



ANNUAL REPORT

2012

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ANNUAL REPORT 2012

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VISION

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- To our Staff, Preferred Employer
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MISSION

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

OUR CORE VALUES

- Compassion
- Customer Service
- Pride in Work
- Professionalism
- Honesty
- Integrity
- Teamwork



EXECUTIVE DIRECTOR'S MESSAGE



BG (RET) Lawrence Chua
Executive Director, SDC

A Year of Partnerships

FY2012 was a meaningful year for all of us at SDC as we established several partnerships with like-minded institutions. Our International Friendship Day special exhibition "Can S'pore Collapse? Building A Sustainable Future" was organised in collaboration with 10 Embassies and High Commissions. This collaboration with the Embassies and High Commissions had enabled our students and guests to have a better appreciation and understanding of these countries' relations with Singapore as well as how deliberate measures have been taken by some countries to conserve their natural environment. In October, SDC launched the "Design Think Tank" special exhibition that showcased how Singapore has made good use of design and design thinking in urban planning, healthcare and several other industries.

The third instalment of our signature event, YOUTHphoria, was organised in collaboration with the Singapore Polytechnic and ITE College West. An event by youths for youth, the theme this year was "Loving Singapore, Youth Making A Difference".

SDC also organised the inaugural Youth Entrepreneurs Competition (YEC) which was aimed to encourage creative entrepreneurship in our youth and inspire them to turn challenges into opportunities. The finals of the competition was held during YOUTHphoria where 20 teams sold their products and services, and as a manifestation of active citizenry, sales

proceeds were then donated to a charity of their choice.

The partnership with the People's Association also strengthened our outreach to new citizens and locals, as the second Integration Carnival held in SDC attracted nearly 5,000 participants. We also had the honour of having our President, Dr Tony Tan, graced this event.

A specially designed Amazing Race activity provided a platform for the new citizens to integrate with the locals as well as gain a deeper understanding of the Singapore Story, her culture and heritage.

Service Excellence

Service excellence is what we strive to provide for our guests. As a testimony of our continuous efforts in sustaining and improving the management of our exhibits availability, our ISO 9001:2008 certification was successfully renewed.

12 of our staff received the Excellent Service Award (EXSA) presented by the Association of Singapore Attractions and SPRING Singapore. The EXSA Award recognises individuals who have delivered quality service in the industry.

To enrich our guests' experience, the lobby in SDC was renovated to centralise our Ticketing counter as well as to cater for

additional rest areas. The iWERKS Theatre was refurbished with new seats, and an upgraded theatre audio visual system that makes our movies sharper, louder and better. The alfresco dining area ambience was enhanced with new outdoor furniture and the Permanent Exhibit Gallery is now better demarcated with a more defined exhibit flow. All these enhancements demonstrate SDC's commitment towards providing the desired customer experience.

The Singapore Story

SDC has an important role in sharing the Singapore Story and we are committed to do so. We will continue to forge strong partnerships and deliver our exhibits and programmes meaningfully.

The year ahead will be faced with new challenges but the dedicated and passionate team in SDC will carry us forward in our commitment to share the Singapore Story and inspire a greater confidence in our future.

BG (RET) Lowrence Chua
Executive Director, SDC



BOARD OF DIRECTORS



Mr Han Neng Hsiu

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



BG (RET) Lowrence Chua

Executive Director
Singapore Discovery
Centre Ltd



SLTC (NS) Seah Chin Siong

Deputy Chief Executive Officer
Singapore Pools (Private)
Limited



Mr Puvan Ariaratnam

Deputy Director
Character & Citizenship
Education Br.
Ministry of Education



Mr Jeffrey Wong

Director
Defence Finance
Organisation
Ministry of Defence



Mr Chia Tze Yee

Group Director
Engagement Cluster –
Lifestages
People's Association

BOARD OF DIRECTORS



MAJ (NS) Chiang Siew Kay

Managing Director

Citi Private Bank



COL Kelvin Koh

Director

Nexus
Ministry of Defence



BG Benedict Lim

Commandant

SAFTI Military Institute
Ministry of Defence



COL Chua Boon Keat

Head

National Service Affairs Dept.
Ministry of Defence

STAFF COMMITTEE

CHAIRMAN



Mr Han Neng Hsiu

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

MEMBER



BG Benedict Lim

Commandant
SAFTI Military Institute
Ministry of Defence

MEMBER



Mr Jeffrey Wong

Director
Defence Finance
Organisation
Ministry of Defence

AUDIT COMMITTEE

CHAIRMAN



SLTC (NS) Seah Chin Siong

Deputy Chief Executive Officer
Singapore Pools (Private)
Limited

MEMBER



Mr Jeffrey Wong

Director
Defence Finance
Organisation
Ministry of Defence

MEMBER



MAJ (NS) Chiang Siew Kay

Managing Director
Citi Private Bank

MANAGEMENT TEAM

Standing (left to right):

Roger Hoo (Director of Engineering & Facilities); Faye Kee (Director of Corporate Development & Human Resource); Cafren Kang (Assistant Director of Administration); Peh Yee Joo (Director of Exhibits Development); Karen Tay (Director of Finance); Daniel Heath De Silva (Director of Marketing)

Seated (left to right):

Andrew De Silva (Assistant Executive Director – Centre Management/Director of Army Museum of Singapore); BG (RET) Lowrence Chua (Executive Director); Hovman Goh (Assistant Executive Director – Education & Marketing/Director of Education)



PERMANENT EXHIBIT GALLERY AND FACILITIES



SDC LOBBY

SDC's newly renovated lobby is both more efficient and comfortable with a centralised Ticketing counter and additional rest areas for our guests.



iWERKS THEATRE

The refurbished iWERKS Theatre provides a whole new cinematic experience with its new seats, an upgraded theatre audio visual system that can project brighter and sharper images, and a surround system that provides a more immersive movie experience.

PERMANENT EXHIBIT GALLERY AND FACILITIES



CRISIS RESPONSE EXHIBIT

Alert! Through the Crisis Response interactive game, guests learn about Singapore's state of preparedness when they correctly identify agencies that should respond to different crises. Guests fill the shoes of the Executive Group to deploy relevant agencies to react to a host of crisis situations, from the SQ117 aircraft hijack in 1991 to SARS in 2003.

This exciting exhibit was unveiled by Mr Chan Chun Sing (then Acting Minister for Social and Family Development and Senior Minister of State for Defence).



ENTERPRISE ADVENTURE

Embark on an exciting Enterprise Adventure with 7 well-known local personalities as they share their inspiring stories on how they became successful in their own fields.



PERMANENT EXHIBIT GALLERY AND FACILITIES

CROSSFIRE PAINTBALL ARENA

SDC's brand new Crossfire Paintball Arena is Singapore's first multi-tiered paintball field, ready for action anytime with exciting obstacles in a variety of shapes and sizes. Boasting a 150-seat Spectator Stand, the arena replicates harsh natural terrain and battlefield conditions.

Players don safety vests, replicas of the exact Kevlar vests worn by soldiers, and use paint markers replicated after the actual M4 Carbine. Whether they are visitors from all walks of life gunning for a bit of splatter action, or companies pitting their departments together for a few rounds of team building friendly fire, what is guaranteed is an immersive, exciting taste of real-life battlefield scenarios.

The arena was launched by Mr Lawrence Wong (then Minister of State for Defence and Minister of State for Education).



COMMEMORATIVE DAYS



CAN S'PORE COLLAPSE? **BUILDING A SUSTAINABLE FUTURE**



INTERNATIONAL FRIENDSHIP DAY 2012

This special exhibition showcased the fall of civilizations, the Singapore case study, and how staying united and living in an interconnected world require firm friendships with other countries in order to overcome key challenges together.

In collaboration with 10 Embassies and High Commissions, guests learnt about each country's relations with Singapore and the rest of the world, as well as how they take deliberate measures to conserve their natural environment.

The exhibition was launched by Mr Masagos Zulkifli Bin Masagos Mohamad (then Minister of State for Home Affairs and Minister of State for Foreign Affairs).



COMMEMORATIVE DAYS

Racial and Religious Tensions Around the World

"They torched our house, killed our relatives, assaulted our women- we started fleeing."

RACIAL HARMONY DAY/ NATIONAL DAY 2012

SDC celebrated 2012's Racial Harmony Day and National Day collectively, stressing the importance of maintaining peace and harmony in our culturally and racially diverse social fabric.

Using Apartheid in South Africa as a case study, this exhibition drew parallels between racial riots that happened in Singapore and those around the world. Students learnt about the similarities between racial tensions faced here and around the world, as well as steps Singapore takes to maintain our racial and religious harmony.

The Learning Stations that made up the school programme focused on teaching and celebrating the different cultures found in Singapore.

RACIAL AND RELIGIOUS TENSIONS AROUND THE WORLD



COMMEMORATIVE DAYS



TOTAL DEFENCE DAY 2012

This year's Total Defence Day (TDD) commemoration was both contemplative and experiential. Using selected dramatic media pieces, visitors were taken through Singapore's journey in overcoming her trials and crises through the Total Defence framework – Military, Civil, Economic, Social and Psychological Defence.

Launched by Mr Chan Chun Sing (then Acting Minister for Social and Family Development and Senior Minister of State for Defence), the exhibition featured an immersive Nicoll Highway re-creation, and a series of suspended screens featuring snapshots of guests sharing what it meant to be a Singaporean and what they would stand up for.

With 2012's TDD exhibition, SDC captured the essence of Singapore's resilience in the face of adversity, highlighting that the "Power of WE begins with ME". We hope that visitors were not only educated about TDD, but were also inspired to have a "can-do" spirit and be role models in times of national crisis.



TRIUMPH OVER OUR TRIALS



SPECIAL EVENTS AND EXHIBITIONS

YOUTHPHORIA 2012

Our youth are the building blocks of Singapore's future, and in recognising this, SDC continues to inspire and empower youth to contribute to our society.

The theme of YOUTHphoria 2012 was

Loving Singapore, Youth Making a Difference.

In the third instalment of this fun-filled, youth-driven event, SDC collaborated with ITE College West and Singapore Polytechnic to showcase the creative energy of young talents from various schools in Singapore.

Embracing the enterprising spirit of youth, YOUTHphoria 2012 played host to the finals of the inaugural Youth Entrepreneurs Competition. This competition was aimed at encouraging creative entrepreneurship in our youth and inspiring them to turn challenges into opportunities. The competition was opened to all Secondary Schools, Junior Colleges, ITEs, Polytechnics and higher learning institutions, where 20 finalists were selected to promote and sell their products or services during YOUTHphoria 2012.

SDC was honoured to have Mr Lawrence Wong (then Minister of State for Defence and Minister of State for Education) graced the event.



SPECIAL EVENTS AND EXHIBITIONS

DESIGN THINK TANK SPECIAL EXHIBITION

The key to staying relevant in an evolving world is to think outside the box. SDC ended the year with this insightful thought through its Design Think Tank Special Exhibition. It paid close attention to how design can transform one's mindset in looking at challenges, and how Singapore is embracing design to create a knowledge-based economy that will propel us into the future.

This exhibition incorporated a hands-on approach by allowing visitors to put on their thinking caps and make toys from recycled materials, an activity intended to walk them through the design thinking process. We proudly displayed our creative toymakers' works on a wall of creations located within the exhibition, and also shared some memorable pieces on Facebook.

The exhibition was launched by Minister for Education, Mr Heng Swee Keat.

A component of the exhibition travelled to Eastpoint Mall, ITE College West, Bukit Panjang Plaza, Woodlands Civic Centre and Funan DigitaLife Mall, allowing the public to get a taste of design in Singapore. A series of marketing and promotional tie-ups was carried out with the various malls, ITE and Woodlands Regional Library at the Woodlands Civic Centre.



EDUCATION ENGAGEMENT



CHARACTER AND CITIZENSHIP EDUCATION (CCE) NATIONAL EDUCATION SEMINAR FOR BEGINNING TEACHERS

The CCE National Education (NE) Seminar for Beginning Teachers was developed to build conviction among beginning teachers on the importance of their roles in teaching NE. 470 teachers in their first 3 years of service attended this seminar and participated in different workshops, discussions and activities.



THE COMMUNITY ENGAGEMENT PROGRAMME SEMINAR FOR EXPERIENCED TEACHERS

SDC enjoyed another successful run of our annual Community Engagement Programme (CEP) seminar for experienced teachers. A total of 856 teachers went through this specially designed programme to better equip themselves as CEP leaders in their schools. The programme consisted of lectures, forum theatre, hands-on trails, content development and workshops that dealt with current issues around the region.



EDUCATION ENGAGEMENT

As an 'edutainment' centre, SDC has designed numerous school programmes to support the education syllabus with fun and innovative activities. With a strong belief that learning can be interactive and engaging, our school programmes invite students for a hands-on exploration and refreshing learning experience of the Singapore Story.



To celebrate Racial Harmony Day 2012, SDC prepared a craft station where students were introduced to design motifs that were significant to the four main races in Singapore. Through a hands-on origami activity, students learnt that even though each motif is unique and different, with creativity and appreciation, these motifs could integrate to become interesting patterns on a plain box.

For Total Defence Day at the Army Museum of Singapore, students created various military tanks to help them recognise the vehicles and learn the roles they play in the Army and in a crisis response situation.



The school programme for Design Think Tank special exhibition introduced students to the design thinking process. Students were able to express their creativity to invent toys using recycled materials. The toys were proudly displayed as part of the special exhibition.

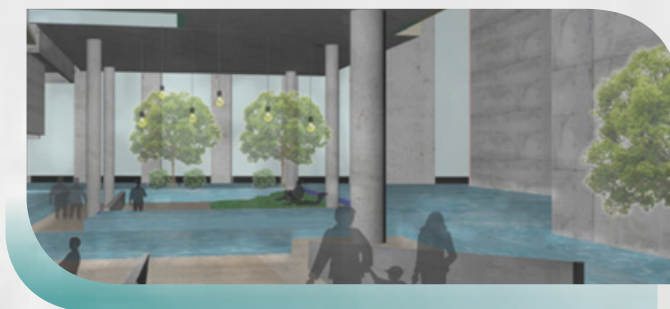
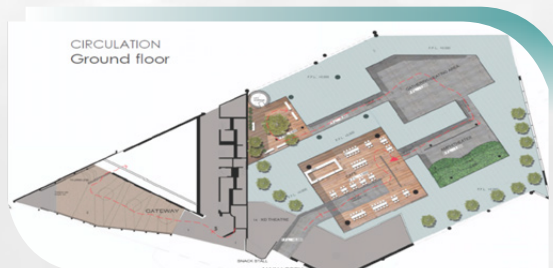


EDUCATION ENGAGEMENT

COLLABORATIONS AND PROJECTS

SDC is happy to have forged a partnership with ITE in which their students work with SDC to co-organise events. During their stint with SDC, we hope that the students not only gain valuable experience in managing events, but also have a growing appreciation and pride for their nation when they help to share the Singapore Story.

SDC also embarked on a programme with 30 final year students from the Singapore Polytechnic Design School to create a new Experiential Centre for the Singapore Story. The students conducted studies and research to propose new spatial relationships with the Singapore Story narratives that would enrich our guests' experience and empower them to contribute to the Singapore Story within the exhibition spaces.



KEY CORPORATE EVENTS



NARPANI-VASANTHAM FAMILY DAY 2012

[Jointly organised by PA Narpani Pearavai,
Vasantham and SDC]

23 September 2012

Guest-of-Honour: President Tony Tan Keng Yam



NATIONAL HEALTHCARE GROUP (NHG) FAMILY DAY

17 November 2012

Guest-of-Honour: Mdm Kay Kuok Oon Kwong,
Chairman, NHG

MANAGEMENT OF ARMY MUSEUM OF SINGAPORE

Since being awarded the management contract to operate and manage the Army Museum of Singapore (ARMS), much synergy has been derived as we integrated both Centres' offerings into many of our programmes targeting to both schools and public.

ARMY LINGO EXHIBITION

An eye-opener for those who have not served in the Army and a blast back to the past for those who have, this light-hearted interactive exhibition introduced guests to the unique words and phrases used in the Army from past to present. Guests learnt how "Army Lingo" came about as a result of influences from various languages and dialects spoken by soldiers from different ethnic and social backgrounds as they lived and trained alongside each other.





AWARDS



Work-Life Excellence Award 2012

Work-Life Achiever Award

Excellent Service Award 2012

2 Star, 2 Gold and 8 Silver Winners

Total Defence Awards 2012

Distinguished Defence Partner Award



EMPLOYEE ENGAGEMENT

SDC believes in working hard...and playing hard too! Every year, SDC employees are treated to a host of activities and outings that allow them to bond, let loose and have fun! FY2012 was no different. Check out what we did over the year:



◀ We played hard during our inter-house Captain's Ball competition.



▲ We learnt the art of pottery making.



▲ SDC crossed borders and visited Kukup.



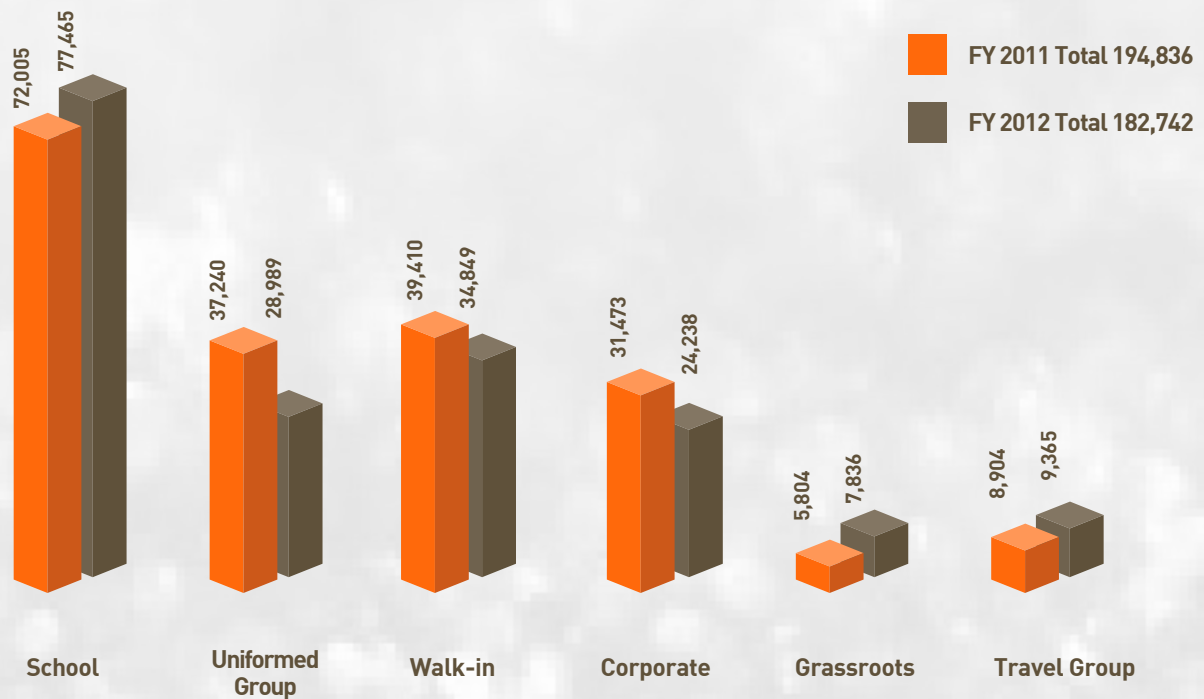
▼ We braved the pain to fight through an inter-house Paintball competition.



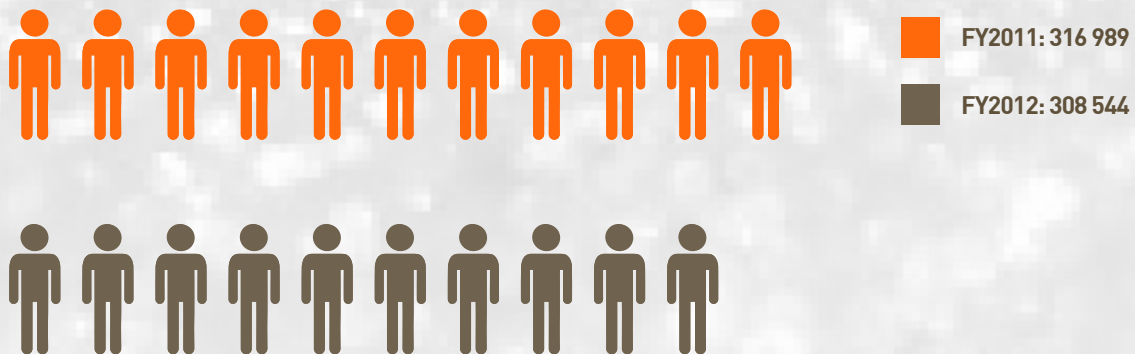
▲ We tried our hands at batik painting.

VISITORSHIP AND FINANCIAL OVERVIEW

Visitorship



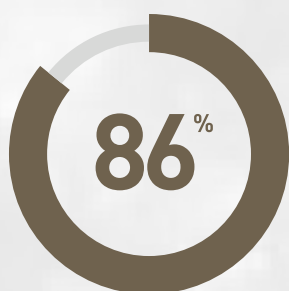
Outreach



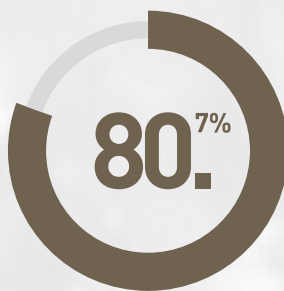
VISITORSHIP AND FINANCIAL OVERVIEW

Engagement

CUSTOMER SATISFACTION INDEX

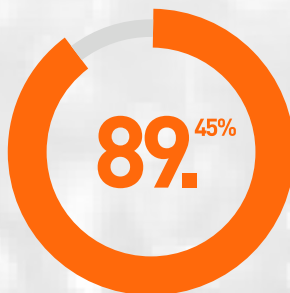
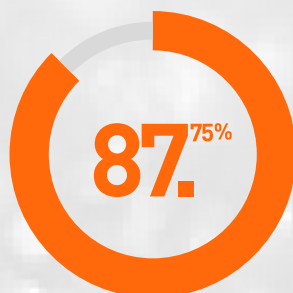


NE EXPERIENCE INDEX

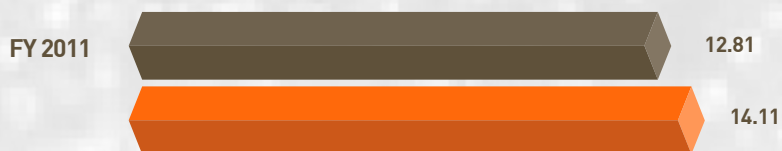


 FY2011

 FY2012



Financial



 Operating Revenue, incl. grants received (\$mil)

 Operating Expenditure (\$mil)

S'pore Discovery Centre

510 Upper Jurong Road Singapore 638365

(65) 6792 6188

www.sdc.com.sg