



chairman & ceo's message

FY2006 was a very good year for NHB.

We wish to begin by thanking Mrs Lim Siok Peng, NHB's previous CEO, for taking the Board to a new high during her term. In August 2006, Siok Peng decided to retire in order to spend more time with her family. Succeeding her is Mr Michael Koh, who brings with him extensive experience in city planning and strategic project management from the Urban Redevelopment Authority.

Let us now share with you some of the highlights of the past year:

First, we have achieved phenomenal results across many fronts. NHB's museums attracted a record 1.34 million visitors in FY2006, with another 2.93 million persons participating in our outreach activities. Museum Roundtable (MR) visitorship hit a new high with 4.26 million people visiting its 45 museums. The Heritage Awareness Index (HAI) has also risen 20% from 5.24 in 2002 to 6.25 last year.

NHB museums have also received many accolades from the international media. The Asian Civilisations Museum (ACM) was described by *Newsweek* as "the best museum in town", while the Singapore Art Museum's (SAM) exhibitions were featured prominently in *Newsweek*, *International Herald Tribune* and *The Wall Street Journal*. We have also done well in outreach. The *Singapore HeritageFest (SHF) 2006* won the coveted Uniquely Singapore Award at the Singapore Tourism Awards, while Singapore's first heritage and museums blog, *yesterday.sg*, was ranked the 5th museum blog in the world.

Second, our iconic events generated much impact. *SHF 2006*, *International Museum Day 2006* and *Explore Singapore!* drew 1.165 million, 106,000 and 500,000 participants, respectively. We further made history with the launch of *Singapore: The Encyclopedia* by President S R Nathan - the first print run sold out in just over two weeks!

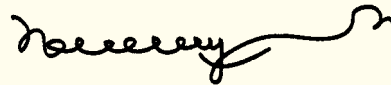
Third, we created a new platform to celebrate heritage philanthropy. To honour our generous benefactors and foster a stronger culture of giving, NHB launched its inaugural Patron of Heritage Awards. 86 awardees were recognised for donations and loans worth a total of S\$118.5 million.

Fourth, we brought the world to Singapore's doorsteps. Our museums curated internationally-acclaimed blockbusters like the *All the Best*, *The Deutsche Bank Collection* and *Zaha Hadid*; *Hidden Faces: The Art of Japanese Masks*; and *Mystery Men: Finds from China's Lost Age*. Our cultural treasures also toured the international circuit. ACM's *The Peranakan Legacy* travelled to the Ayala Museum in Manila, while SAM presented the first survey of Southeast Asian Modern Art at the National Art Museum of China in Beijing.

Fifth, our museums played a role in Singapore's cultural diplomacy. Dignitaries like President George Bush of the United States and Crown Prince of Bhutan, Jigme Khesar Namgyal Wangchuck visited ACM. On our part, we continued our visits to two of our neighbouring countries, Vietnam and Lao PDR. We have also collaborated with friends like the State Records and Archives Department of Vietnam and the Asia-Europe Museum Network (ASEMUS).

Finally, we celebrated a historic rebirth when Singapore's oldest museum with the youngest soul, the National Museum of Singapore, reopened on 7 December 2006. The successful integration of the old and the new has been well received. The museum's galleries showcase Singapore's history by combining objects with film, music, photography and more. It sets a new standard in positioning our museums as hip lifestyle destinations without sacrificing curatorial and scholarship excellence.

We have accomplished much in the past 12 months but there is still much to do in the days ahead. The strong bonds and close-knit relationships with our partners, both local and international, have played a big role in our progress. We will continue to focus on growing such People-Private-Public partnerships. In the coming years, we will continue to expand the mindshare and heartshare of our museums, introduce more innovative, lifestyle-oriented programmes to reach new audiences, and develop Singapore into a regional centre of museum excellence.



Professor Tommy Koh
Chairman



Michael Koh
Chief Executive Officer