

hear the past,
see the present,
touch the future



SINGAPORE
DISCOVERY
CENTRE

Discovery

Singapore

Centre

A blue and silver humanoid robot, resembling a futuristic soldier or explorer, stands in front of the word "Discovery". The robot has a sleek, metallic design with blue accents and is positioned in the lower-left quadrant of the page.

ANNUAL
REPORT
2002/03



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[our mission statement

To inspire in Singaporeans a sense of confidence in the future of Singapore 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 instill 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.

[our corporate logo

**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 lifelike 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.



**SINGAPORE
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meeting today's challenges

We live in a volatile period of troubled peace. Our hearts and minds have been jolted by the onslaught of the war in Iraq, the carnage left by the Bali bombing, the further arrests of Jemaah Islamiah members, the SARS outbreak and a sluggish economy. Daunting as these challenges may be, we have closed ranks and faced these challenges as one united people.

In times such as these, National Education helped bond Singaporeans together, offered optimism, fostered social cohesion and inspired national confidence. The Singapore Discovery Centre (SDC) has served as a platform for a myriad of learning journeys on Singapore; its past, its present and its future. SDC exhibits, programmes and activities are aimed at instilling pride, a sense of achievement and confidence for the future.

THE YEAR IN PERSPECTIVE

The year thrived with exciting activities. SDC hosted a series of community-orientated activities that were based on education and entertainment-



learning. Events such as the Dazzling Discovery (an extended National Day celebration focusing on racial harmony) and the first Inter-Grasio Pencak Silat Championship gave ordinary Singaporeans a better appreciation of their role in our nation's road to success.

SDC opened its doors to corporate events and functions. The NEC Family Day, CPF Board Family Day, Kolam Ayer Family Day, People's Association Youth Movement camping trip, Clinique's product launch for the media and Nike Regional Management Seminar were some examples.

A National Education Game Show was developed and introduced to the schools. Targeted at Secondary 3 students nationwide, the Game Show was designed to infuse key National Education messages subtly whilst treating both participants and audience to an engaging contest of wits and strategy. The Game Show received overwhelming response with 93 schools participating in the preliminary rounds. We were privileged to have

the Minister for Education and 2nd Minister for Defence, RADM Teo Chee Hean gracing the Finals as the Guest-of-Honour. It was an event that enjoyed extensive media coverage.

Our Education Department continued to serve up a broad selection of creative extra-curricula programmes to students to complement the National Education syllabus in schools. SDC's Outreach Programmes, which include roadshows comprising drama skits and assembly games, on-site classroom programmes and special commemorative events such as Total Defence Day, reached out to 235,000 students last year. Together with Nexus (Central National Education Office), SDC organised the National Cadet Corp Cadet Lieutenant National Education Ambassador programme to prepare students to serve as National Education team leaders in their respective schools.

SDC leveraged on its expertise by taking over the management and operation of other visitor centres and heritage galleries. Our maiden project is the

management of the NEWater Visitor Centre for Public Utilities Board.

THE FUTURE

SDC is positioned as the de-facto National Education centre in Singapore. SDC will be networked with other Learning Journey programmes into an integrated whole to provide comprehensive coverage of the Singapore Story. Towards this end, SDC has embarked on a major redevelopment to refresh the centre with new exhibits and innovative events to offer visitor a fresh experience. I am very grateful to the Singapore Totalisator Board for its generous support of this redevelopment effort.

OUR APPRECIATION

On behalf of the Board of SDC, I would like to express appreciation to our business partners, sponsors, and schools for their support and cooperation. I would also like to applaud the management and staff of SDC for giving of their best in making the centre the caring and fun place that it is today.

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CURRENT MEMBERS

Mr Lim Hup Seng - Chairman
Deputy Secretary (Admin)
Ministry of Defence

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

RADM Simon Ong
Commandant
SAFTI Military Institute
Ministry of Defence

Mr Tang Tuck Weng
Director (Planning Division)
Ministry of Education



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Ministry of Defence

04 Mr Tang Tuck Weng
Director (Planning Division)
Ministry of Education

05 Mr Tony Soh
Director, Nexus
Ministry of Defence

06 Mr Tan Kim Kee
Group Director (Grassroots Devt)
People's Association

07 Prof Leo Tan
Director
National Institute of Education

08 Mr Kwa Chong Guan
Head, External Programmes
Institute of Defence & Strategic Studies
Nanyang Technological University

09 Ms Chong Phit Lian
President & CEO
The Singapore Mint

10 Prof Lai Kim Fatt
Director, Systems & Computer
Defence Science & Technology Agency

11 COL Bernard Toh
Director, Public Affairs
Ministry of Defence

management team

BG (RET) Chin Chow Yoon
Executive Director

COL (NS) Jordan Woo
General Manager

Dr G K Pillai
Senior Director
Projects and Business Development

Ms Faye Kee
Director
Finance & Human Resource

Mr Lawrence Low
Director
Engineering and Facilities

Mr Charlie Tay
Director
Marketing Communications

Mr Jonathan Wan
Director
Operations

Ms Lim Lin Da
Director
Education

Mr Lim Chin Tiong
Director
Sales

newater visitor centre is managed by singapore discovery centre

Visit the NEWater Visitor Centre and be immersed in a hydro-world of NEWater. Our virtual guide "Wave" directs you each step of the way. You will be edutained by multimedia presentations and computer interactives and emerge from the experience, armed with a comprehensive knowledge of a wide range of water related topics,



A photograph of three people, two men and one woman, sitting in a row in a motion simulator. They are all smiling and looking towards the right. The man in the foreground is wearing a white t-shirt with a pink and blue graphic. The woman next to him is wearing a pink and white striped shirt and glasses. The person in the background is wearing a red shirt. They are holding onto a green handle. The background is dark with some blue and green lights.

SDC attractions

Motion Simulator

At SDC, we are committed to quality 'edutainment'. Through the creative synergy of entertainment and education, SDC's interactive galleries and challenging activities offer all visitors a richly rewarding and memorable experience.



[little george

Meet our handsome and chatty Interactive Robot, Little George. Have a chat with him and listen to his stories.

[iWERKS theatre

Our jewel in the crown. This 350-seater world-class theatre offers a truly cinematic and realistic sensory experience. Equipped with a giant screen and an excellent audio system, it is capable of projecting 2D and 3D movies.

[milestones

Go back in time and relive Singapore's key moments. The Singapore Dynamics Gallery re-creates Singapore's turbulent history through a series of thought-provoking and interactive exhibits. Experience Singapore in the 1940s, through her independence to her current challenges in nation building.

[singapore today

Experience the kaleidoscopic effect in Singapore Today – a dramatic 3-storey high spectacle of images. Be moved and dazzled by the surrounding sights and sounds of Singapore and allow her diverse cultures and achievements envelope you.



[**promise** of peace

Get mesmerized by the Quadrascope. The largest of its kind in the world today, it is a giant illusionary three-dimensional globe consisting of 42 monitors showing contrasting images of war and peace, greenery and pollution, stability and chaos. These images represent the kind of life Singaporeans should aspire to have and what they should avoid.



[**periscope** adventure

This is a fun-filled picturesque exhibit equipped with 6 interactive information kiosks, to promote interactive learning. Let Captain Mikey bring you on a fascinating adventure. Especially for young visitors of ages 7 to 12, the Periscope Adventure takes children on a discovery journey about Singapore's multi-cultural heritage, its festive occasions, landscapes and landmarks, and the importance of conserving natural resources in a fun and interesting way.



[**motion** simulator

This 60-seater six-degree-of-freedom motion simulator takes you on an enjoyable ride that you will never forget. So hold on to your seats as the simulator moves and swerves in tandem to the visuals on the screen.

[**mandala** vr system

Immerse yourself in virtual reality games. Experience the thrill of surfing the skies as you make your daily deliveries as a courier of the future. Or show off your goalkeeping skills and be the hero of the day.



[shooting gallery

Aspiring to be a marksman? Pit your shooting skills against your friends and family using real M-16 rifles! Our 4-lane computerised, simulated firing range offers 6 different shooting scenarios to challenge your reflexes and hand-eye coordination!

[technology gallery

The evolving technological landscape of military warfare is presented in this interactive multimedia showcase.

[outdoor exhibits

Don't miss our Outdoor Exhibits! This is one of the few places in Singapore where you can get up close and personal with Singapore's impressive array of military hardware from the Army, Navy and Air Force.



tactics gallery

Visitors discover the importance of strategic military tactics in everyday life with intriguing exhibits that include Everyday Park, Tintoy Theatre, Swiss Success, Safe & Happy Home, Urban Survival and What If?



adventure land

Very popular with children, the Adventure Land sits next to the Outdoor Exhibits area. It is a beautifully sculptured outdoor playground with a maze and challenging obstacles for children and those young at heart.



SAFTI coach tour

A complimentary SAFTI Military Institute Tour is available to all SDC guests. This bus ride gives a first-hand view of the Military Institute. The bus tour allows guests to take photographs of prominent vista points. SAFTI is the world's first tri-service training institute for officers under one roof, training Singapore Armed Forces' officers from the Army, Navy and Air Force. The architectural design of SAFTI blends in with the picturesque natural surroundings, with nature trails, jogging and walking tracks amidst salient landmarks.





The past year was a busy and fruitful time for SDC. Each year, SDC hosts an assortment of community-oriented activities geared towards education and entertainment-based learning. Public performances, roadshows, charity drives or get-togethers alike, SDC continues to highlight the roles played by ordinary Singaporeans on our nation's road to success.

marcom events

international friendship day event

20th April saw people from diverse ethnic and charity organisations join hands to tie Singapore's longest friendship band in the spirit of International Friendship. The centre had specially collected woven friendship bands measuring up to a total of 600 centimetres. The final knot was tied at a special Open House held for disadvantaged children from over 5 homes and care centres.

dazzling discovery racial harmony celebration

Singapore food enthusiasts had their wildest gastronomic dreams come true when the "Dazzling Discovery" Food Festival took place over 3 action-packed weekends of food and cultural fare which began on 20th July. As part of the centre's Racial Harmony celebrations, food-lovers had the opportunity to sample famous local dishes as well as vote for their favourite chefs.



inter-grasio pencak silat championship held at SDC, discovery land

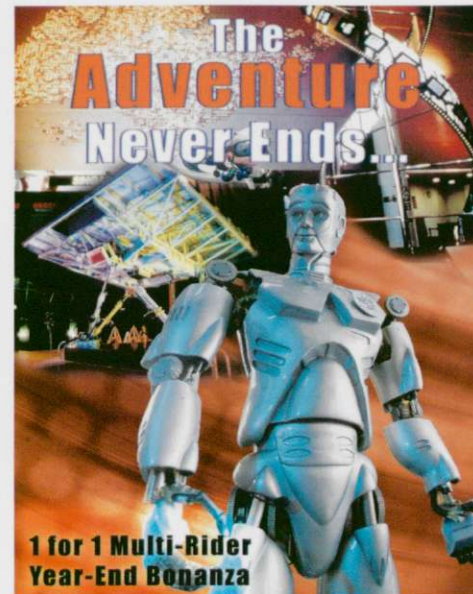
With the support of SDC, Grasio Association (Singapore) was proud to hold the 1st Inter-Grasio Pencak Silat Championship 2002 from 2nd August to 1st September. With well-known silat exponent and coach, Mr Sheik Alau'ddin presiding, the event enjoyed a good turnout of many silat fans from different races and backgrounds. The occasion was graced by Encik Ahmad Khalis, MP for Hong Kah GRC, and Mohamad Maidin BPM, AMP Marine Parade GRC.

one for one multi-rider year-end bonanza

From 21st December 2002 to 1st January 2003, purchases of Multi-Rider (Adult) ticket entitled visitors to another Adult or Child ticket absolutely free of charge. The Multi-Rider package offers unlimited motion simulator rides, exciting virtual-reality games and a shooting game using a real M-16 rifle.

year of the goat promotion

Visitors born in the year of the Goat were given free admission to the centre from 1st to 15th February. In addition, Multi-Rider package tickets were priced at S\$8.80 instead of the usual S\$19, giving visitors another reason to celebrate the Lunar New Year at SDC.



Goats Get In Free!

We're giving everyone born in the year of goat* free admission** to Singapore Discovery Centre this Chinese New Year! And Multi-Rider Package Tickets are only \$8.80* (usual price \$19 adult), giving you unlimited Motion Simulator rides, endless giant-screen 3D movies in our iWERKS theatre and lots more. Offer valid February 1st - 15th 2003.***



corporate events

people's association youth movement 3D/2N camp @ discovery land

The People's Association Youth Movement organised a special 3-day/2-night Camp on 16th July at the SDC Discovery Land. Over 100 youths ranging from the ages 12 to 22 pitched their own tents, fetched their own drinking water and cooked meals over an open camp fire. It was certainly an eye-opener for many of our young urban-dwellers.

clinique product launch

With its space-age ambience and cutting-edge design, SDC was just the right locale for renowned cosmetic giant Clinique to launch its latest advanced Repair Wear product. Even the centre's robots were programmed to "talk" about Clinique's products, giving a digital twist to the traditional word-of-mouth promotion.

corporate events & family days

In FY2002, many corporate events were organised on the SDC's lush outdoor premises. Besides strong support from the corporations, there was good response from the uniformed groups, CCs and RCs. Big turnout events included Family Days for clients such as NEC, Singapore Prison Service, IBM, GIC and Temasek Holdings.





national education programmes and activities

SDC's Education Department reported an eventful year. In collaboration with various schools and institutes, a series of interesting events were organised to reach the student population island-wide.

commemorative days

total defence day

racial harmony day

Total Defence Day on 15th February inspired a month-long series of upbeat and highly interactive activities that emphasised the importance of Total Defence for over 9,000 students at SDC. Singapore's 5-fold Total Defence strategy - military, social, psychological, civil and economic defence, was disseminated through exciting brain-teasing games like 'Survivor' and 'Who Wants to be a Billionaire?'.

Commemorated on 21st July, Racial Harmony Day serves to remind Singaporeans of the importance of harmonious ties in a multi-racial, multi-lingual and multi-religious society. This year, our school roadshows had a unique concoction of 'edutaining' games that created a heightened sense of social and cultural awareness and appreciation of mutual tolerance among the students.



education events

outreach at school

Whilst some shy away from crowds, our Education team was galvanized by the sheer numbers of mass participation. Bringing SDC programmes to the doorsteps of our school customers, our school outreach registered the fastest growth in 2002. With mass assembly talks, games and on-site classroom programmes engaging young hearts and minds, National Education soared on new wings. Breaking away from the classroom mode of instruction, our battle site and discovery trails brought vivid accounts of the Malayan Campaign and the Fall of Singapore to life as SAF veteran guides relived the events that shattered our peace and harmony in their enthralling stories.

national day

On 8th August, Assumption English School welcomed National Day at SDC with unique National Education games such as the 'Bio-Terrorism Quiz,' 'National Service Hunt' and 'Do You Know it All?'. These games helped expand the students' knowledge of political issues beyond the confines of the classroom.

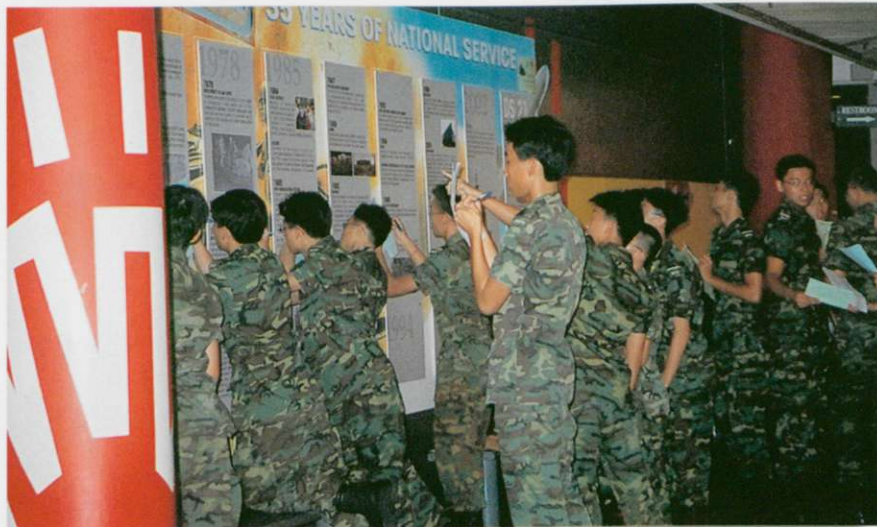
NExcitement roadshow

Innovation and national pride ruled the 'NExcitement!' event on 10th July as 300 Polytechnic students admired a stunning showcase of their peers' National Education projects. Projects created included an interactive and engaging multimedia project by Temasek Polytechnic and a detailed exhibit on Bio-Terrorism by Nanyang Polytechnic. Dr Kenny Yap, Executive Chairman and Managing Director of Qian Hu Corporation was the Guest-of-Honour.



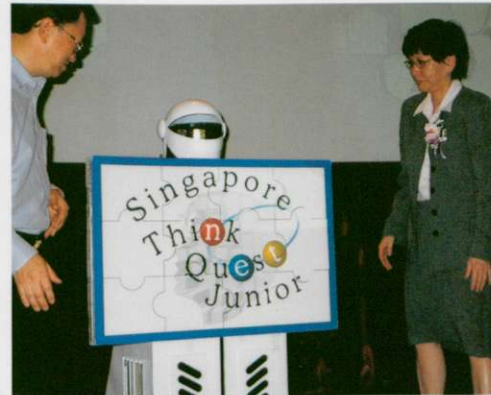
national cadet corps (NCC) NE programme

The NCC National Education (NE) Ambassador Programme was launched on 3rd, 4th and 9th December whereby NCC cadets took on the challenge of becoming effective NE advocates in their respective schools. As NE ambassadors, they would be required to spearhead NE events within their schools and plan visits for their cadets to tour SDC for related NE programmes.



singapore thinkquest junior awards event 2002 cum 2003 launch

On 9th November, IT-savvy primary school students gathered at SDC for the Awards Ceremony of the Singapore ThinkQuest Junior 2002. Director of Schools (MOE), Ms Seah Jiak Choo, launched this Ministry of Education annual competition. The competition gave the student teams useful hands-on experience in educational website design.



south cluster 4 NE day

An exciting and exhilarating morning unfolded as 13 schools from the South Cluster 4 converged at SDC on 15th October for a very special purpose – to celebrate NE Day. The participants were engaged by lively, hands-on classroom programmes and guided tours that provided rare insights into the trials and tribulations of Singapore.



35 years of national service launch and exhibition

2002 was the 35th anniversary of National Service in Singapore. To commemorate this anniversary, SDC and the Singapore Armed Forces held a joint exhibition at the centre from April to December. The theme, entitled 'Bonding Our People, Defending Our Nation', reiterated the anchor role of National Service in Singapore. It also bared the *raison et etre* behind SAF's establishment 35 years ago, the major milestones in its development and the vital contributions of National Service men.



nus inter jc/ci national education quiz

The annual Inter-Junior College/ Centralised Institutes National Education Quiz, organised by the Department of Political Science of the National University of Singapore in collaboration with SDC, held its grand finals on 30th and 31st January at the University Cultural Centre with Professor Yaacob Ibrahim as the Guest-of-Honour. Designed as an effective platform to promote and enhance current knowledge of National Education issues among students, Victoria Junior College emerged triumphant.



sdcc roadshow

In the past year, 111,600 students from 93 Primary and Secondary schools were treated to SDC's very own comic skits! The skits, presented in English, featured popular and witty TV and stage personalities like Gregory Teo and Abigail Chay. Injecting tongue-in-cheek humour, these lively skits served core NE messages on a platter that was palatable to our young, fun-loving Singaporeans. The past trauma of racial riots, the current worry of retrenchment and lure of migration were interlaced with core NE messages and brought to life on the school assembly stage all around Singapore. It is SDC's way of saying thank you to the schools that have taken up our membership packages.



membership schemes

SDC continues to offer 4 distinct membership schemes to cater to the different needs of our visitor groups. These membership schemes enable visitors to make use of our wide range of facilities.



friends of little george

Friends of Little George (FLG) is a kids club for children aged 3 -12 years old. It strives to promote continuous learning and interaction among young children and serves as a communication tool between children, parents and SDC. The goal of FLG is to cultivate the interest of children in National Education, making them more aware of Singapore and their role as Singaporeans. We also hope to enhance their creativity, self-expression and social skills through organised activities.

family membership

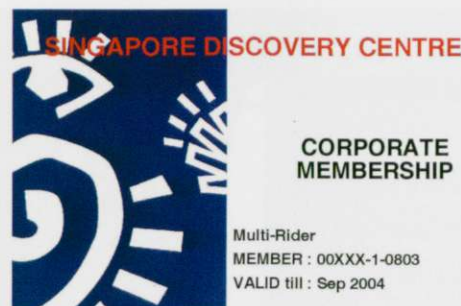
Holders of the SDC Families Card are offered complimentary admissions with special privileges when they hold functions at SDC. The card also entitles members to discounts and exclusive deals at selected retail outlets, hair salons, restaurants and resorts.

corporate membership

Apart from enjoying exclusive privileges when visiting or holding corporate functions at the centre, our corporate members receive the latest news updates on a regular basis. Many of our members - including Sony Electronics, F&N Coca-Cola and Cycle & Carriage - have been with SDC for several years.

school institution membership

Extended to all educational institutes from pre-school to polytechnics and international schools. Special privileges include discounted rates, priority bookings for events and exhibition, guided tours by Education Department Staff as well as customised programmes and roadshows.



visitorship profile

[**april 2002 to march 2003**]

	No of Visitors	%
Walk-ins	48,810	23
Corporate	55,753	27
Tourists	36,227	17
Schools	68,287	33
Subtotal	209,077	100
Outreach programme	222,951	
Total	432,028	



financial overview

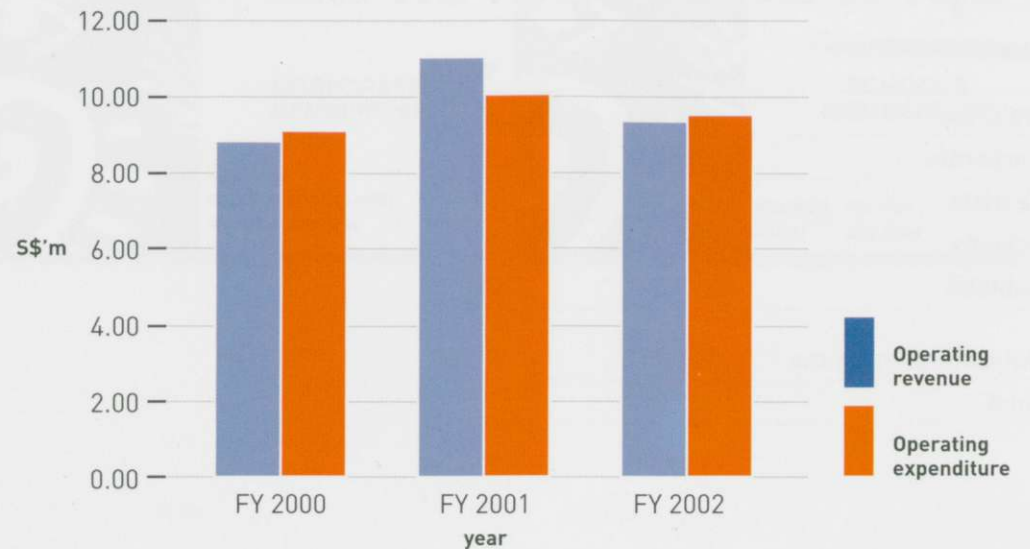
operating revenue (S\$mil)

FY 2000	8.75
FY 2001	11.09
FY 2002	9.36

operating expenditure (S\$mil)

FY 2000	9.01
FY 2001	10.03
FY 2002	9.51

Operating revenue including government grant





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