



*Creating a world
of edutainment
and discovery for
everybody...*



SINGAPORE
DISCOVERY
CENTRE

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SINGAPORE
DISCOVERY
CENTRE
知新馆

Hear the Past See the Present
Touch the Future
温故知新 展望未来

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 for visitors and evokes feelings of fun and enjoyment. 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.

Mission Statement

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, 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.



Chairman's Statement



As the nation ushers in the 21st century with much celebration, the Singapore Discovery Centre (SDC) strides into its fourth year of operation with many exciting developments in the pipeline. Our mission remains the same: to continue to promote National Education (NE) and to create a sense of confidence in the future of Singapore.



Mr Peter Ho

FY 1999 In Perspective

The period under review from April 1999 to March 2000 was a busy and exciting time for the SDC. The visitorship during the period stood at 306,201, climbing 7% over the corresponding period in the previous year. Since its opening up to 31 March 2000, a total of 1,119,207 people visited the SDC.

The Singapore Discovery Centre not only attracts Singaporeans but is also a popular tourist attraction. The total number of tourists and foreign visitors since the SDC's opening stood at 112,961 at the end of March 2000. The SDC was also privileged to host 547 VIP visitors from overseas during FY 1999.

The success of "Wheels of Time" in the previous year was followed by the launch of our second National Education show - "Different Views" - on 23 November 1999 by the Minister for Education and Second Minister for Defence, RADM (NS) Teo Chee Hean. This was the main new attraction in the year. "Different Views" was shown over a period of 8 months at the Discovery Gallery. A total of 1,236 shows were run, attracting an audience of 81,692.

"Different Views" was an interactive multi-media theatrical presentation involving active audience participation. It brought across the message that Singaporeans must not take the present success of the nation for granted.

I would like to acknowledge the support and sponsorship of the Singapore Totalisator Board for making this show possible.



In FY 1999, the SDC also premiered a 3-D movie in our iWERKS Theatre entitled "Encounter in the Third Dimension (E3D)". This 40-minute show depicted the development of 3-D movies. The show was a hit among visitors to the Centre. Since its launch on 28 May 1999 by the Minister of State for Defence and Minister of State for Information and the Arts, Mr David Lim, it has attracted an audience of 92,115.

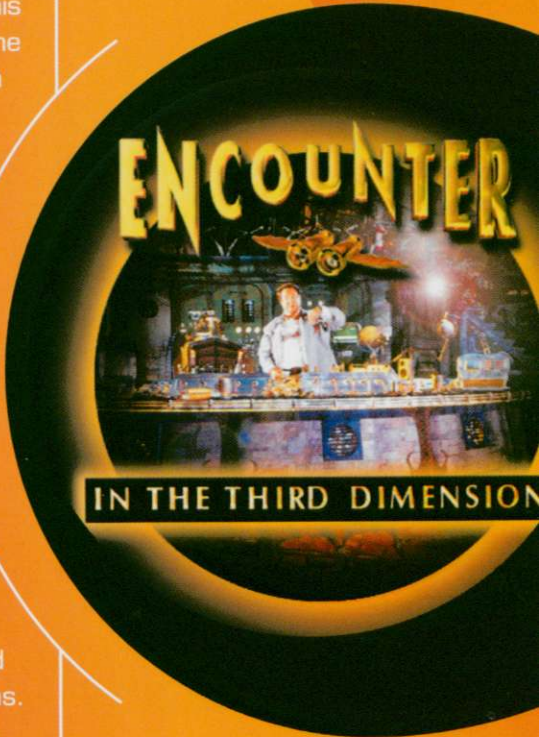
The introduction of "E3D" contributed to the entertainment and fun element at the SDC. This has helped to strengthen the SDC's position as a premiere "edutainment" centre in Singapore.

In our efforts to continuously improve our services and facilities, the SDC embarked on two major improvement projects. Firstly, the corporate picnic ground - "Discovery Land" - was given a facelift in May 1999. This picnic area is now laid with interlocking tiles with eight colourful tele-match lanes so as to provide a safe, fun and comfortable environment for companies and organisations to hold their corporate events and functions.

Secondly, the next improvement was the new building extension connecting the Main Lobby and the iWERKS Lobby. It was completed in November 1999 with a total floor area of 140 square metres. To fully utilise the additional floor space, a sidewalk café - "Café Discovery", and a retail outlet, "SDC Souvenirs", were opened. These developments have livened up the entrance area and offer visitors ease of movement around the Centre. The overall ambience of the SDC has been enhanced.

The SDC has constantly developed new programmes and organised exciting events in our efforts to promote National Education. Altogether, 59,053 students visited the SDC in FY 1999. Institutional membership stood at 238 at the end of March 2000, or 60% of the total number of schools in Singapore. Additionally, a total of 95,000 students located in 94 schools enjoyed the educational and fun "outreach" roadshows that we brought right to their doorsteps.

The SDC runs on-going programmes for students ranging from pre-schools to Technical Institutions and Polytechnics. For instance, "Storyplace" is a popular classroom programme that has been developed for pre-schoolers and the lower primaries, while "Path to Harmonious Living" is designed for the upper primary and lower secondary students.





For the secondary students, the National Education messages are transmitted in an interactive manner through a drama-based programme "The Time Traveller". For students in Junior Colleges and Polytechnics, in FY 1999, a drama writing-cum-performance event was organised for this group of students. The response was overwhelming. Three hundred students were invited for the finals, which included a live performance of the winning scripts.

Our National Education efforts to schools spread beyond the perimeters of the SDC. Educational visits to the Republic of Singapore Navy and the SAFTI Military Institute for the upper secondary, Technical Institutions and Polytechnics students were arranged by our Education Department. These visits aimed to provide students with a wider perspective on Total Defence. The SDC will continue to extend this collaboration with the different services of the Singapore Armed Forces in the coming years.

Future Plans

The Singapore Discovery Centre will continue to work hard to attract new visitors and repeat visitors. The new millennium brings with it many opportunities and challenges for the SDC. To meet these challenges, plans are being worked out for a major upgrading of the Singapore Dynamics Gallery.

Conclusion

In conclusion, I would like to take this opportunity to thank our generous sponsors and the SAF, the Police, the SCDF, schools and corporations for their support and co-operation. Without their support, the work of the SDC would have been much more difficult.

I am deeply grateful to the members of the Singapore Discovery Centre's Board of Directors and Steering Committee who have been unstinting in their support of the mission of the SDC. Finally, a word of thanks to the management and staff for helping to make the Singapore Discovery Centre what it is today.

Mr Peter Ho
Chairman, SDC

Board of Directors

Present Board Of Directors Members



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



BG Stephen Wong Kong Yip
Deputy Chairman
Commandant
SAFTI Military Institute



Mr Chiang Chie Foo
Director
Permanent Secretary
Ministry of Education



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

Past Board Of Directors Members

COL (NS) Soon Eng Boon
(25 October 1993 - 19 October 1994)

Mr Ng Yoke Weng
(19 October 1994 - 20 May 1997)

LTC (NS) William Yap Guan Hong
(19 October 1994 - 10 July 1995)

LTC (NS) Lim Boon Wee
(10 July 1995 - 10 October 1996)

COL Soh Poh Theen
(10 October 1996 - 31 July 1998)

Steering Committee Members

Present Steering Committee Members



Standing: from left to right

Ms Chong Phit Lian

CEO
SAFE Enterprises Pte Ltd

COL Goh Chee Kong

Director
Public Affairs
Ministry of Defence

Mr Kwa Chong Guan

Head of External Programmes
Institute of Defence
& Strategic Studies

Mr Lai Kim Fatt

Director, SCQ Systems
Defence Science & Technology Agency

Mr Ong Beng Lee

Director
Central National Education Office
Ministry of Defence

Prof Leo Tan

Director
National Institute of Education

Sitting: from left to right

Mr Chiang Chie Foo

Permanent Secretary
Ministry of Education

BG Stephen Wong Kong Yip

Deputy Chairman
Commandant
SAFTI Military Institute

Mr Peter Ho Hak Ean

Chairman
Permanent Secretary (Defence)
Ministry of Defence

BG (RET) Chin Chow Yoon

Executive Director
Singapore Discovery Centre Ltd



Past Steering Committee Members

COL (RET) Kwan Yue Yeong

(20 March 1990 - 22 January 1997)

COL (RET) Ramachandran Menon

(20 March 1990 - 15 October 1994)

Mr Shih Chih Chung

(20 March 1990 - 26 February 1996)

Prof Lui Pao Chuen

(22 August 1991 - 13 November 1992)

COL (NS) Soon Eng Boon

(25 October 1993 - 31 July 1999)

COL (RET) Lee Seng Kong

(15 October 1994 - 27 March 1997)

LTC Sng Seow Lian

(26 February 1996 - 22 October 1996)

COL (NS) Chong Kim Chye

(27 March 1997 - 28 September 1998)

Management Team





From left to right:

Mr Larry Ng
Estate Manager

Mr Lawrence Low
Technical Manager

Ms Julie Choo
Education Manager

Ms Peh Yee Joo
Senior Executive
Exhibit Development

BG (RET) Chin Chow Yoon
Executive Director

Mr G.K. Pillai
Operations Manager

Ms Sally Lee
Marketing Manager

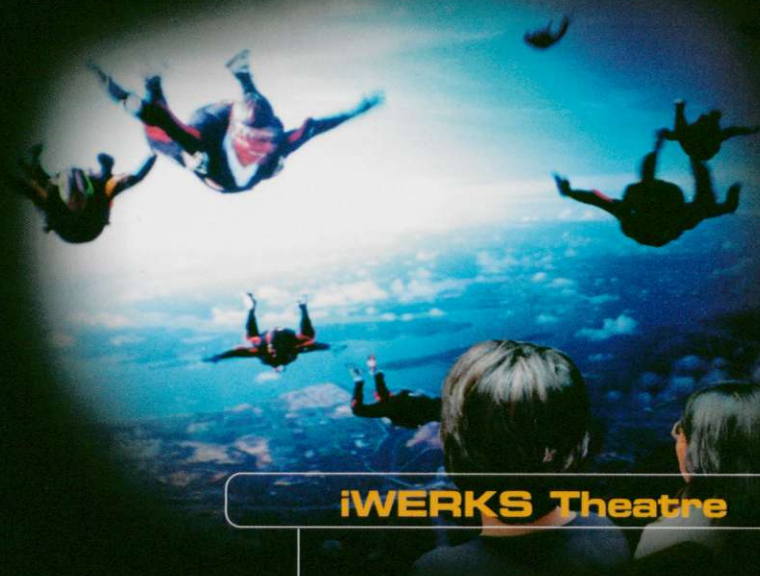
Ms Faye Kee
Finance & Administration Manager

Gems of SDC

Three galleries make up the Singapore Discovery Centre - the Singapore Dynamics Gallery, the Technology Gallery and the Tactics Gallery. The galleries provide Singaporeans and foreigners alike an insightful yet fun journey of discovery into the many facets of life in Singapore, with the use of hi-tech and interactive devices.

“
It's
exciting
and fun
for
all age
groups
”

by Mislih (26 years old)
from Singapore



iWERKS Theatre

The iWERKS Theatre with its five-storey high giant screen has capabilities to screen 3-D movies and 3-D laser shows.



Motion Simulator

A world-class 60-seater 6-DOF (Degree-of-Freedom) Motion Simulator provides rides to thrill both young and old alike.

Keeping the 'gems' of the Centre in tip-top condition are the personnel in the Operations Department which is one big happy family!





Shooting Gallery

A four-lane computerised simulating firing range Shooting Gallery offers six different challenging scenarios.

“
This place
is a very high-tech place.
Some of the tips,
I can use them for my
National Service.
This place is
a fun and interesting
place to learn things
”

by Kuek Zen Hung (14 years old)
from Singapore



Visual Dynamics Theatre

A 50-seater Visual Dynamics Theatre, which boasts of a 3-D video projection capability.

Virtual Reality Games

Be transported into various virtual worlds in Virtual Reality Games.



New Additions

To provide our visitors with better services and facilities, the Singapore Discovery Centre improved the corporate area, added a new building extension and relocated "Little George", the interactive robot.

Discovery Land (May 1999)

To complement the beautiful greenery surroundings, the 2,500 square metres corporate area, "Discovery Land", was given a facelift. Completed in May 1999, the new "Discovery Land" now provides a fun and comfortable environment for organising corporate events and functions and many exciting tele-matches.



New Home for "Little George" (November 1999)

In November 1999, "Little George", the interactive robot, moved from the Main Lobby to a more prominent location. "Little George" now welcomes and chats with visitors at his new modern and stylish "home" located at the iWERKS Lobby. "Little George" proved to be very popular to both children and adults alike. He is one of the main attractions in the Centre.



New Building Extension (November 1999)

Designed to be colourful and fun, the new building extension, completed in November 1999, connects the two lobbies, Main Lobby and the iWERKS Theatre Lobby. With a total area of 140 square metres, the new extension has liven up the entrance area that now houses a sidewalk café – “Café Discovery”, and a retail shop, “SDC Souvenirs”.



“
To bring my
brother's kid to
experience
the fascination
of the exhibits
”

by Ng Yee Chiang (44 years old)
from Singapore



One of our new additions:
A guided tour of the hallowed
grounds of the SAFTI Military Institute.

New Attractions

To become successful as an "edutainment" centre and encourage repeat visitors, new attractions were added to pump up the action at the Singapore Discovery Centre.

Motion Simulator Rides



In May 1999, the SDC added a new thrilling motion simulator ride entitled "Dino Island". It is one of the more popular rides in the Centre and has carried with it as at 31 March 2000 thousands of visitors into a fun-filled journey with the long extinct creatures - Dinosaurs.



Next on the list was the launch of "Pensacola: Wings of Gold" in November 1999. This is an exciting ride enabling visitors to be a part of a high-risk top-secret flying mission.

Encounter in the Third Dimension (E3D)

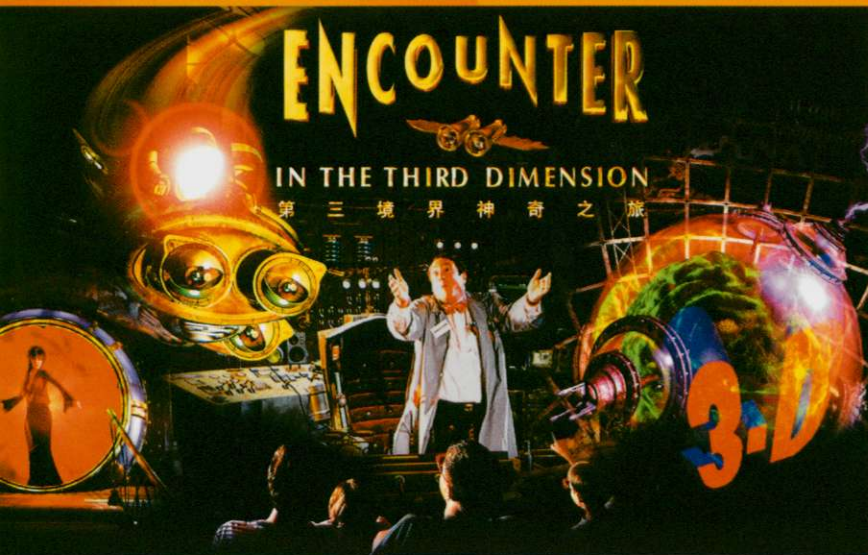
A new state-of-the-art 3-D movie entitled "Encounter in the Third Dimension (E3D)" was officially launched at the iWERKS Theatre on 28 May 1999 by Minister of State for Defence and Minister of State for Information and the Arts, Mr David Lim. That was the first time a 3-D movie was shown on a giant screen in this part of the region.



These gentlemen from our Estate and Technical Departments ensure that the attractions and other facilities are in tip-top condition.



Described as "a multi-dimensional 'Encounter' of the best kind" by the Los Angeles Daily News, E3D integrates computer graphics (CGI) and live actions, bringing audiences through the evolution of the development of 3-D technologies and movies.

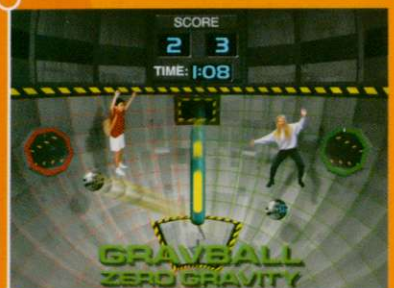


“
It's superb
and I can find
no words
to describe
this
fantastic
place.”

by S. Vallikkannu (28 years old)
from India

GravBall

In November 1999, "GravBall" joined the virtual reality game forces at the SDC. This is a futuristic sports simulator set in a weightless environment allowing players to use their body as a paddle to compete in this pong-like game.



Magical Beams

In an effort to bring in more fun and entertainment to the Centre, "Magical Beams" was introduced in February 2000. This is an interactive attraction that allows visitors to use their hands, feet or body to intercept beams of lights, and in the process trigger lively rhythms and beautiful lighting effects.



Different Views

The success of "Wheels of Time" prompted the launch of "Different Views", the second interactive multi-media show at the Centre's Discovery Gallery by RADM (NS) Teo Chee Hean, Minister for Education and Second Minister for Defence on 23 November 1999. The show was part of the Centre's aim to promote National Education through entertainment and high-tech element.

Through live performance, the use of audio-visuals and special effects, this multi-media presentation portrayed a conflict of views between two characters, one representing the "positive vibes" of Singapore and the other the "negative vibes". The show was presented in a theatrical style on a turntable stage with three distinctive sets that depicted the past, present and future of Singapore. It attempted to discuss the important issues facing modern Singapore - economic development, land use and foreign talents.

"Different Views" put across the positive message that Singaporeans must always turn challenges into opportunities, stay united and determined to overcome difficulties and that nothing should be taken for granted.





Special effects like lasers, audio-visuals, smoke, water jets and chromakey were cleverly incorporated to add fun and excitement for the audience. The show also involved active audience participation. The audience was given a chance to interact with the actors and to express their views on what they felt would be good for Singapore by casting their votes.

During the eight-month show period, the SDC had a group of 10 experienced TV and stage actors on the shows. They were Henry Heng, Paul Sim and Zelda Ng ("Ah Kong's Birthday Party"), Chong Chia Suan ("Triple Nine"), Richard Chia ("Beauty World"), Keegan Kang ("Spin"), Dick Su ("Phua Chu Kang"), Cathy Kee, Gilbert Yap and Karl Suriya.

"Different Views" ended on 30 June 2000. A total of 81,692 visitors attended and enjoyed the show. Many commented that "Different Views" had helped them in their understanding of the issues facing Singapore.

From initial concept to the final touches, the Exhibit Development Department continuously source out new ideas to enhance the Centre.



T

he SDC, in its objective to marry education with entertainment and fun, experienced another eventful year of fun-filled activities and promotions.

Throughout the month of August 1999, the SDC celebrated our nation's 34 years of independence with special discounts and promotional packages.

On 7 November 1999, the SDC welcomed its one-millionth visitor, Mrs Heng-Lim Yan Pheng. The SDC showered her with gifts inclusive of a SDC Families life membership (this allows her unlimited complimentary admissions and special privileges at the Centre), a S\$1,000 travel voucher and an SDC exclusive hamper.



Festive Celebrations

(December 1999 - January 2000)

The promotion took off on Christmas Day on 25 December 1999 and ended in the new millennium on 9 January 2000, after the Hari Raya Puasa celebrations. Visitors enjoyed special child admission prices and discounts on SDC souvenirs.



Discoverillennium Charity 2000

(February 2000)

The first charity carnival in aid of Club Rainbow was organised in February. 50% of the revenue collected from ticket sales during the event held on 12 and 13 February 2000, amounting to S\$10,000, was donated to Club Rainbow.



From events planning, print collaterals to TV commercials, the Marketing Department is always looking out for new avenues to promote the Centre to the general public.

National Education Programmes & Activities

FY 1999 was an exciting year for the Education Department and it now looks forward to bringing the SDC to a more exciting phase in the new millennium. The Education Department's mission is primarily to conceptualise, plan and execute programmes and events to promote the six core messages of National Education.

Our Classroom-based Programmes

Between the period April 1999 and March 2000, three new classroom programmes were launched...



The Path to Harmonious Living

An engaging and activity-based National Education programme for the upper primary and lower secondary normal (technical) stream students was launched in August 1999 and 587 students had gone through the programme by the end of November 1999. When it resumed in February, slots for February and March 2000 were fully taken up. By the end of March 2000, 1,170 students had gone through the programme.

The team at the Education Department reaches out to the school population through innovative and creative programmes and events at the Centre.



Time Traveller

A drama-based programme, "Time Traveller", was launched for the secondary students in March 1999. A total of 1,120 students had participated in the programme which gave students a totally absorbing, fun-filled experience and in the process they picked up National Education lessons.

The Storyplace

This is a very popular programme among the lower primary and kindergarten students. It appeals to the imagination of the children as the myths and legends of Singapore unfold in a very exciting manner. Children learned about the national symbols, significant landmarks of Singapore and the importance of racial tolerance. Within three months after the launch in March 2000, all five-programme sessions scheduled per week had been filled up till the end of the academic year in Year 2000.



Outreach Programmes

The SDC educational roadshows received overwhelming, positive response from the students in schools. We ran a total of 96 shows during the year and a total of 95,000 students learned how Singapore had come this far, in a fun-filled, interactive and entertaining manner. This outreach programme is offered to all member institutions.



Special Events and Programmes

The SDC celebrated three commemorative days at the Centre with varied activities and programmes and member schools were invited to participate.

International Friendship Day - A puppet show for the young pre-schoolers.

The SDC offered our pre-school members a 45-minute musical puppet show to commemorate International Friendship Day in 1999. Our young children thoroughly enjoyed this show entitled, "A seed, the wind and our story". It reinforced the importance of having strong bonds between human beings, animals and the environment.



Total Defence Day - Year 2000

A treasure hunt was organised at the SDC and through playing this game, students learned about the significance of Total Defence in Singapore. A total of 5,500 students from 23 different schools were at the SDC throughout a two-week period from 15 to 22 February 2000 to commemorate this special event. After a tiring hunt for clues, the upper primaries were treated to our very own Singapore Armed Forces (SAF) production, "On Guard" - an exciting show about the training of our SAF national servicemen.



National Education Day

Jurongville Secondary School celebrated their National Education Day at the SDC on 29 October 1999. This was the first time the SDC hosted a population of 1,200 students for a single event. The students went through a morning of stimulating and engaging activities planned at different stations around the SDC.



A Talk for Pre-University Students

In April 1999, Mr Othman Wok was invited to address the students from the Junior Colleges and Centralised Institutes. The issue he spoke on was, "The Importance of Social and Racial Harmony In Singapore". 25 students from each of the colleges and institutes were represented at the talk. There were altogether 200 students who participated.



“
SDC is a
wonderful
place
to be in and
I would
bring my
friends the
next time I
come
”

by Huang Jianxun (13 years old)
from Singapore

Script Writing Competition

A drama script writing competition based on the theme "Racial Harmony" was organised for students from the Junior Colleges, Centralised Institutes and Polytechnics. Mr Seng Guo Quan of Hwa Chong Jurong College wrote the winning script and walked away with the S\$800 prize and Mr Alexander Ong of the Singapore Polytechnic was the second winner with a S\$600 prize. The respective winners directed the plays they had written and their respective schools acted them for our visiting school groups and for the public.

Project with Tuas Naval Base

The SDC has a successful collaborative project with the Republic of Singapore Navy (RSN). Three Saturdays a month, an average of 160 students from the upper secondaries, Polytechnics, Centralised Institutes and the Institutes of Technical Education visit Tuas Naval Base where they are given a thorough insight into life in the Navy. RSN officers give a thorough description of the different vessels in the Navy and the visit will end with a talk on National Education by one of the officers. By end March 2000, all bookings for Year 2000 were filled.

The SDC Education Department will continue to provide more innovative programmes and relevant services to member schools in the coming years.

Entertainment

The SDC is committed to provide entertainment to the visitors. It has a dedicated and talented frontline team from the Operations Department trained to perform various entertaining acts.



Some of the entertaining performances provided by the Operations team include interpretative drama, guided character tours, costume characters, balloon sculpturing and comedy magic show. This "human" entertaining element brings life to the Centre, laughter and joy to the visitors, young and old alike.



Membership Schemes

The SDC has three membership schemes, the Corporate membership, the Families membership and the Institutional membership.

Families Membership

This scheme was launched in July 1998. As at end March 2000, membership stands at 300. This scheme allows members to enjoy complimentary admissions and special privileges when visiting or organising functions at the SDC.



Corporate Membership

Launched in March 1997, this scheme provides our members (37 as at end March 2000) with special privileges when visiting and holding corporate events at the SDC. Our corporate members include SingTel Yellow Pages Pte Ltd, Ministry of Home Affairs, Ministry of Foreign Affairs, Singapore Technologies Marine Limited, just to name a few.



28 organisations and 14 SAF units held their corporate functions, such as Family Days and Anniversaries, at the SDC's outdoor picnic area and indoor facilities. An exclusive event was also held for The Commercial & Industrial Security Corporation (CISCO).



A total of 20,000 adults and children enjoyed themselves at the SDC during these corporate events. The size at each event ranged from 100 to 6,000 people.

Institutional Membership

The Singapore Discovery Centre's Institutional membership scheme offers all Singapore-registered government and private schools, ranging from pre-school to tertiary level, very attractive privileges for visiting the SDC.

The privileges enjoy by members range from roadshows, special admission rates and discounted rates for the shooting gallery and simulator rides. Specially planned events and educational programmes are also developed for member schools. The core messages in National Education have been integrated creatively into these programmes and events.



VIP Visitors

The Singapore Discovery Centre was honoured to play host to a total of 547 VIP foreign visitors from 28 countries. The VIP visitors came from ASEAN, Asia Pacific, Canada, USA, Europe and Russia. They were impressed with what they saw and experienced during their visits and left us with fond memories. Among our distinguished visitors were :

1. His Royal Highness Prince Haji Al-Muhtadee Billah, the Crown Prince of Negara Brunei Darussalam
2. HSH Princess Siriwanwaree Mahidol, Her Serene Highness of Thailand
3. Mr Fidel V. Ramos, Former Philippines President
4. His Excellency Mr Zheng Bi-jian, Vice-Principal, Central Party's Academy, People's Republic of China.
5. GEN Huseyin Kivrikoglu, Commander-in-Chief of the Turkish Armed Forces
6. GEN Jean-Pierre Kelche, Chief of Defence Staff, French Armed Forces
7. GEN Jean Rannou, Chief of Air Staff, French Air Force
8. VADM Viroj Yuwananggoon, Commandant, Naval Academy, Royal Thai Navy



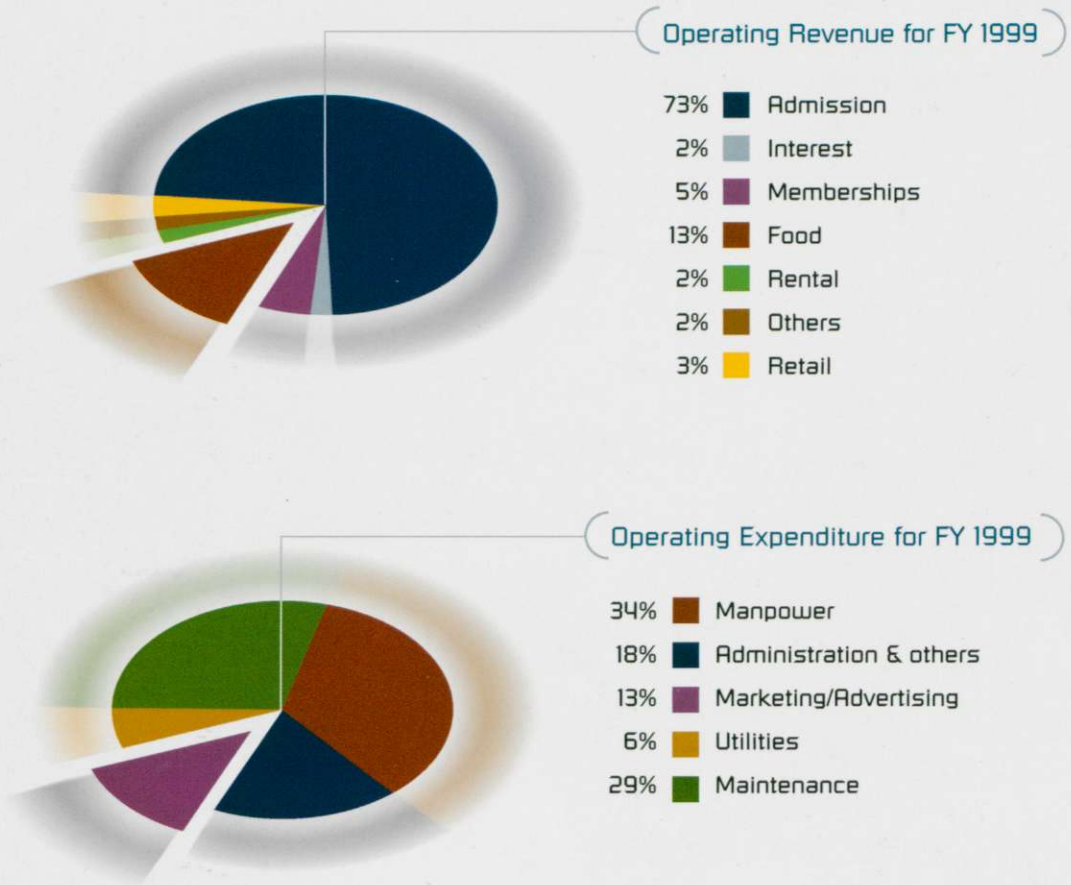
Visitorship

April 1999 to March 2000

38%	Walk-ins	-	115211
20%	Schools	-	59053
14%	Uniformed Groups	-	40319
11%	Corporate	-	34085
17%	Tourists	-	52213
Total Visitorship		-	300881



Financial Overview



Total Operating Revenue (including Grants Amortized) and Operating Expenditure

