



SIREH PARK

**DEVELOPMENT OF SIREH PARK ON LAND DESIGNATED AS
REGIONAL OPEN SPACE AT BANDAR ISKANDAR PUTERI,
JOHOR, MALAYSIA.**

| SIREH PARK |

SIREH Park @ Iskandar Puteri

- The Regional Open Space (ROS) has always been a key pre-condition for approval of the Iskandar Puteri development Masterplan by the Johor State Government.
- UEM Sunrise Berhad (**UEMS**) was tasked to develop 343 acres of hilly areas as the northern eastern ROS and is known today as SIREH Park.
- SIREH Park is to be developed and establish as a sustainable, world-class, catalytic project that will enhance the value of properties and wellbeing of the communities in Iskandar Puteri and surrounding areas. It will provide fun and enjoyment for all age groups and abilities, while at the same time promoting greater understanding and appreciation of the natural environment.
- SIREH Park is operated and managed under the management of a Trust namely, The Nusajaya Natural Heritage Trust (**TNNHT**) registered under Trust (Incorporation) Act, 1952 which is under the purview of Prime Minister's Department (**PM's**).
- The Trust has been incorporated on 28th July 2015 and the current Trustees of **TNNHT** are as follows:
 - 1) Tan Sri Dr. Ir. Ahmad Tajuddin Bin Ali (Chairman)
 - 2) Tuan Haji Anwar Syahrin Bin Abdul Ajib
 - 3) Tuan Haji Ramlee Bin A.Rahman
 - 4) Tuan Haji Adib Azhari Bin Daud
 - 5) Datuk Dr. Abdul Raman bin Saad



SIREH Park @ Iskandar Puteri

- UEMS as the founder has given the initial donation Seed Grant for the development of the SIREH Park and management operation.
- TNNHT has received an approval of Tax exemption under section 44(6), Income Tax Act 1967 dated 14 July 2017 for the period of 5 years for donors to enjoy the tax exemption benefit.
- By hosted Hari Landskap Johor 2017 at SIREH Park @ Iskandar Puteri on 19 November 2017, and officiated by Right Honourable Menteri Besar of Johor, SIREH Park now open for public.
- The initial public area was only restricted to phase 1 of Zone 1 in approximately 50-70 acres in total inclusive all the hilly areas and waterbodies.



VISION , MISSION & OBJECTIVES

VISION

To create a world-class, sustainable Natural Heritage Park for the enjoyment of present and future generations.

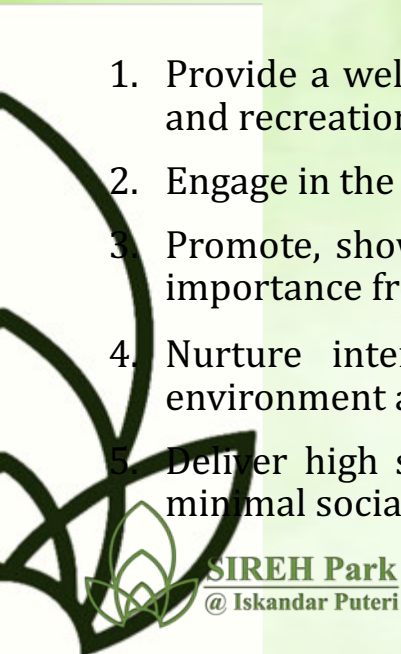
MISSION

To develop a Natural Heritage Park that provide recreational, education and scientific research opportunities for all.

OBJECTIVES

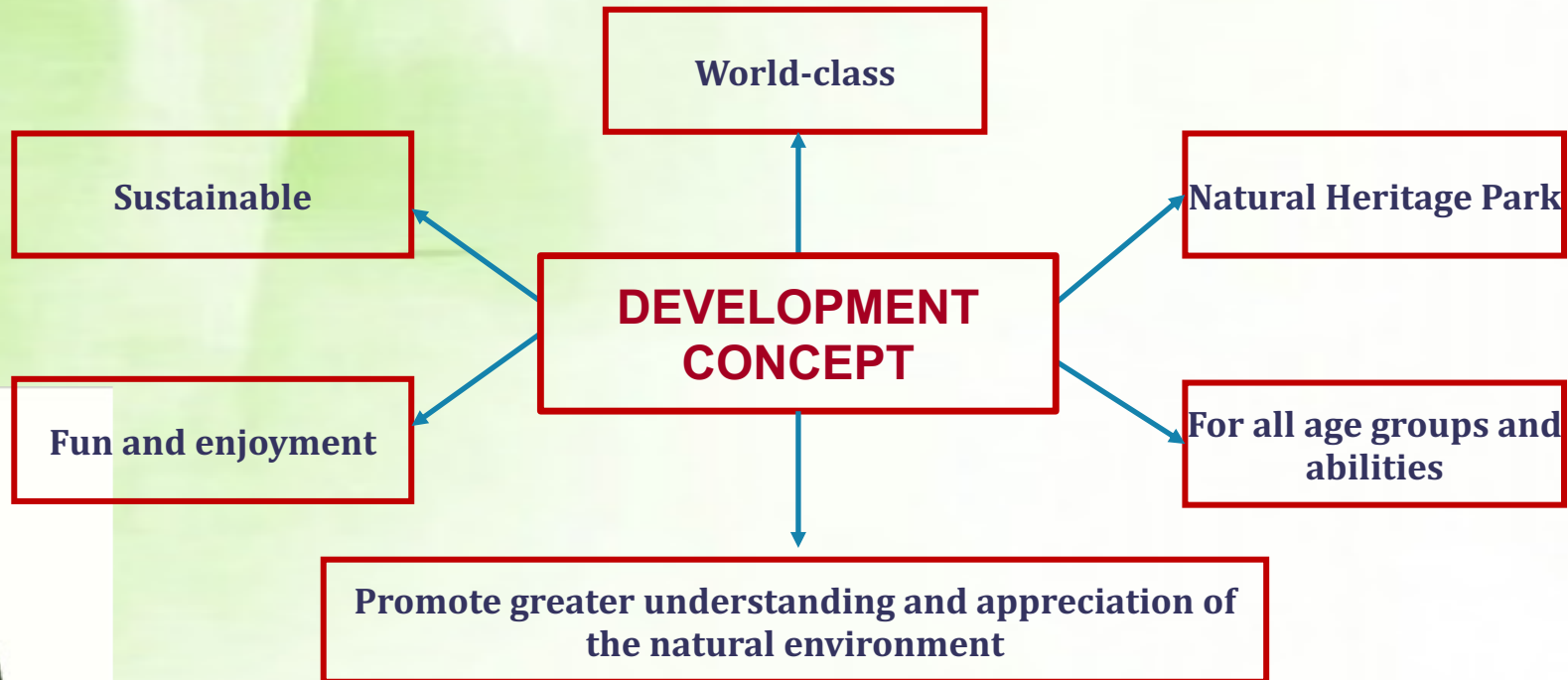
To design and establish a Natural Heritage Park that will:

1. Provide a well-planned, aesthetic park of extraordinary colours that caters to all ages, abilities and recreational needs and, will enhance quality of life of the community;
2. Engage in the ex-situ conservation of plant biodiversity;
3. Promote, showcase and document plant collections to reflect past and present uses and their importance from the perspective of history, culture, science and landscape;
4. Nurture interest in, create awareness, understanding and appreciation of, the natural environment and its role in our lives through educational programs;
5. Deliver high standards of safety, comfort, products and services for visitor's enjoyment with minimal social and environmental impact.



DEVELOPMENT CONCEPT

The proposed development concept is to establish a **sustainable, world-class, catalytic** project with the following Guiding Principles:



DEVELOPMENT THRUST

In line with the guiding principles, it is proposed that the development of the Park will be grouped under three major development thrust namely;-

1. Recreational

- i. Health related activities
- ii. Aesthetics
- iii. Relaxation

2. Educational [Learning Experience Outside Classroom (LEOC)]

- i. Packaged Curriculum for Primary, Secondary, University Students & Adults
- ii. Info Display Centre/Galleries
- iii. Signages
- iv. Ad-hoc events

3. Scientific

- i. Documentation
- ii. Literature Sourcing
- iii. Publication



STORY BEHIND THE NAME

SIREH Park@Iskandar Puteri.

The Sireh plant (*Piper betle*) has great significance in the culture and traditions of many South-east Asian countries. The offering of Sireh on important occasions means “welcome”, and is seen as a sign of respect. In Malay society, Sireh was the ultimate symbol of hospitality. It played a major role in the Malay cultural identity, bridging race, social divides and religious beliefs.

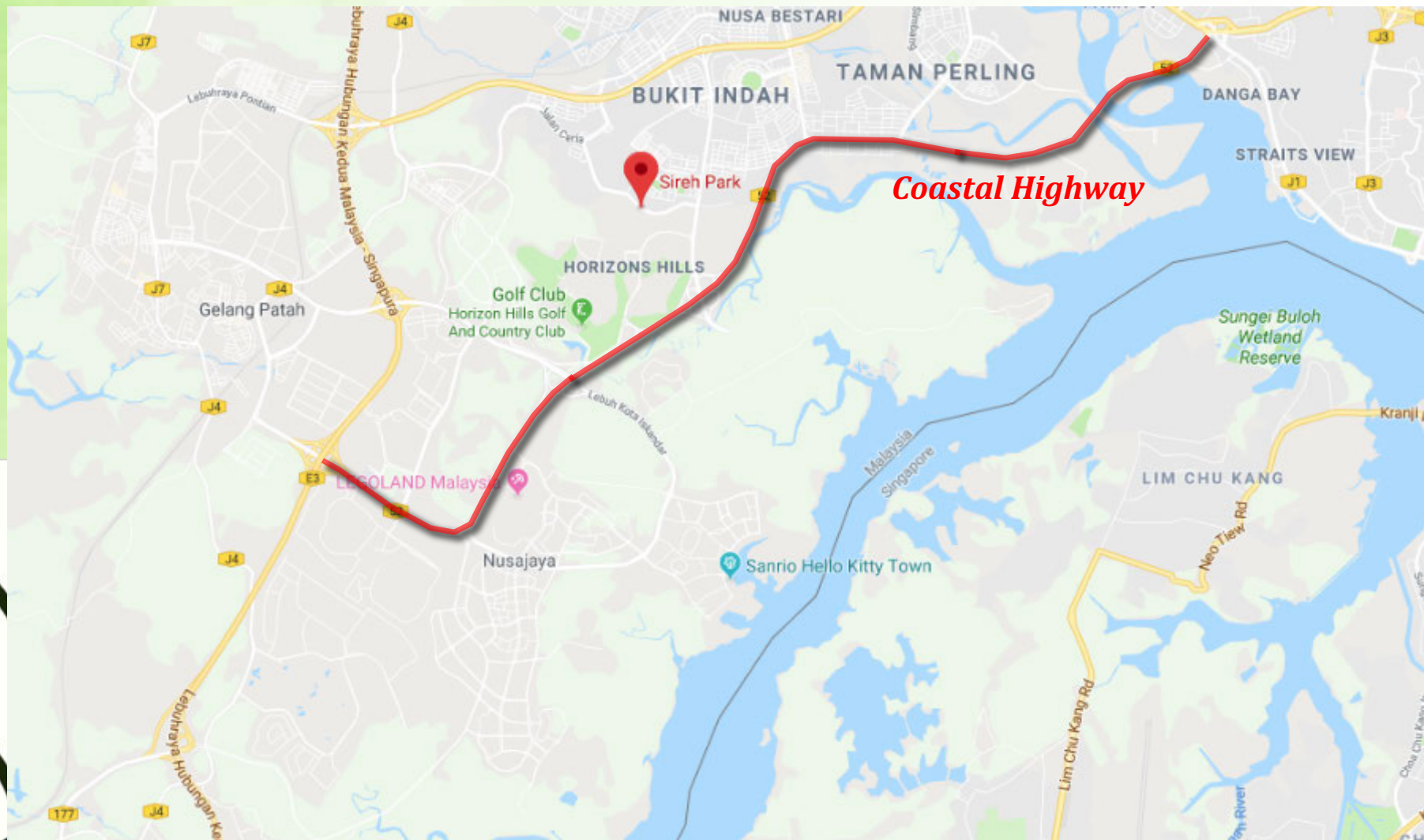
There is a poem in relate to SIREH which inspired by the growth of the climbing Sireh plant, whose slender stems and leaves twine and twist around its host, without harming it, as it grows up towards the light, reflecting the traditional Malay principles of respect and harmony.

Inspired by these principles, the concept for SIREH Park is designed with a similar sense of respect for the environment, achieving a low impact and ecologically sustainable development.

SIREH is also an acronym for a **S**ustainable, **I**nitiatives, **R**ecreation **and** **E**ducation **H**aven.



LOCATION



LOCATION



SIREH Park
@ Iskandar Puteri

MASTERPLAN



Zone 1 - Tropical Flora Park

1. Main Entrance
2. Parking Area
3. Visitor Centre & Management Office
4. Flowering Step
5. Scent Garden
6. Stream Garden
7. Exposition Ground

8. Tiered Platform
9. Planter Museum
10. Discovery & Learning center
11. "Cool House"
12. "Oddities & Unusual Garden"
13. Library
14. Dormitories
15. Cafeteria
16. Laboratory

Zone 2 - Lake Park

11. Parking Area
12. Family Camping Ground
13. Water Activity Centre
14. Pedestrian Bridge

Zone 3 - Activity Forest Park

15. Activity Park
16. Camping Ground
17. Cabins & Tree Houses
18. Arboretum
19. Fruit Orchard
20. Nursery / Maintenance Dépôt
21. Parking Area

Zone 4 - Legacy Park

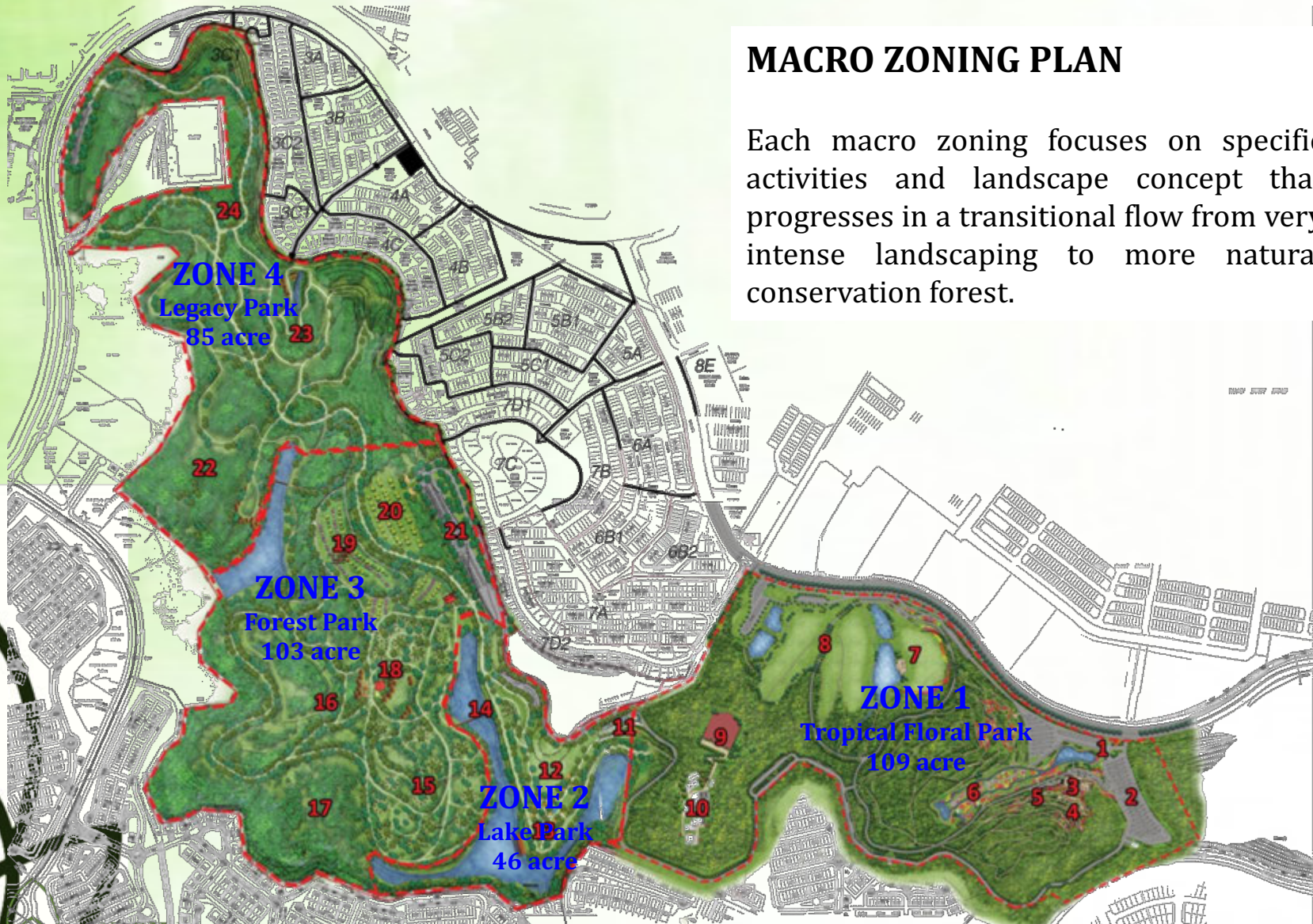
22. Cooperative Retreat
23. Biodiversity Plot
24. Camping Ground (for researcher)

SIREH Park
@ Iskandar Puteri

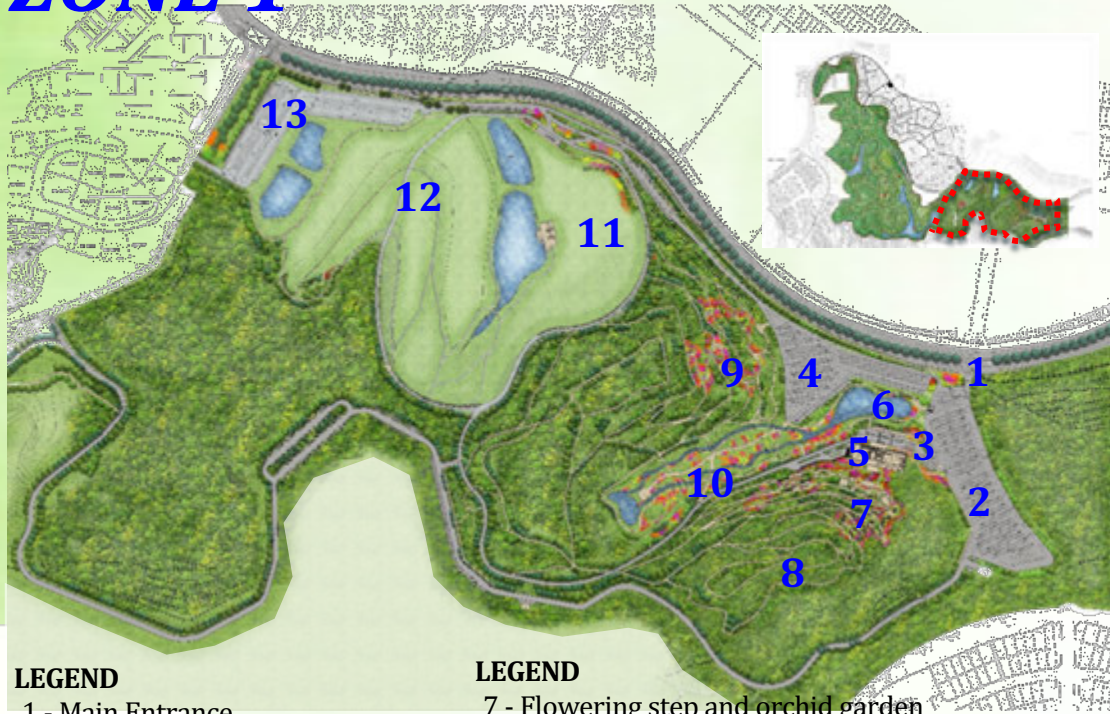
MASTERPLAN PLANNING

MACRO ZONING PLAN

Each macro zoning focuses on specific activities and landscape concept that progresses in a transitional flow from very intense landscaping to more natural conservation forest.



ZONE 1



LEGEND

- 1 - Main Entrance
- 2 - Parking Grove 01
- 3 - VIP Drop Area
- 4 - Parking Grove 02
- 5 - Visitor's Centre / Management Building
- 6 - Lake 1

LEGEND

- 7 - Flowering step and orchid garden
- 8 - Coconut Grooves
- 9 - Cascade Garden
- 10 - Stream Garden
- 11 - Exposition Ground
- 12 - Tiered Platform Expo
- 13 - Parking Grove 03

MICRO ZONING PLAN - DESIGN APPROACHES

ZONE 1 - TROPICAL FLORAL PARK

The design objective for this zone is to create maximum impact by:

- 1) Intensive and colorful display garden and collection
- 2) Garden that highlights traditional and heritage plants.
- 3) Open grounds to host major events and activities.
- 4) Spaces and facilities for learning and discovery.



FLOWERING STEP



ENTRANCE & VISITOR COMPLEX



STREAM GARDEN

ZONE 2

MICRO ZONING PLAN - DESIGN APPROACHES

ZONE 2 -LAKE PARK

The design objective for this zone is to create **recreational space and relaxing ambience** for the park users by:

- 1) Creating space to accommodate recreational activities.
- 2) Optimizing usage of the existing lake for creating water related activities.
- 3) Providing area for family-oriented activities i.e cycling, camping and etc.



ZONE 3



MICRO ZONING PLAN - DESIGN APPROACHES

ZONE 3 – FOREST PARK

The design objective for this zone is to create **outdoor recreational and educational activities** ground in a forest environment by:

- 1) Planting specific tree collections (*arboretum*).
- 2) Provide spaces for educational and motivational programme and challenging outdoor activities.



ZONE 4

MICRO ZONING PLAN - DESIGN APPROACHES

ZONE 4 – LEGACY FOREST

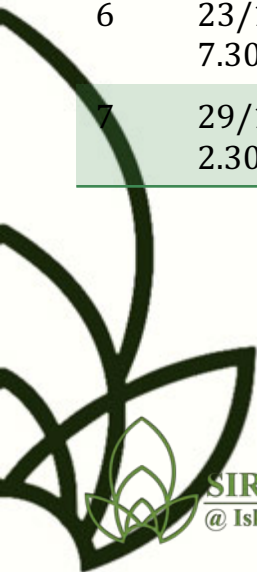
The design objective of this zone is to create a high biodiversity forest for scientific and conservation purposes through **reforestation** and enrichment planting of world-wide tropical species.



SIREH Park @Iskandar Puteri

- In 2017, SIREH Park has successfully become an event venue for several major events as follows:

No	Date / Time	Event	Capacity
1	17/11/2017 – 19/11/2017 All day	Hari Landskap Negeri Johor	800-900 pax / day
2	9/12/2017 All day	Spartan Race	Over 6000 pax
3	8/12/2017 7.30-12.00 noon	KWSP – Division Advisory services , Wellness Program	50 pax
4	16/12/2017 7.30-12.00 noon	International XCO Challenge and Jamboree 2017	500 pax
		Back to Nature – Employee Engagement Day 2017	800 pax
6	23/12/2017 7.30-12.00 noon	Monsoon Trail Run 2017	500 pax
7	29/12/2017 2.30-6.30 pm	Police Bukit Indah Family Day	50 pax



SIREH Park @Iskandar Puteri

- In 2018, SIREH Park continue becoming an event venue to several events as follows :

NO	MONTH	DATE	EVENT
1	January	6 th Jan 2018	Tribute Ride – RIDE FOR KIMURA
2		20 th Jan 2018	Small Event 1 – Clinic & Sharing Session Ultrarunner x INOVA8 by JB Ultra Runners
3	March	17 th Mar 2018	Small Event 2 – Fun ride & Test ride Clinic for riders & new product POLYGON by KHASS Bicycle
4	April	20 th Apr 2018	KWSP Top Management Wellness Program
5		28 th Apr 2018	Small Event 4 – KWSP Kulai Wellness Program
6	May	1 th May 2018	EDURUN 2018 – Persatuan Prihatin Komuniti JB & Hospital Sultanah Aminah JB
7		12 th May 2018	2018k SIREH PARK RUN by SSN Venture
8	June	30 th June 2018	Kejohanan XCO Tertutup Negeri Johor 2018 by Persatuan Basikal Negeri Johor dan Majlis Sukan Negeri Johor
8	October	20 th October 2018	MTB Fun Ride by Noor Cycling
9	November	10 th Nov 2018	MTB Jamboree - MBIP
10	December	1st, 2 nd Dec 2018	SPARTAN
11	December	14 th , 15 th , 16 th Dec 2018	Southern Land rover Malaysia Jamboree – Camping and Gathering (Southeast Asia team)

Hari Landskap Johor 2017 (17-19 Nov 2017)



Spartan Race 2017 (9 Dec 2017)



SIREH Park
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XCO Challenge 2017, Jamboree & Back to Nature (16 Dec 2017)



Monsoon Run 2017 (23 Dec 2017)



KWSP Top Management (20 April 2018)



ZUMBA / SENAMROBIK PAGI (Fortnightly - Saturday)



Charity Run (1 May 2018)



SIREH Park 21k 2018 (12 May 2018)



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