

Embargoed until 12 August, 10am



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MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

10 August 2022

To News Editor

**8,000 NORTH WEST RESIDENTS TO BENEFIT FROM SKILLSFUTURE
OFFERINGS IN THE HEARTLANDS**

*Annual SkillsFuture Festival @ North West gives residents timely access to
relevant career and upskilling resources in three emerging sectors*

For some 8,000 residents expected to attend the **SkillsFuture Festival @ North West** (SFF @ North West), they can expect to immerse themselves in the endless possibilities of three emerging job sectors: the Green, Digital and Care economies. Over three days from 12 Aug 2022 to 14 Aug 2022 of the SFF @ North West, which is free-to-enter, residents will experience a quickfire introduction to the three sectors, where they will be able to gain access to job opportunities and courses, have hands-on tryouts of various technologies and tools, and sign-up for the relevant skills upgrading to increase their employability in these three sectors. For example, residents can experience the application of Internet of Things (IoT) in a wearable tracker that monitors the safety of the seniors

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by detecting their movements, allowing caregivers to receive real-time data to monitor seniors who live alone. This year's theme of "Learning for Everyone" aims to empower residents to take ownership of their career and lifelong learning, to be future ready as Singapore transits into a post-Covid new normal (*see Annex A for media programme and Annex B for Media Factsheet on Emerging Sectors*).

2 North West CDC, playing an enabler role, has actively forged partnerships with corporates and community partners to bring in various expertise and resources, to enhance the relevance of the Festival. Such collaborations ensure that residents would still be able to pursue career and upskilling opportunities, even after the Festival. For example, Republic Polytechnic (RP) will conduct webinars on SkillsFuture courses on emerging areas of skills, which will continue to be offered to residents after the Festival.

3 Aside from experiencing an interactive learning's journey in the three emerging sectors, residents looking for immediate job opportunities can also attend on-site job interviews with companies from the hospitality and healthcare sectors, among other evergreen industries. Residents who are keen to enhance their skill sets for professional or personal reasons, can sign up for courses with the Institutes of Higher Learning on-site using their SkillsFuture credits. Those still exploring career paths or considering a career switch can take the Realistic, Investigative, Artistic, Social, Enterprising and Conventional (RIASEC) Profiling Test to identify which careers best-suit them, and the Knowdell Card Sort to understand their skill gaps. At the end of their learning journey, residents are encouraged to write their own pledges on the Pledge Wall, creating a wall of support and encouragement for everyone to upskill and start their own lifelong learning journey (*see Annex C for resident profiles and their motivations*).

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4 Speaking on North West CDC's efforts in providing opportunities and resources from a good mix of industries, **Mr Alex Yam, Mayor of North West District**, says, "Through our wide network of corporate and community partners, North West CDC has been able to bring together notable companies, service and training providers, industry experts, SMEs, and government agencies, directly to our North West residents in a one-stop platform. Beyond the evergreen sectors, we wanted to give residents exposure and a basic understanding of emerging sectors, where more opportunities are likely to arise. As we emerge stronger from the pandemic, I encourage the community, regardless of whether you are a North West resident, to participate in the various programmes at the Festival and continue to engage CDC to sustain your lifelong learning journey."

5 SkillsFuture Festival @ North West will be graced by Guest-of-Honour, Ms Carrie Tan, Adviser to Nee Soon GRC Grassroots Organisations, where she will be joined by local celebrities, Terence Cao and Dawn Yeoh, from *Sibay Shiok* for a cookoff streamed on Facebook Live (see *Annex D for event poster*). Adviser Ms Carrie Tan, says, "SkillsFuture and lifelong learning are issues which are important to nearly all my residents, from young adults looking to enter the workforce, to mid-careerists to retirees enjoying their golden years. I strongly encourage them to participate in the Festival, and to follow CDC's wide range of SkillsFuture engagements after the event to stay current with in-demand skill sets and knowledge."

SkillsFuture Festival @ CDC across the five districts

6 The five Community Development Councils partner SkillsFuture Singapore (SSG) and NTUC's Employment and Employability Institute (e2i) to organise SkillsFuture Festivals (SFF) @ CDC from 22 July to 14 August 2022 at different Districts. Each District's SFF aims to share insights on jobs and skills in the three key economies of Digital, Green and Care. Through this, it encourages

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residents to participate in SkillsFuture initiatives and programmes to support them in their skills upgrading and lifelong learning journey.

7 Organised by SkillsFuture Singapore (SSG), this year's SkillsFuture Festival 2022 will run from 5 July to 14 August 2022, featuring more than 100 outreach events, roadshows, and workshops to cater to both individuals and enterprises. This year's festival will showcase the close partnership of companies, unions, community groups, institutions, and Government agencies, in the promotion of lifelong learning.

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Media Invitation

Media is invited to **SkillsFuture Festival @ North West** at Northpoint City on 13 August 2022. CDC can also assist with soundbites and quotes from profiles, and facilitate a media doorstep with Adviser Ms Carrie Tan, on request. See below for details of the media event.

SkillsFuture Festival @ North West

Date : Saturday, 13 August 2022
Media Arrival : 10.30am
Venue : Northpoint City, Level 1, South Atrium
930 Yishun Avenue 2, Singapore 769098
GOH : Ms Carrie Tan, Adviser to Nee Soon GRC Grassroots
Organisations

Contact Person for Media:

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Enclosed:

Annex A – Detailed Media Programme

Annex B – Media Factsheet on Emerging Sectors

Annex C – Resident Profiles

Annex D – Event Poster

About North West Community Development Council (CDC)

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We strive to align our activities and efforts with our mission:

(a) Assisting the needy

To help the less fortunate through local assistance programmes

(b) Bonding the people

To bond the community through projects & programmes to bring them closer to one another

(c) Connecting the community

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

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Annex A

SkillsFuture Festival @ North West

**Saturday, 13 August 2022 at
Northpoint City
930 Yishun Avenue 2, Singapore 769098**

MEDIA PROGRAMME

Time	Programme
10:00am	Job Fair and Training Booths (10am to 9pm)
10:30am	Media arrival
11:00am	Arrival of Ms Carrie Tan, Adviser to Nee Soon GRC Grassroots Organisations
	Cookoff with Ms Carrie Tan and <i>Sibay Shiok</i>
12:00pm	Tour of booths with Ms Carrie Tan
12:30pm	Media Doorstop (on request)
1:00pm	End of programme

MEDIA FACTSHEET ON EMERGING SECTORS

Industry	Description
<p>Care</p>	<p>The Care Economy comprises a professional cluster of jobs and skills involved in nurturing and teach current and future populations.</p> <p><u>Activity</u></p> <p>Experience the application of IoT in a wearable tracker that monitors consumption of medication and track vital health signs (e.g., blood pressure and heart rate). Caregivers can obtain data connected to the cloud to analyse and assess the daily life patterns of senior patients and detect health problems before they escalate. It also promotes safety and home security as it could measure movement patterns, detect falls, and track a person’s location.</p>
<p>Digital</p>	<p>With rapid advancement in digitalisation and digital services, old paradigms and business models are being challenged in the Digital Economy.</p> <p><u>Activity</u></p> <p>Try out a non-invasive device that interprets electroencephalography (EEG) signals into various mental states (e.g., relaxation, fatigue, stress). The results are helpful in recommending interventions to manage mental well-being.</p>
<p>Green</p>	<p>The Green Economy is about living, working, and pursuing growth, while maintaining environmental sustainability and conversation.</p> <p><u>Activity</u></p> <p>Learn how using IoT smart planting device, helps farmers monitor plant conditions from anywhere by detecting plant’s temperature, humidity, light, and soil moisture level. The device provides real-time data, which brings convenience and ease.</p>

RESIDENT PROFILES

Noor Muhammad Bin Noor Khalid, 27

27-year-old Khalid joined the SGUnited Skills Programme (SGUS), which has a wide range of training courses to help Singaporeans acquire in-demand and emerging skills. Khalid took up a course in Industrial Automation at SIMTech where he learned on automation concepts and participated in industrial projects. Through this course and with his supervisor's recommendation, Khalid successfully upskilled and secured a job in Research and Development (R&D) of Robotic Arms, one of the emerging industries.

T. Porchelvi, 56

Previously in the Tourism sector, Porchelvi wanted to make a mid-career switch. She attended a series of Workforce Skills Qualifications (WSQ) HR-related courses such as people management training to find opportunities in other areas of work. She is now working in the F&B industry focusing on the logistical operations. She shared that the workshop has helped her gained new skills to excel in her current position, and that her company values her knowledge and certification.



Northpoint City
Level 1, South Atrium 12-14 August 2022 10AM – 9PM

Highlights

- Get a **Mystery Prize** with every booth hop and stand a chance to **win Lucky Draw** prizes too!
- Key stations include:
RIASEC, Knowdell card sort, onsite job interviews, hands-on activities for **Green, Care** and **Digital Economies** & course training providers

Maybank-CDC Job Series

On-the-spot Interviews will be held on event dates by the following participating companies

1. Far East Organization
2. Woodlands Health
3. Pan Pacific Singapore
4. C&W Services
5. good Pte Ltd & many more!

FIND OUT MORE



<https://go.gov.sg/sff-e2i-northwest>

Complimentary Physical Workshops at Yishun Library

FIND OUT MORE



go.gov.sg/nwskillup

JOIN US



<https://www.facebook.com/nwcdc>

on 13 August 2022
from 11AM – 12PM



Carrie Tan

Adviser to Nee Soon GRC
Grassroots Organisations

SPECIAL GUESTS

Terence Cao
Dawn Yeoh

13 August | 11am

Demonstrating how to cook Nyonya Dry Mee Siam



CELEBRITY HOSTS

Suhaimi Yusof
Annette Lee

13 August | 10.30am



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