

COMMUNITY RELATIONS

Society's expectations of corporations have evolved over the years. In the past, business success was measured in terms of profitability and growth. Companies with record earnings and continual growth were most admired. Though this continues to hold true today, and the creation of shareholder value will continue to remain the primary objective of companies, evaluation of a company's performance is broadening. Parallel progress is observed in the corporate world. Indeed, companies are practising greater transparency and accountability to society about all aspects of their business.

Similarly, the Group embraces this emerging trend. In its pursuit of sustainable competitive success, SPC has broadened its measures of success to include all its stakeholder relationships, including social and environmental accountability. Most fundamental to this approach is the recognition of its role within the community where it operates.

The Group has long supported local community and charitable projects and initiatives. In 2003, its community outreach programme took on a new intensity despite the extreme challenges faced in its operations and business environment. Apart from its long time support of the Community Chest and the National Kidney Foundation, Dover Park Hospice and the Youth Challenge received financial assistance from SPC for their social and community programmes. The Group also supported other humanitarian projects by way of corporate contributions.

SPC's involvement in the community goes beyond financial support. In 2003, joining corporate volunteers from Keppel Corporation Limited, SPC's employees contributed time and energy to local service projects. Such efforts included participation in day-excursions, cooking classes, sports events, art and craft workshops conducted for special and underprivileged children groups. Through such active sharing, SPC's volunteers have built bridges between the corporation and the community.

Apart from volunteerism and community service, SPC retains a keen focus on projects related to the performing arts, education and environmental preservation. SPC renewed its music chair sponsorship for Singapore's national music icon, the Singapore Symphony Orchestra, in 2003. The Group also contributed to the Singapore Arts Festival and supported local production houses by offering its operational premises for location shoots.



SPC is a Corporate Friend of the Zoo since 1984

In the area of educational support, SPC provided training opportunities to tertiary students through its industrial attachment programme. Additionally, in a most interesting tie-up with the National University of Singapore's School of Engineering, SPC sponsored a team of eight undergraduates in their quest to become the first South East Asia team to participate in the worldwide varsity FSAE (Formula – Society of Automotive Engineers) 2004 in Pontiac, USA, where teams will submit and showcase self-design and self-built racing cars.

The Group takes a proactive approach towards environmental protection and preservation. SPC's jointly owned refinery is ISO 14001 certified and it continues to manage its resources to achieve maximum efficiency and effectiveness. In the year under review, SPC also donated office furniture and IT equipment to HOPE Worldwide (Singapore) and local schools as part of its environmentally and socially responsible corporate programme.

In January 2004, SPC responded immediately to news of a massive earthquake that struck the City of Bam in Iran. In support of efforts to help the people of Iran overcome the hardship as a result of the calamitous earthquake, SPC pledged a donation to the Red Cross Society for the reconstruction of essential facilities and amenities in and around the city.

The Group approaches good corporate citizenship as an end in itself rather than as a way to promote the Company and has both selectively and purposefully chosen to support many less prominent charitable groups and organisations that would usually face greater challenges in raising funds.

Going forward, SPC will strive to balance the economic, social and environmental dimensions of its corporate responsibility scorecard, so as to ensure that its contributions and accountability meet the diverse expectations of its stakeholders.