

ISI  
Institute Sultan Iskandar

**JOHOR PERDANA  
TIME TO RETURN**

SCRIPT

Videotape Documentary  
for presentation to the  
Steering Committee  
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<i><b>VISION - GRAPHICS</b></i>	<i><b>NARRATION</b></i>
<p>Montage of scenes of the tranquil Johor River. Fishing Boats, mangroves dipping down to the water. The scenes run about 10 seconds before the narration begins.</p>	

<p>River scenes continue. Consider an overlay of names of great rivers running through the picture - the Mississippi, the Nile, the Thames, Danube, Ganges etc</p>	<p>Have you noticed that the great rivers of the world are more clearly identified with their countries than the seas into which they flow?</p>
<p>Traditional fishing sequence or scenes of village overhanging the water</p>	<p>Rivers seem to capture the essence of life. In their heart-beat of ebb and flow, is the folk lore of civilisation.</p>
	<p>The Johor River is the Mississippi of Malaysia.</p>
<p>Wide scenes from across the river, to show its expanse.</p>	<p>Three kilometres wide near its mouth, this mangrove fringed waterway has sustained life for many centuries - how long, we may never know.</p>
<p>River scenes continue</p>	<p>The river has carried traders, fishermen and pirates.</p>
<p>Historic pics of raids on the Fort (from library references)</p>	<p>The Portuguese and Achenes raided the great Johor Empire along its eastern banks in the 16th Century - ending yet another civilisation.</p>
<p>Mangrove sequence</p>	<p>Despite all this, it managed to survive.</p>
	<p>Of all the rivers of Malaysia, the Johor River is the <u>least</u> degraded.</p>

	Its mangrove forests represent Malaysia's most valuable coastal natural resource.
	It is an extensive fauna habitat, worth saving.
Charcoal pits and jetty/mooring piles	Considering the rape of the mangrove forests for charcoal making, mooring piles and housing, it's a miracle that more than 10 thousand hectares of mangroves still exist in the Johor River basin.
Computer image of south eastern Johor, showing the river and the identified mangrove areas....at the appropriate point, the mangroves disappear.	A recent study by the Institute Sultan Iskandar on behalf of the Government of Johor, has delivered a clear message - remove the mangroves, and water quality, wildlife, fish populations and any prospect of eco-tourism are <u>doomed</u> .
Return the mangroves to the map and at the appropriate moment, overlay the hatched site reference	The report also identified <u>one</u> site, along the eastern bank, around Johor Lama that could sustain development, providing access to the river without mangrove loss.
GRAPHIC - OPENING TITLE  <b><i>"JOHOR PERDANA TIME TO RETURN"</i></b>	

<p>New housing estates - along the road to Pasir Gudang...shots along the tops of the thousands of roofs</p>	<p>As the pressure of urbanisation moves towards the east from Johor Bahru there is little doubt that the government will have to move decisively to protect its river.</p>
<p>River scenes</p>	<p>What the Johor River needs is a custodian. Someone with the motives to save it - and the mandate to guarantee results.</p>
<p>External view - State Secretariat on Bukit Timbalan</p>	<p>Who better than the Government of Johor itself.</p>
<p>Public servants going in and out of the building. Guards on gates</p>	<p>It is no coincidence that the State Secretariat is looking for a new home</p>
	<p>The inevitability of a new Government "city" has been well documented for some years.</p>
<p>General scenes - downtown Johor Bahru showing new buildings, cranes in the sky, buildings under construction, hoardings showing new concepts...waterfront city.</p>	<p>Johor's continued growth - almost two percentage points faster than the national average - has put great strain on Government resources.</p>
<p>Some of the internal facades, huge timber doors, beautiful ceiling motifs in the State Secretariat</p>	<p>New technology applied to office automation demands a refit of existing administration buildings.</p>

<p>Architectural viewpoints - window surrounds, the massive entry staircase, the spires</p>	<p>Most of the State's 4,000 plus employees work out of the State Secretariat on Bukit Timbulan. Large scale modifications would destroy its claims to historical architectural integrity.</p>
	<p>Of all of the sites considered for the new seat of government, moving east is the most economically logical.</p>
<p>If possible, images of the new bridge under construction - borrowed from documentaries which ISI might have.</p>	<p>Until now, the focus of development has been to the west. Going back in history, the British set the pattern by building infrastructure to exploit the rich natural resources of the west. In current times, progress is naturally following the new bridge to Singapore.</p>
<p>Scenes of the manufacturing growth to the north and north west of the city - long shots generally and then a close-up inside a factory</p>	<p>The State has no argument with the mushrooming corridors of manufacturing, heavy industry and technology but believes there could be a better economic balance between regions.</p>

<p>A platter of fine food, and pull back to see a large tourist hotel restaurant. General scenes of tourists having fun</p>	<p>However, there is one other industry which will, by the turn of this century, be among the world's biggest dollar earners - tourism - perhaps more precisely eco-tourism.</p>
	<p>Johor is already ranked third in Malaysia behind Kuala Lumpur and Penang in the tourism stakes.</p>
<p>Sequence with the ferry from Singapore, people looking at tourist maps, getting into taxis etc</p>	<p>But on its door-step is a potential source of tourists which could quickly elevate Johor to number one status.</p>
	<p>Already, some 10 million visitors a year from Singapore have discovered the delights of the Johor east coast resorts and exploited the shopping and recreation in Johor Bahru, Desaru, Mersing and the offshore tourism islands.</p>
	<p>International tourism has yet to be properly tapped.</p>
<p>Computer map showing the site in hatched section</p>	<p>If the Government selected a site to the east, it would achieve several things at once.</p>

<p>Poor villages on the east coast, with urgent needs for infrastructure.....a close up of the headline in the newspaper - "Making the most of tourism boom"</p>	<p>It would provide the catalyst needed to stimulate growth and stability - a guarantee that infrastructure systems and proper land use management would be put in place.</p>
<p>Computer map, showing the site. Take off the mangrove areas and then begin overlaying the road and bridge options..follow the action</p>	<p>Central to any decision to "go east" is the acknowledgment that major transport infrastructure would occur sooner - rather than later.</p>
	<p>The future is clear. Changi international airport could be the southern link to a new connection across Ubin Island to Johor, opening the floodgate of tourism and day trippers.</p>
	<p>A bridge would be needed to cross the Johor River - connecting east and west Johor, overcoming the last hurdle to the eastern tourist resorts and providing better access to Johor Bahru.</p>
	<p>There are three options - a crossing in the north.....</p>
	<p>in the centre....</p>

	<p>....and in the south.</p> <p>Each has its link into Singapore at the same entry point.</p>
Remove roads, return the mangroves to the picture and dissolve into a range of futuristic images (yet to be sourced)	This proposed new site for the government assumes a far greater strategic importance than simply a new office for the bureaucrats.
	A glimpse into the Development Master Plan, being prepared by an international team under the management of the Institute Sultan Iskandar, reveals a model city - one which will embrace the best aspects of modern design and development opportunities, in harmony with traditional features and habitat.
Tourism images..	....a city which will - among other things - become a centre of excellence in tourism industry education and management.....a terminus for tourist traffic by road and water.
Images from the small towns in and around the site	....a city which breaths new life into the all-too-neglected towns in the Kota Tinggi region.



<p>Workers in a variety of situations...people working at computers, doing design work, researching in the field</p>	<p>....a city which offers job opportunities and housing and a robust environment for development of "soft" industries such as communication and information technologies, the graphic arts, eco-tourism and agro-tourism. Research and development would be carried out in resort atmosphere office parks.</p>
<p>Some futuristic image gradually dissolving to an historic link - an old building or facade. overlay historic images from library references</p>	<p>...a city which will provide new focus and efficiency; but one with sentimental attachment to the heritage of the Johor Empire, the environment and the traditions of the past.</p>
<p>Land scenes at Johor Lama...</p>	<p>Above all, these five thousand hectares stretched along 20 kilometres of Johor Riverbank, were always destined to be the seat of government.</p>
<p>the ruins of the Johor Lama fort, grave sites etc</p>	<p>Here, at Johor Lama - Old Johor - was the Royal capital of the Sultan of Johor in the 16th Century until it was sacked by the Portuguese.</p>
	<p>It was the State capital from 1530 to 1587 - a short, but significant period of history.</p>

The fort escarpments	The escarpments of the old fort are still there - symbols of the struggles of early Malaysia.
End sequence to be decided...	...the State government of Johor is at long last - coming home.
Closing titles STATE GOVERNMENT LOGO GRAPHIC - "JOHOR PERDANA = TIME TO RETURN". ISI END	

## **PRONUNCIATION SCHEDULE**

<b>Achenes</b>	= <b><u>AH</u>-CHIN-EAZE</b>
<b>Ubin Island</b>	= <b><u>OO</u>-BIN</b>
<b>Iskandar</b>	= <b><u>ISS</u>-CAN-DAR</b>
<b>Lama</b>	= <b>LAR-MA (AS IN THE FOUR- LEGGED ANIMAL)</b>
<b>Bukit Timbulan</b>	= <b><u>BOOK</u>-IT TIM-BOO-LAN</b>
<b>Desaru</b>	= <b><u>DES</u>-AH-ROO</b>
<b>Mersing</b>	= <b><u>MER</u>-SING</b>
<b>Kota Tinggi</b>	= <b>KOHTA-<u>TING</u>-<u>GEE</u> (HARD G)</b>
<b>Changi</b>	= <b><u>SHANG</u>-EE</b>