

EMBARGOED UNTIL 15 JULY, 1.30PM



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

12 July 2023

To News Editor

**STARTING 50,000 RESIDENTS ON THEIR LIFELONG LEARNING JOURNEY
SINCE 2017**

More residents taking steps towards lifelong learning through
SkillsFuture Advice @ North West

The annual **SkillsFuture Festival @ North West** will return from 15 to 16 July 2023 and will be held at Kampung Admiralty. Through interactive activities, insightful talks, and career & training opportunities, **North West Community Development Council (CDC)** aims to empower residents to take ownership of their skills development and turn their skills into opportunities through skills mastery and lifelong learning (see [Annex A](#) for media programme). The event builds on successful efforts by the CDC's SkillsFuture Advice (SFA) @ North West initiative, in engaging around 50,000 residents since the team's inception. The SFA team provides one-stop advisory services to promote lifelong learning, guiding residents on picking up new skills, helping them discover and better understand their own strengths, and pointing them to various resources and tools for career planning and skills upgrading needs.

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2 A resident who has benefitted from the SFA initiative is Ms Jayanthi, 56, who took on advice from an SFA workshop on progressing in her career by acquiring higher level skill sets. Despite being in her 50s, her passion for lifelong learning has not ceased, and she is picking up the know-how for her new career. She says, "It's never too late to embark on a journey towards your dream job. My interest is to start my own online business, so I have completed my Diploma in Retail to kickstart my dream." (see [Annex B](#) for additional resident profile)

3 To mark the launch of this year's Festival, Mayor of North West District, Mr Alex Yam, will grace the event as Guest-of-honour. He will be joined by Grassroots Adviser, Ms Mariam Jaafar, Adviser to Sembawang GRC Grassroots Organisations (see [Annex B](#) for media programme). This year's edition will feature over 10 booths with job and training opportunities related to Singapore's key growth areas – Care, Digital, and Green economies. Residents can look forward to more than 600 job vacancies curated by NTUC's e2i (Employment and Employability Institute), with on-site job interviews. Those who are keen to upskill can sign up for courses with Institutes of Higher Learning (IHLs) using their SkillsFuture credits. Residents will also be able to sign up for free talks by IHLs and industry experts from healthcare, social services and digital sectors. (see [Annex C](#) for event poster).

4 North West CDC has partnered with IHLs, industry experts, employers, and training providers to enhance the offerings at the event. Speaking on the CDC's role as an enabler, **Mr Alex Yam, Mayor of North West District** says, "The CDC plays a pivotal role in connecting our partners' resources to serve the various upskilling and employability needs of our community. In this area, we have been actively forging partnerships with corporate and community partners to support and uplift our community. SkillsFuture Festival @ North West equips residents with relevant skills and empowers them to take ownership, update their knowledge and skills currency, and chart their career and learning in the growth economies. I encourage everyone to participate in the various programmes and activities at the festival and continue to make lifelong learning our way of life."

5 Since 2017, SkillsFuture Advice @ North West was launched to help the residents to identify their skills and strengths, equip them with the right knowledge in career planning, and to encourage lifelong learning. This

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is part of the SkillsFuture initiative in collaboration with SkillsFuture Singapore (SSG), NTUC's e2i and the five Community Development Councils (CDC).

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Media Invite

Media is invited to **SkillsFuture Festival @ North West** at Kampung Admiralty, Community Plaza on 15 July 2023. CDC can assist by facilitating a media doorstep with spokespersons or resident profiles, on request. We can also provide clarifications and additional pointers as required.

See below for details of the media event.

SkillsFuture Festival @ North West

Date: Saturday, 15 July 2023
Media arrival: 1.30pm
Venue: Kampung Admiralty, Community Plaza
676 Woodlands Drive 71
Singapore 730676

Contact Persons for Media

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Enclosed:

- 1) Annex A – Media Programme
- 2) Annex B – Resident Profile
- 3) Annex C – Event Poster
- 4) Annex D – Key Translated Terms

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) 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

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To achieve our mission, North West CDC continues to build programmes and work with various partners to provide support to residents under four key pillars:

i. Uplifting the Community

To support for residents through local assistance schemes and encourage self-reliance and empower residents to improve their lives and employability.

ii. Promoting Health and Wellness

Through a range of healthy living programmes, we hope for our North West residents to maintain an active and healthy lifestyle, and join our health and wellness movement.

iii. Advocating Green Living

Working towards a sustainable future, we aim to imbue a green mindset and spark behavioral change among residents. Through various green initiatives, residents are encouraged to adopt green habits starting from the simplest actions.

iv. Enabling partnerships and Volunteerism

We will play our enabler role in connecting our community and corporate partners' resources and volunteerism, to serve the various needs in the community.

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

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Annex A

SkillsFuture Festival @ North West

**Saturday, 15 July 2023 at
Kampung Admiralty, Community Plaza**

MEDIA PROGRAMME

Time	Programme
1:30pm	Media arrival
2:00pm	Start of Programme
2:15pm	Welcome Address by Mayor Alex Yam
2:20pm	Launch of SkillsFuture Festival @ North West
2:30pm	Token of Appreciation to Speakers
2:35pm	Tour of Booths with Mayor and Special Guest
2:50pm	Media Doorstop (on request)
3:00pm	End of Programme

RESIDENT PROFILE

Mohammad Zahid Bin Mohd Ali, 45

For Zahid, attending a SkillsFuture Advice @ North West workshop was a turning point, as the course highlighted the importance in constantly upgrading his skills. With this reinforced belief, Zahid invested his free time during the pandemic to sign up for various SkillsFuture courses to upskill and learn more about online business. Through the courses, he acquired invaluable skills and knowledge to help his online business yield remarkable results.

He shares “Through the various SkillsFuture courses, I have picked up strategies and techniques to optimise the presence for my online business, improve customer engagement, and most importantly, drive better sales results. This has helped my business to grow and open doors to new opportunities for collaboration and expansion.”

EVENT POSTER

SkillsFuture Festival @ North West
Make lifelong learning our way of life

CARE
GREEN
DIGITAL

15 & 16 July 2023, Sat & Sun
10am-7pm, Sat
10am-4pm, Sun

Kampung Admiralty, Community Plaza
676 Woodlands Drive
71, Singapore 730676

Joining us on **15 JULY 2023, 2PM**

Hosted by **Mr Alex Yam**
Mayor of North West District
Adviser to Marsling-Yew Tee GRC
Grassroots Organisations (Yew Tee)

Special Guest **Ms Mariam Jaafar**
Adviser to Sembawang GRC
Grassroots Organisations (Woodlands)

Free Admission

HIGHLIGHTS

- Get to know more about **Green, Care, and Digital Economies**, and visit onsite job interviews and training providers.
- Pre-register for industry talks** featuring healthcare, community care, social services sectors and more.
- Participate in our **fringe activities** and learn about sustainability.
- Get attractive freebies** with every completed game card.

Scan the QR Code to Register!
Registration close on 13 July, 5pm

e2i Jobs & Skills Discovery

Participating Companies:

- Woodlands Health
- Nannypro
- Amara Hotel

Participating Training Providers:

- Agency for Integrated Care
- Ngee Ann Polytechnic
- Republic Polytechnic

... And MORE!

To view the full job listings and to register, please visit:
https://e2i.sg/SFF2023_NWCDG
or call 6474 0606 during office hours.

- For Singaporeans only.
- Please bring along your NRIC and resumes for interviews.

Scan the QR Code to Register!
Register early to avoid disappointment

Organised by



Supported by



In support of



Powered by



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	新加坡精深技能发展局
NTUC's e2i (Employment and Employability Institute)	职总就业与职能培训中心
MySkillsFuture Portal	技能创前程个人资源库