

Community Relations



As a responsible corporate citizen, SPC contributes to and is directly involved in a wide range of philanthropic, community, environment and cultural enrichment and enhancement projects. Additionally, SPC responds readily to calls to fund disaster relief efforts and often finds innovative ways to contribute to such efforts so as to make a difference.

In 2005, SPC organised and was involved in several major community enrichment events. Corporate support rendered by SPC was not only in the form of sponsorships and donations, but through active employees' participation and volunteerism.

SPC's major community project for 2005 was the National Road Safety Exhibition and Rally (NRSEAR). This was launched in January 2005. SPC in partnership with the National Safety Council of Singapore, the Land Transport Authority and the Traffic Police, spread the road safety message to downtown Orchard Road. Over an intensive two-day exhibition and rally, through a varied platform of presentations, road shows, contests and a car rally, SPC effectively spread the road safety message to all Singaporeans

Following the above event, SPC continued to propagate the safety first message – Towards Accident Free Days! – through its SPC&U loyalty cards. Through key messages on the handy-sized cards, motorists were gently reminded of safety practices such as belting up, giving way, staying alert and early signalling.

Towards year end, SPC organised a Christmas Treasure Hunt and took the opportunity to reinforce safe driving to the participants as well. The treasure hunt also gave SPC the opportunity to bring Christmas cheers to more than 100 children from several welfare organisations. Through an internal collection drive, SPC employees bought more than 200 gifts for these children and made Christmas 2005 a really joyful one for them.

SPC's commitment to the community includes the preservation and enhancement of the environment. In November 2005, SPC introduced ULSD across its network of service stations in Singapore. With 0.005 percent of sulphur content, ULSD emits less fine particulates resulting in better air quality.

SPC's green efforts also include support of environmental conservation and preservation at a national level. Last year, SPC supported the National Environment Agency's Clean & Green Week and the National Parks' (NParks) Green Fingers Programme. Through its contribution to the Garden City Fund and the sale of gardening kits at its service stations, SPC helped NParks to reach the masses to generate interest in Singapore's green heritage.

For a meaningful close to the Green Fingers Programme, SPC held its annual Green Day with NParks at Bukit Timah Nature Reserve (BTNR). SPC's employees and their families enjoyed a morning of weeding and tending to the plants at the summit of BTNR.

SPC has been a Corporate Friend of the Zoo for more than 20 years. Its adoption of the penguins is aligned to its corporate focus of fostering good community relationships and protecting nature and the environment.



From top to bottom : SPC held its annual Green Day with NParks at Bukit Timah Nature Reserve. SPC's employees and their families enjoyed a morning of weeding and tending to the plants at the summit.

Singapore has made good progress in its efforts to create a culturally vibrant and gracious society. However a culturally vibrant Singapore is only possible with the whole-hearted support and sponsorships of corporate citizens. SPC is proud to be a long time contributor to the Singapore Symphony Orchestra (SSO) musician chair. SPC's association with this internationally acclaimed symphony orchestra started in 1988. As the SSO celebrated its Centennial Anniversary with a World Tour, SPC is proud to have played a part to showcase SSO, Singapore's national icon, around the globe.



In the aftermath of the Asian Tsunami in December 2004, SPC responded swiftly by teaming up with several Non-Government Organisations to provide the much needed relief for the tsunami victims. Key among its efforts to help the disaster struck areas was its tsunami water donation drive. Through its enlarged network of 39 service stations, SPC raised a total of 1.5 million bottles of mineral water to donate to the victims of this natural disaster. Additionally, SPC provided the fuel to air lift supplies to Sri Lanka, one of the tsunami-hit countries.



SPC will continue to be a stalwart in building, enhancing and enriching the community, the environment and the culture that belongs to every one in this place we call home. By playing its part as a responsible corporate citizen, SPC is giving substance to its corporate dictum of Caring for Tomorrow, Today.



Top : SPC's longest association with a performing group is with the SSO which it has supported since 1988. *Middle* : Through its Tsunami Relief efforts, SPC raised a total of 1.5 million bottles of mineral water for distribution to tsunami-hit countries. *Bottom* : SPC brought Christmas cheers to more than 100 children from several welfare organisations at its Christmas Treasure Hunt in December 2005.