

EXECUTIVE DIRECTOR'S MESSAGE



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SINGAPORE'S GOLDEN JUBILEE IN FOCUS

Singapore's story is a narrative that also shares the importance of nation building. For us at SDC, this is a lesson that we keep close to our hearts. Since 1996, we have worked hand-in-hand with a network of institutional partners who share our aim of bringing the Singapore Story to the masses.

As Singapore celebrated her 50th anniversary last year, we partnered SG Heart Map to organise the "Our Story, Our Journey and Our Home" event, as well as launch our SG50-themed exhibition for National Day 2015, titled "#MY SINGAPORE - Ours to CREATE". The exhibition featured both an anchor display and a satellite showcase.

Through this multi-tiered approach, we managed to expand our footprint on an unprecedented scale. From June to December 2015, the roving component of "#MY SINGAPORE - Ours to CREATE" exhibition helped us reach to over 170,000 Singaporeans during its nationwide tour across numerous locations, including Marina Bay, Toa Payoh, as well as various schools like UniSIM, Hwa Chong Institution (HCI), Temasek Polytechnic (TP) and ITE Colleges.

NATIONAL EDUCATION IS KEY

As a key node of National Education (NE), we collaborated with Nexus for Total Defence Day (TDD) to put up the "Together We Keep Singapore Strong" exhibition, which was concurrently featured at the "Future of Us" exhibition at Gardens by the Bay.

In FY 2015, we successfully reached out to over 38,000 visitors via our annual TDD exhibition and programmes, which included a special TDD play.

Chronicling our progress as a NE learning platform, SDC strove to create engaging learning experiences on Singapore's unique challenges. In curating the displays, we made use of interactive multimedia installations that allowed visitors to 'travel' through time with an immersive future theatre projection.

INNOVATIVE ENGAGEMENT

Innovation lies at the heart of every organisation. At SDC, we embrace this by presenting new approaches in sharing the Singapore Story. We accomplish this through the conduct of tailored NE-relevant activities for schools and creative outreach efforts targeted at the public.

Sensing the need of schools for customised programmes to meet their specific learning outcomes, our special and customised Outdoor Trail for HCI was a resounding success. On top of experiencing Singapore's cultural diversity first-hand, the 1st year HCI students got to learn about past economic developments and how they impacted ethnic communities and businesses in the Balestier area.

On the public front, SDC worked hard to seek innovative ways of engaging Singaporeans on NE. Chief among these was the Singapore Stories Film Gala held on 30 April 2015. The event featured three films which portrayed the values we hold dear in our hearts, created in collaboration with TP School of Design. A strong testament that we are able to expand our interaction efforts beyond the traditional exhibition model, these three films were made available and free for all Singaporeans and Permanent Residents since July 2015.

THE VIEW AHEAD

Moving forward, SDC's progress will continue to be driven by our Vision and Core Values. Besides providing quality customer service and maintaining strong relationships with our stakeholders and staff, we also seek to promote high standards of professionalism, pride in work, teamwork, honesty and personal integrity at SDC.

The upcoming year holds the promise of being just as eventful as SDC commemorates its 20th anniversary in November with initiatives that will include the introduction of our mascot, the commission of a digital book and a celebratory weekend grand finale. Changes are indeed abound at SDC, and our team will work even harder and do our best to share the Singapore Story.