

Community outreach
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Happy faces, green fingers

Community relations

The Group's approach to business since inception had been the creation of long-term sustainable value for stakeholders. In this regard, SPC had steadfastly adopted corporate practices of performance excellence, fairness and integrity and a general concern for its stakeholders and the community.

The Group recognises that profitability is not the only measure of success and sustainability. Corporate success is increasingly validated by other parameters including corporate integrity and governance as well as corporate social responsibility (CSR). As a responsible corporate citizen, SPC has delivered exemplary results on all three fronts – good business and financial performance, high standards of corporate governance and notable community contributions.

Today, the Group's CSR initiatives are directed at three levels namely Business-Community Partnership, Corporate-Employee Fund-raising, and Staff Volunteerism.

Business-community partnership

In 2006, through diverse activities and participation, SPC further extended its outreach and strengthened its support to the community. As a home-grown oil company, SPC enthusiastically supports the efforts of the local communities in a variety of ways including environmental, education, community and cultural projects.



Stirring up support for the arts

For more than 24 years, SPC had been a Corporate Friend of the Singapore Zoological Gardens. The Group's adoption of the zoo's penguin enclosure reinforces its focus to protect nature and the environment. Aligned to this focus, SPC provided support to the Planetary Coral Reef Foundation by refuelling its research vessel during its Singapore stopover. The vessel had since set sail on its global mission to protect and preserve the world's coral reefs. SPC's green efforts also include the annual Green Day which is co-organised with the National Parks Board (NParks). Besides contributing to the NParks' Garden City Fund, SPC involved its employees and families in environmental conservation through a half-day weeding programme at the Bukit Timah Nature Reserve. To encourage the public to take ownership of and participate in sustaining Singapore as a Garden City, SPC contributed towards NParks' Green Fingers Lucky Draw.

Besides caring for the environment, SPC's community outreach extends to charitable and humanitarian causes. Among many SPC's community projects in 2006 was a Chinese New Year luncheon for senior citizens from various old folks' homes in Singapore.

SPC had been an avid supporter of the Singapore Symphony Orchestra's musician chair since its early years. In 2006, SPC was again presented with a Patron of the Arts award. The award recognises the support that SPC had given to the



Fund-raising for the MILK-Timor Leste Appeal



Helping hands at a charity car wash

performing arts in Singapore. SPC also contributed to a more vibrant local arts culture by sponsoring the National Arts Council's production of the Singapore Encyclopedia.

Corporate-employee fund-raising

The Group operates a programme that enables employees to contribute to charitable causes through regular monthly payroll deductions. SPC was one of the first companies in Singapore to support the Community Chest fund-raising programme with a corporate dollar-for-dollar match of employees' contributions. In 2006, SPC and its employees raised more than \$12,000 for the fund which renders assistance to some 350,000 beneficiaries.

Additionally, SPC uses its 39 retail service stations to support MILK's (Mainly, I Love Kids) public appeal to raise funds for Timor Leste. In an effort to raise more funds for the MILK-Timor Leste Appeal, SPC's head office carried a donation tin for collections among employees and the Company pledged 1% of the total sales proceeds from its retail network over one weekend to the fund. The donation drive was a success and 100% of the funds raised had been directed to humanitarian efforts in Timor Leste.

Staff volunteerism

The culture of employee volunteerism and active participation in SPC has a long history. Over the years, SPC has supported activities that promote building of strong community relations. Moreover, by acknowledging employees who have demonstrated personal dedication to social or volunteer work by presenting them with an SPC Recognition Award, the Company inspires and encourages employees to contribute expertise and time towards social services.

In 2006, SPC volunteers were involved in many activities including the Down Syndrome Association (Singapore) Charity Bowl 2006, the Singapore Women's Association Annual Lunar New Year Lunch for the Old Folks, APSN activities and a charity car wash event. These activities epitomises the spirit of volunteerism ingrained in the SPC culture.

SPC takes pride that through its three-prong approach, it has created depth and breadth in its CSR initiatives. The Group will continue to build partnerships, raise contributions and inspire volunteerism, creating a legacy of reaching out and making a difference to the communities.