

7 August 2020

JOINT MEDIA RELEASE

FIVE CDCs TO HOLD SKILLSFUTURE @ CDC 2020 'THE FUTURE OF YOU' TO SUPPORT LOCAL COMMUNITY AND BUSINESSES IN LIFELONG LEARNING, RESKILL AND UPSKILL

- *From today, Singaporeans can sign up, at no cost, for the week-long event's more than 50 virtual learning activities and SkillsFuture Advice (SFA) workshops presented by more than 18 training providers, Institutes of Higher learning (IHLs), industry partners and celebrities.*
- *Participants will be able to access services like career coaching, a one stop site where job-seekers and working adults can pick up useful tips, new skills to maximise employability and access to the various job search platforms with over 10,000 job vacancies.*

The five Community Development Council (CDCs) today announced that they will be, for the first time, jointly organising the **SkillsFuture@CDC 2020 – The Future of You**. This complements the Government's efforts to support the local community and Singapore businesses in lifelong learning, reskilling and upskilling. The event, which will kickstart from 10 August 2020, is made up of virtual exciting learning activities and edutainment programmes interjected by more than 50 workshops, masterclasses and inspirational series, and career advice for participants.

2 Details of the week-long event was elaborated at a virtual media conference hosted by Ms Low Yen Ling, Minister of State for Trade & Industry and Culture, Community and Youth, Chairman of Mayors' Committee and Mayor of South West District, together with Ms Denise Phua, Mayor of Central Singapore District, Mr Desmond Choo, Mayor of North East District, Mr Alex Yam, Mayor of North West District. The Chief Executive of SkillsFuture Singapore, Mr Ong Tze Ch'in, and Chief Executive of Employment and Employability Institute (e2i), Mr Gilbert Tan and celebrities were also present.

NURTURING LEARNERS OF ALL AGES

3 *SkillsFuture@CDC 2020 – The Future of You* offers diverse training and development opportunities hosted entirely on a dedicated website where participants can easily access event activities and resources. In partnership with IHLs, industry experts and training providers, the virtual event will feature over 50 online workshops covering a diverse range of topics that will identify with every stage of the workforce — fresh graduates, job seekers, mid-careerists and seniors. From soft skills, lifeskills, to technical skills such as job interview know-hows and video-editing, participants will have a comprehensive range of workshops to choose from. Members of the public are invited to visit the website at <https://futureofyoucdc.sg/> from today to sign up for online workshops - all available without fees or charges.

4 To gain a better understanding of the current jobs and skills trends in the NEW NORMAL labour market, participants can take part in the SFA Workshops. Available in the four official languages across the week, the SFA Workshops will also guide participants to identify their interests, develop their plan to improve personal skills, and educate them on how to use [MySkillsFuture](#) portal to broaden their field of opportunities for career planning.

5 Participants will also be able to sign up for free talks by industry professionals to help them navigate their career journey. Experts across various industries, from education to healthcare to digital marketing and information and communications technology, have been invited to share their experience and render valuable insights to participants. The virtual event will also have an inspiration series to motivate participants and help build confidence during these challenging times.

6 Participants will also be able to access various job search platforms with over 10,000 job vacancies.

QUOTES FROM MAYORS

7 **Ms Low Yen Ling, Minister of State for Trade & Industry and Culture, Community and Youth, Chairman of Mayors' Committee and Mayor of South West District**

“Even though COVID-19 has disrupted our economy and affected livelihoods, our determination to fight back is strong. The CDCs are rallying together to support, equip and boost the skills of Singaporeans, especially those seeking job opportunities. All five CDCs are fully committed to helping residents scale up their capabilities and improve their employability. The ample programmes, workshops and advice from our established

network of partners and career resources will help Singaporeans upskill and reskill to stay relevant and be in a good position to secure employment or stay employed."

8 Ms Denise Phua Lay Peng, Mayor of Central Singapore District

"Learning in this day and age is no longer confined to classrooms or official school years. The ability to drive one's own learning and to learn for life is the 'new normal'. The COVID-19 pandemic has accelerated the use of digital platforms in many aspects of our lives. This year's 'SkillsFuture@CDC 2020 – The Future of You' aims to encourage Singaporeans of all ages to develop the habit of learning new things, anytime, anywhere. Our learning agility is the new currency to survive and thrive in this new age."

9 Mr Desmond Choo, Mayor of North East District

"We understand that our young residents who are graduating or just graduated may be anxious about employment opportunities. Often, many feel that they do not need to take up courses or continue learning since they just finished school. With SkillsFuture@CDC 2020, we invite them to adopt the mindset of lifelong learning from day one after graduating. We also have specific programmes and workshops which they can definitely benefit from, like SGUnited Traineeship Programme. Let us all make learning a way of life."

10 Mr Alex Yam, Mayor of North West District

"Partners are the bedrock of a CDC and they are vital when it comes to advocating and supporting lifelong learning. To upskill our residents and enhance Small and Medium-Sized Enterprises (SMEs)' capabilities, North West CDC has harnessed the expertise of companies, Institutes of Higher Learning (IHLs) and other community partners. Through the SkillsFuture@CDC 2020, key partners have again stepped forward to impart practical skillsets and knowledge to companies and individuals to help the community level up."

11 Mr Mohd Fahmi Aliman, Mayor of South East District

"During these challenging times, the concept of lifelong learning becomes even more critical. This year, the event is themed - The Future of You, is designed in response to the COVID-19 situation. Through the SkillsFuture@CDC 2020, it empowers individuals to take charge of their career prospects and employability. Residents can participate in the programmes and workshops to learn new skills and stay relevant for the future economy."

LEARN WITH THE CELEBRITIES

12 A stellar line-up of celebrity guests will also drum up excitement in the educational programmes through the 'Learning Series' and 'Spotlight Series'.

Viewers can join the live stream of the *Learning Series* featuring star-studded learners:

- Irene Ang, CEO and Founder of FLY Entertainment
- Jacelyn Tay, FLY Entertainment Artiste
- Tosh Zhang, J Team Artiste marketed by FLY Entertainment
- Wang Lei, Getai Veteran, and
Sujimy Mohamad, Managing Director, ScreenBox Pte Ltd

These celebrity guests will take on the role of a learner and embark on learning experiences like Micro:bit programming. Each Mayor will also take turns to join these celebrities on their learning journeys.

What's more! Experienced celebrity gurus - Jaime Teo, Nikki Muller and Suhaimi Yusof, will impart their expertise in the *Spotlight Series*. The three-part series will cover useful topics on baking, preparing for an interview and video-editing. The 'Learning Series' and 'Spotlight Series' will be broadcasted on the [official Facebook page](#).

13 For more information, please visit <https://futureofyoucdc.sg/>. Refer to Fact Sheet for the full list of the abovementioned programmes.

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About the CDCs

There are five Community Development Councils (CDCs), namely, Central Singapore, North East, North West, South East and South West CDCs. Mayors of the Districts are Chairman of the respective CDCs. The CDCs' **ABC** mission is to **A**ssist the Needy, **B**ond the People and **C**onnect the Community. The Office of the Mayors comprises:

- a) Ms Low Yen Ling Chairman of Mayors' Committee & Mayor of South West District
- b) Ms Denise Phua Lay Peng Mayor of Central Singapore District
- c) Mr Desmond Choo Mayor of North East District
- d) Mr Alex Yam Mayor of North West District
- e) Mr Mohd Fahmi Aliman Mayor of South East District

For more information, please visit www.cdc.org.sg, www.pa.gov.sg, and OurCommunity.sg

SKILLSFUTURE @ CDC 2020 ON 7 AUGUST 2020



10 – 16 AUGUST @ **SkillsFuture CDC 2020** futureofyoucdc.sg

SKILLSFUTURE @ CDC 2020 'THE FUTURE OF YOU'

Fact Sheet

A. ABOUT SKILLSFUTURE@CDC 2020 - THE FUTURE OF YOU

- The five Community Development Councils (CDCs) jointly organised this year's **SkillsFuture @ CDC 2020 - The Future of You** from **10 to 16 August 2020**.
- Themed "**The Future of You**", SkillsFuture @ CDC 2020 aims to connect with the community and encourage upskilling and reskilling as a means to future-proof each individual. As such, it is imperative for us to remain relevant and steadfast as we move forward into the future.
- SkillsFuture @ CDC 2020 is part of the SkillsFuture Month 2020 which involves over 18 community, education and industry partners and expected to reach out to 20,000 learners in Singapore.
- SkillsFuture @ CDC 2020 comprises learning activities for participants through a series of virtual and edutainment programmes, covering employability skills and lifelong learning topics. The event also brings together local celebrities to impart their know-hows and also take part in a journey learning and equipping themselves with new skills.
- The event is targeted at the general public, including fresh graduates, job seekers, mid-careerists, who may be looking to build skill sets for personal or professional development, or re-integrate back into the workforce.
- SkillsFuture @ CDC 2020 will be held entirely online with all event highlights hosted virtually on the dedicated microsite <https://futureofyoucdc.sg/>.

B. KEY HIGHLIGHTS

SkillsFuture @ CDC 2020 - The Future of You has an exciting line-up of activities and programmes in-store. Below are the key categories of what to expect at the virtual job advice and career fair.

1. Virtual Workshops

- There will be over 50 virtual learning activities of topics ranging from employability, lifestyle to in-demand tech skills and SkillsFuture Advice (SFA) workshops conducted by training providers, Institutes of Higher Learning and industry partners.
- The event also offers services like career coaching and a one stop site where job-seekers and working adults can pick up useful tips, new skills to maximise employability and access various job search platforms with over 10,000 job vacancies.
- **SkillsFuture Advice Workshop** - a collaboration between SkillsFuture Singapore, CDCs, Workforce Singapore (WSG) and Employment and Employability Institute (e2i), the SFA Workshop is a community outreach initiative to raise awareness on SkillsFuture initiatives amongst Singaporeans and to encourage everyone to adopt a lifelong learning mind-set. The webinar focuses on guiding participants to develop resilience and upskilling plans through practical information and online resources. The workshops will be conducted in four languages throughout the week.
- The workshop partners include: e2i, Infocomm Media Development Authority, ITE Central, Nanyang Polytechnic, Ngee Ann Polytechnic, NTUC Learning Hub, Republic Polytechnic, Rotary Learning Institute Singapore, Singapore Association for Continuing Education, Singapore Polytechnic, SSA Academy, Temasek Polytechnic and People's Association Lifeskills & Lifestyle Division.
- For more information and registration of workshops, visit <https://futureofyoucdc.sg/>.

2. Learning Series

Hosted and moderated by Irene Ang every night from 10 to 14 August 2020 on Facebook Live, viewers can learn alongside celebrity learners and get to know more from the CDC Mayors about the various initiatives that the community can tap into for their learning journey. Find out more about the programmes in store below.

Mayors	Celebrity Learner	Topics
Ms Low Yen Ling, Chairman of Mayors' Committee Mayor of South West District	Wang Lei	Prepare for the Future Economy with SkillsFuture for Digital Workplace
Ms Denise Phua Lay Peng, Mayor of Central District	Jacelyn Tay	Get Started on your Coding Journey and be Future-ready with micro:bit
Mr Desmond Choo, Mayor of North East District	Tosh Zhang	Kickstart Your Dream Career with SGUnited Traineeship Programme
Mr Alex Yam Mayor of North West District	Irene Ang	Zoom Your Way to Video Calls and Widen Your Opportunities
Mr Mohd <i>Fahmi</i> Aliman Mayor of South East District	Sujimy Mohamad	Refine Your Personal Branding & Pave Your Way to Success

3. Spotlight Series

Diversify your skill set by learning from our celebrity gurus! Happening throughout the SkillsFuture @ CDC week on Facebook Live, learning has never been easier as celebrity experts will guide viewers on a wide variety of technical and interpersonal skills. Find out more about the gurus and their respective Facebook Live sessions below.

Speaker	Topic
Suhaimi Yusof	Quickfire Video Editing
Nikki Muller	Conquer Your Interviews
Jamie Teo	Fun Baking

Masterclass Series

In these sessions, industry experts have been invited to share their views and experience in working in the growing industry. The session aims to bring a different perspective to listeners and help them widen their scope when considering employment opportunities.

Speaker	Topic
Dr Timothy Hsi, Founding President of the Career Development Association of Singapore (CDAS)	The rewards and challenges of being in Training and Adult Education
Lucas Tok, Lecturer & Functional Lead, Marketing Section, Singapore Polytechnic	The Importance of ONE Integrated Strategy with Digital Media for Marketing
Eileen Goh HR Business Partner (Commercial), Lazada Group	Understanding Careers in the E-commerce Industry
Irene Toh, Head of Allied Health, and Joan Tay, HR of NTUC Health	Jobs in Community Care - What you need to know
Christine Soo Senior Lecturer, NIEC	STARTER KI(D) for Aspiring Preschool Teachers

4. Inspiration Series

It can be a challenge to maintain a positive spirit during the uncertain times. Hear from our special guests and let their stories inspire and motivate you on how you can emerge stronger.

Speaker	Topic
Mr Ng Aik Phong, Regional Managing Director, FAVE Singapore & Malaysia	Strategies to Increase Your Employability to Turbocharge Your 30's and Make Your 40's Fabulous
Mr Firdaus Salim, HR Consultant, Speaker & Business Owner	Pivoting and Hustling Your Way to Change

5. Employability Resources

- The event microsite will provide a one-stop avenue for residents to access virtual and physical job fairs information from e2i and Workforce Singapore (WSG).
- Participants will also be able to access various job search platforms with over 10,000 job vacancies.
- Working in partnership with NTUC's e2i on group career coaching sessions and employability workshops for jobseekers to better prep them on their job search.