





### Singapore Discovery Centre

[Annual Report 2003/04]

20

Mission/ Vision/ Logo Chairman's Message Board of Directors Steering Committee Management Team Publicity & Promotions Corporate Sales Education Business Development Engineering & Facilities Staff Training & Welfare Achievements/ VIP Visits

Visitorship/ Financial Report

CENTRE

### [ Our Mission ]

To be the leading 'edutainment' attraction that celebrates the Singapore Experience

> To our Guests, excellent customer service To our Staff, responsible employer To our Business Partners, a professional relationship To our Stakeholders, deliver the Singapore Experience

### hear the past see the present touch the future

Our Corporate Logo



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 guests. The hand, eye and ear icons represent the touch, sight and sound experience available at the Centre. The sparks represent dynamism and new insights gained from the attractions.



### today's challenges

FY03 presented Singapore Discovery Centre (SDC) with a host of challenges and opportunities. Despite the onslaught of SARS and the poor economy, SDC saw a 10% increase in overall visitorship compared to the previous fiscal year. Operating revenue increased by 11% compared to FY02.

Many creative and innovative events were organised in FY03 to bring National Education to the public. To reach out to fellow Singaporeans, SDC also participated in a number of roadshows outside SDC. We have also received positive media publicity and coverage for our events.

Continuing our efforts to build strong ties with the corporate sector, we hosted over 70 corporate and grassroots events at SDC. These events reached out to more than 76,000 guests. We also achieved an unprecedented feat in hosting 2 huge events involving more than 10,000 guests each – the PAP Community Day and SingTel Family Day.

Our Education department continued to offer a wide variety of creative activities, road shows, external classroom programmes and special commemorative events such as Total Defence Day to students across the nation. Creative programmes included STOMP competition, NCC Officer Cadets NE Ambassadors Programme and National Day celebrations. Our outreach programme in FY03 reached out to about 250,000 students.

In our continuing effort to improve backroom operations, we have combined the Technical and

Estate Departments into a single department called Engineering and Facilities. Besides maintaining the exhibits and facilities for SDC, the department has taken on works such as designing, building and maintaining exhibit galleries outside of SDC. The department has been ISO 9001:2000 certified.

In a recent customer satisfaction survey conducted by an independent research company, SDC achieved a Customer Delight Score of 6.02. This compared well with the consumer norm of 3.72. More than 90% of our guests were satisfied with their visit to SDC. Guests perceived SDC as an 'edutainment' centre, a place to acquire knowledge and at the same time, be entertained.

Come November 2004, the Main Exhibition Hall will be closed temporarily for a major redevelopment programme. The new SDC promises to be very exciting with new exhibits, attractions and multimedia presentations. In the immediate future, we have added a few new attractions such as Paintball, pedal boats and radio-controlled boats. We are also developing the outdoor exhibit area into a multi-purpose hall, to be ready by March 2005.

On behalf of the Board of Directors, I would like to thank the Steering Committee members for their contributions and commitment. I would also like to thank our business partners, sponsors, and educational institutions for their kind support and cooperation.

Finally, a word of thanks to the management and staff for their effort and dedication.

Mr Lim Hup Seng Chairman, SDC

## Board of **Directors**



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



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

**BG Tan Huck Gim** Commandant SAFTI Military Institute Ministry of Defence





## Steering Committee





















- 01 Mr Lim Hup Seng Chairman Deputy Secretary (Administration) Ministry of Defence
- 02 BG (RET) Chin Chow Yoon Executive Director Singapore Discovery Centre Lt
- 03 Mr Tang Tuck Weng Director (Planning Division) Ministry of Education
- 04 BG Tan Huck Gim Commandant SAFTI Military Institute Ministry of Defence
- 5 Mr Tony Soh Director, Nexus Ministry of Defence

04

06 Prof Leo Tan Director National Institute of Education

- 77 Ms Chong Phit Lian President & CEO The Singapore Mint
- 8 Mr Kwa Chong Guan Head, External Programmes Institute of Defence & Strategic Studie Nanyang Technological University
  - Prof Lai Kim Fatt Director, Systems & Computer Defence Science & Technology Agenc
- 10 COL Bernard Toh Director, Public Affairs Ministry of Defence
  - Mr Tan Kim Kee Group Director (Grassroots Development People's Association

Singapore Discovery Centre [Annual Report 2003/04]

# Management Team ]

02











07









- 01 BG (RET) Chin Chow Yoon Executive Director
- 02 COL (NS) Jordan Woo General Manager
- 03 Ms Faye Kee Senior Director Finance & Human Resource
- 04 Mr Lawrence Low Director Engineering & Facilitie
- Director Director Sales & Marketing Communications
- 06 Ms Lim Lin Da Director Education

- 07 Mr Lim Chin Tiong Director Project & Business Development
- 08 Ms Peh Yee Joo Manager Project Development
  - Ms Cafren Kang Manager Administration
- 10 Mr Thomas Lim Manager Operations





Beyond exhibitions and educational activities, SDC constantly seeks new ways to bring National Education to the public. In FY03, a buffet of creative promotional and fun-filled activities were organised. We also participated in a number of roadshows outside SDC such as the Children's Day Carnival held at Singapore Expo.







- 01 Super YoYo Workshop (1 May 2003)
- 02 Little Miss Universe & Manhunt Singapore (May 2003)
- 03 Harry Potter Promotion (June 2003)













- 04 Homerun Movie Premiere (26 July 2003)
- 05 National Day Promotion (9 - 10 August 2003)
- 06 Premiere of Pulse: A STOMP Odyssey (1 November 2003)
- 07 NE Space Robotics Camp (8 December 2003)
- 08 Heelys Workshop (20 - 21 December 2003)
- 09 Chinese New Year Promotion (22 - 25 January 2004)
- 10 Total Defence Day Art Competition (7 February 2004)

### Media Coverage

We received a significant number of media coverage for our events and promotions. These included magazine features, print and broadcast coverage for our many events and promotions.













Continuing our efforts to build strong ties with the corporate sector, we hosted more than 70 corporate and grassroot events, reaching out to more than 76,000 guests. We also hosted 2 big events – PAP Community Day and SingTel Family Day.

### Big events included:

= ()

10

- 01 Teck Ghee CC Racial Harmony Day (13 July 2003)
- 02 URA Family Day (7 September 2003)
- 03 SingTel Family Day (14 September 2003)
- 04 KK Hospital Family Day (21 September 2003)
- 05 MARIS Family Day (28 September 2003)
- 06 OCBC Family Day (19 October 2003)
- 07 Central CDC Family Day (29 November 2003)
- 08 PA Senior Citizens Family Day (30 November 2003)
- 09 PAP Community Day (28 December 2003)

Spacious enough to accommodate large groups of people. They provide indoor facilities/ events/ exhibits. Their packages are attractive and reasonable in price



Recommended by the management. Exhibits and programmes were very educational



Programme organised was interesting and the services provided by the staff were good



### NE Ambassador Programme

Sizzling fun, experiential learning and project presentations were what 400 youths relished as they were weaned into charged-up NE ambassadors. These workshops housed enlightening talks, video screenings, studio quizzes and outdoor trails to historic battlefield sites. It was a rare occasion for these cadet leaders to sit at the feet of knowledgeable staff speakers from NEXUS, MINDEF, NCC and MOE and absorb their thoughts. They walked away more attuned to National Education for schools and the country, the role of Total Defence and the reality of security challenges confronting Singapore. LTC Lim Teong Lye, Commandant of NCC presided as the Guest-of-Honour of this pivotal exchange between youth cadet leaders and our military star performers.

[Annual Report 2003/04]



### NE Ambassador Cum Leadership Workshop

For Primary School Children

Trailing after the heels of their NCC counterparts, 40 prefects from Marsiling Primary School had an early head start as young NE ambassadors as they gained insights into Leadership and National Education. Through ice-breaker games, our 'On Guard!' show, outdoor activities and creative classroom programmes, the student leaders explored the truth about leadership, traced the traits of a good leader, studied the history of Singapore and saw how political shakers and movers have supremacy over the destiny of a nation.

### Tuas Naval Base Learning Journey

For Secondary Schools And Junior Colleges

The months of July, August, September, October 2003 and January and April 2004 were a welcomed stampede at the Tuas Naval base as 2,351 students from 11 schools streamed on board the nation's fleet of hi-tech patrol-crafts. For many of these students, it was probably the first and only time they had access to navigational aids, peeped into a navy man's cabin, caught a glimpse of a real war-craft and interviewed a navy crew on duty. More than an eye-opener, it was a proud moment for the students to testify to the prowess of our defence technology and the preparedness of our well-trained officers. For others, it was a value-added customised service that supplemented a packaged tour of SDC facilities.





### **Discovering Singapore**

National Education Gameshow

After 4 excruciating semi-final rounds of heated competition amongst 93 secondary schools, 13 June 2004 was the day that sealed the fate of 4 teams vying for the top four positions in this first-ever National Education Quiz organised by SDC. The quiz, modeled after a 2-hour TV Gameshow format, was designed to spread National Education amongst young Singaporeans. With a segment opened to audience participation, the finalists were subjected to 500 hair-splitting, fiery questions on Current Affairs, Geography, History, Science, Economics, Racial Harmony and Total Defence at one seating. The Guest-of-Honour was Minister for Education, Rear Admiral (NS) Teo Chee Hean.

> Singapore Discovery Centre [Annual Report 2003/04]



### STOMP COMPETITION



### Inter-Junior College/ Centralised Institute National Education Quiz

Friendly rivalry extended to the Junior Colleges and Centralised Institutes as teams from 11 schools took to the SDC stage to answer tricky questions on National Education. The event, sponsored by SDC and jointly organised with the Political Science Department of NUS, remained an entrenched programme of the centre for the past 3 years. Besides the traditional studio quiz format, the contestants pit one another eyeball to eyeball on their analytical skills for a scenario plan based on a mock terrorist invasion. Strategic contingency plans, well-designed charts and charismatic presentations engaged the audience.

Close combat was also evident amongst the schools competing in National Education Cheers, a new menu on the side to add colour to the event. Creative rhymes, energetic movement, rousing raps reigned the day.

### Commemorative Day Celebrations

Racial Harmony Carnival – School Cluster Events

The month of August was ablaze with Racial Harmony activities and the mega events attracted a total participation of 36 schools and 2,800 students from 3 NE hubs.

Centralising their Racial Harmony fiesta at St Gabriel's Secondary School, South Cluster 6 was entertained by our humour-packed NE roadshow featuring popular faces like Abigail Chay, Gregory Teo, Rolland Tan and Kathy on 12 July 2003. This was complemented by an adrenaline-pumping session of SDC's own "Discovery Squares", a mass game that measures the students' level of racial understanding and appreciation. Director of Schools (MOE), Ms Seah Jiak Choo presided as the Guest-of-Honour.

Students from West Cluster 1 enjoyed a visual and gastronomic feast on 2 August 2003 as war heroine Elizabeth Choy graced Jin Tai Secondary School's official opening of the Cluster's NE Gallery exhibition. The project was conceptualised, designed and researched by SDC's events team, a new quality outreach service for schools. Outdoors, traditional food stalls and carnival game stalls conveyed students back to the rare sights and taste of a childhood no longer experienced by this tech-savvy Y generation.

On the same day, the carnival for East Cluster was attended by Cluster Superintendent, Mrs Gan Lui Chui at SDC itself. The event commenced with a riveting talk on the Japanese Occupation by ex-journalist and diplomat, Mr George Seow. SDC hosts provided the 'edutaining' segment of the event with mass games such as the

"NS Treasure" hunt, "Do You Know It All?", "Snake and Ladder" game, "Find Your Soul Mate" and Wants to Be a Billionaire". The students were also brought on educational tours of both our upper lower galleries.



### Total Defence Celebrations

As world terrorism and security concerns dominate news headlines, Total Defence commemorative ceremonies have become a non-negotiable platform to inculcate civic consciousness of topical issues that grappled the globe. In February 2004, a record number of 9,438 students passed through our portals to view our new exhibits on "Conflicts and Terrorism". Amongst these, Chestnut Secondary and Jingshan Primary brought their whole school to SDC for our special "Total Defence Hunt", "Pack Up" Telematch, Martial Arts Performance, "Synergy Race" and talk on the Japanese Occupation.

On 7 February 2004, 128 students from 12 schools artistically interpreted the theme of "One People, One Nation, One Singapore" for our on-the-spot Drawing Competition. The competition was jointly organised by SDC and Life Art Society.

The Drill Competition on 12 February 2004 was a rally of teamwork, discipline and creative formations of a different kind. In the hot noon, 250 rugged NCC, NPCC, St John's Ambulance cadets and Guides from 9 schools congregated at SAFTI's Parade Square to pit their strengths against one another. Their fanciful formations, starched uniforms, tight co-ordination and impeccable timing scored high points with our experienced veteran judges.









### Special Days National Day Whole School Visits

Assumption English School, Chestnut Drive and Juying Secondary Schools celebrated National Day on 7 and 8 August 2003 by booking a mass visit to SDC for 2,700 students. Unforgettable covert lessons on patriotism and NE were imparted through our in-house mass games such as "Buzz In", "Wheel of Friendship", "Who Wants to Be a Billionaire" as well as quizzes, gallery exhibits, guided bus tour of SAFTI, performances and a 3D show.

### National Day Road Show And Skits

Glitzy costumes, exaggerated gestures, professional acting and a crispy script punctuated with satire and wicked humour were what drew 73,400 students to our fastest growing school outreach programme. Upon the renewal of institutional membership, member schools could pick 1 show from any of the 3 available scripts on Total Defence, International Friendship and Racial Harmony.

SDC also launched her maiden NE Skit entitled The Singapore Spirit this year.

### National Day Talks

National Education talks and seminars chalked up an audience of about 26,744 in the last financial year. The talks were offered on a variety of topics ranging from Economic Dimension of Total Defence, Water Issue, Diplomacy and Deterrence, Independence, Racial and Religious Harmony, Japanese Occupation and Constraints and Vulnerabilities. In all, students from 23 schools and 3 SCDF groups benefited from insightful analyses, interesting presentations and rare facts and figures drawn from newspaper and academic annals by our pool of SDC speakers.



The NEWater Visitor Centre is managed by SDC. It highlights the importance of water to the community and how Singapore leverages on advances in technology to reclaim water. The public's response to the Visitor Centre has been good, with visitors coming from all walks of life both locally and overseas. By December 2003, more than 100,000 people had visited the Centre in a short span of 10 months. The Centre is now an attraction highlighted in the Map of Singapore issued by the Singapore Tourism Board.





### iWERKS Theatre

2 new iWERKS films were screened – Pulse: A STOMP Odyssey and Lego Racers 3D. We have also upgraded our projector to screen 35mm print movies.



The Engineering and Facilities Department is now an integrated





CERT NO. 2001-2-1256 SS ISO 9001 : 2000

exhibit galleries at the "JTC Journey" Gallery at JTC Summit in Jurong East, the URA Visitor Gallery at Maxwell Road, CPF Gallery at Bishan Road. We also designed and built the exhibits

The department is also maintaining the interactive robots for the National Fire Prevention Council and has been engaged to do piece-meal exhibit upgrades for other galleries like Healthzone at Health Promotion Board and the Singapore Philatelic Museum.









Gallery Maintenance Works since 2002 – The JTC Journey at JTC Summit

Nice and clean environment. Exhibits in good working condition



Gallery Maintenance Works since September 2003 – URA Gallery





Training has formed an integral part of the Centre's overall staff development programme. SDC embarked on the Total Company Training Plan (TCTP) in February 2004 and successfully obtained the approval for the TCTP for the period February 2004 to March 2005 by SDF Secretariat. The training assistance is in support of 182 training places.

During the financial year, SDC organised several workshops for the Heads of Department. Training workshops like Peacock in the Land of Penguins and Fish Philosophy helped the Heads of Department to learn about harnessing diversity and having fun at the workplace.

SDC also organised a 6-week Speechcraft session that was held weekly in the evening leading to the inauguration of the in-house Discovery Toastmasters Club on 17 April 2004. Such training prepared our staff for public speaking and increased their confidence in relating to the public.



### Staff Welfare

SDC received 3 bronze and 2 silver awards since the inauguration of the Singapore Health Award in 1999. These awards clearly acknowledged the commitment the management has towards encouraging staff to embark on a healthy lifestyle and thus promoting general staff well being in the Company. In addition to the weekly Sports Hour, the whole Company attended the Body World Exhibition in March 2004 to expose staff to the effects of smoking and unhealthy eating to our body.

During the annual staff dinner and dance in November 2003, 29 staff were awarded the long service award ranging from 5 years to 9 years of service.

### **Achievements**





Spring Singapore ISO 9001:2000 certified (for Exhibit Availability) International Association of Amusement Parks and Attractions: Brass Ring 2003 Awards (Website)

- Association of Singapore Attractions: Most Supporting Attraction Award 2003
  Health Promotion Board:
  - Workplace Health Promotion Award 2003 (Silver)



### **VIP** Visits

In FY2003, SDC welcomed 168 VIP visitors to our premises. They included:

August 03 Dr Richard Lindheim, ED of Institute Of Creative Technology, US

August 03 LG Wayne Marty, Adjutant General State of Texas

October 03 Mr Hoffeins, Senior Analyst, German Navy Research Group

20

October 03 Mr Ben Coleman, Assistant Secretary Asia Branch, Australia

December 03 COL Mosa Abdel-Wali Khalaf, Jordan

January 04 LG Oraphut Sukswai, Director of Joint Intelligence, Royal Thai Armed Forces January 04 Mr Abdul Malik H, Executive Board, Indonesian Islamic Students Association

March 04 CPT Shinji Maruzawa, Defense Attache of Japan

March 04 BG Avi Mizrahi, Oman

### Apr 03 to Mar 04

Walk-in	49,928	21%
Corporate	76,059	32%
Tourist	32,008	13%
School	66,112	28%
Uniformed Groups	14,198	6%
Subtotal	238,305	100%

Outreach Programme	249,184
Total	487,489



### Operating **Revenue** including grants received(ssmil)

FY 2001	11.09
FY 2002	9.36
FY 2003	10.39

### Operating **Expenditure**(ssmil)



Financial Overview ]



510 Upper Jurong Road Singapore 638365 Tel 6792 6188 Fax 6792 1233 Website www.sdc.com.sg