

EMBARGOED UNTIL 2 AUGUST, 11AM



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

30 July 2025

To News Editor

NEW JOBS PORTAL OFFERS JOBS CLOSER TO HOME

Jobs Anywhere @ North West to provide more than 10,000 job opportunities for the North West community, including flexi-work and nearby jobs

North West Community Development Council (CDC) will be launching **Jobs Anywhere @ North West**, a one-stop jobs portal that connects residents to flexible work arrangements and jobs closer to home. The new jobs portal addresses a key need in the community, where residents who may face challenges in taking on full-time jobs due to caregiving duties or other situations, may still seek employment opportunities. Developed in collaboration with Employment and Employability Institute (e2i), Lifelong Learning Singapore (LLSG), and FindSGJobs, the portal features more than 10,000 job opportunities from employers, of which around 2,000 are job listings within North West district including vacancies from hawkers and heartland merchants. The new jobs portal was announced at the annual **SkillsFuture Festival @ North West**, held at Causeway Point, Level 1 Round Atrium on 2 and 3 August

2025, providing a platform to empower residents to take ownership of their skills development and turn their skills into opportunities through lifelong learning.

2 With Jobs Anywhere @ North West, finding the right job becomes more convenient, whether you're seeking full-time work or flexible arrangements. For caregivers who need the convenience of working near home to care for their family, the portal includes features such as distance filters to show jobs within 1 to 5 kilometres and flexible work arrangements with shorter hours to fit around their commitments. Local heartland merchants and hawkers, who typically lack formal HR resources, can now easily list job openings and connect with potential employees through an intensive recruitment drive supported by the CDC's resources and networks.

3 More than just a jobs portal, it also serves as a comprehensive career resource hub especially beneficial for fresh graduates and young jobseekers. It includes career guidance resources to help jobseekers identify positions that align with their qualifications, interests and skillsets. They can access the AI resume building assistance, and schedule one-on-one sessions with experienced career coaches for personalised guidance, as well as with Skills Ambassadors to receive recommendations for skills upgrading courses to enhance employability. The platform keeps users updated on real-time career fairs and other employment events, providing end-to-end support for residents' employment journeys. A beta version of the jobs portal will be made available to residents and employers from today and feedback will be gathered from various stakeholders in enhancing the features accordingly.

4 Speaking at the SkillsFuture Festival @ North West, **Mr Alex Yam, Mayor of North West District** shared, "The launch of our new one-stop jobs portal, Jobs Anywhere @ North West, underscores our goal to provide more job and skills resources to make employment and employability more accessible to residents. Through this, residents can

find jobs closer to home or flexible work arrangements that suit their lifestyle. This initiative empowers our residents to pursue meaningful career opportunities while balancing their personal commitments."

5 Building on its network of corporate and community partnerships, North West CDC has collaborated with Institutes of Higher Learning (IHLs), industry experts, employers, and training providers to enrich the offerings in 2025. The SkillsFuture Festival @ North West is a highlight of North West CDC's month-long focus on jobs and skills development, which kicks off with the Community Skills Talk @ North West featuring industry insights, followed by the e2i Skills & Career Fair @ North West happening on 29 to 30 July at Causeway Point, Level 1 Round Atrium. It will conclude with the North West Corporate Exchange on 14 August, aimed at equipping Small Medium-sized Enterprises (SMEs) with digital capabilities and foster a digital-first mindset in today's rapidly evolving landscape.

6 This year, residents attending the SkillsFuture Festival @ North West on 2 and 3 August will experience an enriched learning journey, with various lifelong learning and upskilling opportunities. Residents can explore over 3,000 courses from 10 training providers, including 71 courses tailored to focus on the three emerging sectors – Care, Digital, and Green. At the SkillsFuture Festival @ North West event, the journey starts with a Digital Passport system that gamifies their learning experience, allowing them to collect rewards as they explore different activity booths. The Festival showcases practical innovation through an Artificial Intelligence (AI) Course Consultant that helped chart unique skills development path and provide personalised learning recommendations, a robotic coffee arm serving coffee, and immersive virtual reality experiences. These hands-on experiences give residents insight into how digital solutions can simplify daily tasks while preparing them for future opportunities. (see [Annex A](#) for media programme)

7 Since 2017, SkillsFuture Advice @ North West was launched to help the residents to identify their skills and strengths, equip them with the right

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knowledge in career planning, and to encourage lifelong learning. The SkillsFuture Advice is an initiative by SkillsFuture Singapore (SSG), the Lifelong Learning Singapore (LLSG) and the five Community Development Councils (CDC).

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Media Invitation

Media is invited to **SkillsFuture Festival @ North West** at Causeway Point, Level 1 Round Atrium, on 2 August 2025. Interview opportunities with Mayor, participants and other stakeholders could be arranged on request. See below for details of the media event.

SkillsFuture Festival @ North West

Date: Saturday, 2 August 2025
Media arrival: 10.30am
Venue: Causeway Point, Level 1 Round Atrium
1 Woodlands Square, Singapore 738099

Contact Person for Media:

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[About North West Community Development Council \(CDC\)](#)

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

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 develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

Mission

(a) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

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

(c) Connector of Communities

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

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

EMBARGOED UNTIL 2 AUGUST, 11AM

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

SkillsFuture Festival @ North West

**Saturday, 2 August 2025
Causeway Point, Level 1 Round Atrium
1 Woodlands Square, Singapore 738099**

MEDIA PROGRAMME

Time	Programme
10:30am	Media arrival
11:00am	Opening Speech by Mayor
11:10am	Launch of Jobs Portal, Jobs Anywhere @ North West
11:35am	Touring of Booths
12:00pm	Media Doorstop (Upon Request)
12:15pm	End of Programme

KEY TRANSLATED TERMS

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
North West District	西北区
Mr Alex Yam Mayor of North West District	任梓銘先生 西北区市长
SkillsFuture Advice @ North West	技能创前程就业培训指导于西北
SkillsFuture Festival @ North West	技能创前程节于西北
SkillsFuture Singapore	精深技能发展局
Lifelong Learning Singapore	终身学习学院