

Media Release

To News Editors

REVAMPED SAFRA MOUNT FABER TO OFFER REGULAR PROGRAMMES FOR EXECUTIVE LEARNING, ENTERTAINMENT & FITNESS

Senior Minister of State for Defence and President of SAFRA Dr Mohamad Maliki Bin Osman graced the SAFRA Mount Faber Out-of-Office Open House as the Guest-of-Honour today to mark its re-launch as an 'Executive Lifestyle Club' for Operationally Ready National Servicemen (NSmen).

With the completion of renovations at SAFRA Mount Faber, the enhanced club will cater to the lifestyle needs of NSmen and their families, including those among the growing population of professionals, managers and executives (PMEs).

Conveniently situated along the fringe of the Central Business District, the club now has a new industrial chic look to its facade, a more stylish atrium, and new facilities and programmes. NSmen can come together at the club to socialise, network, learn new skills and share business ideas.

To mark the re-launch of SAFRA Mount Faber, Dr Maliki unveiled an art installation designed by two Singapore Armed Forces (SAF) NSmen – 3rd Sergeant [3SG(NS)] Patrick Ang and Private First Class [PFC(NS)] Bryan Lee. The art installation features the letters 'NS' and the pixelated uniform designs of the Army, Navy and Air Force to symbolise the vital institution of National Service and the three services. It pays tribute to all NSmen who have served in the SAF and have contributed to Singapore's peace and security.

Dr Maliki also toured the revamped club facilities and was given an introduction to the beta version of a new SAFRA e-Card in the mSAFRA mobile app. Visitors to the Open House were given a preview of the new facilities and programmes offered such as dance and fitness classes, arts and craft workshops, as well as a Junior Badminton Programme. More than 600 participants also attended a talk by Neuroscientist and motivational speaker, Dr William Tan. In addition, visitors enjoyed performances by local artistes like the Summertimes Hotshot band, Singapore Idol finalist Mathilda D'Silva and Sing Singapore Competition second runner-up Imelda Teo.

Professional Development

The enhanced SAFRA Mount Faber houses the first co-working space among SAFRA clubs. 'The Work Room @ SAFRA Mount Faber' is equipped with amenities such as high speed internet, projectors and video conferencing facilities.

A newly introduced SAFRA Executive Learning Series will also provide NSmen with professional learning opportunities. Quarterly talks, seminars and workshops featuring prominent speakers will be organised for NSmen to keep abreast with the latest developments and key trends in technology, finance, cyber security and entrepreneurship. Ted Talks will also be screened at the club atrium at lunchtime daily.

Entertainment

At the new integrated entertainment hub, NSmen can socialise through a game of darts at the new Forest5 Darts Café, or enjoy alfresco dining and daily live band performances at Turandot. They can also look forward to KTV sessions with the opening of a new Party World KTV outlet by end of 2019. Every Thursday, NSmen can also expect open mic sessions held at the club atrium. A new After7@MF entertainment programme will feature live performances by local artistes and bands.

The club will also host quarterly art exhibitions as part of SAFRA's ongoing collaboration with the National Arts Council to bring the arts closer to the community.

Fitness Programmes

NSmen can keep fit with regular fitness and dance programmes ranging from Yoga, Pilates, High-Intensity Interval Training, to even Hawaiian Hula and social dances at a newly built dance studio. Children can also participate in a Junior Badminton Programme that will be coached by well-established badminton players.

More Dining Options

In addition, the enhanced SAFRA Mount Faber offers a wider variety of dining options. It now houses the first urban food hall within a SAFRA club with both local and international cuisine. It also features Singapore's first Indian and Chinese fusion cuisine drive-through at Sakunthala's Restaurant. Other F&B options include Heavenly Wang, Subway, Summer Garden Restaurant, and thematic café Old Habits.

These new facilities and programmes will complement existing amenities at the club, such as the EnergyOne gym, swimming pool, BBQ pits, bowling centre, futsal court, outdoor multi-purpose court, indoor multi-purpose hall, games room, The Lifestyle Mart and NurtureStars Preschool.

As a one-stop venue for NSmen to work, learn, socialise, keep fit and also tend to the needs of their families, the facilities within the revamped SAFRA Mount Faber will better help NSmen balance their work-life commitments.

Introduction of Beta SAFRA e-Card

SAFRA has also introduced a beta version of a new SAFRA e-Card in the mSAFRA mobile app as part of its drive to leverage technology. It will provide SAFRA members with greater convenience and interactivity in enjoying its lifestyle offerings.

Following positive feedback from an initial trial among selected members in mid-2019, the beta version has been extended to all SAFRA members. The SAFRA e-Card is expected to be officially launched by end-2019.

The new SAFRA e-Card is more convenient and easier to use than the existing physical membership card. With a simple scan of the SAFRA e-Card, members can:

- Access SAFRA club facilities such as its swimming pools, EnergyOne gyms (for gym members) and games rooms

- Log-in instantly to self-help kiosks at all SAFRA clubs to book facilities, register for activities or sign-up / renew their SAFRA membership, among many other e-services
- Earn and redeem SAFRAPOINTS within SAFRA clubs

Members can also flash their SAFRA e-card to enjoy membership privileges at partnering merchant outlets islandwide.

For more information and to download the mSAFRA mobile app with the new e-Card, visit www.safra.sg/msafra

Please refer to Annex A for the welcome address by LTC (NS) Tan Lee Thong Kelvin, Chairman of SAFRA Mount Faber Executive Committee

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About SAFRA National Service Association

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of six clubs conveniently located in Jurong, Mount Faber, Punggol, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs are a host of quality membership benefits and activities specially packaged for over 450,000 members (as of 31 March 2019) and their families.

Issued by SAFRA National Service Association on 24 August 2019

WELCOME ADDRESS BY LTC (NS) TAN LEE THONG KELVIN, CHAIRMAN OF SAFRA MOUNT FABER EXECUTIVE COMMITTEE, AT THE OUT-OF-OFFICE OPEN HOUSE ON SATURDAY, 24 AUGUST 2019

Dr Mohamad Maliki Bin Osman, Senior Minister of State for Defence and President of SAFRA,

Distinguished guests,

Ladies and gentlemen,

Good afternoon.

1 Welcome to the SAFRA Mount Faber Out-of-Office Open House. More than three years ago, SAFRA Mount Faber's transformation into an executive lifestyle club began with a vision that this club could be a convenient and vibrant location along the fringe of the Central Business District, where NSmen could come together to socialise, network and learn new skills. The enhancement of the club, which costs a total of \$8.35 million, would enable SAFRA to better meet the lifestyle needs of all NSmen, including the growing population of those who are professionals, managers and executives.

2 The renovation works took place in phases. By April 2017, the swimming pool was enhanced to feature a new sun deck, cabanas and a Jacuzzi, where members can relax. The tennis court was converted into a futsal court. The indoor multi-purpose hall was refurbished, and we also installed an additional lift.

3 Over the past one year, we have enhanced the front porch and the main facade of the club, which now has a new industrial chic look, as well as the club's atrium, to have a more stylish ambiance for more activities and live entertainment to be staged.

4 Many new facilities have also been introduced, including the first co-working space among SAFRA clubs. It is equipped with amenities such as high speed internet, projectors and video conferencing facilities, where NSmen can book to do their work or conduct meetings.

5 To provide them with more professional learning opportunities, quarterly talks, seminars and workshops featuring prominent speakers, will also be organised as part of our new SAFRA Executive Learning Series. Topics such as technology, finance, cyber security and entrepreneurship, will encourage our NSmen to keep abreast with the latest hot topics in the marketplace.

6 NSmen will also have more opportunities to socialise and bond after work. There will be weekly open mic sessions held every Thursday as part of our new After7@MF entertainment programme, and they can expect many live performances by local artistes and bands.

7 At our new integrated entertainment hub, NSmen can have a game of darts at the new Forest5 Darts Café, or enjoy alfresco dining and daily live band performances at Turandot. In the coming months, they can also have sessions of KTV when the Party World outlet fully opens. On top of that, NSmen can now enjoy a wider variety of F&B options. We have the first urban food hall within a SAFRA Club, offering local and international cuisine at Food Paradise. This is in response to members' feedback that we should have more casual and affordable F&B options at our clubs. SAFRA Mount Faber also houses Singapore's first Indian and Chinese fusion cuisine drive-through at Sakunthala's Restaurant, as well as outlets by Heavenly Wang, Subway and Summer Garden Restaurant. By next month, we will welcome a new thematic café, Old Habits.

8 To provide a wider variety of options for NSmen to keep fit, we have also added a new dance studio to the club, where regular dance and fitness classes will be held. An enhanced Junior Badminton Programme coached by well-established badminton players has also been introduced. All these new facilities and programmes will complement existing ones to provide a one-stop venue for NSmen to work, learn, socialise, keep fit and also meet the needs of their families. We expect the enhanced club to draw an average monthly visitation of over 120,000.

9 Our NSmen play a vital role in Singapore's defence and all these efforts are to recognise their contributions by providing quality facilities and opportunities for them to bond and have memorable experiences.

10 I would like to take this opportunity to thank our Guest-of-Honour Senior Minister of State for Defence and President of SAFRA Dr Mohamad Maliki Bin Osman for gracing this special occasion, as well as being so supportive of SAFRA Mount Faber's transformation throughout this whole journey.

11 I would also like to thank my fellow club Executive Committee members and staff for working tirelessly on the enhancements, and also all our partners for coming on board to make our shared vision of a new and vibrant SAFRA Mount Faber a reality. I also thank all of you for joining us here today and invite you to try out our new facilities and offerings.

12 Now, it gives me great pleasure to present to you the rejuvenated SAFRA Mount Faber.