

# **ANNUAL REPORT 2017**





### MISSION

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

### **VISION**

- To our Guests, Excellent Customer Service
- To our Staff, a Preferred Employer
- To our Business Associates, a Professional Relationship
- To our Stakeholders, an Enriching Partnership

### **CORE VALUES**

#### Compassion

It is commonly used interchangeably with empathy, altruism, kindness and love. However, compassion must not be confined to just managing clients and visitors, it is also about treating our own employees compassionately.

#### **Customer Service**

We are just providing basic customer service if we are merely meeting expectations when we are personable, prompt, efficient, courteous, and reliable. It is when we are able to deliver beyond expectations, then are we able to delight our guests and visitors.

#### Pride in Work

This is seen as a positive attitude to have as it celebrates one's achievements and promotes self-worth or self-esteem. When you have pride in what you organise, plan, write, train and guide, then you will be able to do what you do exceedingly well and with a lot more passion.

#### **Professionalism**

Being professional is also about wanting to excel in whatever we undertake to do. When we do things right and well the first time, every time and all the time, then we are indeed displaying the highest level of professionalism.

#### **Honesty & Integrity**

When we take personal responsibility for our actions, we are indeed displaying honesty and integrity. As we are governed by the corporate governance principles, it is only when we have strong ethical behaviour that we can stay true to the spirit behind corporate governance and we can all sleep well at night, knowing very well that our conscience is crystal clear.

#### **Teamwork**

Understanding teamwork is essential in order to achieve the goals and successes that every business hopes to see. Working together as a team means that several individual people have to come together and function as one solid unit. It involves taking the various talents and skills that each team member contributes and combining them into one successful effort.



# CHAIRMAN'S MESSAGE

"SDC's service to the nation will continue to be more important than ever - inspiring us with our pioneer's resolve to overcome adversity and imbuing in us values that underpin our progress today."

#### ATTAINING NEW FIRSTS

It was a year of successful endeavours for the S'pore Discovery Centre (SDC) in 2017 as we pushed new boundaries and raised the bar further. We continued to tell the Singapore Story this year by celebrating 50 years of National Service (NS50). Our National Day special exhibition was set up for the first time in the northern part of Singapore at Causeway Point, and in combination with other travelling exhibitions, it allowed us to reach out to even more Singaporeans.

SDC attained bizSAFE Level Star certification, the highest accreditation in safety standards for companies. This better positions us to host events and conduct business with clients who require bizSAFE certification, and also underscores our commitment towards safety and the well-being of our staff and visitors.

45 members of our team received the Excellent Service Awards (EXSA) presented by the Association of Singapore Attractions. This is the highest number of recipients for SDC thus far One of our Star Award recipients, Saurie Ram was nominated for the SuperStar Award, the highest accolade given to the most deserving Star Award recipient. Ram exemplifies service excellence by his professionalism in the running of the Army Museum of Singapore (ARMS). His rich experiences have allowed ARMS to flourish this past decade as a big part of SDC's history, especially in the areas of Defence and National Service

#### **SPOTLIGHT ON NS50**

The year was a major milestone with the commemoration of NS50. Security and national defence is crucially important for Singapore and we work tirelessly not only to highlight its importance to the public but to support our NSmen through our exhibits, programmes and activities. We marked this momentous year with a poignant NS50 exhibition that was showcased around the island. The NS50 exhibition travelled to schools, community events and army units.

#### MODELLING ON THE BEST

SDC continues to grow and move forward, reaching new heights in pursuit of our shared aspiration to be amongst the best in our field. We are committed to building a collaborative and supportive culture where ideas and suggestions from all are valued. This way, we can continue to enhance our visitors' experience as well as find new and innovative ways of sharing the Singapore Story so as to better engage our younger generation.

#### A NOTE OF APPRECIATION

It has been a collaborative effort all along. I would like to take this opportunity to extend my thanks to all members of the Board at SDC for your insights and guidance over the year, and of course to every member of the SDC team. It is indeed commendable that you possess that same passion whenever you share the Singapore Story. Keep up the good work!



# EXECUTIVE DIRECTOR'S MESSAGE

"A place like SDC must have a soul. It must be more than just efficient because a company's soul is about the intangible, created by our esprit de corps, the trust, the friendship and the bonds we have with each other and all who walk through our door."

# THE SINGAPORE STORY GOES ON

Over the past 21 years, our desire to tell the Singapore Story has never wavered as we work together to convey key messages of trust, inclusivity and growth as a nation, and 2017 has been no different. We continued the story this year by celebrating fifty years of National Service (NS50).

#### **NEW INSPIRATIONS**

We established several new partnerships in a bid to bring our story to a wider audience. We partnered Families for Life and ACCORD for the first time in 2017. Through this collaboration, we co-organised with Families for Life and hosted the NS50 Picnic, held at SDC on 5 August 2017. The picnic, graced by Dr Maliki Osman, Senior Minister of State for Ministry of Defence and Ministry of Foreign Affairs, attracted about 3,500 picnickers, who delighted in taking part in family bonding games and NSrelated activities such as camouflage face painting, photo sessions in mini SAF uniforms and the SAFTI-Pasir Laba Camp bus tour.

The fourth Singapore Stories Film Gala, held in June 2017, witnessed the inaugural Memorandum of Understanding (MOU) signed with Ngee Ann Polytechnic and the second MOU signed with Temasek Polytechnic for the production of Singapore Stories films. We are pleased to share that several films in these series have won accolades in the film industry and at international film festivals.

Another new partnership, this time with Tampines Regional Library (TRL), has culminated in the introduction of an innovative exhibition modality called SDC-Lite. Setting up SDC in a satellite capacity within TRL, we promote a 'lite' version of our programmes, exhibitions and our Singapore Stories films. We are hopeful that such a collaboration with TRL can gain new traction for SDC to expand our repertoire and engagement.

#### TAKING A BOLD APPROACH

Seeking fresh ways to engage with our visitors, we conducted our firstever zombie-themed thriller event -Area 510, designed to give visitors a unique perspective of Total Defence. It was the first time we had put on a thriller event and I am delighted that it was well received by visitors and staff alike. This has given us fresh impetus to reach out in new ways to school children and particularly to our youths. To sustain that engagement, our team will continue to work on out-of-the-box engagement ideas for future events.

#### TRIBUTE AND THANKS

It takes a close-knit and committed team to share the Singapore Story and the SDC team works tirelessly at the front line as well as behind the scenes as we seek innovative ideas and fresh initiatives to help bring the stories to life. Each member of our team shares a deep passion to tell the Singapore Story, and this is exemplified by the high standards of professionalism our staff display, the pride in their work and the quality of customer service that they deliver at every touchpoint. They are indeed the soul of the organisation and it is absolutely a pleasure to work with everyone at SDC.

#### **BOARD OF DIRECTORS**



Mr Adrian Chua Chairman Singapore Discovery Centre Ltd **Deputy Secretary (Administration)** Ministry of Defence



**BG (RET) Lowrence Chua Executive Director** Singapore Discovery Centre Ltd



**COL Joseph Tan** Director Nexus Ministry of Defence



LTC (NS) Melvin Kwek **Chief Operating Officer** Marketing and Communications **Asia Pacific** Credit Suisse AG



**Mr Puvan Ariaratnam** Director **Character &** Citizenship **Education Branch** Ministry of Education



Mr Chia Tze Yee **Group Director** (Engagement) People's Association



Ms Kit Chan Artiste / Creative Consultant



**Mr Jeffrey Seah Partner** Mettle & Salt Partners Pte Ltd





**BG Chua Boon Keat** Commandant **SAFTI Military Institute** Ministry of Defence



**COL Adrian Teng** Head **National Service Affairs Department** Ministry of Defence (appointed 1 June 2018)



Mr Ng Kin Yi Director **Defence Finance** Organisation Ministry of Defence (appointed 1 April 2018)

#### **STAFF & AUDIT** COMMITTEES

#### **Staff Committee**

Mr Adrian Chua Chairman S'pore Discovery Centre Ltd Deputy Secretary (Administration) Ministry of Defence

Mr Ng Kin Yi Director **Defence Finance Organisation** Ministry of Defence

> **COL Adrian Teng** Head **National Service Affairs** Department Ministry of Defence

#### **Audit Committee**

LTC (NS) Melvin Kwek **Chief Operating Officer** Marketing and Communications Asia Pacific Credit Suisse AG

> Mr Chia Tze Yee **Group Director** (Engagement) People's Association

Mr Ng Kin Yi Director **Defence Finance Organisation** Ministry of Defence

#### **Board of Directors' Meeting Attendance**

Board Member	Number of Meetings Attended
Mr Adrian Chua	4
BG (RET) Lowrence Chua	4
COL Joseph Tan	4
LTC (NS) Melvin Kwek	4
Mr Puvan Ariaratnam	3
Mr Chia Tze Yee	2
Ms Kit Chan	1
Mr Jeffrey Seah	3
BG Chua Boon Keat	2
Mr Thomas Wong	3
COL Clifford Keong	1
Number of Meetings held in FY17 (1 April 2017 to 31 March 2018)	4



From left to right: Peh Yee Joo, Soo Hui Wah, William Ong, COL (NS) Kelvin Koh, BG (RET) Lowrence Chua, Hovman Goh, Roger Hoo, Faye Kee, Sally Yeo, Cafren Kang

Peh Yee Joo

Director

**Exhibits Development** 

Soo Hui Wah

Director Education

William Ong

Director

Centre Management

COL (NS) Kelvin Koh

**Deputy Executive Director** 

BG (RET) Lowrence Chua

**Executive Director** 

Hovman Goh

Assistant Executive Director Education & Marketing

Roger Hoo

Chief Safety Officer / Head, Centre Management

Procurement

Faye Kee

Director

Corporate Development &

**Human Resource** 

Sally Yeo

Director Finance

Cafren Kang

Assistant Director Administration

#### **AWARDS & ACCOLADES**



#### **BizSAFE Level Star Certification**

SDC successfully attained the bizSAFE Level Star Certification on 6 March 2018. This certification recognises SDC for its commitment and compliance with the requirements in the Workplace Safety & Health Act. It also allows SDC to conduct events and arrange business with clients that require bizSAFE certification.



#### **Excellent Service Award**

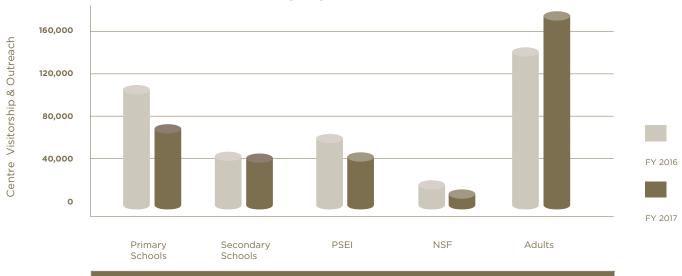
2017 saw the highest number of recipients for the Excellent Service Award (EXSA). A total of 45 staff from SDC bagged various recognitions including the Star, Gold and Silver awards. One of the Star Award recipients, Saurie Ram was nominated for the Superstar Award as well.



EXSA Award 2017 winners.

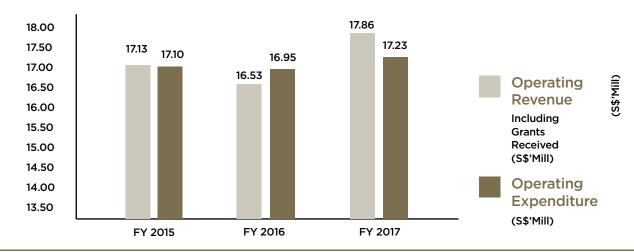
#### **ENGAGEMENT & FINANCIAL OVERVIEW**





	FY 2016	FY 2017
Centre Visitorship	211,381	196,307
Outreach	174,105	160,030
Total Engagment	385,486	356,337

#### **FINANCIAL**







#### **eProcurement System**

The eProcurement system was launched on 1 February 2018 at SDC. It revolutionises the procurement process and helps to achieve value-for-money purchases as we tap on the system's wide supplier database.

With the system's user-friendly interface, it was easily adopted and more than 50 users were trained.

#### **SDC IN THE NEWS**

SDC promotes its exhibitions, programmes and activities via numerous platforms, including on-site branding, direct mailers, press advertisements, radio advertisements and other collaterals. Apart from utilising the mainstream media to reach out to the general public, SDC also uses social media platforms such as Facebook and Instagram to connect with the digitally savvy.

Mass media coverage has proven to be a key contributor to the success of SDC's exhibition launches. SDC managed to garner a widespread of media coverage for key commemorative events in FY17.



#### SINGAPORE STORY GUIDES

2017 was a year of many milestones for our country as we celebrated 50 years of National Service and commemorated 75 years since the fall of Singapore. Against the backdrop of these significant events and the rise of non-conventional threats, 2017's Singapore Story training focused on the defence and security of Singapore. Thematic tours were introduced to further enhance engagement with our visitors during guided tours.

#### Year-end Thematic Tour 'Securing SG: Your Voice, Your Choice'

2 - 31 Dec 2017

The Singapore Story Guides presented the year-end thematic tour, 'Securing SG: Your Voice, Your Choice', as part of SDC's year-end public programme. The security-centric tour brought participants through the Crisis Simulation Show 'Could this happen to Singapore?', provoking participants to reflect on the devastation that a terrorist attack can have on Singapore and the importance of playing their role as vigilant civilians.

#### 'Area 510' Thematic Tour A Total Defence Event 24 Mar 2018

An unconventional approach was introduced to commemorate Total Defence 2018. SDC organised its debut thriller event, 'Area 51o', a fictional crisis scenario – a zombie apocalypse which has happened in Singapore. A call was made to the remaining survivors to gather at the last safe haven, SDC, to fight the zombies and look for a cure.

The Singapore Story Guides took Guest-of-Honour, Dr Maliki Osman, on a fully dramatised tour of the Total Defence special exhibition, 'The Power of 1', where a guide played the role of a survivor who had infiltrated and lived amongst the zombie population to study their behaviour and research for a cure. Dr Maliki's arrival provided the long awaited opportunity for this survivor to relate her findings and share them with the army.



SDC's Singapore Story Guides with visitors at the year-end thematic tour.



A Guide disguised as a 'survivor' leading Guest-of-Honour, Dr Maliki on a guided tour at the 'Power of 1' special exhibition.

#### Centralisation of Guides

The centralisation of Guides was completed when all Singapore Story Guides became conversant in tours for SDC, the Army Museum of Singapore (ARMS) and SAFTI. The Guides Branch was officially formed on 1 April 2017 to better manage the Guides' resources so as to strengthen the quality and competency of the Guides and provide a more holistic, consistent and seamless visitor experience. The Chinesespeaking Guides completed their cross-training for Mandarin tours which stood SDC in good stead to handle the waves of Chinese tourists seen in January and February 2018.

#### Spotlight on Defence and Security

Defence and security was the central theme for 2017's NE Trail for staff. A WWII trail, 'Where is Yamashita's Gold?', was designed by the Singapore Story Guides team which took staff on an interactive trail to WWII sites including the first landing site of the Japanese troops at Sarimbun Beach, the Jurong-Kranji Defence Line and the Former Ford Factory. Conducted entirely by the Singapore Story Guides, the trail provided insights into the historical significance of each site, peppered with hands-on activities to enhance the experience.





#### INTERNATIONAL FRIENDSHIP DAY

#### 'Flatworld and Mashups' Special Exhibition

28 Mar - 6 Jul 2017

Besides commemorating International Friendship Day (IFD) and ASEAN's 50<sup>th</sup> anniversary, this special exhibition also explored how globalisation and innovation has transformed our lives. New embassy partners and corporate sponsors came onboard with new initiatives to create an immersive experience which included the use of virtual reality, thematic-based boarding passes and stamp collection passports.



Foreign ambassadors and corporate partners engaged on a guided tour at our IFD special exhibition.



Adopting a multi-sensory, highly immersive and interactive approach as well as leveraging on technology such as VR helped to engage and invoke relatable and personal experiences for visitors.

The exhibition was officially launched on 21 April 2017 by Mrs Josephine Teo, then Senior Minister of State, Prime Minister's Office, Ministry of Foreign Affairs and Ministry of Transport. More than 400 people attended the event with members from various embassies, corporate and ministry partners as well as students from local and foreign schools.



Guest-of-Honour, Mrs Josephine Teo, interacting with students.



representatives from foreign embassies (Germany, Philippines, Sultanate of Oman, Thailand and Vietnam), Asia-Europe Foundation, SDC's Executive Director and board member during the IFD special exhibition launch.

#### International Friendship Day 2017 School Programme

3 Apr - 6 Jul 2017



Engaging and interactive activities included VR and 360 degree multi-sensory experience, movies and pop songs, Lego-building and passport stamping.

#### International Friendship Day Special Weekend

27 & 28 May 2017

The IFD Special Weekend provided a platform for crosscultural interactions where over 500 visitors were treated to performances and quizzes. New embassy partners from the Philippines, Brazil and the Malaysian Tourism Board came on board to enjoy the culturally immersive atmosphere as well.



Xango Capoeira performed an interactive demonstration that narrated the cultural origins of capoeira as a type of martial arts from Brazil.



'Culture bites' for visitors to sample food from around the world, set up by various embassies and partners. More than 15 types of snacks were offered.

For the first time since SDC organised the International Friendship Day school programme, 2017's edition was aligned with MOE's new secondary Social Studies syllabus to broaden its appeal and help students grasp complex issues like globalisation, geo-politics and ASEAN better. More than 3,000 students were engaged through pop songs, music, Lego bricks and game-based learning.



Primary school students learnt about ASEAN through the 'Building ASEAN' tactile activity by using Lego bricks and also enjoyed the 'Tune In' activity where they learnt about globalisation through music and dance.

#### Children's Season 28 May - 26 Jun 2017

SDC participated in the annual National Heritage Board (NHB)/ Museum Roundtable's Children's Season with the IFD special exhibition and public programmes.

Children learnt about ASEAN's cultural diversity through a variety of fun activities such as the 'ASEAN 50 Brick Challenge' and craft activities. For the first time, both SDC and the Army Museum of Singapore (ARMS) also participated in NHB's outreach programme by bringing these activities to Westgate Shopping Mall over two weekends in June. This event helped increase the publicity of the Children's Season activities held at SDC and ARMS.



A happy family with their completed ASEAN brick structure.

#### **CELEBRATING 50 YEARS OF NATIONAL SERVICE**

Dr Maliki Osman at the NS50 roving exhibition, Singapore Expo.

#### **NS50 Roving Exhibition**

Apr - Dec 2017

To celebrate 50 years of National Service, SDC curated a NS50 roving exhibition aimed at showcasing the journey of our national servicemen. Visitors were encouraged to share their appreciation messages for past and present NSmen at the exhibition.

The Ministry of Defence (G1-Army) also engaged SDC to support the SAF-Schools Partnership Programme (SSPP). The roving exhibition reached out to over 55,000 people which included more than 6,000 students and about 24,000 NSmen from army units. It provided an excellent platform to promote Commitment to Defence (C2D) messages to Post-Secondary Education Institutions (PSEIs), army units and the community.



A wefie with Prime Minister, Mr Lee Hsien Loong.



Minister for Defence, Dr Ng Eng Hen penning down his appreciation message for our NSmen.





Students at the SSPP-NS50 roving The SSPP unit at Republic Polytechnic.

#### **SDC & Army Open House** Collaboration

28 May 2017

In 2017, SDC partnered the Army Open House (AOH) Organising Committee, supported by CCE/MOE, to run an Art and Photo Essay Competition for secondary and special education schools. In total, 31 schools submitted more than 300 individual entries for both competitions.

#### NS50 SAFTI - Pasir Laba Camp (PLC) Bus Tours

22 Jul - 6 Aug 2017

SDC worked closely with the National Service Affairs Department (NSAD) on the NS50 SAFTI - PLC bus tour which was offered across three weekends to a total of 895 participants. A team of veterans and SDC's Singapore Story Guides conducted the tours, which brought back much fond memories for many NSmen, who also shared their stories with their families.

#### **NS50 Picnic**

5 Aug 2017

In collaboration with Families for Life and ACCORD, SDC and ARMS jointly organised the NS50 picnic as part of the commemoration of 50 years of National Service. The event attracted over 3,500 visitors. Activities included visiting the NS50 special exhibition, taking a SAFTI-PLC Special Bus Tour, having a picnic by the lake, Individual Marksmanship Trainer (IMT) shooting, tasting combat ration, donning of kid-sized military uniforms and camouflage face painting. Through these activities, families learnt more about the experiences of our national servicemen.

At night fall, the crowd also gathered to watch a blockbuster movie.



Families enjoying a picnic at the NS50 event.



Shooting at the IMT with the help of our Guest-of-Honour, Dr Maliki Osman.



Families gathered at the SDC Concourse for a blockbuster movie screening.

#### NATIONAL DAY CELEBRATIONS



National Day anchor exhibition at SDC.

# Together!' Special Exhibition 18 Jul 2017 - 2 Jan 2018 The focus of SDC's National Day 2017 special exhibition was to discover

'SG: Shiok, Ulu & Steady

The focus of SDC's National Day 2017 special exhibition was to discover Singapore in a myriad of ways. The diverse experiences, common spaces and values that we share help to define us as Singaporeans. Regardless, Singapore is still a work in progress and the exhibition featured how we can create the future we want.

As part of a joint partnership with NDP 2017 Executive Committee, the exhibition included a special feature - a VR 360 experience showcasing the Red Lion parachuters descent, naval diver helocasting and an armoured vehicle in action which represented parts of the dynamic defence display.

The National Day (ND) experience consisted of different components including an anchor exhibition at SDC and a satellite exhibition which travelled to the heartlands of Singapore. A portable exhibition was also created for easy installation in schools.

The travelling exhibitions took place at the Toa Payoh HDB Hub, Suntec City, Causeway Point and Singapore Expo. During this campaign, the special exhibition was visited by more than 150,000 members of the public.



Visitors penning their birthday wishes for the nation.



A child enjoying the VR 360 experience at the special exhibition.

#### 'SG: Shiok, Ulu & Steady Together!' Travelling Exhibition at Causeway Point

1 - 13 Jul 2017

SDC joined in the nation-wide birthday celebrations and brought the National Day special exhibition to Causeway Point, a heartland mall, to reach out to families in the north region of Singapore.



Stage quizzes hosted by Power 98FM DJ, Jerald Justin.

#### 'SG: Shiok, Ulu & Steady Together!' Travelling Exhibition at Toa Payoh HDB Hub

21 - 23 Jul 2017

SDC collaborated with Toa Payoh Central Citizens' Consultative Committee and Toa Payoh Central Community Club, and brought our National Day travelling exhibition to Toa Payoh HDB Hub. Minister for Defence and Bishan-Toa Payoh GRC Grassroots Advisor, Dr Ng Eng Hen, visited our travelling exhibition.



Guest-of-Honour, Dr Ng Eng Hen visited the travelling exhibition and interacted with the Toa Payoh residents.

#### 'SG: Shiok, Ulu & Steady Together!' Travelling Exhibition at Suntec City

25 - 30 Jul 2017

SDC's National Day special exhibition also travelled to Suntec City. The exhibition was coupled with entertaining stage performances and fringe activities such as lucky grab, quizzes and temporary tattoos. Singaporeans and PRs had a chance to win NDP tickets and funpacks.



A young girl having fun at the lucky grab booth.

#### 'SG: Shiok, Ulu & Steady Together!' Travelling Exhibition at Singapore Expo

4 - 6 Aug 2017

Dr Maliki Osman, Senior Minister of State for Defence and Foreign Affairs as well as Ms Jessica Tan, Member of Parliament (MP) for East Coast GRC visited the travelling exhibition during the Singapore Expo 'PlayLAH!' event.



Ms Jessica Tan, MP for East Coast GRC at the travelling exhibition at Singapore Expo.

#### National Day School Assembly Roadshow

10 Jul - 8 Nov 2017

SDC's highly engaging school assembly roadshow, 'Our SG #ONENATIONTOGETHER' reached out to over 18,000 students across 21 schools and covered current issues such as fake news and race relations.



Students engaged at the ND school assembly roadshow.

# Racial Harmony Day / National Day School Programme 'Decrypt SG'

18 Jul - 18 Aug 2017

More than 1,500 students participated in this programme where they learnt more about the Singaporean identity through a mission-based activity. A mobile display station was set up to stimulate learning with costumes and newspaper articles alongside guided tours of the ND special exhibition. SDC also partnered OnePeople.sg on the 'Culture Quest Quiz' to promote racial harmony messages.



For the first time, ND programmes were aligned to History syllabus, using origins of street names and inquiry-based learning.

#### National Day Public Programme

29 Jul - 13 Aug 2017

About 800 participants had fun over the weekends deciphering puzzles to find out what makes us Singaporeans. The puzzles were designed by 5 Singapore Polytechnic (SP) students as part of the SDC-SP partnership to promote an authentic learning environment.



Parents and children, having fun learning about local greetings in different languages, at the learning station hosted by a SP student.

# Customised National Day Programme for Post-Secondary Education Institutions

7 & 8 Aug 2017

SDC customised a school-wide programme to support Raffles Institution's and Anderson Junior College's National Day commemoration events for about 4,000 students and 300 teachers.



Sing-along segment was a hit during schools' ND events held at SDC.

#### **National Day Celebrations at SDC**

9 Aug 2017

SDC celebrated National Day at the centre with a slew of activities for SDC's visitors. They included stage performances, games, quizzes and paper craft workshops. NDP funpacks and many other attractive prizes were given out at our lucky draw sessions.



Visitors being engaged in the National Day lucky draw segment.



Children participating in the stage game.



A family photo with SDC's mascot, SingaPaw.

#### YEAR-END PROGRAMMES

#### Year-end Post Exam Programme 'Defence & Security: I-nnovate SG'

2 Oct - 17 Nov 2017

New initiatives such as 'Play2Learn' and the use of broad themes and contemporary issues such as defence, security, and Innovation beyond NE commemorative days have helped us to engage more than 7,000 students. 302 ITE students also took part in a customised programme.



Students learning about innovation in defence through fun and exciting Unmanned Ground Vehicle challenge!



The 'Vroom! to the Future' programme which was based on tactile Lego activity.



A family participating in the weekend's 'Vroom to the Future' activity.

#### Year-end Public Programme 'Holiday Escapade'

18 Nov 2017 - 1 Jan 2018

As part of our year-end public programme, SDC hosted a series of activities to engage families and youths during the holiday season. Activities included 'Let it Snow!' lucky grab, 'Vroom to the Future' craft activity, 'Innovation Challenge' activity stations, 'Meet X'mas SingaPaw!' and many more. SDC also conducted a lucky draw where visitors stood a chance to win attractive prizes such as a hotel staycation, Canon printer, an Acer Aspire laptop and shopping vouchers.

#### **FESTIVE SPECIALS**

Throughout the year, SDC hosted a series of themed activities to celebrate the four major festivals observed locally - Hari Raya Puasa, Deepavali, Christmas and Chinese New Year.

From traditional festive snacks tasting to handicraft-making, these activities provided visitors with opportunities to learn more about the respective cultures and appreciate the rich cultural diversity in Singapore.

#### Hari Raya Puasa



Deepavali



**Christmas** 



**Chinese New Year** 



#### **TOTAL DEFENCE DAY**



#### can play an active role in supporting TD.

#### 'The Power of 1' Special Exhibition

30 Jan - 25 Mar 2018

The Total Defence (TD) special exhibition 'The Power of 1' aimed to bolster the psychological defence and resilience of visitors to better face challenges in an evolving security landscape.

The exhibition highlighted key complex challenges and geostrategic issues that may impact Singapore's survival. Through its several interactive stations and immersive activities, it encouraged visitors to reflect on Singapore's level of readiness and play an active role in the protection and defence of Singapore. Visitors were also encouraged to support with one collective voice in a whole-ofnation approach.



A sharing with students on geostrategic issues that may impact Singapore's survival.



Students watching the street interviews conducted by OnePeople.sg on casual racism and the social fabric of Singapore.

#### Total Defence Day 2018 School Programme

30 Jan - 25 Mar 2018

Working with key TD partners such as the Singapore Civil Defence Force (SCDF) and POSBank, new ideas were adopted to enrich learning experiences as well as to encourage students to reflect on how they can play their part in TD. The programme engaged about 9,500 students across different levels, including 4 Madrasah schools.



Students engaged in a group activity at the TD school programme.

#### Customised Total Defence Programmes for Junior Colleges

Feb 2018

More than 3,400 Junior College students from Hwa Chong Institution, Pioneer Junior College, Raffles Institution and Meridian Junior College visited SDC during the TDD 2018 campaign.

#### Total Defence School Assembly Roadshow 'Just A Colour'

Feb - Mar 2018

For the first time, a 'Forum Theatre' format was adopted for our school assembly roadshow to further engage students and emphasise the importance of TD in the building of a strong, safe and cohesive Singapore. Through the 30-minute skit, students also learnt how they can be ready as individuals to defend our nation. It reached out to 13,456 students and 1,049 teachers.



Primary school students enjoying the assembly roadshow.

#### 'TD Gear Up!' Public Programme

10 Feb - 18 Mar 2018

More than 500 families and children were engaged over 13 'TD Gear Up!' sessions to understand more about the 5 pillars of TD through differentiated learning and interactive handson activities.

#### SCDF Junior Civil Defence Lionhearters (JCDLH) Challenge

14 Feb 2018

About 180 guests attended the JCDLH, graced by Guest-of-Honour AP Ho Peng Kee, Chairman of the Home Team Volunteers Network. Over 100 Junior CD Lionhearters from 21 primary schools completed exciting challenges which tested their skills and knowledge on emergency preparedness.



Primary school students enthusiatically learning about life-saving skills from SCDF officers.

# 'Fake or Not, What's the Big Deal?' by Dr Carol Soon

10 Mar 2018

An informative talk was organised by SDC, supported by Infocomm Media Development Authority (IMDA) to promote media awareness of fake news. The speaker, Dr Carol Soon from the Institute of Policy Studies (IPS) actively engaged over 100 parents and children on how we can do our part to mitigate problems brought on by the uncensored spread of fake news.

#### MOE-SDC Primary 6 Cohort Total Defence Game 'SG Unite! 2.0'

Following the success of the 'SG Unite!' card game that was launched by then Education Minister, Mr Ng Chee Meng during TDD 2017, MOE and SDC jointly produced a new version of 'SG Unite! 2.0' card game for TDD 2018. It was distributed to 184 primary schools, reaching out to 40,000 students.

Besides learning key TD messages, the game also aimed to bring awareness to threats and challenges that we face today and reinforce SGSecure and Commitment to Defence messages.

#### 'AREA 510' - A TOTAL DEFENCE EVENT

24 Mar 2018

On 24 March 2018, SDC was transformed into the last safe haven from a 'zombie outbreak' that took over the entire Singapore with its debut thriller event - Area 51o. Organised as one of SDC's key highlights to commemorate Total Defence Day, the one-day ticketed event took an unconventional approach on TD through a fictional crisis scenario - zombie apocalypse.

The event narrative set out that Singapore was plagued by a deadly virus which mutated many into zombies. SDC called out to all uninfected to remain calm and make their way to the centre. Through Area 510, SDC aimed to bolster the importance of having all Singaporeans play their part in TD, individually and collectively, to build a strong, secure and cohesive nation against all odds.

Dr Maliki Osman, Senior Minister of State for Ministry of Defence and Ministry of Foreign Affairs, attended the event. About 2,000 'survivors' turned up for the event.



Dr Maliki Osman in a guided tour by a 'survivor' disguised as a zombie, at the TD special exhibition.



Guest-of-Honour, Dr Maliki Osman checking out 'survivors' at the Area 510 event.



Dr Maliki Osman and SDC Directors with zombies at Area 51o.



Dr Maliki Osman meeting a team of 'survivors' during their mission.



'Survivors' trying their best to avoid being in combat with zombies.



'Survivors' learning first-aid skills at the medical station.



Guest-of-Honour, Dr Maliki Osman speaking with students at the YEC booths.

## Youth Entrepreneurs Competition 24 Mar 2018

SDC also hosted its sixth instalment of Youth Entrepreneurs Competition (YEC), a Corporate Social Responsibility initiative which enabled youths to reconnect with society and contribute actively to the community.

This year, the Action Community for Entrepreneurship (ACE) was invited to be YEC's official entrepreneurship partner. The participants learnt valuable lessons from the sharing and mentoring sessions by ACE entrepreneurs, which also covered online and on-site sales and marketing. 34 finalist teams from secondary schools (9 teams) and PSEIs (25 teams) raised about \$16,200 for charity.





SDC's Executive Director, BG (RET) Lowrence Chua with YEC 2018's Category A and B winners. From left to right: Team Woodlands Ring Secondary School and ITE College Central.





#### **CORE PROGRAMMES**

#### Social Studies Related Programmes 'Creating our SG!'

4 Apr 2017

In 2017, a programme designed closely with the Social Studies syllabus was introduced to the Secondary 3 cohort students. The programme was co-developed by SDC and the CCE Branch/MOE.

320 Cedar Girls' School students enjoyed learning about trade-offs through this engaging and interactive programme.



A group of secondary school students engaged in the school programme.

Students enjoying a sumptuous spread of local food.

#### Customised Trails for Swiss Cottage Secondary School: 'Food Trail and New Citizen Trail'

22 & 23 May 2017

For the fourth year running, Swiss Cottage Secondary School engaged SDC to customise trails for their cohort experience. 278 Secondary 1 students learnt about our diverse cultures through the 'Food Trail', while 280 Secondary 3 students explored our Singaporean identity through a 'New Citizen Trail'.

#### Customised Programme for Hwa Chong Institution: 'Harmony Cup: Heritage, Cultural and Entrepreneurial Trail'

29 Jul 2017

SDC had once again customised a programme for Hwa Chong Institution (HCI) where 83 students and eight teachers from five secondary schools under their cluster participated in the exciting outdoor 'Amazing Race Trail' in Jurong District to learn about Singapore's rich cultural heritage and entrepreneurship.



Hwa Chong Institution students enjoying the educational trail.

#### **EDUCATORS' ENGAGEMENT**

#### **Customised programmes for Educators**

Periodically, SDC customised programmes for school educators, such as outdoor trails, staff retreats and teambuilding sessions. These educational and fun programmes brought across NE messages and positioned SDC as a choice NE partner for learning journeys.

In September 2017, 142 executives and administrative staff from MOE North 6 Cluster Schools participated in a customised 'NE-mazing' race for their teambuilding. SDC also organised two runs of Educators' Preview sessions in November 2017 and January 2018 to share on our calendar of commemorative events and educational resources.



Teachers participating in the 'NEmazing' race.



At the Educators' Preview, SDC shared about school programmes and events offered.

#### STRATEGIC PARTNERSHIPS

SDC has strengthened our partnership with the Character and Citizenship Education (CCE) Branch and the Uniformed Groups (UG) Branch of MOE, as well as established new partnership with the Humanities Branch/MOE. These helped to provide excellent platforms to promote SDC as the choice learning journey partner. SDC staff was privileged to attend some MOE events alongside educators and were kept abreast of latest MOE initiatives.

## Strategic Partnership with CCE Branch of MOE

Marking SDC's new partnership with CCE/MOE, SDC actively participated in CCE/MOE's events such as Racial Harmony Forum (on 17 May 2017), CCE/MOE's pilot run of SG Identity Programme for PSEI (on 18 May 2017) and MOE/CCE Primary Schools Zonal Engagement (from 22 to 23 August and 12 to 13 September 2017).

#### Uniformed Groups: SCDF Urban Adventure Civil Defence Skills Competition

Besides the SGSecure facilitation workshop for NCDCC, SDC was also invited to support SCDF's annual Urban Adventure Civil Defence Skills Competition which was held on 21 October 2017. Mrs Tan Chen Kee, Divisional Director (Student Development Curriculum)/MOE was the Guest-of-Honour. Organised by NCDCC HQ, about 165 cadets from NCDCC and other UGs learnt about civil defence and C2D messages through exciting challenges set up in SDC and SAFTI MI.

#### SGSecure Advocacy Facilitation Sessions For Uniformed Groups

Since November 2016, SDC as UG/MOE's appointed service provider, conducted 12 SGSecure Advocacy Facilitation workshops for six UGs (NPCC, NCDCC, NCC, S'pore Scouts Association, Red Cross and Girl Guides). SDC also reached out to over 1,200 UG cadets, volunteers and teachers.

#### New Partnership with Humanities Branch of MOE

SDC invited officers from the Humanities branch/MOE (Social Studies and History) to visit SDC and had fruitful discussions on closer curriculum alignment and new platforms to publicise SDC's programmes. Subsequently, SDC was invited for the first time as MOE's partner to various events; MOE Social Studies Curriculum Leaders' Sharing Session for secondary schools, Social Studies Symposium for primary schools and History Symposium at NIE MOE briefing sessions for Commerce teachers.

# POST-SECONDARY EDUCATION INSTITUTIONS ENGAGEMENT

Since 2013, our Post-Secondary Education Institutions (PSEI) programmes have gained more traction and SDC saw its highest number of engagement in 2017, especially for Junior Colleges (JCs) and ITEs. This was not only achieved through the PSEI programmes and popular travelling exhibitions, but also customised programmes which helped to meet diverse needs of the target groups within tertiary institutions.

#### Poly Forum 2017 Future Economy Trail

18 Sep 2017

In conjunction with the Poly Forum 2017 organised by Temasek Polytechnic, SDC organised the 'Future Economy Trail' for a group of 75 students from all 5 polytechnics. Students learnt about the challenges faced by Singapore's economy as well as key recommendations by the Committee on the Future Economy.

Students learning the business model of Thow Kwang Pottery and its past and present challenges.

#### SDC-Singapore Polytechnic Partnership, 'YOUnison'

18 Nov 2017

For SDC-Singapore Polytechnic's (SP) sixth year collaboration (with the Department for Event and Project Management), SP students were empowered for the first time to create a special public programme, 'YOUnison'. Through the exciting learning stations set up, the programme engaged over 500 youths and family members.



SP students registering for the one-day special programme.

#### Customised Programme on Contemporary Issues for Temasek Polytechnic Students: 'Realpolitik'

9 Jan 2018

SDC introduced a game-based programme to cover Temasek Polytechnic's Contemporary Issues (Global Perspectives) module for more than 100 students to learn about trade-offs in policy-making and foreign policy.



Students role-playing as representatives from different countries in the 'Realpolitik' game-based scenario.

#### Pilot Run of 'Mock Parliament' Programme for ITE College East

23 - 30 Jan 2018

More than 400 students from ITE College East participated in a new 'Mock Parliament' programme that targeted PSEI students. They learnt about parliamentary debates and trade-offs through role-play scenarios.



ITE College East students sharing their views at the 'Mock Parliament' programme.

#### SCHOOL OUTREACH

Outdoor trails continued to help engage PSEI students effectively. More than 1,000 JC students participated in the popular Young Ethnographer's Trail, with new JCs such as Victoria Junior College coming onboard alongside strong supporters such as Hwa Chong Institution. In addition, SDC's travelling exhibitions and new film outreach programmes (screening of past Singapore Stories films) reached out to about 38,000 PSEI students.



JTC personnel sharing Jurong area's future developments with students.



Customised outdoor trail for JC students at Jurong Hill lookout tower to learn about industries in the area.

# PUBLIC OUTREACH SDC Satellite at Tampines Regional Library

As part of SDC's outreach engagement, travelling exhibitions, Singapore Stories films and craft activities were brought to Tampines Regional Library (TRL). This effort aims to publicise and showcase SDC's events and activities to members of the public living in the east region.



SDC staff shared about the background of the Singapore Stories Film collaboration with polytechnics.



The exhibition 'SG Tidbits 365' was supported by NLB's thematic based book display.





#### Singapore Stories Film Gala

6 June 2017

SDC collaborated with Temasek Polytechnic (TP) School of Design and Ngee Ann Polytechnic (NP) School of Film & Media Studies, to commission three new short films with stories close to the heart of every Singaporean. Guest-of-Honour Ms Grace Fu, Minister for Culture, Community and Youth, graced the film gala premiere and witnessed the signing of a Memorandum of Understanding (MOU) by SDC with TP and NP on 6 June 2017 evening, at the iWERKS Theatre.



MOU signing ceremony by SDC with TP and NP.



Guest-of-Honour, Ms Grace Fu speaking with Team Gallant's student director and producer.



The cast and production crew of the film 'Rust Red'.



Guest-of-Honour, Ms Grace Fu acknowledging the hard work and efforts the student production teams have placed into creating the films.

#### SIGNATURE EVENT

The three selected films, 'Gallant', 'Rust Red' and 'Azza' highlighted Singapore's vulnerabilities and embodied strong values and conviction.

Each film has a runtime of about 20 minutes. The films were exclusively screened at SDC over a period of one year, free for all Singaporeans and PRs. Both student films, 'Azza' and 'Gallant' won the Silver World Medal in the 'Best Student Film' category at the New York Festivals – World's Best TV and Films 2018.







The three Singapore Stories films which premiered at the Film Gala event - 'Rust Red' by NP students, 'Azza' and 'Gallant' by TP students.



A group photo of all three student production teams.





#### Hazel Neighbourhood Committee Movie Screening

23 Apr 2017

210 residents from Hazel Neighbourhood Committee enjoyed a family bonding outing to SDC. They were treated to a sumptuous lunch and a blockbuster movie screening at the iWERKS Theatre.



A group photo of Hazel Neighbourhood Committee residents.

# **Dancing Stars of Singapore**

19 & 20 Aug 2017

Dance Planet orchestrated 'Dancing Stars of Singapore', a competition with categories for various ages and genres, spanning from modern dance to traditional Indian dance at SDC over a period of 2 days. A total of 400 contestants and supporters turned up for this colourful and musical event.

# Singapore Tourism Board Greater China 2017 Trade Roadshow

4 - 8 Dec 2017

SDC participated in a trade roadshow reaching out to three Chinese cities, Zhengzhou, Wuhan and Chongqing. This was part of SDC's efforts to reach out to potential tourist group clients and at the same time, actively expand SDC's marketing presence in these cities. Through this event, SDC reached out to a total of 459 in-market travel agents from all 3 cities.



Winners of the 'Dancing Stars of Singapore' contest.



Introducing SDC's attractions, events and activities to Chinese tour agents.

# **3M Family Day**

27 Jan 2018

SDC hosted and organised 3M Family Day with a turnout of more than 5,000 employees and their families. The event was spruced up with a whole suite of entertaining activities, such as stage performances, bouncing castles, games and a spectacular display of fireworks over the Discovery Lake.



3M Family Day Committee Members celebrating at their family day event.



NSmen gathered at SDC Concourse for their MR parade.

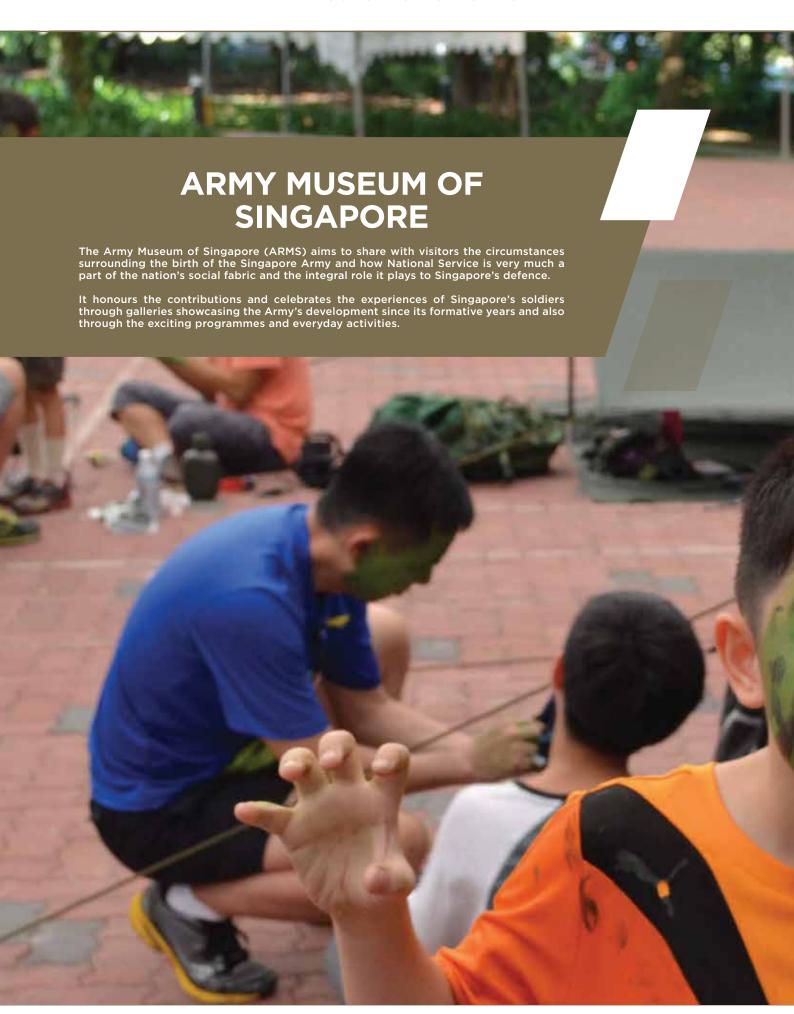


The commencement of the MR parade at SDC Concourse.

# 822 SIR MINDEF Reserve (MR) Parade

3 Mar 2018

Over 300 NSmen from 822 SIR gathered in SDC for their MR parade. They were accompanied by their families and friends for this momentous event. Attendees participated in guided tours of SDC and Army Museum of Singapore and the children had fun with hands-on craft activities.





The Army Museum of Singapore (ARMS) welcomed close to 92,000 visitors from April 2017 to March 2018. During this period, ARMS also organised 16 unit events, three special programmes and hosted 28 foreign military delegation visits.

#### SPECIAL PROGRAMMES



#### Children's Season

27 May - 26 Jun 2017

For the seventh year running, ARMS collaborated with National Heritage Board's (NHB) Museum Roundtable to organise the Children's Season programme during the June school holidays. It attracted a total of 1,167 visitors. The activities that were offered as part of the programme were; (a) 'Survival' - a half-day 'field camp' handson experience, (b) 'Night@ARMS' - a two-day, one-night father-child camp, (c) 'Mission Ready' - performing a series of tasks centred around the ARMS temporary exhibition and (d) 'Be a Soldier' - where children dress up as soldiers in the different Army uniforms.

Dressed up children posing for a photograph.



Families having their faces camouflaged.

# 'Dads for Life' Car Rally

2 Sep 2017

In collaboration with Centre for Fathering (CFF) and Dads for Life (DFL), ARMS was one of the activity stations for their Car Rally event, 'Daddy Vroom'. This was the first time ARMS had partnered them for this event. The Car Rally event involved families, in cars, traversing the length and breadth of Singapore to various checkpoints located islandwide and completing all assigned activities at each of the checkpoints. While at ARMS, families were required to camouflage their faces as well as complete the Mini-Standard Obstacle Course (SOC). Through these activities, the families bonded towards the common experience of National Service, and developed a greater appreciation for the training that our national servicemen undertake and the teamwork needed to overcome these challenges.



Parents cheering their child at the Mini-SOC.

#### Year-End Programme

18 Nov 2017 - 1 Jan 2018

This programme conducted during December school holidays focused on creating opportunities for parents to share their personal NS experiences with their children, inculcating in them an attitude of commitment to the defence of our nation as well as generating awareness of and interest in Army training. The activities included 'Night@ARMS' - a two-day, one-night father-child camp, 'Survival' - a half-day boot camp, 'Under Siege' - a hands-on trebuchet assembling and application workshop, soldier dress up and soldier craft.



'Under Siege', mother and daughter firing their completed trebuchet.



'Night@ARMS', father and son showing off their 'Basha'.



Students listening intently on the science behind the operation of a trebuchet.

# Total Defence Day Programme

30 Jan - 25 Mar 2018

The Total Defence (TD) programme was conducted in collaboration with SDC under the overarching theme of 'TD-Gear Up!'. ARMS organised and conducted military focused activities as part of the programme, imbuing in each student a better understanding of military defence and inspiring them to play a part in the nation's defence. Students participated in a range of hands-on stations such as 'basha' tent pitching, camouflage face painting, IMT shooting, combat rations sampling, field pack assembling and trebuchet firing. These activities were conducted as part of a mission, to give them a comprehensive overview of a soldier's life and understanding of the principles of warfare. Ultimately, seeding in participants a better understanding of military defence and also guiding them to arrive at their own conclusion on how they can play a part in military defence.

## SAF-Schools Partnership Programme (SSPP)

14 Feb 2018

1,278 students and 160 staff members from Raffles Institution visited ARMS with their affiliated Army Unit, as part of the SSPP. The programme included a demonstration of cyber defence, a presentation on intelligence operations as well as a series of different hands-on activities, such as camouflage face painting, 'Basha' tent pitching, IMT shooting, combat ration sampling, trebuchet firing and field pack assembling. These activities were excellent opportunities for the students to interact with the servicemen and learn first-hand how they train and what they do to keep Singapore safe and secure. The programme also helped the school meet its National Education learning objectives and also bolstered the unit's Commitment to Defence (C2D) objectives as well.



Students learning about the SAF standard field pack.



Students getting ready to camouflage their faces to blend into the surroundings.

### Area 51o: A Zombie Themed TD Event

24 Mar 2018

The debut thriller event held at SDC and ARMS attracted about 2,000 participants. Area 510, which featured various zombie inspired games and challenges allowed participants to immerse and learn about complex topics such as the importance of resilience, working together, being prepared and prioritisation of resources, in an engaging and exciting manner. This innovative way of presenting the five pillars of Total Defence and why these pillars would be vital for resource-constrained Singapore in the face of a crisis, was very well received by the participants. ARMS hosted three of the 13 stations; 'Mini-Mart', 'War on Zombies', and 'War Zone', with the latter two being signature stations.



An immersive zombie experience awaits participants at the 'Mini-Mart' at ARMS.



'Survivors' working together as a team to complete the mini SOC challenge.



Participants working together to achieve the mission at the 'War Zone' at ARMS.







# SAF Day Rededication Ceremony 2017

30 Jun 2017

On this day, 17 NSmen gathered and recited the SAF pledge to reaffirm their loyalty and commitment to the SAF and the nation.

# ACTIVE Day 11 Sep 2017

The Workplace Health Promotion (WHP) Committee organised a mini-games galore for staff on our All Companies Together In Various Exercises (ACTIVE) Day 2017. Staff pitted their skills against each other to compete for their teams by playing games which included table tennis, mini telematches, pedal boating, paintball target shooting and badminton.



# 'Where is Yamashita's Gold?'

6 Nov 2017

With exciting interactive games and challenges, SDC's staff learnt more about the security and defence of our nation on a NE trail organised by the Exhibits Development department.

#### **Dinner and Dance**

24 Nov 2017

SDC concluded 2017 with a Dinner and Dance party. Organised by the D&D Committee, the canteen was transformed into a starry pyjamas slumber night. SDC's staff came dressed in their fancy bedtime outfits and enjoyed a night of feasting, games and bonding with fellow colleagues.





#### Meals on Wheels

Dec 2017

SDC's Fish Committee organised a corporate social responsibility programme together with Touch Community Services, where SDC staff were involved in the distribution of meals to lower income families.

# Company Outing to Batam

7 & 8 Jan 2018

This annual company trip organised by the WHP Committee was held in Harris Resort Batam. It was a fun and relaxing opportunity for staff to celebrate the successes and hard work put in through the year.



