

**sentosa**

Sentosa Development Corporation  
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**sentosa** THE STATE OF **FUN**

SENTOSA DEVELOPMENT CORPORATION  
ANNUAL REPORT 2015/2016

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### ORGANISATIONAL EXCELLENCE

# ORGANISATIONAL OVERVIEW



## ABOUT SDC



### ● Sentosa Development Corporation

**Sentosa Development Corporation (SDC)** was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry (MTI). Its charter since inception has been to oversee the development, management and promotion of the island as a resort destination for tourists and locals. Under the care of SDC, the island has over the years become a premier resort destination with an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina

and luxurious residences – making Sentosa a vibrant island resort with multi-faceted appeal catering to both leisure and business visitors.

Today, SDC oversees the following business units – Sentosa Leisure Management, Sentosa Cove Resort Management and Mount Faber Leisure Group. SDC also owns and manages the Sentosa Golf Club. In addition to Sentosa, SDC manages the day-to-day operations of a cluster of nine islands south of Singapore, including the conservation of the islands' greenery and heritage.



### ● Sentosa Leisure Management

**Sentosa Leisure Management (SLM)** handles the day-to-day operations of Sentosa Island. This includes attractions development and management, marketing and sales, maintenance, safety and security, landscaping and retail. It also organises an 'always-on' calendar of programming activities and develops signature events that keep the island abuzz all year round. Some of the major events, such as the *Siloso Beach Party* – Asia's biggest beach countdown party, have over the years built a strong following of local and foreign guests.



### ● Sentosa Golf Club

**Sentosa Golf Club (SGC)** manages two award-winning 18-holes, par-72 championship golf courses on the island – *The Serapong*, which is ranked 58<sup>th</sup> of World's 100 Greatest Golf Courses by Golf Digest, and *The Tanjong*. It hosts the *SMBC Singapore Open*, where international star players and world-class golf

professionals from Asia, Europe and the USA descend on its championship greens to putt for the prize purse of Singapore's national tournament. SGC is also home to the *HSBC Women's Champions*, a marquee women's golf event that has been dubbed as 'Asia's Major'.





### ● Sentosa Cove Resort Management

**Sentosa Cove Resort Management (SCRM)** is responsible for the management of Sentosa Cove, which has evolved into an internationally prestigious residential and commercial waterfront district, including the *ONE°15 Marina Club, W Singapore - Sentosa Cove* and *Quayside*

*Isle*, which offers a selection of specially-curated new-to-market restaurants, dining concepts from established groups, and specialty retail stores.



### ● Mount Faber Leisure Group

**Mount Faber Leisure Group (MFLG)** manages *Faber Peak Singapore* and the *Singapore Cable Car Sky Network* of six stations on two main lines – the Mount Faber Line that connects mainland Singapore to the resort island of Sentosa, and the Sentosa Line that connects the island's western end from the Merlion Plaza to Siloso Point. Its key businesses comprise attractions operations, guided tour experiences, management of event venues, souvenirs and lifestyle merchandise as well as alfresco dining. MFLG strives to create happy experiences for all its guests with friendly and thoughtful service from its passionate team of ambassadors.

## VISION & MISSION

# Vision



To be the world's favourite leisure and lifestyle resort destination

# Mission



To create the Sentosa Experience through outstanding service and unique offerings



# STAR VALUES



## S ervice

Serve from the heart & enjoy it!

## T eamwork

Care for one another & build trust and respect

## A cting with Integrity

Be professional & honest

## R esults Oriented

Be innovative & decisive to make things happen

We recognise that in order for an island resort like ours to be successful, every component in the service chain is crucial. Be it the need to invigorate our people in providing the best service, or to innovate constantly our products in the face of increasing competition both locally and regionally, or to improve our

processes both internally and for guests. The Sentosa STAR Values reflect that commitment we have made to our guests and our frontline staff, known as the island's service ambassadors or service hosts, who are always taught to go the extra mile for guests.



## BOARD & MANAGEMENT TEAM



**Moses LEE**  
Chairman,  
Sentosa Development  
Corporation



**QUEK Swee Kuan**  
Chief Executive Officer,  
Sentosa Development  
Corporation



**Chaly MAH**  
Chairman,  
Singapore Accountancy  
Commission



**NGIAM Shih Chun**  
Deputy Secretary (Industry),  
Ministry of Trade and Industry



**David HENG**  
Co-Head, Markets Group,  
Head, Consumer and Real Estate,  
Head, South East Asia,  
Temasek International Pte Ltd



**KOH-LIM Wen Gin**  
Board Member, National Parks Board  
Independent Director, Keppel Land Ltd



**Rita SOH**  
Director, RDC Architects Pte Ltd



**Ronny TAN**  
Chairman, Assisi Hospice



**KWA Kim Li**  
Managing Partner, Lee & Lee



**Eugene LEONG**  
Chief Executive Officer,  
Early Childhood Development Agency



**Lionel YEO**  
Chief Executive,  
Singapore Tourism Board



**LIM Joo Boon**  
Chairman, Singapore Turf Club



**Keith MAGNUS**  
Chief Executive Officer &  
Executive Director,  
Evercore Asia (Singapore) Pte Ltd

## BOARD & MANAGEMENT TEAM

## SENIOR EXECUTIVE TEAM (SET) MEMBERS



**QUEK Swee Kuan**  
Chief Executive Officer



**LOW Tien Sio**  
Deputy Chief Executive Officer



**CHIN Sak Hin**  
Chief Financial Officer



**Susan ANG**  
Divisional Director,  
Island Investment and Branding



**CHAN Mun Wei**  
Divisional Director,  
Corporate Planning



**EU Kwang Chin**  
Divisional Director,  
Information Technology



**Cynthia LEE**  
Divisional Director,  
Human Resources and  
Administration



**LEE Siyou Kim**  
Divisional Director,  
Project Development

## SENIOR EXECUTIVE TEAM (SET) MEMBERS



**LIM Suu Kuan**  
Divisional Director,  
Guest Experience



**Theresa LOW**  
General Counsel



**Catherine CHEW**  
General Manager,  
Sentosa Cove Resort Management



**Suzanne HO**  
General Manager,  
Mount Faber Leisure Group



**Andy JOHNSTON**  
General Manager,  
Sentosa Golf Club



**KOH Piak Huat**  
Divisional Director, Island Operations,  
Sentosa Leisure Management



**LIM Suat Jien**  
General Manager,  
Sentosa Leisure Management

## JOINT CHAIRMAN-CEO MESSAGE



### A Year of Celebrations

2015 was a momentous year as Sentosa celebrated the Golden Jubilee with the nation. As one of Singapore's most iconic leisure destinations, Sentosa had the pleasure of welcoming 19.5 million guests last year and creating many more memorable experiences for both our local and foreign visitors.

Underpinning Sentosa Development Corporation's SG50 celebrations was the key objective of providing all Singaporeans with opportunities to enjoy the island. We celebrated with a host of special events and community engagement programmes, as well as privileges and promotions, to encourage everyone to have a fun time on the island with their loved ones. These included free island admission for those walking in through the Sentosa Boardwalk, any day and time of the week, and those driving in on weekday evenings. In July, the Sentosa Line of the *Singapore Cable Car Sky Network* was

launched to enhance connectivity to Siloso Point, where the new *Siloso Skywalk* was opened to offer guests yet another scenic view of the island and its coastline. We also made *Fort Siloso* freely accessible to everyone.

Celebrations culminated over the Golden Jubilee Weekend with a hive of free activities across the island. Locals were treated to free rides on the *Singapore Cable Car Sky Network* and complimentary entries into the *Wings of Time* shows, *Fort Siloso* tours, as well as the iconic *Sentosa Merlion*. Anchoring the celebration was the *Sands of Time* exhibition at Siloso Beach where larger-than-life sand sculptures chronicled the transformation of Singapore. In this journey, Sentosa has played a significant role as the nation's recreational space.

*Continued on next page >>>*



### More Fun Ahead

As Singapore moves into its next chapter of development post-SG50, Sentosa will continue to contribute to the vibrancy of the local tourism and hospitality sectors as a favourite leisure destination for all local and foreign guests.

We will work with our island partners and reach out to potential investors to rejuvenate the island's offerings, and introduce new experiences to strengthen the appeal of Sentosa and stay ahead of the competition. During the year, we were pleased to have bolstered our slate of family-friendly attractions with the opening of the *Palawan Kidz City* which is now home to *MOSH!* – an interactive digital play-to-learn attraction and *KidZania Singapore*, the world-renowned indoor theme park offering realistic role-play learning experiences for children. Beyond the attractions, we energised our year-round 'always on' calendar of events and programmes, giving guests of all ages even more reasons to visit Sentosa.

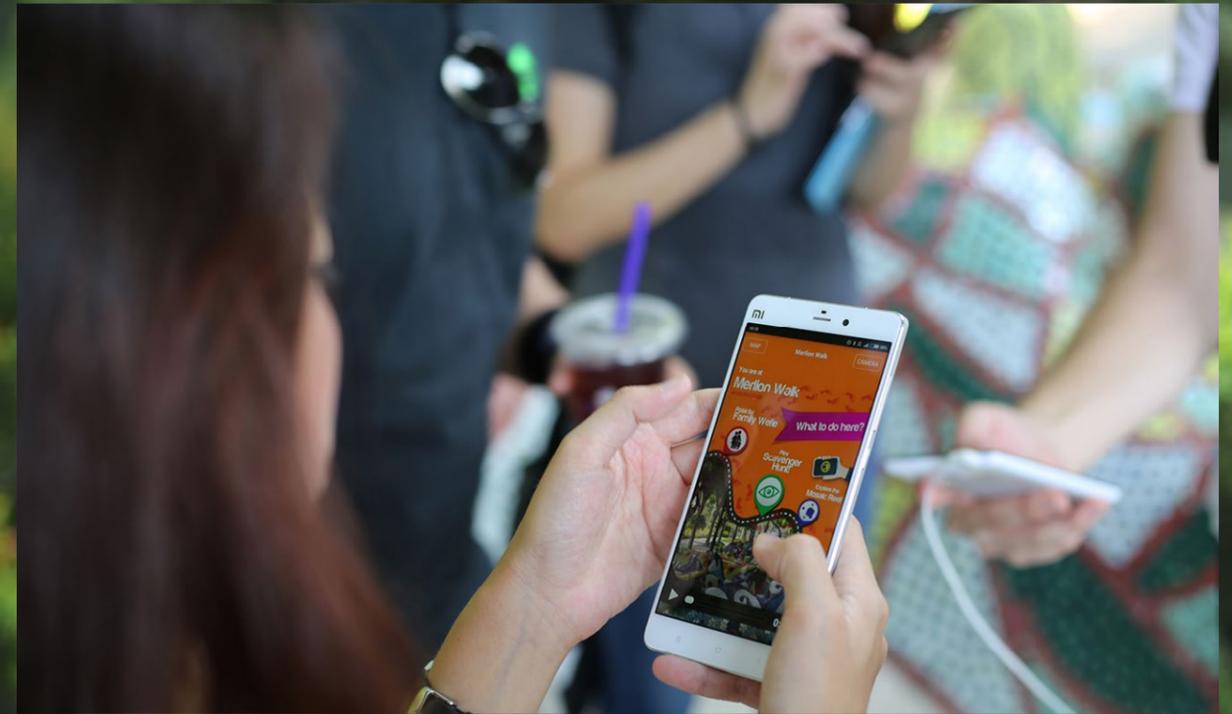
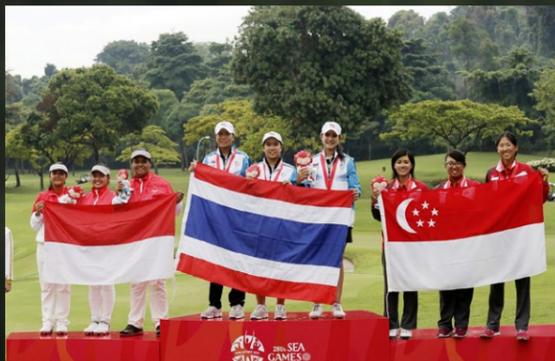
Looking forward, more thrills are in the pipeline as *AI Hackett Sentosa* commences construction, bringing Singapore's first bungee tower to fruition by end-2016. Guests can also look forward to even more themed events that cater to the diverse needs of our different guest segments.



### Different Sides of Fun

Throughout the year, fun and excitement also extended to our golfing greens. The Sentosa Golf Club was once again in the global spotlight as the Singapore Open returned with a new title sponsor – Sumitomo Mitsui Banking Corporation (SMBC), while the *HSBC Women's Champions 2016* rocked the driving range with an unprecedented concert by British pop group, *Take That*. The Club also witnessed history as *The Serapong* broke into the ranks of the World's Top 100 best golf courses, being ranked 58<sup>th</sup> by Golf Digest, while *The New Tanjong* course remains on track to open by end-2016 with the promise of unparalleled golfing experiences for golf enthusiasts and professionals.

In Sentosa Cove, yet another successful edition of the *Singapore Yacht Show* was held and the residential precinct was kept abuzz with lifestyle activities and new dining experiences at the *Quayside Isle*. At *Faber Peak Singapore*, we celebrated the hilltop destination's first anniversary since its rebranding and welcomed *Singapore Cable Car's* 50 millionth rider, marking yet another milestone for this well-loved national icon.



### Smart & Sustainable Developments

Beyond building the island as a fun destination for all, we remained committed to promoting sustainable tourism by working in close partnership with both the public and private sectors to test-bed new innovations and technologies.

Together with the Infocomm Development Authority, we issued innovation challenges to the local tech community to develop a more seamless experience for guests, from pre-visit to post-arrival. With connectivity being the backbone of future enhancements, Sentosa has been expanding its wireless coverage on the island. Visitors to the island resort now have access to more than 200 *Wireless@SG* hotspots across the island, including outdoor spaces like our beaches.

Throughout the year, our staff partook in efforts to promote recycling and litter-picking to safeguard Sentosa's clean and green environment. As a 'living laboratory' for green innovations, we piloted trials for energy savings as well as improved productivity and efficiency in maintenance.

At the heart of it all, we recognise that people are our most valued assets and kept our commitment to staff development. We enhanced our training framework for staff to upgrade and up-skill in order to realise their fullest potentials. People development will continue



to play an important role in our journey towards organisational excellence as we build a dynamic and robust workforce at Sentosa.

On behalf of the Board and Management, we would like to take this opportunity, to express our heartfelt thanks to Mr Mike Barclay, who stepped down as CEO in October 2015, for his leadership and contribution to the island throughout his seven-year tenure. We also thank each and everyone in the Sentosa family for delivering WOW experiences to all our guests. Together, we shall take the fun factor up a notch and scale new heights on *The State of Fun!*

# YEAR IN REVIEW



## SIGNIFICANT MILESTONES

Sentosa is proud to have been part of Singapore's milestone journey as the nation celebrated its 50<sup>th</sup> year of independence in 2015. In the spirit of *The State of Fun*, Sentosa celebrated the golden jubilee year with exciting enhancements, landmark events and activities that provided plenty of bonding opportunities for friends and families.



### Kicking off SG50 Celebrations

Our SG50 festivities kicked off on 13 March 2015 with an 'I AM 50' birthday bash for 50 Singaporeans who turned 50 during the year. They were invited to let their hair down and enjoyed food, fun and entertainment at the Sapphire Pavilion along Siloso Beach throughout the evening. From 16 March 2015, island admission was waived for all guests entering via the Sentosa Boardwalk daily, as well as for drive-in guests after 5pm on weekdays, until 31 December 2015.

On 24 May 2015, Sentosa was unveiled as one of the Top 50 places of significance on the *SG Heart Map*. This SG50 initiative was created to mark Singapore's Golden Jubilee, and we are pleased that Sentosa was nominated by the public as one of the top places that Singaporeans love and cherish. This list was compiled after more than 80,000 Singaporeans contributed fond memories of their childhood, treasured moments, favourite hangouts and more, over a period of six months. Sentosa is honoured to have taken pride of place in the hearts of Singaporeans over the last five decades.

Sentosa is also proud to have played a part in hosting the 28<sup>th</sup> Southeast Asian Games, from 7 to 12 June 2015. The Games' cheers extended to Sentosa Golf Club (SGC) with golf events taking place on *The Serapong* course. The event saw Singaporean golfers Johnson Poh and SGC-sponsored Koh Sock Hwee winning silver and bronze respectively in individual events. The men's team also secured second place in the team event on 867, eight strokes behind Thailand, while the women's team took bronze on 452, behind Indonesia (446) and Thailand (426).



### Making Fun More Accessible

On 14 July 2015, Mr S Iswaran, then Minister in the Prime Minister's Office and Second Minister for Home Affairs and Trade & Industry, officially launched the new Sentosa Line, an extension of the Mount Faber cable car line. These two lines now form the *Singapore Cable Car Sky Network*. The Sentosa Line, which connects the Merlion Plaza to Siloso Point with three new cable car stations, was one of several infrastructural enhancements that SDC embarked on to enhance connectivity and accessibility on the island.

Fort Siloso was also made accessible via a new 11-storey-high skywalk, above a canopy of trees, where creatures such as the bellied fishing eagle, plantain squirrel and pink-necked pigeon reside. This historical site, previously a gated attraction, was also made free for all to enjoy. To enrich visitors' experience, SDC introduced a specially-curated paid guided tour to shed

more light on the site's rich history. Singaporeans and local residents got to enjoy the tour for free from 15 July to 10 August 2015.

SDC also embarked on infrastructural enhancements throughout the year, including the construction of a sheltered walkway linking Palawan Beach to the Beach Station. Connectivity improvement works also made good progress in the year with dedicated walking trails and cycling tracks nearing completion, which will allow guests to experience the island's charming beaches and greenery from a different perspective.



Each sculpture was accompanied with audio elements to give visitors a multi-sensory story-telling experience that brought them back in time.

Of course, it was not a celebration without a new record. On 7 August 2015, Sentosa danced into the Singapore Book of Records with the Longest Duration Mass Line Dance. Held at the Merlion Plaza, this event saw 410 participants including line dance groups from across the nation dancing for three hours with only hourly five-minute breaks!



### Jubilee Weekend Cheers

Celebrations culminated over the Jubilee Weekend with a 'Uniquely Sentosa' experience that was themed 'So Singapore!'. Throughout the weekend of 7 to 10 August 2015, Singaporeans and local residents were welcomed to join in the celebrations with complimentary rides on the *Singapore Cable Car Sky Network*, tickets to *Wings of Time* night show, guided tours at *Fort Siloso* and entry into the iconic *Sentosa Merlion*, which also came to life with a stunning 3D projection mapping show. Visitors were treated to a magnificent visual display of the towering *Sentosa Merlion* being transformed into a canvas of colourful lights and sounds, with spectacular 3D video animations projected on its surface in a special SG50 theme.

Over at Siloso Beach, visitors were treated to a visual spectacle at *Sands of Time*, a 100-metre long sand sculpture exhibition – the first of its kind in Singapore. There, they experienced significant moments in Singapore's history over the past 50 years through seven massive 3D sculptures of three to 4.2 metres tall. Built by Singaporean Tan Joo Heng, an internationally-acclaimed sandman and his team of four other international sand

sculpting artists, the sand sculpture interpretations chronicled momentous scenes in Singapore's history, such as the day Singapore separated from the Malaysian Federation, the nation's first national day parade and the evolution of our cultural landscape and infrastructure.



WATCH THE VIDEO IN YOUTUBE  
[PLEASE CLICK HERE](#)



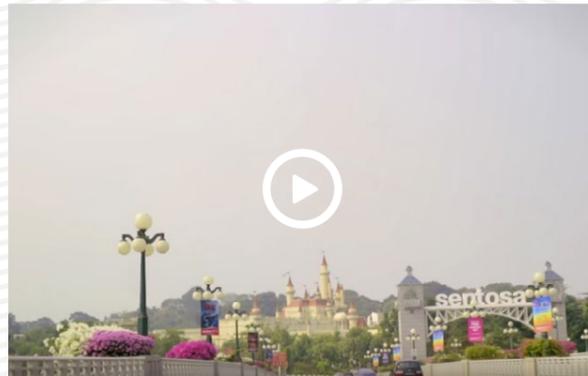
### Reconnecting with Singaporeans

Amid the fun celebrations, 2015 was also a year where we reached out to the community and reconnected with our guests. To encourage Singaporeans to take a break from their busy schedules and spend quality time with loved ones, Sentosa organised fun events to build new fond memories as they rediscovered the island.

As an extension of our *The State of Fun* brand efforts, we launched the 'Fun Movement' campaign which coincided with SG50 celebrations to recognise the dedication and spirit of Singaporeans who have contributed to the growth and development of the nation in their own special ways.

Between 27 May and 28 June 2015, the nation was invited to nominate everyday heroes who brought joy to the lives of others, but left fun for themselves as the last priority. After 20 nominees were shortlisted from more than 2,000 submissions, members of the public voted for their favourite stories, and five inspiring Singaporeans emerged as the winners. They were each

rewarded with a surprise – a day of personalised fun with their loved ones on Sentosa – *The State of Fun!* The campaign clearly resonated well with Singapore, with videos of the 'Fun Movement' garnering more than 190,000 views online.



WATCH THE VIDEO IN YOUTUBE  
[PLEASE CLICK HERE](#)



### Celebrations on the Mountain of Happiness

MFLG celebrated several milestones in the past year. Besides the launch of the Sentosa Line, the iconic *Singapore Cable Car Sky Network* celebrated its 50

millionth rider on 13 December 2015 after more than 40 years in operation. Mr Chuan Kai Liang and his family received a pleasant surprise when they took an impromptu trip to Mount Faber. The family of four were given prizes worth more than S\$2,000, including a one-year Faber Licence membership for the family, which grants them unlimited cable car rides and free admission into Sentosa, a 3D2N stay at the *Shangri-La Rasa Sentosa Resort & Spa*, and a special hamper filled with *Singapore Cable Car* memorabilia.

Singapore's only hilltop destination, *Faber Peak Singapore* also celebrated its first birthday from 12 to 15 June 2015 after its rebranding. Perched atop Mount Faber and surrounded by stunning views of the cable car line, Sentosa, the city skyline and the Southern Islands, staff and guests got 'High on Happiness' taking part in a line-up of fun activities for families. Children were treated to exciting workshops such as the *Singapore Cable Car Wooden Keychain Workshop* and *Singapore Cable Car Sand Art Workshop*.



### Golfing Excitement

SGC has had a bountiful year, with plenty to celebrate in 2015. The leases for SGC's two renowned courses – *The Serapong* and *The Tanjong* – have been extended until 2030 and 2040 respectively. The successful land lease renewal exercise has also allowed for the construction of the *The New Tanjong* course to kick off. Works on the course started on 2 November 2015, with the project making good progress.

*The New Tanjong* course will be an 18-hole par-72

course, providing the requisite length and conditioning required to host Championship tournaments and at the same time, different levels of enjoyment for golfers with various tee options. Players can also look forward to a unique sensory experience when play begins end-2016, as the new course will leverage undulating topography and water features to offer scenic and panoramic views. From tee to green, traditional classic lines will feature in the details of bunkers, greens, fairways and tees.



### Third Anniversary of POLW

Singapore's first kids club by the beach, *Port of Lost Wonder (POLW)* celebrated its third birthday on 12 April 2015 with a *sen-sea-tional* party. Celebrations kicked off with a brand new POLW debut, a mass dance usually performed at the end of the day at the Port. The icing on the cake was the Singapore Book of Records feat for the Largest Floating Raft made of Recycled Bottles! Measuring 4.2 metres long, 1 metre wide and 0.7 metres deep, the sailable raft was made up of 1,000 recycled bottles collected over four months.



### Shangri-La's Rasa Sentosa Resort & Spa Named Top Family Hotel in Asia

Shangri-La's Rasa Sentosa Resort & Spa topped the TripAdvisor Travellers' Choice Awards for Family Hotels! This annual award by the global travel website is determined by reviews from travellers around the world. Positive reviews from guests included the resort and spa's customer service, pool, kid-friendly facilities, proximity to attractions and beachfront location.



### Skyline Luge Sentosa Turned 10

Skyline Luge Sentosa marked its 10<sup>th</sup> anniversary on 26 August 2015 with a ten-day *10-tastic!* carnival, featuring fun-filled activities for riders. Since its opening in 2006, the attraction has more than doubled its ridership and looks set for continued growth. In conjunction with the celebrations, the attraction also launched the *Skyline Luge Education Programme*, designed for students to better grasp science concepts through the gravity-inspired Luge ride while having fun.



### Resorts World Sentosa Highlights

Resorts World Sentosa (RWS) celebrated its fifth birthday in 2015, welcoming nearly seven million visitors to its attractions. A key highlight was *Universal Studios Singapore's* fifth run of *Halloween Horror Nights*, which has since established itself as Southeast Asia's iconic regional Halloween event, with a record attendance of more than 170,000.

RWS continued to build on its strong portfolio of entertainment offerings all-year round with original resident productions such as *Cinderella: A Fairly True Story*, an original take on the classic fairytale that dazzled audiences, and signature events including *Santa's All-Star Christmas*.

The integrated resort also became the title partner of the

inaugural *Michelin Guide Singapore*. Together with the launch of the hotly-anticipated guide, RWS announced the opening of *CURATE*, Asia's first restaurant to be helmed by visiting Michelin chefs, headlined by Italian three-star Michelin chef Massimiliano Alajmo from three-Michelin star *Lo Calandre* in the first installation of *Art at Curate*.

For the fifth consecutive year, RWS was conferred Best Integrated Resort at the Travel Trade Gazette Travel Awards 2015. In addition, *Universal Studios Singapore*, *Adventure Cove Waterpark* and *S.E.A. Aquarium* were voted among Asia's top attractions in the TripAdvisor Traveller's Choice 2015 and were honoured with the TripAdvisor Certificates of Excellence.

## NEW ATTRACTIONS & OFFERINGS



### Palawan Kidz City

Sentosa's family entertainment centre opened its doors in February 2016 at Palawan Beach. Named Palawan Kidz City, this purpose-built three-storey building is home to anchor attractions – *MOSH!* and *KidZania Singapore*. The indoor and weather-proof family entertainment centre not only complements existing outdoor activities such as Singapore's first kids' club by the beach – *Port of Lost Wonder*, it also strengthens Palawan Beach's position as Singapore's family-friendly beachfront destination.



#### • *MOSH!*

On 6 February 2016, Singapore's very first immersive edutainment facility – *MOSH!* – welcomed guests with state-of-the-art multimedia technology, allowing guests to create imaginary worlds of their own. Originating from Japan, this digital media playground features five key experiences made up of the elements land, air, sea, space and fantasy.

#### • *KidZania Singapore*

On 15 February 2016, Qatar Airways was unveiled as a major partner ahead of the attraction's grand opening in April 2016. One of the world's fastest-growing family edutainment phenomena, *KidZania's* opening in Singapore takes the children's role playing experience to new heights with a full-wing fuselage of a decommissioned Boeing 737 that measures over 25 metres long with a full wingspan of 28 metres.



### EtonHouse Sentosa

On 17 August 2015, EtonHouse International Education Group opened a new campus on Sentosa. Spread over 32,000 square feet, *EtonHouse Sentosa* is Singapore's first heritage pre-school housed in a three-storey conservation house with pre-war colonial style architecture. Children and families can also get a

glimpse of Singapore in its early years of inception at the school's special heritage centre. To bolster the island's position as a destination catering to work, live and play, *Islander Pre-School* also opened on 4 January 2016, catering to staff working across the island.



### Sofitel Singapore Sentosa Resort & Spa

After a S\$20-million refurbishment, AccorHotels launched its rebranded *Sofitel Singapore Sentosa Resort & Spa* on *The State of Fun* in November 2015. Surrounded by 11 hectares of tropical woodland, the new establishment (formerly the Singapore Resort & Spa Sentosa) features 211 rooms and suites and four luxurious villas. It is equipped with full-fledged conference and banqueting space spanning more than 1,300 square metres, with two ballrooms and 15 meeting rooms.



**Madame Tussauds welcomed The Beatles, One Direction and Madonna**

Madame Tussauds Singapore has had a star-studded year once again, hosting different celebrities 'visiting' for different seasons of the year. From 1 April to 30 June 2015, wax figures of English rock band *The Beatles* made a stop at the world renowned wax attraction at Imbiah Lookout after debuting at Raffles Place. From 19 July to 31 October 2015, the attraction played host to wax figures of popular boy band *One Direction* as part of their worldwide tour, allowing guests to relive the days of the original five. From 3 to 14 February 2016, the wax figure of Madonna was also showcased ahead of the international pop star's performance in Singapore. Besides the visiting displays, the attraction also welcomed a new permanent addition on 25 November 2015 – Singapore's very own multi-talented award-winning performer and composer Dick Lee, who was voted as Singapore's most popular icon by members of the public.

a mix of real and virtual performances by *Wonder Girls*, *2PM* and *GOT7*. *GOT7* also graced the attraction's opening.



*Battlestar Galactica: Human vs. Cylon* at Universal Studios Singapore

**New Offerings at Resorts World Sentosa**

*Universal Studios Singapore* celebrated its fifth anniversary with more thrills and excitement for guests. On 8 April 2015, the theme park debuted *Puss in Boots' Giant Journey*, the world's first roller coaster based on the popular franchise. Following which, the park also re-launched *Battlestar Galactica: Human vs. Cylon* on 27 May 2015. Touted as the world's tallest duelling roller coasters, the ride features new two-seater vehicles, giving participants a more intimate and personal experience. Over at *Adventure Cove Waterpark*, a new roof-top obstacle course – *Wet Maze* – opened in December 2015, providing even more thrills and spills for adults and children alike.



*Puss In Boots' Giant Journey* at Universal Studios Singapore



K-Live Sentosa

In November 2015, the popular *Trick Eye Museum* unveiled six new themed zones, with more than half of the museum's exhibits being refreshed. With this revamp, the attraction introduced 4D digital interactive concepts, providing guests with brand new experiences. The attraction also celebrated its first anniversary on 19 June 2015 with a series of fun-filled activities, including 10 lucky visitors who won gold bars for finding hidden golden keys.

*K-Live Sentosa* – Singapore's first hologram attraction – opened on 23 February 2016. Located at the Waterfront of RWS, the K-Pop hologram theatre gives fans the opportunity to experience up-close concert experiences with their favourite Korean groups. The theatre features



*Trick Eye Museum Singapore* - New supernatural themed zone



*Wet Maze* at Adventure Cove Waterpark



### ● Fresh Dining Experiences

Throughout the year, more new dining concepts have joined in the gastronomic fabric on *The State of Fun*, which encompasses more than 100 different dining experiences. In November 2015, *C Side* at Siloso Beach bolstered its beachfront dining establishment with *Makan<sup>2</sup>*, offering a slice of Hawaii for beachgoers. Diners can indulge in specialties inspired by delights found in Oahu's North Shore with new stalls like *Shrimp Shack* and *The Ice Cooler*. The new dining establishment also features *Kurry Korner*, serving up popular authentic North Indian cuisine.



In the same month, *Brewerkz*, Singapore's longest-running microbrewery opened its fourth outlet along Sentosa Boardwalk. Visitors now have another option to feast on a delectable mix of American and Asian-influenced food items like handcrafted gourmet burgers while soaking in stunning views of Sentosa.

Over at Sentosa Cove, *Quayside Isle* introduced free lunch time parking on weekdays, giving adventurous gastronomes more reasons to visit. It also welcomed several new exciting additions to its mix of marine-facing dining experiences. Opening its doors in 2015 were *&MADE Burger Bistro* *L'Entrecote Express*, well-known for its unique and gourmet burgers; as well as *Gin Khao Bistro*, offering Thai cuisines specially tailored to suit the palates of the local community using traditional recipes from Thailand as the source while adding on a spectrum of contrasting flavours.

Sentosa's premier waterfront retail and dining destination also welcomed popular Danish café, *Joe & the Juice*, in February 2016, offering fresh made-to-order juices and coffee in a dynamic ambience, set against its spectacular waterfront location. In the same month, a new French restaurant, *Bistro French Quays*, also started serving up the freshest meats, fish and seafood air flown from various regions across France.

## EVENTS & PROGRAMMING

The year-round buzz on *The State of Fun* never ends as we continue to strengthen our 'always on' calendar of events to give our visitors more reasons to visit Sentosa, time and again.

### ● The Great Egg-Venture 2015



From 14 March to 5 April 2015, the Sentosa HarbourFront Business Association brought back Singapore's biggest egg fiesta for its second edition. The 520-hectare precinct stretching from Mount Faber to HarbourFront and Sentosa Island once again bustled with a galore of Easter-themed activities, and welcomed more than a million visitors during these celebrations.

More than 3,300 egg hunters explored Sentosa and the precinct for 100 giant eggs, of which half were SG50 commemorative eggs decorated by local and regional artists as well as professionals who have been successful in their own fields. To complement precinct-wide celebrations, *The State of Fun* also rolled out a series of fun-filled bonding activities over the Good Friday weekend at Siloso Beach's Emerald Pavilion. At the *Sentosa Egg Fiesta*, families had an 'egg-citing' time participating in a myriad of events and programmes ranging from arts and crafts to musical performances.





### 🎯 Singapore Yacht Show 2015

Sentosa Cove held yet another successful edition of the *Singapore Yacht Show* from 23 to 26 April 2015. Set in the prestigious *ONE 15 Marina Club*, the event marked the fifth edition of Southeast Asia's premier annual yachting and boating extravaganza. There was a turnout of over 12,000 visitors, and over 80 vessels

on display including superyachts, catamarans, jet skis and a personal submarine. Visitors also got to see the stunning M/Y Anastasia, a 75.5 metre superyacht – the largest yacht ever displayed in Asia. Social programmes included a Black Tie Gala Dinner, supercar parades, fine art auctions and fashion shows.



### 🎯 Sentosa Ukulele Festival

The music festival also saw the return of *Sentosa Ukulele Festival* on 3 May 2015, as Palawan Beach came alive with lively acoustic entertainment starting from the evening before. Following the event's popular debut in 2014, this edition drew a crowd of more than 4,000 with a slew of prominent musicians including six-

time Grammy award winner Daniel Ho, South Korean YouTube sensation Sungha Jung, as well as local artistes such as popular duo *Jack & Rai*, *Singapore Char Siew Baos*, *Carmine & Kelvin*, *Jukuleles* and *Ukes Avenue*.

### 🎯 Sentosa Celebrates Music

In 2015, we adopted music as one of our key themes for celebrations. The inaugural *Sentosa Celebrates Music* festival comprised music events for members of the public, including the inaugural *Sentosa DJ Spinoff* competition. 24 local aspiring DJ talents came together on 26 April 2015 to pit their skills against each other, with eight emerging as finalists. At the finals held at *Wave House Sentosa* on 3 May 2015, local DJs such as DJ Jense and DJ Funky T formed the judging panel in the search for the next big star DJ. After intense rounds of energising live music mixes, DJ Caden won the top spot and the revered opportunity to spin tunes at *Siloso Beach Party* – Singapore's only beach countdown party.



WATCH THE VIDEO IN YOUTUBE  
[PLEASE CLICK HERE](#)



### 🎯 Storytelling Comes Alive! with Playmobil

Sentosa's annual *Storytelling Comes Alive!* event allows children to enter the magical world of whimsical fairytales with larger-than-life characters from Playmobil. The award-winning interactive story-telling event returned for the fifth year from 6 to 28 June 2015 at the Palawan Beach with a new and exciting format, combining reading, listening and role-playing in a make-belief setting with animated characters. Coinciding with the 28<sup>th</sup> SEA Games, participants also got to meet *Nila*, the Games' official mascot, for exclusive photo opportunities!



### ● Sentosa FunFest 2015

To boost our line-up of family activities, *The State of Fun* hosted its first ever mega beach festival, *Sentosa FunFest* from 5 to 13 September 2015 at Siloso Beach. Close to 9,000 visitors got the chance to indulge in endless fun on Singapore's ultimate beach playground, having an exhilarating time with plenty of foam and water-oriented fun under the sun. Special activities

were planned for visitors of all ages – adults had fun in a bubbling foam pool while children above eight years old enjoyed the *Sway and Swing Stations* as well as the *Bungee Run*. Children aged seven and below got their share of fun navigating through an inflatable maze, whizzing down water slides, playing in a child-friendly foam pool and more.



### ● Spooky Junior @ POLW 2015

It was fairytale time at Sentosa's *Port of Lost Wonder* last Halloween! On 24 and 31 October 2015, instead of the traditional Halloween scares and goose bumps, families were whisked away on an enchanting adventure of fantasy. Some came dressed up as their favourite magical characters such as elves, fairies, wizards. Partygoers also enjoyed sweet treats at the *Tea Party Café*, *Trick or Treat* and carnival games where they bonded through fun challenges and activities.



### ● Sentosa HarbourFront Christmas 2015

Precinct-wide celebrations also extended beyond Easter in 2015 and into the year-end festivities from 27 November 2015 to 3 January 2016. Christmas celebrations kicked off with a spectacular light-up ceremony of *Christmas Market at Resorts World Sentosa* – where celebrity couple Simon Yam and Qi Qi made an exclusive appearance to officiate the light-up. The *Christmas Market*, a first for the Sentosa HarbourFront precinct, gave visitors the chance to experience traditional European winter markets.

To add to the festivities, the *Christmas Boat Light Parade* by *ONE°15 Marina Club* returned for its second year, running from 20 to 21 November 2015. Visitors were treated to dazzling sights of Christmas-themed boats competing for the title of Best Decorated Boat, sailing from the Club to the Sentosa Boardwalk and along the light-up parade route across Siloso Beach, *Fort Siloso*, *Resorts World Sentosa*, *HarbourFront Centre* and *VivoCity*.

*The State of Fun* spirit shone bright across the island with an exciting line-up of fun activities for guests of all



### Year-End Parties

As the year-end festivities drew near, Sentosa was once again the party central with an exciting line-up of beach parties. *Zoukout 2015* continued to lead the charge at its 15<sup>th</sup> anniversary with close to 30 international and local dance music acts such as Grammy-winning DJ and record producer Tiesto and Australian dance duo *Nervo*. The event drew more than 45,000 revellers over two days of non-stop partying on 11 and 12 December 2015, and extended beyond Siloso Beach to include a poolside party at *Hard Rock Hotel Singapore*.

Ring in the New Year in style were party-goers at *Siloso Beach Party*, Singapore's only beach countdown party. Neon lights lined the shoreline as partygoers grooved to 10 hours of non-stop music spun by a constellation of popular international and local DJs. Leading the stellar line-up was Dutch DJ and producer DJ Don Diablo, well known for spinning at international festivals like *Tomorrowland* and *Ultra Music Festival* as well as hotspots such as *Ministry of Sound* (London) and *Pacha* (Ibiza). Participants counted down together with a spectacular display of fireworks and confetti of well-wishes which they penned earlier in the evening.





Jordan Spieth and Younghan Song taking a selfie at the post-round press conference



Champion of the SMBC Singapore Open 2016 – Younghan Song

### SMBC Singapore Open 2016

The Singapore Open, which sees the gathering of some of the world's top players, returned to SGC with a new title sponsor after a three-year hiatus. The *SMBC Singapore Open 2016*, which took place from 28 January to 1 February, marked the 50th edition of the country's

national Open. South Korea's Younghan Song fended off the spirited challenge of then world Number One Jordan Spieth to win the US\$1 million *SMBC Singapore Open* by one-shot on extended play due to weather conditions.

(Photos courtesy of SMBC Singapore Open)

### HSBC Women's Champions 2016

Already one of the highlights in Singapore's annual sporting calendar, the *HSBC Women's Champions* returned to its home at SGC for its ninth edition from 3 to 6 March 2016, as golf fans witnessed some of the biggest names in the women's game compete. Ha Na Jang of South Korea won the *HSBC Women's Champions 2016* with a score of 269, four strokes clear of her closest rival, Thailand's Pornanong Phatlum. Jang also became the third South Korean after Jiyai Shin (2009) and Inbee Park (2015) to hold aloft the prestigious trophy. SGC-sponsored Koh Sock Hwee completed the week at 10-over in tied-59<sup>th</sup> place.

Beyond the showcase of finesse and sportswomanship on the greens, exciting entertainment also included a food village featuring celebrity chef Monica Galetti. British pop group *Take That* headlined the music acts and delighted more than 3,000 fans with an outdoor concert on the penultimate evening of the tournament. Performing live in Singapore for the first time since

1995, the band played for over 90 minutes at the Club's new driving range, belting out some of their most memorable hits including *Back for Good*, *How Deep is Your Love* and *Babe*.



Ha Na Jang in action



Ha Na Jang high-fives the crowd



Ha Na Jang, the undisputed winner for HSBC Women's Champions 2016



The British band delivered their smash hits to cheers at SGC's driving range

(Photos courtesy of HSBC Women's Champions)



Take That Makes Long-Awaited Singapore Return



### 🎯 Sentosa KidZ Flea 2016

It was all about the 'Business of Fun' at the Merlion Plaza for children aged seven to 12 from 12 to 19 March 2016. Aspiring young 'playtrepreneurs' set up booths to sell new and pre-loved toys, books, clothes, handicrafts, accessories and more. The event was organised to inspire the little bosses to acquire life

skills through experiential learning. Sentosa also hoped to help parents instil compassion and empathy in their children by encouraging them to donate all or part of their earnings to the Autism Association of Singapore – the designated charity of the year.



### 🎯 Running for Health and Fun

Sentosa also had the pleasure of hosting running events for people from all walks of life – from professional sportspeople to children, friends and families who just want to have fun. The series of runs included the Music

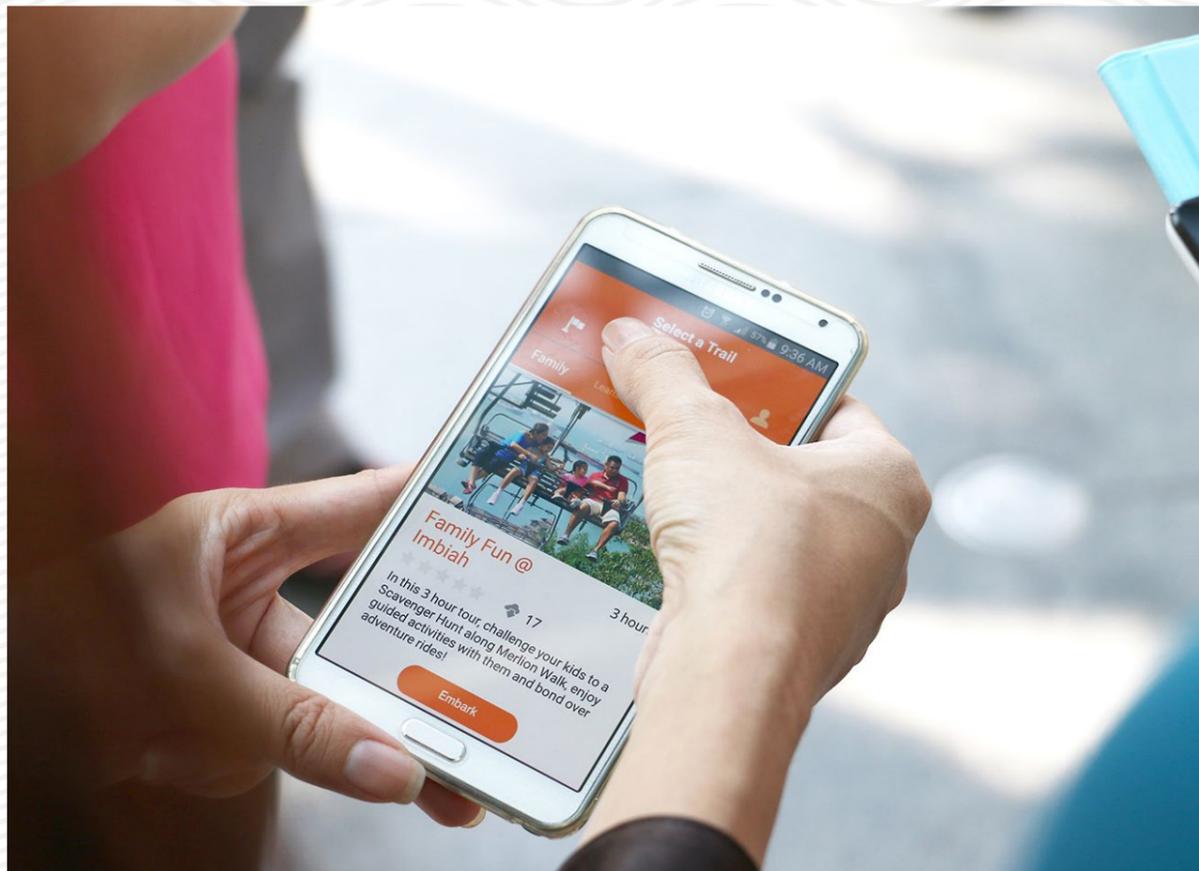
Run, Meiji Run, Standard Chartered Marathon, My Little Pony Friendship Run, Looney Tunes Fun Run, Garfield Run, HomeTeam NS REAL Run, Colour Run, DC Justice League Run and the Viper Challenge.

# ISLAND MANAGEMENT & DEVELOPMENT

## Smart Island, Sustainable Development

SDC is committed to enhancing the island's offerings and visitor experience as it develops Sentosa through smart and sustainable business practices. We have vested multiple collaborations with partners in both the private and public sectors to create and test-bed

new technologies and solutions, as we continue to establish Sentosa as a leading leisure destination while continuously enhancing the safety and security of the island.



### • An Integrated Guest Experience

As part of the Smart Nation Initiative, SDC has partnered the Infocomm Authority of Singapore to generate ideas to create a seamless, connected and integrated experience for visitors. This was done through the Integrated Guest Experience (iGX@ Sentosa) Challenge, where local tech companies

proposed solutions that tap on technology to enhance the visitor experience. Six solutions have since been shortlisted for prototyping, including a pocket concierge, audio-to-text assistant, emotion recognition, wearables, seamless payment gateway, virtual reality as well as deep learning analytics.



### • Free Wi-Fi Coverage Expanded

Staying true to its commitment to provide visitors with a fun, convenient and value-added experience, Sentosa has expanded its on-island coverage of *Wireless@SG* from February 2016. Today, there are more than 200 access points across the island, a 70 per cent increase since *Wireless@SG* was launched on the island resort in mid-2014. This free coverage has been extended to expansive outdoor areas – visitors can now enjoy seamless Wi-Fi connection while basking in the sun on the beachfronts of Palawan Beach and Siloso Beach; as well as *Fort Siloso Skywalk*. To enable visitors to stay connected while travelling between attractions, the Wi-Fi service now also extends to all stations of the Sentosa Express (Sentosa, Waterfront, Imbiah and Beach) and the Sentosa Line of the *Singapore Cable Car Sky Network* (Merlion, Imbiah Lookout, Siloso Point), Sentosa Golf Club (Clubhouse and Pavilion) and *Palawan Kidz City*.



### • Smarter, Brighter Street Lights

In partnership with Philips Lighting, SDC has embarked on pilot-testing a new smart streetlight management system on the island. More than 250 conventional sodium streetlamps covering a distance of 3.4km along Artillery Avenue, Allanbrooke Road leading to Sentosa Cove and Bukit Manis Road were replaced by the end of March 2016. The new system with LED (light-emitting diode) lamps controlled by the Amilight street lighting control system not only enhances safety by providing better illumination and more modes of operation, it also generates more than 50 per cent energy savings. The system's centralised controls allow our team to manage lighting levels according to road usage and weather conditions and respond to changing conditions rapidly. Through the system's smart control, our maintenance team can also be notified remotely of lighting point failures via mobile systems. This has resulted in higher efficiency for maintenance, negating the traditional labour-intensive process of physically checking for failures.

### • Enhanced Mobility through Self-driving Shuttle Service

On 12 October 2015, SDC inked a memorandum of understanding with the Ministry of Transport and Singapore Technologies Engineering Ltd to conduct tests for a point-to-point mobility-on-demand transportation service in Sentosa using self-driving vehicles. In the near future, guests will be able to travel around the island using the self-driving shuttles, called from their smart phones or via information kiosks. Complementing existing on-island transport options, these self-driving vehicles will improve connectivity and accessibility for commuters on the island. The collaboration will kick off with a front-end engineering study in a two-year trial starting in the second half of 2016.

### • Safety & Security Industry Programme 2020 (SSIP 2020)

As a whole-of-government initiative, SSIP 2020 is spearheaded by the Ministry of Home Affairs (MHA) and Economic Development Board, with Sentosa being the test site for Stage One projects. This initiative aims to tap on the Research & Development capabilities of the global and local industry through public-private partnerships, as well as bolster data-sharing and insights derived from analytics, to serve Singapore's safety and security needs. A Call for Collaboration was issued on 4 November 2015 with seven innovation challenges covering areas such as crowd and incident management, as well as threat and hazard detection. In March 2016, five of the challenges were awarded a one-year trial starting in May 2016.

### • Video Analytics for Enhanced Security

The Sentosa Resilience Department has embarked on enhancing security and surveillance on the island with a new video analytics system. Created by tech start-up Cyrus Innovations, the patent-pending system aims to detect abnormal activity automatically through video surveillance. Alerts will be sent out when the system detects unusual activities for officers on the ground to take necessary action. The first phase of tests concluded in November 2015, with Sentosa being the first to test-bed this abnormality detection (AD) technology.

### • Threat Oriented Passenger Screening Integrated System (TOPSIS) Programme

Between May 2015 and March 2016, SDC conducted the TOPSIS Programme in collaboration with the Centre for Protective Security Studies under the MHA. 14 sessions of TOPSIS training were conducted for security professionals as well as frontline supervisors and crew from different business units and island partners. The programme involved both the security and non-security communities in enhancing community policing through increased vigilance and a multi-layered screening approach, tailored to meet the dynamic operational requirements on Sentosa.



## 🌱 Giving Back and Going Green

### • Sentosa Gives 2015

Close to 2,400 underprivileged members of the community benefited from the fifth edition of Sentosa Gives. This initiative is part of SDC's annual efforts to give back to the community.

To gift more children with the Sentosa Experience, *The State of Fun* welcomed close to 1,200 beneficiaries from Voluntary Welfare Organisations (VWOs), special needs schools and charities to a day of fun on the island. From 7 to 11 September 2015, each child enjoyed a full day of complimentary visits and rides at various attractions, including the newly-opened Sentosa Line of the *Singapore Cable Car Sky Network*. More than 120 Sentosa staff also volunteered their time as island hosts to accompany the children.

880 *Sentosa Play 5 Fun Passes* were given out to close

to 200 disadvantaged families to spend time and bond over a fun day out on Sentosa during the month of September.

Our *Youth-In-Action* programme gave 81 students from four secondary schools and one VWO the chance to gain work exposure in the leisure and tourism field for a day. Sentosa staff also mentored the students at various attractions, F&B outlets and hotels across the island.

Joy spread beyond Sentosa as well. Staff volunteers worked with *The Food Bank Singapore* and *Lions Befrienders* to pack and deliver 100 food bundles containing rice, cooking oil, milk and other groceries to the elderly living in rental flats.



• Hair for Hope 2015

The Sentosa Recreation Club organised a satellite event on 30 June 2015 to support the Children's Cancer Foundation's (CCF) *Hair for Hope* event. SDC staff banded together to raise funds and awareness for childhood cancer, with 30 staff joining the cause

to 'make a bald statement' by shaving their heads in support of the battle against childhood cancer. More than S\$14,000 was raised for the CCF through this event.



• Championing the Environment

To raise awareness on pressing environmental concerns, Sentosa joined in global efforts to make a statement on climate change and water sustainability. For the sixth year running, SDC and its island partners supported the World Wide Fund for Nature's Earth Hour by switching off all non-essential lighting at Sentosa landmarks and *Faber Peak Singapore* for an hour on 19 March 2016. Four days later, Sentosa's waterfront lit up in hues of blue as *The State of Fun* commemorated Singapore World Water Day 2016. From the towers of Sentosa Gateway to the Sentosa Boardwalk, and extending to the iconic facades of *Resorts World Sentosa's* waterfront, landmarks across the island turned blue to mark the occasion, in a symbolic gesture to promote water sustainability.



• Landscape Excellence at Sentosa Cove

Sentosa Cove became one of the six existing developments in Singapore to obtain the Landscape Excellence Assessment Framework certification by the National Parks Board on 5 November 2015, in recognition for its efforts in greenery provision and ecologically friendly landscapes. The certification was presented by Minister for National Development, Mr Lawrence Wong, at the GreenUrbanScape Asia opening ceremony held at the Singapore Expo. Sentosa Cove was praised for its verdant greenery in the form of lush tropical foliage, as well as its emphasis on sustainability, productivity and efficiency in landscape management. Adopting a green approach since its inception, Sentosa Cove utilises water from catchment ponds for irrigation purposes, reducing the use of potable water and striving to maintain high standards in landscaping using environmentally-friendly methods and management.



• S.E.L.F Programme 2015

Into its third edition, the *Sentosa Embraces Litter Free (S.E.L.F)* programme continued to show support for the *Keep Singapore Clean Movement* through encouraging our staff to take pride in a clean environment. This year saw our people coming together once again for bi-monthly litter-picking and tree-planting sessions.



• Mount Imbiah Battery Tour

In commemoration of the 74<sup>th</sup> Anniversary of the Battle for Singapore, SDC partnered the National Heritage Board to bring members of the public on a series of guided tours to the Mount Imbiah Battery site. The tour was part of efforts to preserve and showcase the island's rich heritage. Accompanied by SDC's own guides and military historian Mr Peter Stubbs, participants across six tour sessions were given the chance to explore underground passages normally closed to the public, as well as remains of the gun battery.

# ORGANISATIONAL EXCELLENCE



# ORGANISATIONAL EXCELLENCE

At *The State of Fun*, we strive to deliver fun memories alongside excellent service for all our guests. We work hard at ensuring the well-being and development of our staff, and creating a balanced and nurturing environment for them to grow and fulfill their potential. As we look back on the achievements of the organisation, we will continue to better ourselves in our service offerings and adapt to the competitive landscape of the tourism industry.

## Singapore HR Awards 2015

The Singapore HR Awards is organised yearly by the Singapore Human Resources Institute (SHRI) and showcases leading organisations' human resource practitioners in their drive for impactful human capital strategies. SDC's Human Resource team hauled its biggest win yet on 10 July 2015 with a total of nine HR awards. These included five Leading HR Awards, two HR Advocate Awards, the Corporate HR Award as well as the Corporate HR Champion Award.



SDC was conferred Leading HR Awards for best HR Practices in these categories:

1. Strategic HR
2. Employer Branding
3. Manpower Resourcing & Planning
4. Employee Relations & People Management
5. Quality Work-Life, Physical & Mental Well-Being

SDC received the two HR Advocate Awards for winning the following categories thrice in the past five years - Employee Relations & People Management in 2013, 2014 and 2015; and Quality Work-Life, Physical & Mental Well-Being in 2012, 2013 and 2015. In addition, SDC was conferred the Corporate HR Award for winning four awards in 2015, as well as the Corporate HR Champion Award, for winning the Corporate HR Award thrice in the past five years, in 2012, 2013 and 2015.

## May Day Awards 2015

Cynthia Lee, Divisional Director for Human Resources & Administration, was conferred the Medal of Commendation at the May Day Awards 2015. Held on 29 April 2015, then Minister in the Prime Minister's Office and NTUC Secretary-General, Mr Lim Swee Say presided over the awards ceremony. Ms Lee was nominated by the Attractions, Resorts & Entertainment Union (AREU) in recognition of her commitment in promoting labour-management relations and supporting initiatives of the labour movement.

## National Day Awards 2015

12 SDC staff were recognised for their contributions and service to the nation. Among the recipients were Finance Policy & Shared Services Director Lek Yong Kwang and Manager, IT Operations Guek Soon Hock who were conferred the Commendation Medal, and Senior Executive, Finance Susan Tan who was conferred the Efficiency Medal. Nine other SDC staff were also conferred the Long Service Medal. They received the medals at the MTI National Day Award Investiture held on 25 November 2015.

## Innovation Activist Category at the MTI Awards

For constantly injecting innovation and creativity into her work and spurring innovation, Nurhana Jamaludin (Han), Human Resource Development Manager, was conferred the Gold Award in the Innovation Activist category. Of the 10 nominations for the category, Han was the only one who received the Gold Award. The Ministry of Trade & Industry (MTI) Awards celebrate the best of ideas and recognises teams and individuals within the MTI family who have exemplified strengths in and contributed to innovation and borderless collaboration.



## Going the Extra Mile Service (GEMS) Award and Commendation Award

The MTI organises the GEMS Award and Commendation Award annually to recognise officers within the MTI Family who have consistently delivered outstanding service to internal and external guests.

Mr Viknesvaran S/O Subramaniam, a Senior Train Captain of the Sentosa Express received the GEMS Award, while Ms Nanna Ervinna Soh, a Lead Service Ambassador, received the Commendation Award.



**World's Greatest 100 Golf Courses – The Serapong**

Singapore has, for the first time, entered the prestigious *Golf Digest* ranking of the World's 100 Greatest Golf Courses, with the recognition of SGC as the region's number one. The *Serapong* at SGC clinched the 58<sup>th</sup> spot globally, making it Southeast Asia's best golf course and the only Singapore golf course that has been ranked in the table's history. More than 33,600 courses were rated worldwide, across 206 countries.

*The Serapong* was also ranked Number 1 in the prestigious *Golf Digest Singapore's* biennial course ranking. In addition, it was named 'Best Golf Course in Singapore' at the annual Asian Golf Awards ceremony held on 15 October 2015.



**Singapore Global Firefighters and Paramedics Challenge 2015**

Two five-man teams from the Sentosa Resilience Department competed in the Company Emergency Response Team – Public & Industrial Premises category, going up against teams from aviation emergency services, as well as companies from the petroleum & chemical industry. The teams emerged third and sixth respectively at the two-day challenge held at the Singapore Expo from 13 to 14 November 2015. The event was organised by the Singapore Civil Defence Force with the aim of promoting the message that emergency preparedness is a shared responsibility for both professionals and the public. They bonded through fun challenges and activities.

**CEO STAR Awards**

The Sentosa CEO STAR Awards is held annually to recognise staff across all businesses on Sentosa Island and Mount Faber for their outstanding service, and for contributing or playing an integral part in creating a safe and secure environment for Sentosa guests.

A total of 18 staff from across SDC's business units as well as our island partners (*Sentosa 4D AdventureLand*, *Gogreen Attractions*, *ONE°15 Marina Club*, *Shangri-La's Rasa Sentosa Resort & Spa*) were recognised for their service excellence in the Service Star Award category. In addition, Safety and Security Awards were given

to three individuals and teams, including those from our island partners (*Tanjong Beach Club*, *Shangri-La's Rasa Sentosa Resort & Spa* as well as *Underwater World Singapore*) for their outstanding performances and contribution in these aspects. In appreciation of their partnerships and close collaboration with SDC, two state agencies (Centre for Protective Security Studies and the Community Policing Unit of Bukit Merah West Neighbourhood Police Centre) and individuals from our island partners (*Resorts World Sentosa* and *Madam Tussauds Singapore*) were also recognised in the Sentosa Resilience category.



**EXSA Awards**

Launched in 1994, the Excellent Service Award (EXSA) is a national award that recognises individuals who have delivered quality service.

Thanks to our guests' support and recognition of our service efforts, Sentosa continued to lead the way by having the most number of EXSA recipients amongst all the attractions in Singapore, as our ambassadors made every guest feel **Welcomed, Assured, Valued and Energised**. In total, there were 215 recipients from Sentosa out of 556 within the Attractions industry (One Superstar finalist, 33 Star, 77 Gold, 105 Silver).

In addition, Viknesvaran Subramaniam, Senior Train Captain from Sentosa Leisure Management also made the shortlist as one of five EXSA SuperStar candidates.

**Singapore Experience Awards 2015**

The Singapore Experience Awards is regarded as the most prestigious awards platform in Singapore's tourism industry. The awards are conferred on individuals and organisations across the Attractions, Business Travel and MICE, Dining, Education, Entertainment, Healthcare, Hospitality and Retail sectors. In 2015, 27 award recipients were recognised for their exemplary efforts in delivering a holistic customer experience, offering quality products and service excellence to create distinctive and compelling memories for guests. We are honoured that *6th Happiness* 《第六种幸福》 at *Faber Peak Singapore* by MFLG emerged as Finalist for Best Singapore Experience Story (Digital) at the Singapore Experience Awards 2015.