

Celebrating



YEARS OF SHARING THE SINGAPORE STORY

**ANNUAL
REPORT** 2021



Celebrating 25 Years

1988

The idea to build an exhibition centre within SAFI Military Institute's ground to instil in Singaporeans a sense of confidence in the future of Singapore and to strengthen our commitment to defence through National Education was formed. This idea later evolved into the concept of setting up Singapore Discovery Centre (SDC) based on an 'edu-tainment' approach.

1997

SDC introduced its iconic robot, Little George - an interactive 1.8m tall robot that could talk and move. Little George participated in SDC's first series of roadshows and the first interactive multimedia show, 'Wheels of Time'.

2006



SDC was officially reopened by then Minister for Defence Teo Chee Hean on 18 July 2006. The new SDC broadened the scope of National Education messages shared with the public.

2015



SDC collaborated with SG Heart Map to celebrate SG50 with a special exhibition which was launched by then DPM Teo Chee Hean. SDC was featured on the SG Heart Map as one of the 50 places that are special and meaningful to Singaporeans.

2020

Rejuvenation | SDC reopened on 31 October 2020 after six months of centre closure. With the revamped thematic and immersive exhibition galleries and new offerings, SDC rebranded itself as a lifestyle attraction to enhance its appeal to youth and families. 'Through the Lens of Time' (Upper Permanent Exhibits Gallery) received the Singapore Good Design Award (SG Mark) 2021 in the 'Interior Design' category.

COVID-19 | SDC, together with nine other MINDEF-Related Organisations (MROs) assisted in the setting up and operations of the integrated Community Care and Recovery Facility at Changi Exhibition Centre and temporary dormitory project at National Service Resort and Country Club (NSRCC) Kranji.

2008

SDC was appointed to operate and manage the Army Museum of Singapore (ARMS) and started to offer twinning programmes for SDC and ARMS.

THROUGH THE LENS OF TIME

1999

SDC welcomed its 1,000,000th visitor, Mrs Heng-Lim Yan Pheng on 7 November 1999.

2009

Singapore's first immersive 3rd Generation SAF exhibit, 'Battlefield Command' was officially launched on 18 September 2009.

2016

SDC marked its 20th Anniversary with a special exhibition and exciting activities including display of fireworks over SDC lake with Guest of Honour, Dr Teo Ho Pin, then Mayor of North West District. SDC also launched its mascot, 'SingaPaw' to engage families and young children in the Singapore Story.

1996

SDC was established as a 'discovery centre' and an attraction, and was officially opened by then President Ong Teng Cheong on 23 November 1996.

2004



Time for a major revamp! SDC was closed from November 2004 to June 2006 (about 1.5 years) for a major redevelopment.



2021

As part of SDC's 25th Anniversary, an AR Media Wall was launched. Besides bringing SDC's key milestones to life, it also incorporates exhibits that are located outside the Permanent Exhibits Galleries to provide an enriching experience for visitors. A special partnership video was also produced.

The rejuvenation of SDC's Lower Permanent Exhibits Gallery was completed and 'Sandbox' was officially launched on 20 November 2021 by Senior Minister of State for Defence, Mr Heng Chee How.

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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

Mission

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

Values

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



Chairman's Message

“ I look forward to working closely with the SDC team as well as our MINDEF colleagues on this transformational journey to strengthen Commitment to Defence and Commitment to Singapore! ”

Celebrating SDC's Silver Jubilee

2021 marked Singapore Discovery Centre (SDC)'s 25th Anniversary and we are honoured to have celebrated it with our supportive Singaporeans, partners and friends. Since our establishment in 1996, we have continually reinvented ourselves and refreshed our offerings and attractions in order to stay relevant. Today, we are proud to have a discovery centre that educates and entertains, to achieve our mission 'to share the Singapore Story and to inspire a desire to contribute to Singapore's future'.

It is remarkable how the SDC team showed resilience during the pandemic years. SDC forged ahead with its transformation journey, rejuvenated its infrastructure and boldly embarked on its 'Greenest Plan', which includes solar power infrastructure and green initiatives. Today, SDC is already reaping some of the benefits such as offsetting more than 60% of its energy consumption with solar energy. It has been an exciting and rewarding journey, and I'm confident that SDC can accelerate the implementation of its Green Innovation projects to reach its vision of a net-zero energy centre.

Thanking our SDC Team and Stakeholders

I am proud of SDC's achievements and wish to express my heartfelt appreciation to our SDC Board members for their guidance and strong support, the Management Committee for their leadership and dedication, as well as every member of the SDC team for their commitment and sacrifices made during this period. Special thanks also to the former SDC Chairman, Mr Teo Eng Dih, for his visionary leadership and support for SDC's transformation journey during the COVID-19 period.

Looking back to our humble beginnings in 1996, I also wish to acknowledge the contributions of past and present SDC Boards, Management Committees, and SDC staff, as well as thank all our partners and stakeholders for their continued support over the years. With your continued support, SDC will be able to continue telling the Singapore Story and inspiring our next generation.



Creating a New Collective of Defence-related Museums

Looking ahead, SDC will be a key player in a new entity that brings together SDC, the Service museums (Army Museum, Navy Museum, Air Force Museum) and the future National Service Gallery. This new collective of defence-related museums and galleries would develop world-class engagement spaces and leverage new immersive technologies to better engage, educate and entertain Singaporeans, friends and partners. This will be an exciting journey in which SDC's experienced team and extensive public and private networks will be critical success factors.

I look forward to working closely with the SDC team as well as our MINDEF colleagues on this transformational journey to strengthen Commitment to Defence and Commitment to Singapore!

BG Kelvin Fan

Chairman
Museum Development Group

Chairman
Singapore Discovery Centre Ltd

Chief Executive's Message



demonstrates SDC's continued relevance to the latest NE curriculum.

This was a difficult year due to the frequent changes in COVID-19 guidelines, yet SDC managed to nimbly navigate our offerings and achieved good engagement and revenue targets. Our commitment in programmatic transformation motivated the SDC team to introduce new initiatives and exciting offerings (physical, virtual, hybrid) for everyone, including Virtual Escape Rooms, a host of new digital and sustainability programmes, and new events such as our very first 'Harrowing Halloween'! You can expect more in the pipeline.

Commitment to Sustainability and Innovation

SDC remains committed to our Greenest Plan. We have accelerated our efforts through new initiatives and key stakeholder engagement, and we are on track to achieve our net-zero energy target by next year. We are humbled and encouraged by the compliments and recognition from our partners and visitors that SDC's sustainability efforts have been inspiring and could serve as a model for museums and attractions to emulate. Moving forward, SDC looks forward to learning and working closely with like-minded partners to achieve Singapore's 2030 Green Plan. Innovation has been incorporated into SDC's DNA where we continue to stay agile, dare to try new ideas and be fast to market, yet remain grounded in sharing our Singapore Story.

Whole-of-Government (WOG) and SDC-wide Efforts

In support of the latest government initiatives, SDC leveraged on Whole-of-Government (WOG) efforts by working more closely with the Ministry of Defence (MINDEF), Total Defence (TD) and NE community, National Heritage Board (NHB) / Museum Roundtable (MR), Association of Singapore Attractions (ASA) and relevant industry partners to widen our reach and impact. SDC supported NHB/MR's various campaigns such as the 'Battle of Singapore' campaign which was part of the 80th Anniversary of the Fall of Singapore, and 'Museum Roundtable 25 Travelling Exhibition' which was timely as it helped to market the new SDC and gain mindshare in the museum community.

Internally, SDC-wide efforts provided a platform to develop more integrated programming such as the Total Defence Day and National Day campaigns, which also helped to optimise our resources and promote greater teamwork. Despite the COVID-19 challenges, SDC continued to be a choice NE partner and managed to engage schools and various target groups effectively through a wide range of programmes. With the gradual return to normalcy, staff engagement and training will continue to be our priority, with good focus

on change management and capability building.

Transition to Museum Development Group (MDG)

As part of the larger restructuring efforts to professionalise and enhance service delivery standards for all MINDEF-related museums, I am honoured and excited to be appointed as the Chief Executive to lead the newly formed Museum Development Group (MDG, a holding name) to embark on the phase of our transformation journey. We are making plans to ensure a smooth structural transition to MDG, including change management as it is important for existing and new staff to understand their new roles. We are looking at onboarding the various service museums in due time, starting with the Navy Museum by the end of FY2021 after their revamp.

We are also working on plans to strengthen our collaborations with local and international museums. This is very timely as SDC has been engaging the NHB/MR community and now with MDG, there will be more exciting areas for collaboration. We have been engaging overseas museums through overseas study visits and participation in international conferences organised by the International Council of Museums (ICOM). For the National Service (NS) Gallery at the future NS Square, we have also started to engage the International Advisory Panel (IAP) which comprises experts from various international military museums, for exchange of ideas and learning of best practices.

Note of Recognition

I would like to thank our Board, all staff, partners and stakeholders for their strong support for SDC's transformation, especially during this COVID-19 period. In particular, I would like to thank the outgoing Chairman, Mr Teo Eng Dih, who was relentless in his support for our Digital, Gallery and Sustainability transformations, without which SDC would not have achieved so much within such a short span of time. I wish him all the best in his next appointment as CEO, Maritime & Port Authority of Singapore (MPA) and I look forward to working with our new Chairman, BG Kelvin Fan, for the next phase of transformation. I also look forward eagerly to resuming our centre's full operations and to welcome our visitors and partners with more exciting new offerings such as a bigger and better Mid-Autumn Festival and 'Harrowing Halloween' public events this year.

Mr Joseph Tan

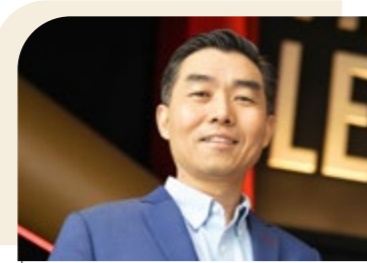
Chief Executive,
Museum Development Group

Executive Director,
Singapore Discovery Centre Ltd

Board of Directors



BG Kelvin Fan
Chairman
Singapore Discovery Centre Ltd
Deputy Secretary (Policy)
Ministry of Defence



Mr Joseph Tan
Executive Director
Singapore Discovery Centre Ltd



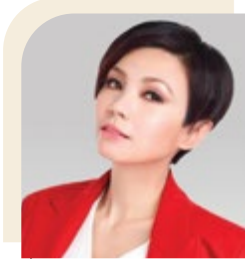
COL Goh Jerica
Director
Nexus
Ministry of Defence



SLTC (NS) Melvin Kwek
Managing Director
Vantage Point
(Private Limited)



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



Mr Ng Kin Yi
Director
Defence Finance Organisation
Ministry of Defence



COL Lim Han Yong
Head
National Service
Affairs Department
Ministry of Defence



BG Tan Tiong Keat
Commandant
SAFTI Military Institute
Ministry of Defence



Ms Loh Wee Cheng
Divisional Director
Student Development
Curriculum Division 1
and Director
Character & Citizenship
Education Branch
Ministry of Education

Staff & Audit Committees

Staff Committee

BG Kelvin Fan
Chairman
Singapore Discovery Centre Ltd
Deputy Secretary (Policy)
Ministry of Defence

Mr Ng Kin Yi
Director
Defence Finance Organisation
Ministry of Defence

COL Goh Jerica
Director
Nexus
Ministry of Defence

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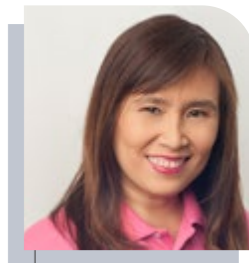
Management Team



Mr Joseph Tan
Executive Director



Mr Melvern Ong
Assistant Executive
Director



Ms Soo Hui Wah
Director,
Strategic Partnerships



Ms Peh Yee Joo
Director,
Gallery



Ms Sally Yeo
Director,
Finance



Mr Yap Chee Wee
Director,
Visitors Experience



Mr Aw Young Gan Juen
Director,
Corporate Development
& Human Resource



Ms Cafren Kang
Assistant Director,
Administration

*Member has served for more than 10 consecutive years on the Board as the appointment is ex-officio.



Meeting Attendance

Board Member	No. of Meetings Attended
Mr Teo Eng Dih (<i>Chairman, Sep 2019 - Aug 2022</i>)	4
Mr Joseph Tan	4
COL Goh Jerica	4
SLTC (NS) Melvin Kwek	4
Mr Chia Tze Yee	2
Ms Kit Chan	2
Mr Jeffrey Seah	1
Mr Ng Kin Yi	3
COL Lim Han Yong	2
Ms Loh Wee Cheng	4
BG Chua Jin Kiat (<i>Board Member, Nov 2021 - Jul 2022</i>)	0
No. of Meetings Held	4

At a Glance

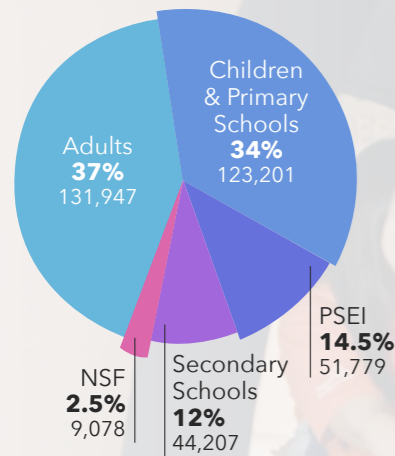


Total Engagement
360,212

In-Centre
152,458

Outreach Programmes
57,348

Digital Engagement
150,406



Schools Engaged
352

Preschool
56

Primary
185

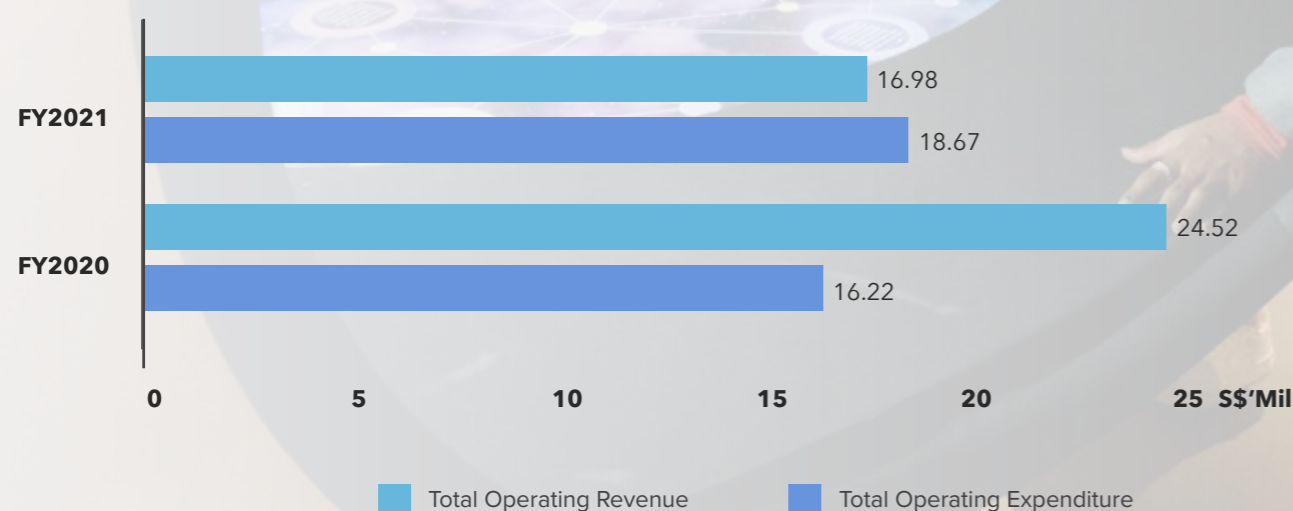
Secondary
77

Post-Secondary (PSEI)
34



Active Memberships
1,485

Financial Highlights



Awards & Accolades

ISO 9001:2015



SDC successfully re-attained its ISO 9001:2015 certification for exhibit availability.

bizSAFE STAR



SDC successfully maintained its bizSAFE STAR certification.

Singapore Good Design Mark 2021 (SG Mark)



SDC's Permanent Exhibits Gallery - 'Through the Lens of Time', was awarded the Singapore Good Design (SG Mark) 2021 under the Interior Design category. It also qualified for the 2nd round of screening for the Japan Good Design Award 2021.

Tripadvisor Travellers' Choice 2021



SDC received the Tripadvisor Travellers' Choice 2021 award in late 2021. Based on reviews from travellers from around the world, this annual award recognises the very best tourism establishments in terms of service, quality, customer satisfaction and more, across a range of categories.

PRISM Awards 2021



The 'RE-Discover US' campaign was awarded the Excellence Award for both Outstanding Integrated Campaign - Lifestyle/Social Wellbeing and Outstanding Brand/Product/Service Re-launch. The awards recognise and reward excellence in communication campaigns designed to support and promote lifestyle/social wellbeing products/services.

NS Mark (Gold)



SDC was accredited with NS Mark (Gold) with effect from 28 February 2021 in recognition of exemplary support to Total Defence and National Service.

ISO 45001:2018



SDC obtained the ISO 45001:2018 certification on 31 May 2021, for occupational health and safety management systems for the provision of services for exhibits and attractions, organised tours and education programmes, and organised events.

Made For Families



SDC adopted the 'Made For Families' brand mark in March 2021. SDC is recognised in providing family-friendly facilities and amenities around the centre and conducting educational public programmes for families to participate together.

Community in Bloom Award 2021 (Gold)



SDC's Urban Garden achieved the Community in Bloom Award 2021 (Gold). The award recognises efforts by community groups and organisations in maintaining good horticultural practices and use of gardening spaces for community engagement, education and biodiversity efforts.

Total Defence Awards 2021

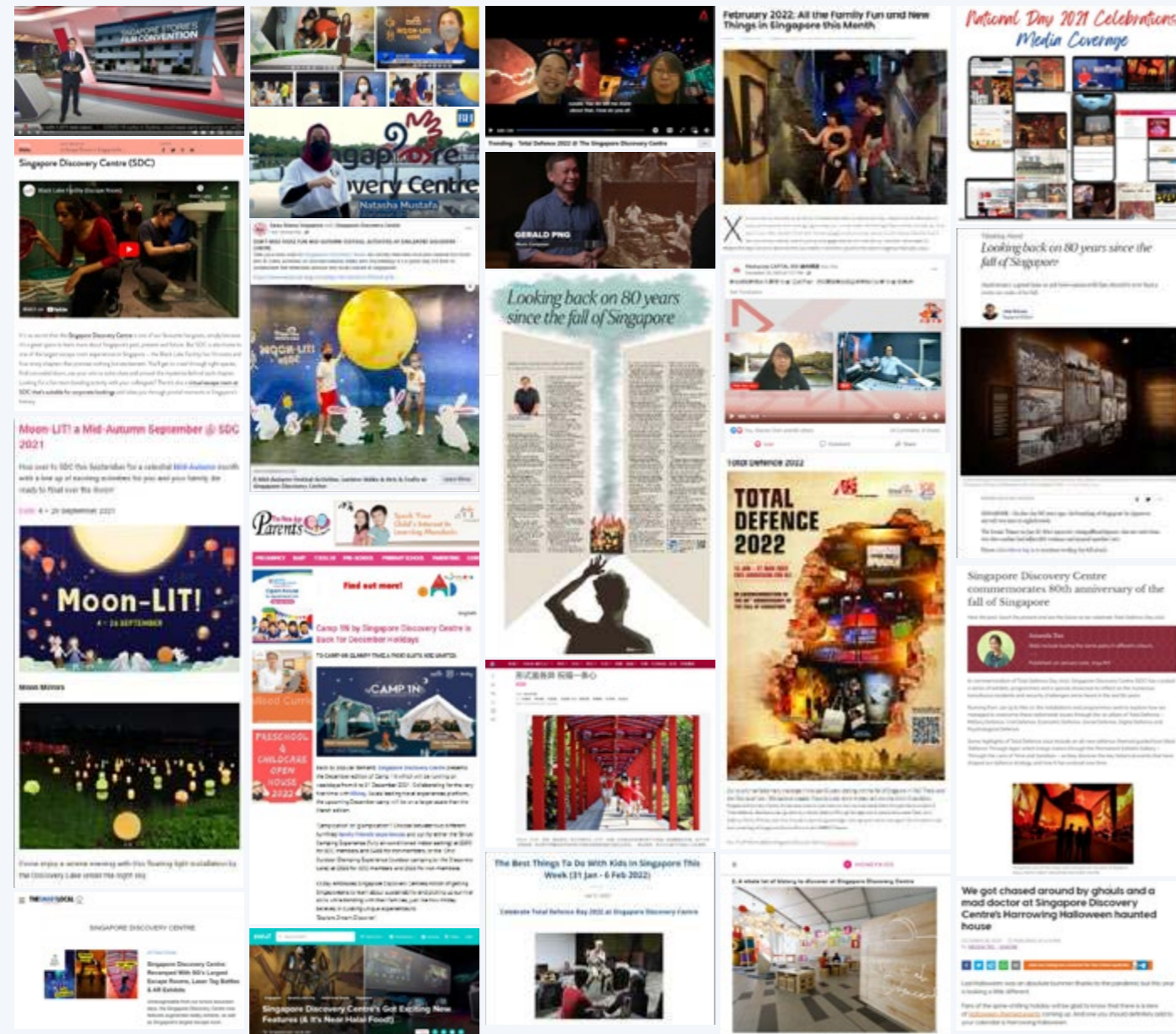


SDC was awarded the Total Defence Awards 2021 by Minister for Defence Dr Ng Eng Hen on 23 March 2022. The NS Advocate Award is the highest accolade conferred on businesses, organisations and individuals in recognition of their exemplary support towards Total Defence and NS.

At a Glance

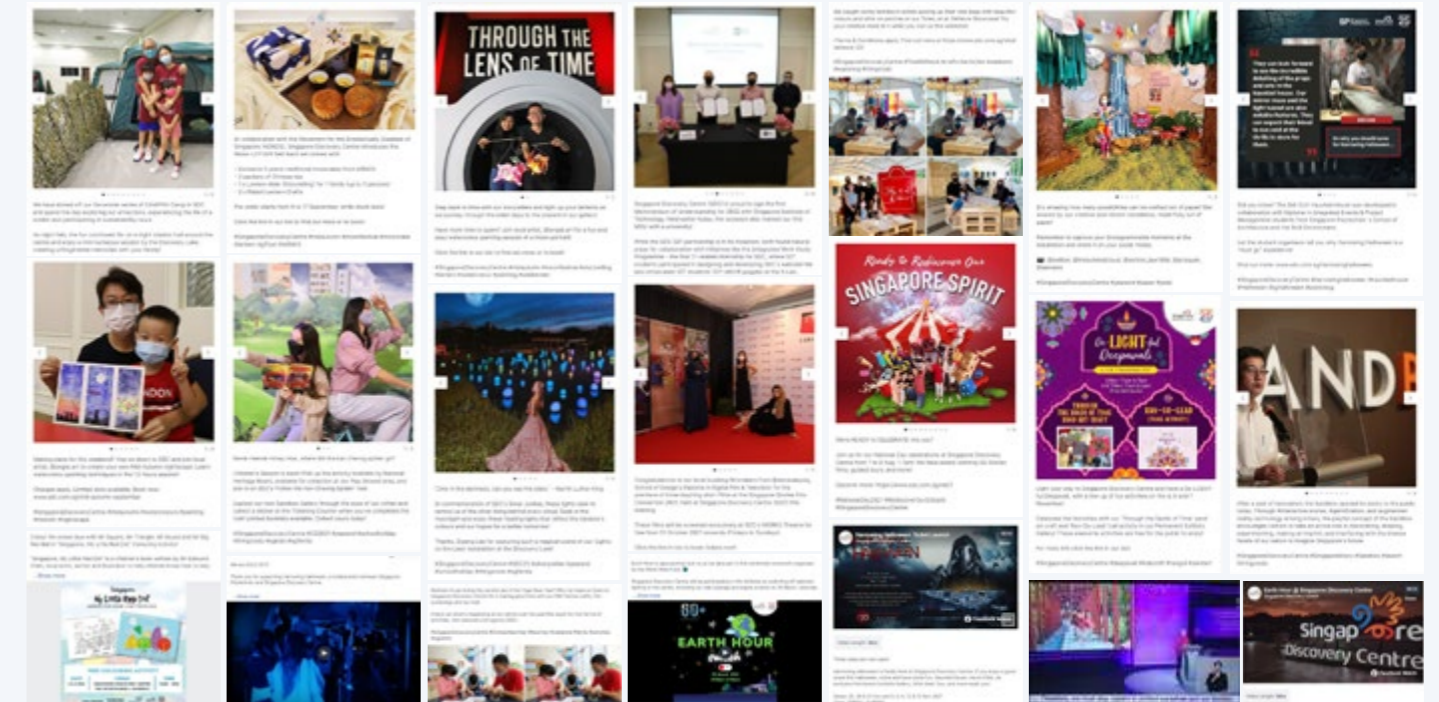
Media Coverage

Mass media coverage has proven to be a key contributor to the success of SDC's publicity campaigns. SDC garnered widespread media coverage for its marquee and key commemorative events in FY2021. The features were spread across an array of media platforms; TV broadcast, radio, print and digital.



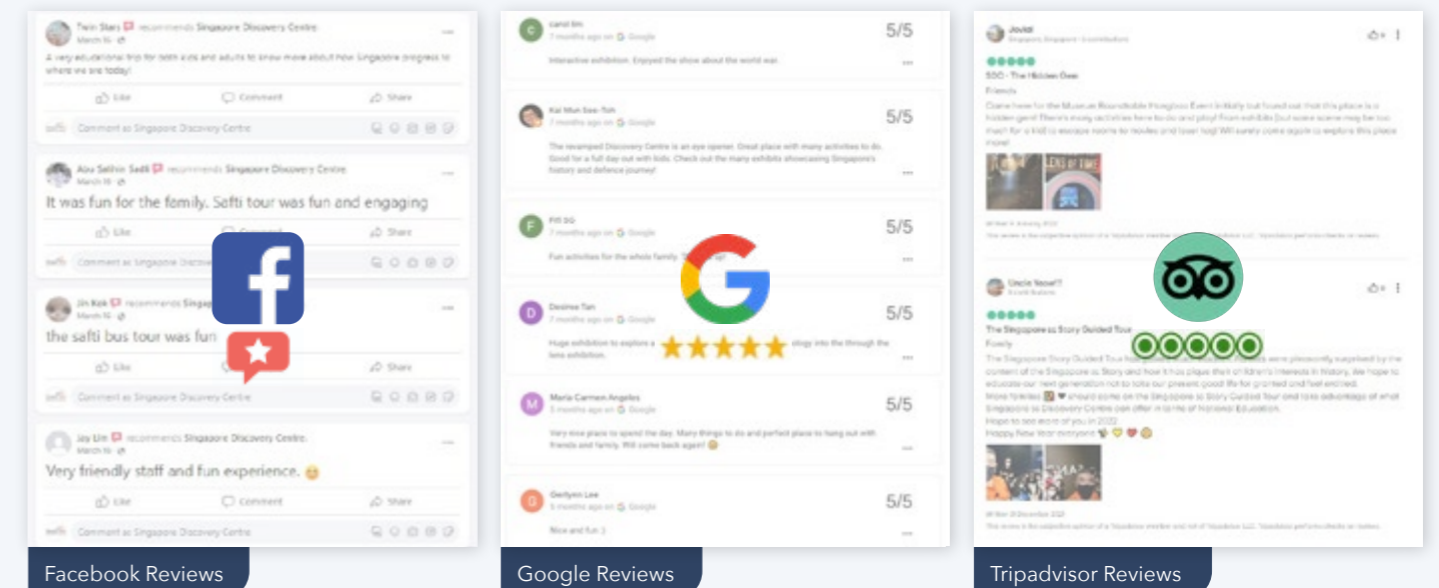
Social Media

SDC continued to intensify efforts in social media engagement to expand its presence and connect with its visitors and audiences. Through a range of social media content and with heart-warming support from multiple online media platforms, SDC was able to effectively target and grow its online community across various social media platforms.



Reviews

The many positive reviews and good ratings that SDC received over the past year were a testament to the quality experience that it provided for visitors. SDC was also heartened to be awarded the 'Tripadvisor Travellers' Choice 2021 Award' which recognises SDC as an exceptional attraction recommended by travellers for its consistent service, quality and customer satisfaction.



FY2021 Highlights

CELEBRATING OUR ACHIEVEMENTS

- 18 | Launch of Sandbox
- 20 | Sustainability Achievements in FY2021
- 21 | N.E.mation! 2022
- 22 | MOU Partnerships with IHLs



Launch of Sandbox

20 Nov 2021

SDC's 'Sandbox', the refreshed Lower Gallery of its Permanent Exhibits Gallery was officially opened by Senior Minister of State (SMS) for Defence, Mr Heng Chee How on 20 November 2021. It is a highly interactive gallery that explores the complexities of contemporary Singapore. Through interactive stories, gamification, and augmented reality technology, visitors are invited to take an active role in exploring the multi-faceted, present-day Singapore and imagine the nation's collective future together.



Unveiled On
20 Nov 2021



47,850
Visitors Over
4 Months



Vibrant, uplifting and engaging, 'Sandbox' opens with an immersive, thematic space featuring sand motifs and a multimedia pre-show that introduces the key narrative themes.



Through multi-sensory stories, larger than life installations, and immersive interactives, the 'Sandbox' experience fosters a deeper understanding and appreciation of Singapore's security landscape, our rich social tapestry, as well as the enterprising spirit of our people.



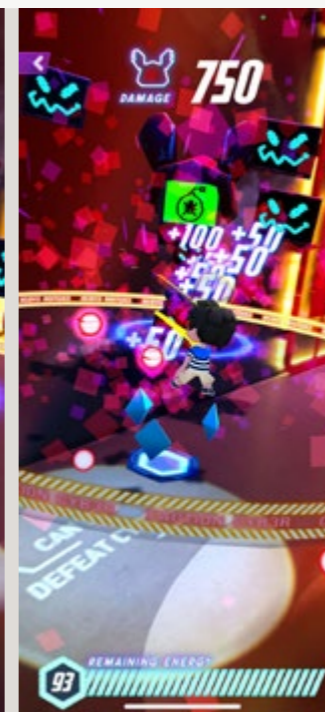
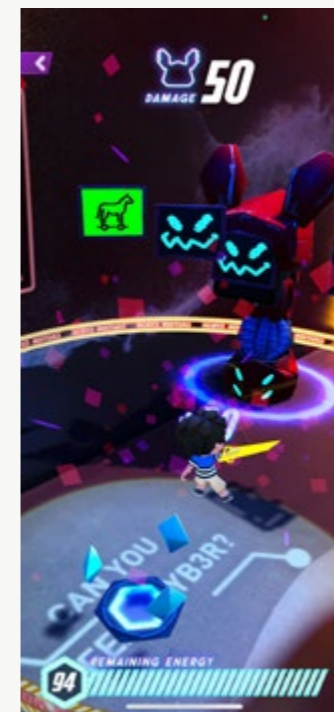
Digital interactives and gamification help visitors better understand key content touchpoints in a fun and light-hearted manner.



Within 'Sandbox', visitors are encouraged to contemplate what it means to be an active citizen, experiment with different ideas and discuss issues that impact our nation.

Integrated mySDC App

To create a seamless visitor's journey, the mySDC app was updated to incorporate the augmented reality (AR) experience in 'Sandbox' and to establish a stronger link between the two refreshed permanent galleries.



Using a gamified approach as an added layer to the gallery experience, AR games can be found in various parts of 'Sandbox' through the mySDC app. The mobile app also serves as a digital twin for visitors through customisable avatars, allowing visitors to see their avatars come to life in virtual environments.

A New Collaborative Space: X-Lab

Located within 'Sandbox', X-Lab provides an exciting platform to promote innovation and entrepreneurship as part of SDC's efforts to encourage collaborations with innovation partners. SDC aims to invite visitors and partners to transform SDC into a vibrant space for learning and exploration. From students, youth, the start-up community, NGOs, educational institutions to industry partners, SDC welcomes interested partners to showcase their innovations or to explore collaborations on exciting new projects!



Through strategic tie-ups with industry and educational partners, **Singapore Institute of Technology (SIT)** and **Lauretta.io** were SDC's first X-Lab partners to pilot their projects such as the DIY AR goggles and the interactive Smart Mirror.

Sustainability Achievements In FY2021

Since the roll out of SDC's Greenest Plan last FY, much progress has been made as the centre embarked on initiatives to push for greater energy efficiency.

In addition to the five existing solar panel systems, three more were installed on the rooftops of existing buildings. With a total of 2,874 solar panels, SDC is now able to generate 60% of its energy needs through renewable energy.



The solar panel systems combined generated 879,077 kWh of electricity, enough to power 202 4-room flats, saving a total of 358.7 tons of CO₂e emissions.



Besides substantial energy cost savings, the centre has been reaping many benefits from the solar panel systems including having an additional educational platform to engage visitors and schools on sustainability awareness.



Novel integrated innovations and more sustainable refrigerants were also adopted to upgrade the centre's chillers to reduce energy demand.

By end of FY2021, the centre's energy consumption and carbon emissions were reduced by more than 50%. These efforts helped to bring SDC closer to its goal to become a Net-Zero Energy Building.

- 55% REDUCTION IN ENERGY CONSUMPTION
- 60% INCREASE IN SOLAR ENERGY GENERATION
- 75% REDUCTION OF GRID ELECTRICITY CONSUMPTION
- 67% REDUCTION IN TONS OF CO₂E

N.E.MATION! 2022

Aug 2021- Mar 2022

This year, for the first time, SDC organised the popular N.E.mation, an annual national digital animation competition for students and youths to share ideas on putting Total Defence into action as part of National Education (NE) engagement. Despite the COVID-19 situation, SDC seized the opportunity to refresh the competition with new ideas such as virtual animation hackathon to engage the participants. The competition also gave SDC an opportunity to raise awareness of SDC's newly rejuvenated centre and programming capabilities amongst participating schools and NE partners.



Supported by Nexus, Ministry of Defence
Prize Sponsor: Wacom Singapore

- 896 Participants
Across 45 Schools
- 16 Partners
- 312 Submissions
- 19 N.E.mation
Clips Made

Partners

Cyber Security Agency of Singapore (CSA)	People's Association (PA)
Digital For Life (IMDA Singapore)	POSB
Energy Market Authority (EMA)	SG Cares
Land Transport Authority (LTA)	Smart Nation Singapore
Ministry of Defence Singapore (MINDEF)	Singapore Civil Defence Force (SCDF)
Ministry of Sustainability and the Environment Singapore (MSE)	Singapore Food Agency (SFA)
Ministry of Trade and Industry Singapore (MTI)	SGSecure
OnePeople.sg	Team Nila Singapore

- 1
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- 4
- 5
- 6

- 1 The new Hackathon competition format introduced for the Student Category was well received. Participants were trained and empowered with relevant skills to produce their own Total Defence animation clips within 4 days, which was a first for the competition.
- 2 SDC collaborated with 16 Total Defence partners to organise a series of webinars and also developed a resource kit to share Total Defence messages with the participants.
- 3 SDC also worked with MOU partner, Nanyang Polytechnic (NYP), on training workshop as part of capability building for SDC facilitators on animation and storytelling skills.
- 4 Ms Sun Xue Ling, Minister of State for Ministry of Education and Ministry of Social and Family Development, graced the awards presentation ceremony on 20 March 2022.
- 5 "Youths today value autonomy and opportunities to share ideas on community actions and taking part in shaping Singapore's future. This is why N.E.mation! continues to be a good platform for our youths today, to share what Total Defence means to them, and how they can put Total Defence in action. I am glad the organisers seized this opportunity to refresh N.E.mation!, so that it stays relevant and continues to excite and engage the participants."
- 6 **Ms Sun Xue Ling, Minister of State for Ministry for Education & Ministry for Social and Family Development**

MOU Partnerships with Institutes of Higher Learning (IHLs)

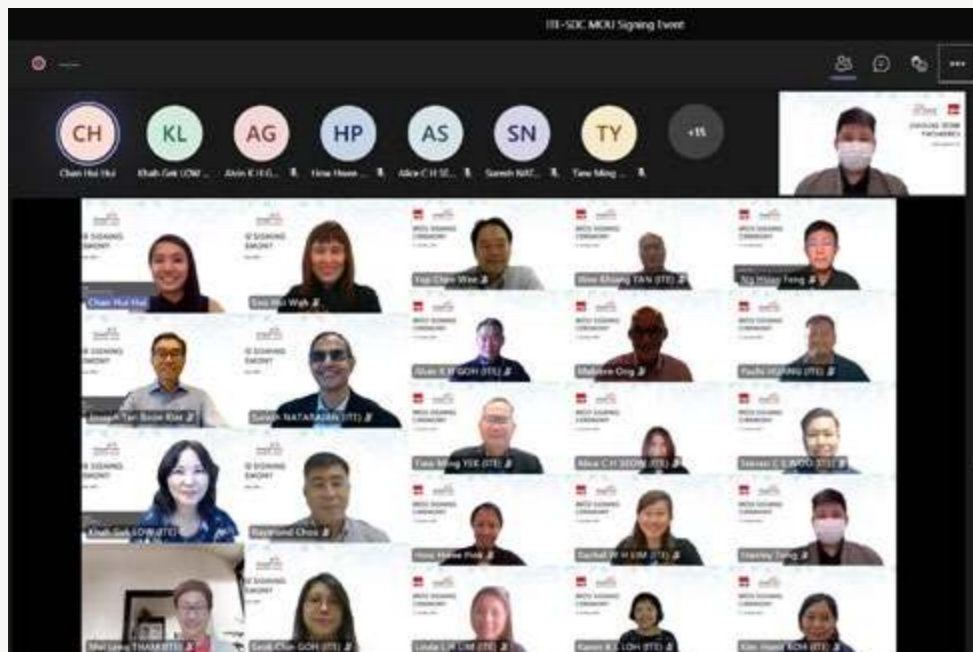
2021 was an eventful year for IHL engagement as SDC signed a record number of MOUs which aim to broaden engagement and deepen areas for collaboration. SDC continues to provide an authentic learning platform to engage students and educators through National Education (NE) initiatives and promote active citizenry. Besides hospitality and event management, new areas such as sustainability and immersive technology are explored. These MOUs also help SDC to keep abreast with the latest NE review as well as industry practices and trends in order to stay relevant.



MOU partnership with **Temasek Polytechnic (TP)** was renewed for the third consecutive time on 1 July 2021. Besides the longstanding Singapore Stories Film project, new areas such as sustainability and product design will be explored.



SDC signed its 1st MOU with **Singapore Polytechnic (SP)** on 29 September 2022 which recognised SP as SDC's long-time valued partner. New areas such as media and communications besides event management will be explored.



SDC signed a MOU with **Institute of Technical Education (ITE)** - consisting of ITE College Central, ITE College West and ITE College East - on 11 October 2021 via a virtual ceremony. This marked a new chapter of SDC's ongoing partnership with ITE in industry-based programmes which started since 2012. Going forward, new areas in information technology and sustainability will be explored.



SDC signed its 1st MOU with **Republic Polytechnic (RP)** on 6 December 2021, which formalised existing partnership focusing on game-based learning. With the MOU, new projects in areas such as arts, design and media will be explored.



SDC signed a MOU with **Singapore Institute of Technology (SIT)**, its first university partner, on 26 January 2022. The partnership with SIT will focus on projects related to augmented/virtual reality and immersive experiences.



SDC signed its 1st MOU with **Nanyang Polytechnic (NYP)** on 24 March 2022, which will explore new areas such as animation, projection mapping, design and media.



Programmes & Events

CELEBRATING OUR COMMITMENT

- 26 | NE Commemorative Days
- 30 | New Initiatives
- 32 | School Engagement
- 38 | Defence Programmes
- 41 | Public Programmes / Signature Events
- 44 | Key Corporate & Community Events

NE Commemorative Days

In support of National Education (NE) Commemorative Days such as Total Defence Day, International Friendship Day, Racial Harmony Day and National Day, SDC reaches out to its visitors and target groups through a wide range of thematic programmes and experiential learning activities. Despite the challenging COVID-19 situation, SDC continues to explore new ideas for its programming and online engagement to keep its audiences excited about the Singapore Story.

NATIONAL DAY



Virtual Interactive National Day Showcase: 'Distilling the Singapore Spirit'

Aug 2021

In celebration of National Day, SDC launched an interactive website to explore a variety of values that have shaped Singapore. It highlighted values that have enabled Singapore to prevail over past challenges and could potentially be built upon to counter present and future challenges. Visitors were invited to vote for the values that resonated most with them and participate in a quiz to test their understanding of these values.

ONLINE EXHIBITION: <https://thesingaporespirit.sdc.com.sg>

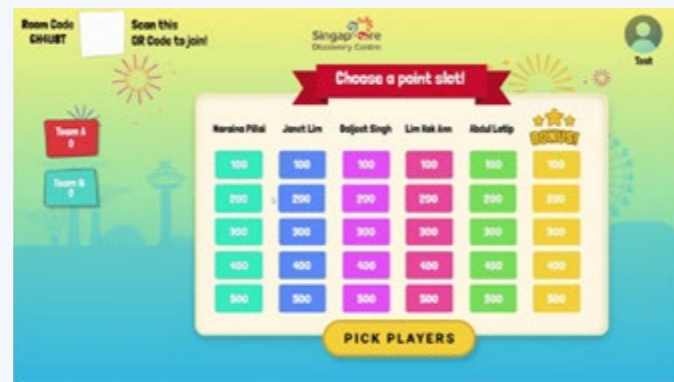


8,400
Online
Visitors

National Day School Engagement

12 Jul - 30 Aug 2021

A National Day Game Show was developed to introduce students to the unsung heroes of Singapore. Through an interactive storyline, students explored the key attributes of these heroes and discussed contemporary issues in Singapore as they reflected on the role that they can play to contribute to building our nation's future.



19,174
Students



Racial Harmony / National Day Assembly Programmes

Jul - Aug 2021

'Let's Chat, Beyond Race!' featured a social experiment based on 4 different scenarios - Sharing of Common Spaces, Forming a Project Group, Racial Tensions Arising from COVID-19 and Workplace Discrimination. This digital assembly programme aimed to create a safe space for teachers and students to discuss and share their experiences on race-based issues such as racial discrimination and stereotyping. The programme was also adapted for a corporate programme for Chinese Development Assistance Council (CDAC), as part of their Racial Harmony and National Day commemoration event and was also well-received.



23,981 Students

TOTAL DEFENCE DAY

'Totes et al. Defence' Showcase

15 Jan - 27 Mar 2022



The TD showcase aimed to tug at visitors' heartstrings by using an engaging and light-hearted approach to introduce past and present security threats, and how each defence pillar is being practised in today's context.

To commemorate the 80th anniversary of the Fall of Singapore, SDC launched a special Total Defence (TD) showcase inviting visitors to contemplate pertinent issues related to Singapore's security in a fun and playful manner. With the central theme of threads and fabrics, the showcase drew inspiration from tote bags and different types of fabrics to discuss and highlight key Total Defence issues.



23,300
Visitors



10,522 Students
(Travelling Showcase)



A mobile version of the TD showcase travelled to ITE College Central, ITE College East, Hwa Chong Institution, and Raffles Institution as part of SDC's PSEI engagement during Total Defence period. Concurrently, SDC published its first online article on the SDC website to share 'behind-the-scenes' insights into the inspiration and development of the showcase.

NE Commemorative Days

TOTAL DEFENCE DAY

Total Defence School Programme (In-Centre)

24 Jan - 11 Mar 2022

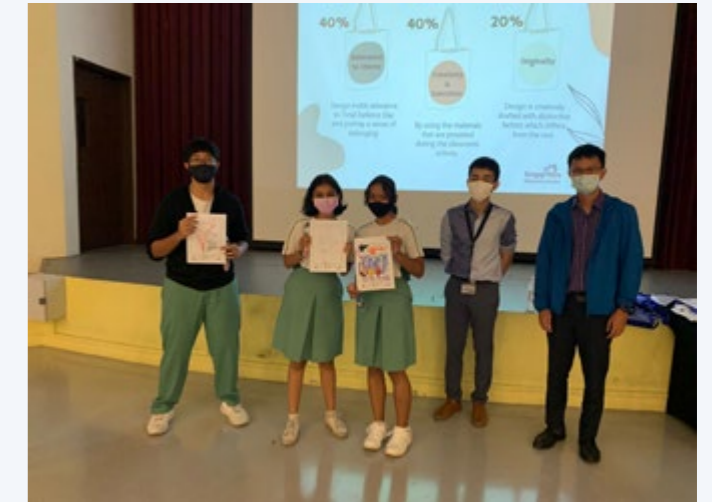
An interactive Total Defence Trail covering exhibits in SDC's Permanent Exhibits Gallery was introduced to help students understand how Singapore rose from our past struggles. In addition, students were engaged through the tote bag design activity at the special TD showcase where they reflected how they can put the six pillars of Total Defence into action as individuals.



1,484 Students



The trail challenged students to reflect on contemporary issues that shake our nation's peace and analyse the importance of various institutions in defending our nation.



To inject excitement into the activity, a mini Total Defence tote bag design competition was held on SDC's Instagram page and 8 students walked away with attractive prizes!

Total Defence School Programme (Digital)

24 Jan - 11 Mar 2022



A digital board game was designed to highlight the relevance of Total Defence in everyday situations and how every Singaporean can play a part. Through the roll of the dice, students responded to videos featuring everyday challenges and discussed how they could apply Total Defence messages to move their character further along the gameboard.



27,000 Students

Total Defence Special Project for Schools - SG Unite! 2.4 Card Game

Feb 2022

Since 2017, SDC has been collaborating with Character and Citizenship Education Branch (CCEB), MOE to develop a Total Defence Card Game as a cohort experience for all Primary 6 students. The card game encourages students to discuss how everyone has a part to play in Total Defence and with each new edition, the latest Total Defence related issues will be updated, including students' inputs and new partners which came on board.



41,740 Pri 6 Cohort Students

New Initiatives

Programmatic transformation remains the key focus to ensure SDC stays relevant and ahead of the curve, as well as to meet changing needs of its visitors and audience groups. SDC continues to anticipate latest trends and adopt innovative solutions to develop exciting and engaging programmes. The new programmes/initiatives also seek to enhance the immersive learning experience in SDC for both physical and virtual visitors.

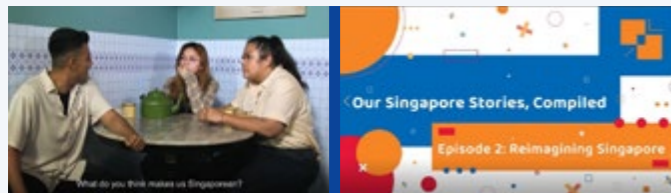
360 Virtual Tour & Interactive Digital Zones

In order to meet continued demand for virtual programmes since the COVID-19 pandemic, SDC developed new virtual tours by leveraging on technology to engage both local and overseas visitors to interact with SDC's new Permanent Exhibits Gallery and Urban Garden. In addition, customised programmes such as the 'Virtual Oh What Farm!' and 'Mission Little Red Dot' were curated for different age groups of learners to enhance learning within the interactive digital zones.



SDC Permanent Exhibits Gallery Featurettes

The MOU partnership with Singapore Polytechnic (SP) opened up new opportunities for exciting projects for youth engagement. In collaboration with SP Media, Arts and Design School (MAD), SDC produced two featurettes on SDC Permanent Exhibits Gallery to augment its online resources and pique the interest of would-be visitors. SP students co-hosted the featurettes alongside SDC's Singapore Story Guides and also managed the production. The collaboration provided SP students an opportunity to apply the skills that they have learnt in school to a real-world project.




One of the featurettes, 'Reimagining Singapore', highlights inspiring initiatives that strengthen our national identity and help to build a better Singapore for tomorrow.

Fallen Dragon's Hidden Treasure (Virtual Amazing Race)



Working around the COVID-19 restrictions, an interactive virtual amazing race was introduced to bring participants virtually around culturally significant locations in Singapore as they completed challenges to learn about the lesser-known facts and history of these locations. Taking on a more integrated approach to programming, the programme is customisable and has since catered to over 1,000 participants across schools, corporate and NS groups.


76 SAF Officers


650 Professionals


456 Students



Friends of SDC (FoSDC) Volunteer Programme

SDC launched its 'Friends of SDC' (FoSDC) volunteer programme as part of its youth and community engagement to promote active citizenry. Training was provided to equip volunteers with the skills to engage visitors through volunteer guided tours. The volunteers helped to enhance the tour experience of SDC visitors, lending a ground-up perspective on the issues of sustainability and defence for SDC staff, volunteers and visitors. SDC is also working with IHL MOU partners to promote youth volunteerism.

New Guided Tours

Living Green Eco Tour

A new eco tour was launched to help participants deepen their understanding of sustainability issues and learn how we can all play a part in building a more sustainable future, through carefully curated, hands-on and interactive activities.

 Rolled Out In Jul 2021  801 Participants



Interactive hands-on activities such as planting of microgreens and flower tea making were weaved into the tour to spark the interest of participants in environmental awareness.

When it was Syonan-To Dramatised Tour

A new dramatised tour was launched to enrich visitors' learning experience. Through storytelling, dramatisation and interactive activities, an immersive experience was curated for participants to witness snippets of what life was like during the Japanese Occupation and to appreciate the importance of safeguarding our homeland.

 Rolled Out In Nov 2021  206 Participants



Participants were transported back to the year 1942 to relive the darkest day of Singapore's history as a civilian during the Japanese Occupation.

School Engagement





Working closely with MOE and its National Education (NE) partners, SDC offers engaging programmes that are aligned to the latest school curriculum and national narratives. SDC continues to innovate and expand its offerings. It remains resilient by adapting to the fluid COVID-19 situation. Since its shift towards virtual programming last year, SDC was also able to reach out to the international market to bring in new opportunities. In FY2021, SDC successfully reached out to close to 220,000 local and international students.

Guardians of the City (GOTC) II Virtual Tournament 2021

18 Nov 2021

GOTC II aims to help participants develop a deeper understanding of Singapore's security threats as they ponder how they can do their part in Total Defence to keep Singapore safe. The tournament was conducted virtually for the second year due to the COVID-19 situation. Students competed against each other as they strategised how to best use the Total Defence cards to deal with counter attacks and defend their city. The tournament was well-received with many repeat participating schools and continued to garner positive feedback from teachers and students.



- 
8 Gold Winners
- 
42 Teams
- 
126 Students
- 
22 Secondary Schools

Secondary 3 Student Development Learning Week

8-10 Mar 2022

SDC customised a leadership and team building programme for Secondary 3 students from Kent Ridge Secondary School as part of their 3-day learning camp. Students were engaged in hands-on activities such as raft building at the SDC lake and immersed in exciting team building experiences such as the Archery Tag and Black Lake Laser Battlefield.

 250 Students

Post-Examination School Programmes

Food Security

5 Apr - 28 May 2021



Food security remains a hot button issue especially during the COVID-19 pandemic and it is part of Singapore Green Plan 2030's sustainability goals. The 'Hungry Games' (In-Centre) and 'I am a Food Security' (Digital) programmes were curated to help students learn about the importance of cooperation in an inter-connected world and appreciate the efforts to ensure food security in Singapore.


 In-Centre & Digital Format

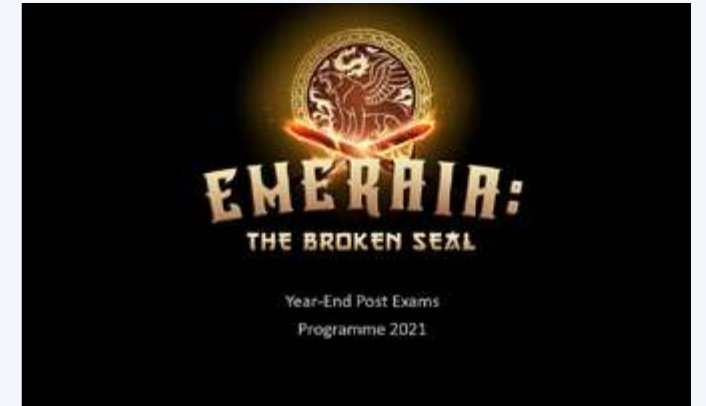
 3,707 Students

Emeraia: The Broken Seal

4 Oct - 12 Nov 2021

Adopting a game-based learning approach, students navigated through the game by applying their knowledge of sustainability tools to tackle different scenarios. Through the exercise, they learnt how their actions can impact and contribute to solving environmental and social sustainability issues.

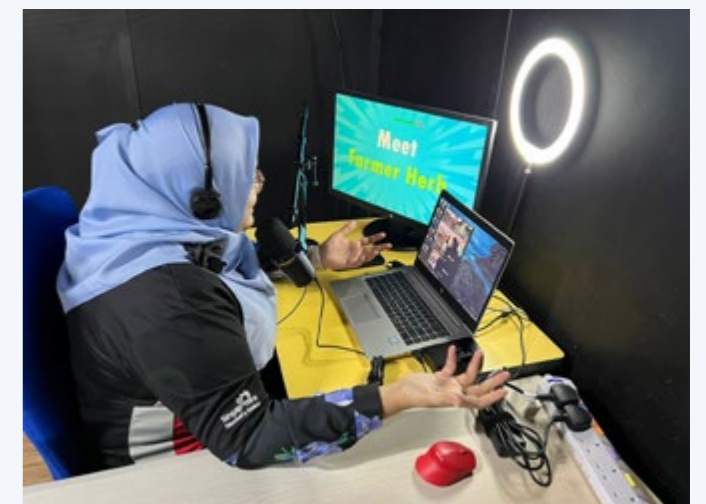
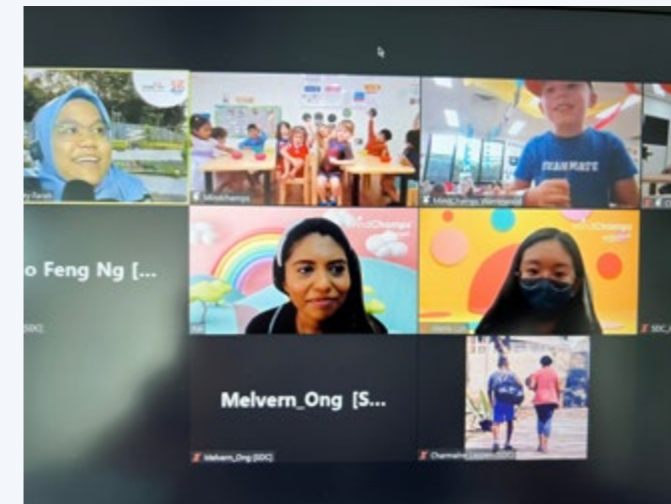
 10,800 Students



Core Programmes

Virtual Oh What Farm!

Since its launch last year, this digital programme has remained popular among preschools with positive feedback received on the learning experience and facilitation. It even successfully reached out to overseas schools for the first time and engaged over 20 international students in Australia. With the sensory kits and eco-planting kits provided, students were engaged through hands-on activities while learning about sustainability via digital facilitation.



 Over 2,200 Students Across 57 Local Preschools 20 International Students

School Engagement

Your Passport Please? Towards A Globalised World

9 - 11 Apr 2021

SDC customised an interactive learning journey programme for Crest Secondary School where students learnt about global citizenship covered in their Social Studies syllabus. They enjoyed 'travelling' around SDC to complete activities that encouraged them to reflect on their values as contributing Singapore Citizens as well as the value of their Singapore Passport.



Sec 3 Cohort From Crest Sec Sch

Post-Secondary Education Institution (PSEI) Engagement

Singapore-Indonesia Youth Leaders' Exchange Programme (SIYLEP 21) for National Youth Council

24 - 27 Nov 2021 (Virtual)

SDC was engaged by the National Youth Council (NYC) to conceptualise and develop a virtual programme for SIYLEP21 to enhance cultural understanding and promote bilateral collaborations between young leaders from Singapore and Indonesia. The participants exchanged perspectives and ideas, interacted with resource speakers who shared on sustainability and climate change, and forged new friendships through a myriad of virtual activities.



SDC invited subject-matter experts to share their insights on topics such as the impact of forestry and urban farming.

Speakers:

- Dr Shawn Lum, NTU Lecturer, Asian School of the Environment
- Mr Henry Eu, REC Solar
- Mr Bjorn Low, Edible Garden City
- Dr Ka Yi Ling, ShioK Meats



54 Local & Indonesian Delegates

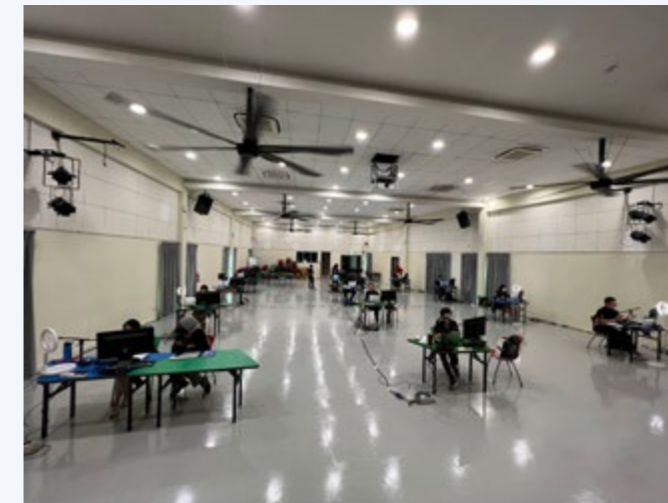


Delegates also worked together to 'Build Your Dream City', a group activity designed by SDC to spark conversations on the challenges of climate change and possible solutions Singapore and Indonesia can take to mitigate them.

Virtual Team Building for Temasek Polytechnic

26 - 30 Apr & 25 - 29 Oct 2021

As part of their Year 1 Orientation Programme, students from Temasek Polytechnic (TP) enjoyed team building activities designed and facilitated by SDC, while learning about teamwork and collaboration in achieving excellence. The programme received positive feedback and SDC has been engaged to continue to organise TP's orientation programme next year.



3,783 Students

Singapore Stories Film Convention 2021 in collaboration with Temasek Polytechnic

14 Oct 2021

The 'Singapore Stories Films' project has been part of Temasek Polytechnic (TP) and SDC's MOU partnership. Since 2014, SDC has been collaborating with TP School of Design's Diploma in Digital Film & Television to motivate youths to create short films inspired by local content and values.

Showcasing different genres, the three films this year - 'A Little Closer', 'Missed Calls' and '1m Apart!' - highlight cultural traditions and the importance of family and community spirit during difficult times.



Through everyday stories, the films portrayed heart-warming moments about unity and resilience in the midst of COVID-19 and how ordinary Singaporeans come together to overcome this crisis and emerge stronger.



This year, a new format was introduced at the Film Convention and each team was invited to share about the inspiration behind their film as well as key learning points from the production process.

School Engagement

Model ASEAN Meeting for Ngee Ann Polytechnic

22 Mar 2022



SDC was engaged by Ngee Ann Polytechnic (NP) to conduct the Model ASEAN Meeting as part of their ASEAN Readiness Programme. To help students understand more about ASEAN countries and the issues affecting the region, students were invited to participate in an enriching discourse on the topic of ASEAN's role in reducing climate change and to debate, representing their assigned ASEAN countries, on the motion of establishing an ASEAN Climate Change Community.



30 Students

Virtual Learning Journey for Republic Polytechnic

25 Mar 2022

As overseas exchange programmes were put on hold due to COVID-19, SDC offered virtual learning journeys to fill the gap. The programme successfully engaged local and international students and staff from Republic Polytechnic and regional IHLs (Suzhou, Hong Kong, Vietnam, Thailand, the Philippines and Indonesia) to learn and enhance their understanding of past and present Singapore.



155 Students & Staff



Local & International Participation

Educators' Engagement

Annual Educators' Preview (Virtual)

16 Nov 2021

This year's virtual engagement not only provided educators across the Primary, Secondary and Home Schooler groups on SDC's latest programmes, it also included a virtual guided tour of the Permanent Exhibits Gallery.



15 Schools

MOE Geography Symposium (Virtual)

9 Nov 2021

For the first time, SDC was invited by MOE Curriculum Planning and Development Division (CPDD) to be one of the virtual exhibitors for the MOE Geography Symposium, the largest biennale gathering of geography educators in Singapore. SDC 'exhibited' its sustainability efforts and sustainability-themed programmes that can help geography teachers enhance their teaching of this theme. The symposium provided an opportunity to share about SDC's latest sustainability efforts which were relevant to the theme of 'sustainable future' and helped SDC reach out to this new audience group.

Start Small Dream Big (SSDB) by ECDA

25 Feb 2022

SSDB is an initiative by the Early Childhood Development Agency (ECDA) to encourage preschools to create authentic platforms for children to innovate, problem-solve and tap on their unique strengths to help others. This was the 2nd year that SDC participated as an education partner to gain more mindshare of this new target market and shared about its sustainability-themed preschool programmes.



Reached Close To 900 Preschools



Defence Programmes

SAF & School Engagement

CSI Competition in collaboration with NPCC HQ

For the first time, a Crime Scene Investigation (CSI) competition was held virtually for National Police Cadet Corps (NPCC) units across Singapore. The programme was developed in collaboration with the NPCC Headquarters, in consultation with forensic experts from NUS.



116 Secondary Schools



580 Students



C2DA Engagement talks were also tailored for special needs students from MINDS.

Commitment to Defence Ambassadors (C2DAs) Engagement Programme

SDC coordinates the Commitment to Defence Ambassadors (C2DAs) programme for the Singapore Armed Forces (SAF) and schools. C2DAs is made up of a group of SAF veterans who have lived through operations such as overseas missions and peacekeeping. Through sharing of their personal stories and experience, the C2DAs engage and inspire the next generation to strengthen community support for defence and security.



Close To 25,000 Participants Engaged



19,144 Students



1,699 Regulars



3,927 NSFs

National Education Facilitators' (NEF) Engagement Programme

This programme engages in-service personnel to share their rich experience serving the nation and to facilitate conversations on contemporary defence and security issues to help servicemen and students better understand National Service and the need for a strong and effective SAF. During the fluid COVID-19 situation, face-to-face and virtual engagements were made available. The programme engaged over 9,000 students and teachers across primary to post-secondary levels.



18 Schools



8,653 Students



440 Teachers



NE Programmes for MINDEF & SAF

SDC was appointed to handle the administration of NE programmes for MINDEF and SAF units from April 2021. Despite the COVID-19 restrictions, SDC successfully engaged over 9,000 NSF personnel through a mixture of virtual and physical programmes.



The customisable 'Ready and Decisive' programme continued to be a popular choice amongst MINDEF units. In February and March, a total of 437 participants from HQ Supply and 41 SAR went through the programme.



Counter Terrorism Paintball at SDC's multi-tiered paintball arena was also one of the top choices for MINDEF units' NE cohesion.



SDC hosted a total of 609 personnel from 41 SAR in February and March to participate in four NE programmes. 41 SAR was also the first unit to book the new 'Outbreak' programme.

Defence Programmes

Black Lake Race

A thematic Black Lake Race was introduced as part of the selection of NE activities for MINDEF & SAF units. Participants raced against time to overcome challenges as a team and completed missions to eliminate threats. Through the interactive games, participants gained a deeper appreciation of Total Defence.



125 Participants



BMTC School 2



First Run On 11 Mar 2022



Outbreak

In this newly curated game-based activity, participants learnt about our nation's journey in navigating through the different global crises, as well as how to communicate effectively as a team.



126 Participants



First Run On 21 Mar 2022

Public Programmes / Signature Events

Moon-LIT September

4 - 12 Sep 2021

SDC organised its inaugural Mid-Autumn Festival event during the September school holidays and was very encouraged by the strong turnout. Moving forward, SDC plans to organise more public events to cater to the demand for family-centric activities and programmes.



Close To 5,000 Visitors Engaged



Leisure night activities were conducted in the outdoors where visitors basked in the moon light as they painted their own moon portraits by the Discovery Lake.



Other activities such as self-guided trails, lantern riddles and games were also made available for visitors to have fun while learning about the Mid-Autumn Festival.

Public Programmes / Signature Events

Harrowing Halloween

Oct 2021

As part of SDC's annual collaboration with Singapore Polytechnic (SP) School of Architecture and Built Environment (ABE), SP students gained valuable insights and deepened their understanding of project management by supporting SDC's inaugural Halloween event. This is the biggest event since this partnership's inception in 2013 as SDC attracted close to 4,000 thrill-seekers to its very first haunted house.



Over 8 Nights



Close to 4,000 Engaged



SDC took on the harrowing theme and visitors enjoyed an immersive Halloween experience including SDC's very own haunted house, 'After Dark' tour, game booths and craft.

CAMP 1N

6 - 31 Dec 2021



The 2D1N camping experience was popular among families and children where they could choose between staying in the 'Chio' outdoor glamping tents or the 'Shiok' indoor adventure tents.

Riding on the success of the inaugural campcation run in March 2021, SDC went bolder and bigger with another CAMP 1N held during the December school holidays. Partnering KKDay, the December CAMP 1N recorded another huge success with more than 85% occupancy rate, garnering many good organic reviews on multiple social media platforms. SDC will continue to offer this signature outdoor adventure programme to allow more family groups to experience this unique camp experience!



173 Families



723 Participants



>95% Would Recommend CAMP 1N To Friends/Other Families



Campers had a memorable experience which was specially curated to include unlimited access to SDC attractions and thematic-based activities such as the Army Experiential Programme, special Night Mission Trail and the Living Green Eco Tour.

Key Corporate & Community Events

2021 was another challenging year as Singapore continued to tackle COVID-19 resurgences. SDC remained focused and operationally ready to welcome its corporate clients and the community groups back to the centre when measures were once again relaxed. Events and activities started to pick up towards the end of FY2021 as operations resumed.



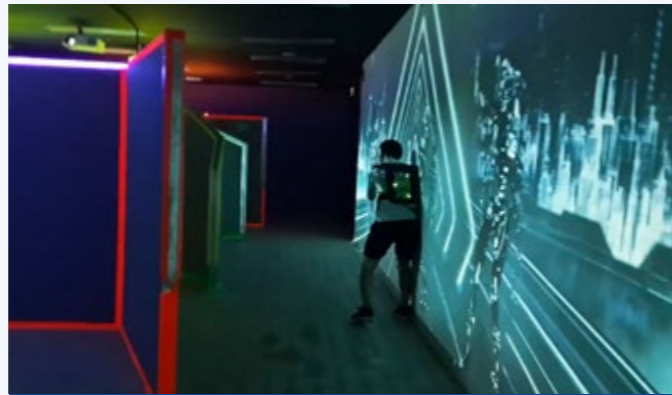
In collaboration with The Achievers (Friends of IMH), SDC facilitated the screening of a Singapore Story Short Film and introduced the local hawker culture through an interactive quiz to engage 80 beneficiaries of the Woodbridge Hospital Charity Fund on 26 June 2021.

Photo Courtesy of Woodbridge Hospital Charity Fund.



The launch event of CaringSG and Project 3i which was planned to be held in SDC in November 2021 was changed to a virtual event due to the COVID-19 uncertainties. SDC continued to provide support by contributing vouchers and souvenirs for the guests and special needs families.

Photo Courtesy of CaringSG.



Due to COVID-19 restrictions, the Family Day for Singapore Association for the Deaf (SADeaf) in December 2021 could not be materialised. Instead, open tickets were offered to 120 beneficiaries and their families. SDC took up training from SADeaf to learn basic sign language and prepared visuals and communications tools which was in line with SDC's efforts to support an inclusive society.



Kampong Chai Chee Community Club engaged SDC to be part of its Green Week in December 2021. 38 community participants enjoyed SDC's Food for Thought and Virtual Oh What Farm! programme where they learned about sustainability and food security. Due to positive feedback, SDC was engaged again for their March 2022 School Holidays programmes and 18 residents participated in SDC's Jackie in Cyberland digital defence challenge.



On 20 March 2022, SDC hosted Minister Gan Kim Yong and 120 residents from Chua Chu Kang Zone 2 RC. They had an enriching visit which included a guided tour of SDC's Permanent Exhibits Gallery, Living Green Eco Tour and film screening.



On 1 May 2021, SDC facilitated the first proposal event for a pair of Escape Room enthusiasts in its Black Lake Facility. The surprise event went on flawlessly and SDC is heartened to be part of a newly engaged couple's memorable event.

Employee Engagement

CELEBRATING AS ONE SDC



Singapore
Discovery Centre

Employee Engagement

This year, SDC continued to stay resilient and embraced various challenges faced due to unpredictable and frequent changes from safe distancing measures, partial centre closure under 'Phase 2 (Heightened Alert)' to gradual relaxation in the later part of the FY. SDC also demonstrated solidarity in supporting the national COVID-19 vaccination programme and routine ART self-testing to monitor and prevent community spread.

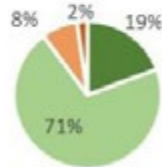
SDC continued its efforts to strengthen its organisational culture and values by promoting open-door communication policy. Employee engagement was carried out to help staff better understand SDC's goals and objectives and annual activities such as the SAF Rededication Ceremony and National Day Commemoration Event continued to take place virtually. By end of FY2021 with more relaxation of COVID-19 measures, physical town halls, dialogue sessions and staff cohesion resumed which provided opportunities for better communications between management and staff.

Organisational Climate Survey COVID: Virtual Team Connections

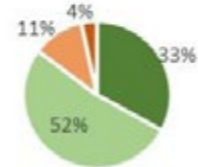


Legend: Strongly Agree (Dark Green), Agree (Light Green), Disagree (Orange), Strongly Disagree (Dark Orange)

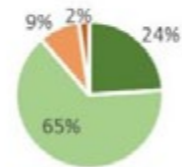
I have everything I need to do my job while working from home (when I can).



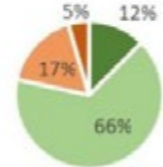
I feel that I am as productive working from home (when I can) as I am in my normal working environment.



I have the right amount of contact with my manager / supervisor on a weekly basis.



I don't feel anxious about the future of my job due to the pandemic.



In September 2021, an Organisational Climate Survey was conducted to gather feedback from SDC staff. The exercise demonstrated SDC's workforce resilience and adaptability in adjusting to shifting modalities of work during the different phases of the pandemic. Staff also gave feedback on staff welfare and suggestions which were taken into consideration.



After a 2-year hiatus, a staff retreat was organised in January 2022 to re-align SDC's organisation vision and objectives and to promote team bonding. SDC staff enjoyed two days of team building activities at HomeTeamNS Clubhouse, before returning to SDC for a professional profiling and experiential learning workshop. The retreat ended with a Centre Open House, inviting SDC staff to bring their family and friends to enjoy an evening of movie and SDC attractions.



A series of safety drills including hands-on fire, lockdown and heatstroke drills were conducted in February 2022 to familiarise staff with the emergency response plan and enhance safety awareness.



Besides encouraging staff to attend training courses and seminars, SDC also invites external speakers to share their areas of expertise as part of learning and development. This included DBS Bank's digitalisation journey and National Library Board (NLB)'s latest Libraries and Archives Plan (LAP25) and change management. SDC also encouraged staff, including the management team, to organise learning journeys and study visits to learn best practices from other museums and attractions, as well as part of team cohesion.



Organisational Transformation

25 YEARS & BEYOND

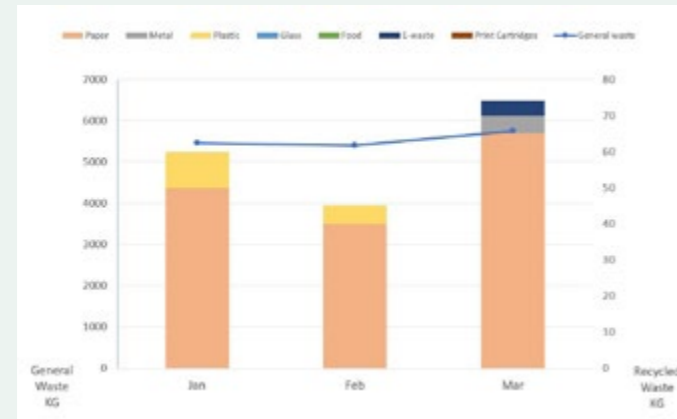
- 52 | SDC's Greenest Plan
- 54 | Digital Transformation
- 55 | Strategic Partnerships & Engagement

SDC's Greenest Plan

In support of the Singapore Green Plan 2030, SDC embarked on its very own 'Greenest Plan' last year as a commitment to sustainability efforts, including the target to become a Net-Zero Energy Building. Besides the initiatives on optimising energy efficiency and demand reduction, SDC also aims to deploy innovative climate-friendly technologies and expedite its education efforts. SDC works actively with its partners to share the organisation's sustainability journey and also learn and exchange ideas with other like-minded institutions.

Data-driven Sustainability

To monitor and tackle water usage to reduce wastage, meters were installed around the centre. SDC also started plotting its waste trend to monitor SDC's waste generation. With active data collection and useful insights, SDC continues to review the effectiveness of its sustainability initiatives and behavioural change programmes to adjust the plans accordingly.



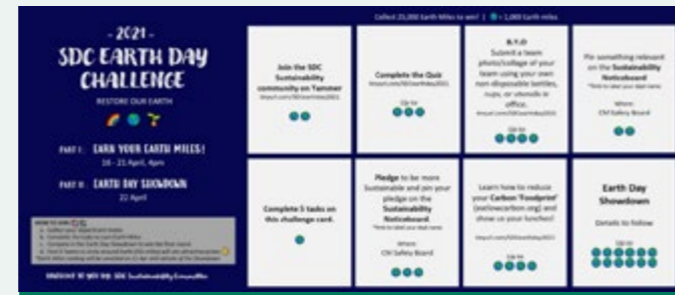
Circularity & Waste Management

Measures were taken to improve circularity and waste management in SDC. These include the setting up of a new composting area to sustainably manage horticultural waste from its urban gardens, and the use of more water efficient hydroponics systems. To promote ownership, SDC staff were encouraged to participate in the harvesting process and bring home the plants/edibles from the gardens.



Behavioural Change Programme

To drive a culture of sustainability in the workplace, a Sustainability Committee comprising staff from various departments was set up to plan interesting activities to promote green practices. Staff also received training from BCA-SGBC Sustainability in Singapore to acquire behavioural change knowledge and skills.



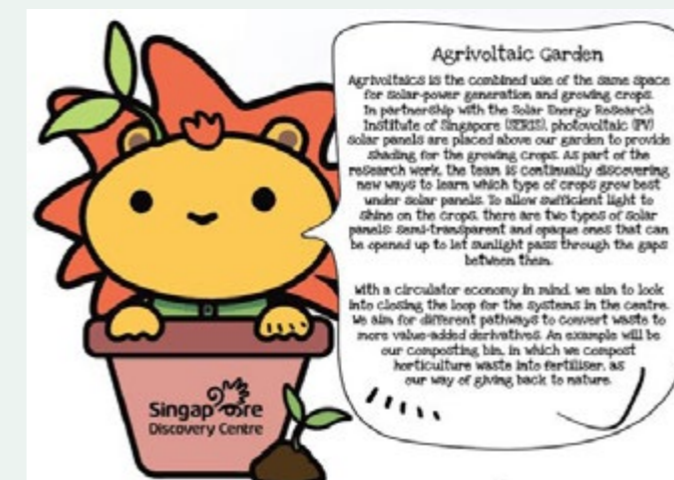
As part of the committee's initiative, sustainability messages and tips were pushed out via SDC intranet and staff communication emails. Activities such as the Earth Day Challenge were also organised to promote environment-friendly behaviours and to encourage staff to pledge to reduce waste.

Earth Hour!
24 March 8:30pm
Join Us & The Centre
Switch Off Your Lights

With a circular economy in mind, we aim to look into closing the loop for the systems in the centre. We aim for different pathways to convert waste to more value-added derivatives. An example will be our composting bin, in which we compost horticulture waste into fertiliser, as our way of giving back to nature.

Joint Project with NUS Solar Energy Research Institute of Singapore (SERIS)

As part of SDC's partnership with Deputy CEO, Dr Thomas Reindl and his team in NUS SERIS, ongoing research projects such as Agrivoltaics, Bifacial Photovoltaic Fencing and Solar Mobile Walkway were set up in SDC. These projects are also incorporated into SDC's programmes to highlight the importance of sustainability and innovation.



Partnership Programme with Singapore Management University (SMU)

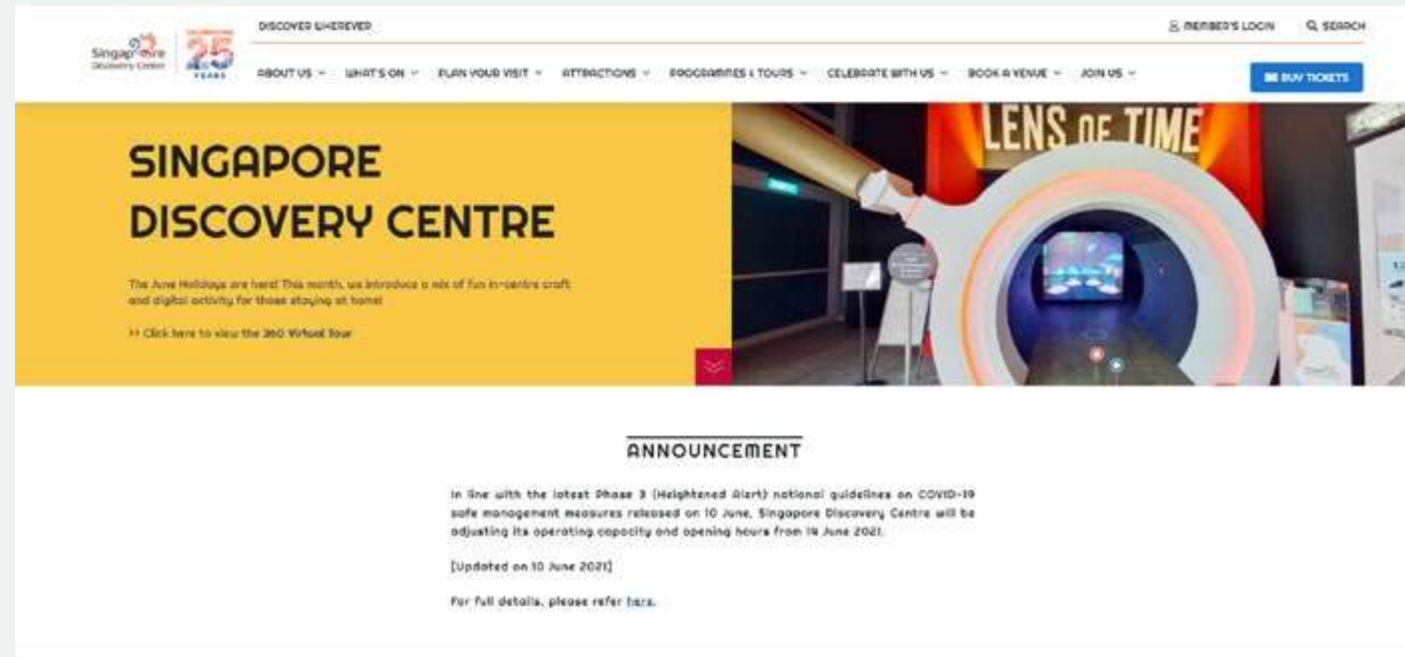
For the first time, SDC was invited as an industry partner for SMU-X on Technological Innovations enhancing Urban Sustainability. This interdisciplinary programme provided an experiential learning platform for SMU students to contribute ideas on SDC's sustainability efforts. Nine project teams submitted interesting proposals, from sustainability corner to apps and virtual trails, for SDC's consideration. This pilot collaboration with Professor Aidan Wong and Professor Winston Chow's team helped to promote the new SDC to the SMU community and their network of local and overseas IHLs and industry partners.



Photos Courtesy of SMU.

Digital Transformation

SDC accelerated its digital transformation journey in FY2021 and made major improvements to raise efficiency, productivity, and enhance customer experience.



Improving Customers' Online Experience

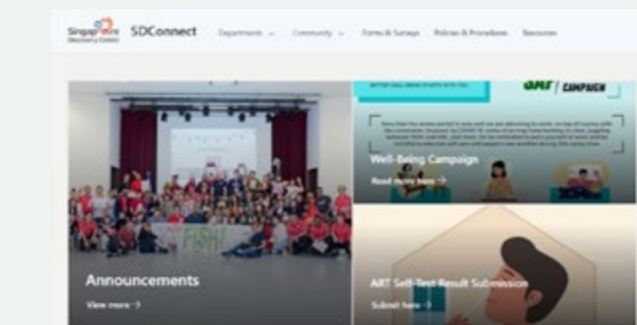
As part of SDC's ongoing efforts to improve its website, SDC migrated to a new Content Management System that allows better customisation and added new features like a Virtual Map. The online ticketing system was also migrated to SDC's in-house platform to facilitate a seamless ticketing process for its customers. The mobile app will also be revamped to reflect a more customer-centric user interface.

Enhancing Digital Programme Offerings

As part of its digital transformation journey, SDC continues to seek new ways to enhance its digital programme offerings. SDC's first web-based Virtual Escape Room (VER) application was launched to provide a more immersive experience for participants.



Improving Interdepartmental Collaboration & Communication



New collaboration tools such as the SDConnect Intranet and workflow automation were launched as part of the workplace digitalisation effort to improve interdepartmental collaboration and productivity. Work is also in progress to further improve workplace efficiency through automation and data warehousing.

Strategic Partnerships & Engagement

SDC continues to reconnect with existing partners to deepen collaborations and seek out new ones to explore exciting partnership opportunities that are aligned with SDC's latest strategic thrusts. Besides strengthening its USP in Commitment to Defence and National Education, SDC also actively promotes the branding of 'new SDC' to reach out to new audience groups such as the sustainability sector. Since its reopening last year, SDC has received many invitations to host and share its transformation journey with local and overseas groups.

Strengthening Engagement with MINDEF & MINDEF-Related Organisation (MRO) Family

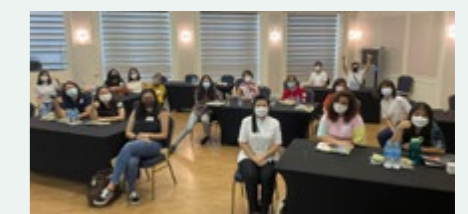
SDC works closely with MINDEF to leverage on its extensive network to facilitate sharing of resources, cross-marketing and collaboration opportunities within the MINDEF family. In FY2021, SDC co-hosted a number of official visits and events for MINDEF working groups and service units and received positive feedback.



MINDEF Defence Policy Group held their annual work plan event and cohesion activity at SDC for the first time. The event was successfully held over 6 separate sessions for a total of 250 MINDEF staff from April to July 2021 to adhere to safe management measures.



On 11 January 2022, SDC and Nexus co-hosted National Education Working Group (NEWG) and many members expressed interest to follow up with SDC to explore potential collaborations in NE.



On 19 February 2022, Nexus and the Advisory Council on Community Relations in Defence (ACCORD) Family and Community (F&C) Working Group 3 hosted a reunion session for 2018-2019 Women's Boot Camp (WBC) participants in SDC. Besides the dialogue session with key speakers, the participants enjoyed SDC's defence-themed guided tour and attractions.



SDC hosted Nexus Project Office Team on 10 February 2022 for their learning visit to the new 'Sandbox', as part of their NS Gallery Project.



On 19 March 2022, SDC and Nexus co-hosted a learning journey for the People's Association (PA) Community Emergency and Engagement (C2E) Chairmen & Exco Members. Keen interest was generated amongst participants to engage SDC for their community programmes.



On 11 August 2021, SDC hosted a visit from the management team of Singapore Youth Flying Club (SYFC) led by General Manager, COL (RET) Calvin Foo, to learn from SDC's digitalisation journey.

Strategic Partnerships & Engagement

Deepening Collaborations with Strategic Partners

SDC collaborates with strategic partners to effectively reach out, cross-market and engage existing and new target audience groups as well as to explore new business and collaboration opportunities. Despite the COVID-19 restrictions, SDC managed to reach out to various partners via a combination of virtual, hybrid, physical meetings and hosting of visits resumed with the relaxation of safety measures.

NE Partners - Ministry of Education (MOE) & other Education Institutions

SDC deepened its engagement with long-time MOE partner, **Character and Citizenship Education Branch (CCEB)** by working on new areas such as Virtual Escape Room for Junior Colleges. For the first time, SDC's 'Days of Darkness' video content was adapted and incorporated into the national Primary 5 cohort's Mother Tongue educational resource package which is slated for launch in October 2022.

SDC also reached out to the MOE HQ Education Technology department and National Institute of Early Childhood Development, and hosted lecturers from S.Rajaratnam School of International Studies (RSIS) which will help to broaden its reach into the NE sector.



CCEB's visit cum dialogue session at SDC to explore areas of collaborations to better align with latest curriculum changes.

Museum Partners - National Heritage Board (NHB) & Museum Roundtable (MR) Community

SDC supports the growth of Singapore's museum-going culture through its longstanding partnership with National Heritage Board (NHB) and Museum Roundtable (MR) by participating in the annual Children's Season and various MR activities.

This year, SDC supported MR's 'Battle for Singapore' campaign again, as part of the 80th anniversary of the Fall of Singapore and engaged about 855 people who enjoyed SDC's WW2-themed and SAFTI tours. In addition, SDC's transformation and its evolving role in NE was also featured in a special edition of NHB's 'MUSE SG' publication for the first time.



Together with 26 MR members, SDC participated and supported NHB's 'Museum Roundtable 25 Travelling Exhibition' which went to various shopping malls from 2 December 2021 to 26 January 2022. It provided an opportunity to increase awareness of the rejuvenated SDC to the public. SDC was also invited to be one of the spokespersons to share the benefits of having a MR community which was featured in The Straits Times.

Community Partners - People's Association (PA) & other Community Groups

While community visits including the Singapore Experiential Tours for New Citizens and Permanent Residents (PRs) were suspended, SDC kept connections warm through virtual meetings and hosting timely visits for partners and stakeholders such as the Ministry of Culture, Community and Youth (MCCY) Resilience Division, PA HQ and South West Community Development Council (CDC).



On 10 December 2021, SDC hosted the MR Pow Wow meeting for the first time, which was chaired by NHB CEO, Ms Chang Hwee Nee. MR members were impressed with SDC's transformation during the tour of the centre. This was followed by study visits from MR members (NHB/ Founders' Memorial in January 2022; Singapore Chinese Cultural Centre in February 2022) and more requests have been lined up in 2022.



To promote the new centre in the international arena, SDC renewed its International Council of Museums (ICOM) membership through ICOM Singapore National Committee Secretariat (NHB). With SDC's ICOM membership and NHB's support, SDC aims to participate in ICOM and other international forums to raise SDC's profile.

Launch of SDC Partners Connect

SDC launched its inaugural SDC Partners Connect 2022 which aims to provide a platform to engage specific target groups to promote the revamped centre and its latest offerings, and deepen engagement.



The first event held on 30 March 2022 was attended by close to 30 representatives from various Institutes of Higher Learning (IHLs) and the feedback was very positive.

Strategic Partnerships & Engagement

Support of Partners' Events & Projects



SDC supported the National Youth Entrepreneurship Awards event as a community and official venue partner. The awards ceremony held on 14 May 2021 was jointly organised by SDC's industry partner, Action Community for Entrepreneurship (ACE), and National Youth Council (NYC), with Ms Low Yen Ling, Minister of State for Ministry of Culture, Community and Youth & Ministry of Trade and Industry, as the Guest of Honour.



For the first time, SDC partnered with long-time partners POSB and People's Association (PA) for POSB PAssion Run for Kids, as the activation site and run pack collection point. Despite the COVID-19 heightened alert restrictions, 120 participants and their families visited SDC on 14 November 2021 and were engaged through various exciting activities.

International Outreach

SDC continues to reach out to existing and new embassy partners to promote the centre as an exciting venue for their community and business events. SDC is also gearing up to bring back foreign visitors and tourists such as overseas school groups from China and ASEAN, and reaching out to new markets like India once the borders reopen.

In December 2021, SDC reconnected and hosted Singapore Tourism Board (STB)'s Attractions & Tourism Concept Development Team and had a fruitful discussion on new business opportunities such as SDC's participation in STB's upcoming overseas trade shows, potential West Cluster's attractions packages, MICE events, etc.



On 17 August 2021, for the first time, SDC hosted Mr Aleksandr Solovev, First Secretary of the Russian Embassy and Head of Russian Cultural Centre (RCC) as they were interested to explore potential collaborations in culture and education. SDC was later invited to attend RCC's cultural film event hosted by NUS Alumni.



On 12 December 2021, SDC hosted the Deputy Prime Minister and Minister for Defence of the Republic of Latvia, Dr Artis Pabriks, and his team after their official meeting with MINDEF officials in SDC. The delegation enjoyed the immersive experience in SDC's newly reopened Permanent Exhibits Gallery and were impressed with SDC's transformation.

