

CHAIRMAN'S MESSAGE



Mr Han Neng Hsiu

Chairman

Singapore Discovery Centre Ltd

A JUBILANT YEAR IN REVIEW

Singaporeans commemorated our nation's Golden Jubilee in 2015. SG50 events and activities were organised islandwide. The Singapore Discovery Centre (SDC) shared the story of Singapore's progress and success through various programmes. The "#MY SINGAPORE – Ours to CREATE" SG50 special exhibition and Singapore Story films portrayed the determination, strength and creativity of Singaporeans as we built a nation together over the past 50 years.

SDC also achieved major milestones in 2015. Our engagement numbers reached a record of 380,000 visitors, surpassing the initial target set. For the first time, our public outreach programme at Toa Payoh Hub brought the Singapore Story to the doorsteps of Singaporeans. SDC was awarded the bizSAFE Level 4 certification, which is a testament to our commitment to workplace safety and health.

STRENGTHENING PARTNERSHIPS

SDC continued to forge closer partnerships with various agencies to achieve multi-faceted learning experiences. Our flagship SG50 exhibition was a concerted effort with the NDP 2015 Executive Committee, Esplanade, Housing and Development Board, Toa Payoh Central Community

Club and Toa Payoh Central Citizens' Consultative Committee. This has enabled us to organise satellite exhibitions islandwide and reach out to the heartlands. SDC worked alongside Nexus for Total Defence Day 2016 to bring across the message of "Together We Keep Singapore Strong". Leveraging on the operational expertise of the Singapore Civil Defence Force, we organised the 3rd Lionhearters Challenge which equipped students with essential emergency preparedness skills.

SDC expanded its offerings as we ventured into new grounds and developed fresh ideas. Working with the Ministry of Education, SDC piloted a Character and Citizenship Education (CCE) cohort experience targeted at local secondary students. We reaffirmed our collaboration with Temasek Polytechnic, working with their students to produce three short movies for the 2nd Singapore Stories Film Gala event, which was launched by Emeritus Senior Minister Goh Chok Tong. SDC also partnered the Housing and Development Board to organise the SG Heart Map celebration event, where a Singapore Map floating art installation was showcased.

OUR APPRECIATION

We aim to provide a pleasant and fulfilling work environment for the staff of SDC. I deeply appreciate the commitment and hard work of the staff. Based on the recent employee satisfaction survey, 95% of SDC staff are aware of the company's emphasis on balanced work-life and healthy workforce programmes and 82.5% agree that the work environment supports a balance between work and family. I am glad that the majority of SDC staff are satisfied with their job and are motivated to do well. I would also like to commend the dedication and high standards set by 15 SDC staff who won the national-level Excellent Service Award.

I wish to thank all members of the Board of SDC for their insights and guidance. As SDC celebrates its 20th anniversary in 2016, I am confident that we will continue to reach out to our audience in innovative ways and share the Singapore Story through engaging the hearts and minds of Singaporeans.