of Livingston Shire, Australia



Operating Expenditure (s'm)



I would like to thank our sponsors, the SAF, the Police, the SCDF, the schools and the corporations that have given us their support and cooperation.

My deepest appreciation to members of the Singapore Discovery Centre's Board of Directors and Steering Committee for their contributions and ideas that have helped shape the direction and growth of the Centre.

Finally, my thanks to the management and staff for their hard work and commitment in making the Singapore Discovery Centre a success.

> Mr Peter Ho Chairman, SDC

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SINGAPORE DISCOVERY CENTRE

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