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## JOINT MEDIA RELEASE

### SINGAPOREANS AFFECTED BY COVID-19 PANDEMIC CAN EXPECT LOCAL SUPPORT IN LOCAL JOBS & SKILLS OVER THE NEXT TWO YEARS

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The five Community Development Councils (CDCs), Maybank Singapore and the Employment and Employability Institute (e2i), are embarking on a new initiative to bring together a roving series of job fairs and programmes named **Maybank-CDC Jobs & Skills Series** to the communities.

2 Maybank has pledged \$500,000 over two years to support CDCs and e2i in their job fair efforts. The bank will also tap into its business network to link its small and medium enterprises (SMEs) clients to the CDCs to locate available job vacancies. The CDCs are close to the ground, and therefore are well positioned to play the aggregator role to galvanise support from the community, and at the same time, connect corporate partners to serve residents' employment and employability needs during this period.

3 National Trades Union Congress' (NTUC) e2i (Employment and Employability Institute) serves our local workforce from all walks of life and is happy to partner Maybank to reach out to the SME partners and harvest job vacancies, and to be the preferred partner to support CDCs in the series of jobs and skills related events and programmes. This includes job fairs, and training of Maybank staff to become SkillsFuture Advice (SFA) Ambassadors. In support of providing more accessible employment opportunities for job seekers, e2i has partnered Maybank to place the NTUC Job Security Council Job Stations at more Maybank branches. Job seekers are now able to self-serve at Maybank@Marine Parade and will soon be able to access more job opportunities at Maybank@HDBHub.

## **Announcement of Maybank-CDC Jobs & Skills Series**

4 Maybank-CDC Jobs & Skills Series aims to empower job seekers in securing placement opportunities with potential local employers. It supports national employment and employability schemes to build greater resilience in Singapore's workforce.

5 Maybank staff trained by e2i and the CDCs, will be serving the community as SFA Ambassadors. These Ambassadors will be deployed across the various job fairs under the series, and they will advise residents on the career resources available pertaining to lifelong learning, as part of CDCs' and SkillsFuture Singapore's efforts to foster lifelong learning in the community.

6 Job seekers will have access to career coaching, and e2i will match job-ready Singaporeans with Maybank's network of SME clients. e2i career coaches will review existing skills gaps of job seekers to upskill and reskill themselves towards employability readiness. Job-matching tools such as the NTUC Job Security Council Job Stations will enable job seekers to search for jobs near their homes, or broadcast their profiles to more employers. These efforts are aligned with e2i's core mission of creating better employment opportunities for job seekers.

7 Maybank-CDC Jobs & Skills Series is part of Maybank's Corporate Social Responsibility (CSR) efforts to help the vulnerable workforce land job opportunities during this period. Since 2010, the bank has been supporting the five CDCs to provide financial empowerment to over 3,500 low-income households. This includes free personal accident insurance coverage co-sponsored by Etiqa Insurance, matched savings and other initiatives, such as CashUP Family Savers @ Central Singapore, Happy Savers @ North East and Maybank Savers Programme @ North East, Maybank Star Savers @ North West, Maybank-South East Money Savvy Programme and Caregiving @ South West.

## **Launch**

8 The North East CDC will kick off the first job fair under this partnership from 9 to 10 July 2021. Career Discovery @ North East will offer over 1,000 job vacancies from the logistics, transport and corporate services sectors, involving 11 employers. The fair aims to reach out to 1,200 job seekers, both on-site at Our Tampines Hub and virtually at <https://event.e2i.com.sg/web/NECDC>.

9 Media representatives are welcome to cover this first of a series of CDCs' job fairs over the next two years.

## Quotes

### **10 Ms Low Yen Ling, Chairman of Mayors' Committee and Mayor of South West District**

COVID-19 has accelerated the pace of disruptions and speed of changes in our economy and livelihoods. The readiness and ability to continually adjust and adapt, learn or re-learn, re-skill and up-skill is the new normal that we will be living with. Since the launch of SkillsFuture, the CDCs have steadily upped the intensity and scale of our efforts to support and equip Singaporeans in their career and learning journey. This initiative with Maybank will open opportunities for residents to work in SMEs, where valuable experience and exposure can be gained for fulfilling careers. As the CDCs continue to help residents stay relevant and employable, we hope that job seekers will take every chance to attend the career workshops or virtual events organised, and arm themselves with tools and resources to develop new skills and know-how, to secure a brighter future.

### **11 Ms Denise Phua Lay Peng, Mayor of Central Singapore District**

Lives and livelihoods have been affected by the pandemic. Some have lost jobs, while others suffered pay cuts. I am grateful that Maybank is generously supporting the five CDCs to enhance job opportunities. For Central Singapore CDC, our focus will be to further support residents, especially the vulnerable, with job opportunities near their homes. This is especially helpful for those who require flexibility, such as mothers, elderly, persons with disabilities and their caregivers. The 'Local Jobs Network @ Central Singapore' will bring together partners like e2i to collate employment opportunities in the neighbourhood. I hope everyone can come forward to share resources and job opportunities to help others in need.

### **12 Mr Desmond Choo, Mayor of North East District**

Despite the uncertainties of the market, there are windows of opportunities for our residents who are seeking employment. The labour crunch that SMEs are facing due to the tightening of the foreign worker base, avails a range of job vacancies. The CDCs play the role of a bridge between our extensive network of corporate partners and job seekers, by aggregating job vacancies and bringing them to the job fairs. The partnership with Maybank is one such example that provides our residents easier access to job vacancies at the SMEs, as Maybank taps on its connections for us to expand our outreach to consolidate employment opportunities.

### **13 Mr Alex Yam, Mayor of North West District**

In line with CDCs' efforts to connect the community to useful resources on the jobs front, the CDCs are collaborating with Maybank and e2i to encourage residents to embrace lifelong learning and refresh employability skills amid the pandemic. At North West CDC, we will adopt a tiered approach to our upcoming job fairs. We will introduce a SkillsFuture Learning Journey which aims to empower residents through understanding the future economy and discovering their strengths. The Learning Journey will complement plans to

make job opportunities accessible to the community, through employment booths by various corporate partners, with on-site interviews and career coaching services.

**14 Mr Fahmi Aliman, Mayor of South East District**

The collaboration with Maybank is timely as the employment and employability landscape shifts as a result of COVID-19. Although the employment rate is improving, there is still a group of Singaporeans that will need a little more help in finding jobs. With this partnership, residents will be able to gain access to employment opportunities offered at a local level. CDCs will continue to be a key partner to offer help and support to the community.

**15 Dr John Lee, Country CEO and CEO of Maybank Singapore**

With Maybank-CDC Jobs & Skills Series, Maybank hopes to support jobseekers in finding employment and also help businesses with their hiring needs. Beyond funding, the bank will also tap our customer network to bring our SME customers onboard to participate in the job fairs. This initiative is aligned with Maybank's mission of Humanising Financial Service, and our sustainability goal to uplift communities and improve the lives of 1 million households across ASEAN by 2025.

**16 Mr Gilbert Tan, CEO of NTUC's e2i**

Despite the uncertainties in job security brought about by the pandemic, there are still groups of SMEs, particularly those in the growth sectors, looking for talents. The collaboration with Maybank will enable us to amplify outreach to more SME employers, match their hiring needs and bring jobs to our workers. I am heartened to have Maybank's support, carving out their business space to avail career resources to more people, through setting up NTUC Job Security Council Job Stations in the Marine Parade and HDB Hub branches. At the same time, we're glad to be working with the various CDCs to organise job fairs and reach out to more jobseekers at the community level. Together with our partners, we aim to extend the outreach and make it even more convenient for job seekers to access e2i's career advisory and job-matching services.

## Media Liaison

17 Media interviews can be arranged upon request. Please contact our media liaison officers for queries.

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## **About the CDCs**

Since 1997, the Community Development Councils (CDCs) have been bridging communities (i.e. by strengthening local social infrastructure, building social resilience and social capital, and promoting the culture of giving back), through the following functions:

- (a) **A**ggregator of Needs and Resources
- (b) **B**uilder of Capability / Capacity in Partners and Networks
- (c) **C**onnector of Communities

2 There are five 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 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.gov.sg](http://www.cdc.gov.sg) and [www.pa.gov.sg](http://www.pa.gov.sg).

## **About Maybank Singapore**

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of more than 2,600 branches in 18 countries including all 10 ASEAN countries, with over 42,000 employees serving customers worldwide.

Maybank Singapore is one of the Group's largest overseas operations and a Qualifying Full Bank in Singapore. As at 31 December 2020, the bank's net asset size in Singapore was approximately S\$81.5 billion. With strategically located banking branches and over 2,000 employees in Singapore, Maybank is well positioned to provide highly personalised services and locally oriented solutions that will deliver more value to customers. For more information, please visit [maybank2u.com.sg](http://maybank2u.com.sg).

## **About Employment and Employability Institute (e2i)**

e2i is the empowering network for workers and employers seeking employment and employability solutions. e2i serves as a bridge between workers and employers, connecting with workers to offer job security through job-matching, career guidance and skills upgrading services, and partnering employers to address their manpower needs through recruitment, training and job redesign solutions. e2i is a tripartite initiative of the National Trades Union Congress set up to support nation-wide manpower and skills upgrading initiatives. For more information, please visit [www.e2i.com.sg](http://www.e2i.com.sg)

## GLOSSARY AND TRANSLATION OF KEY TERMS

### MAYBANK

S/N	Key Term	Chinese Translation	Malay Translation
1.	Maybank	马来亚银行	Maybank
2.	Dr John Lee, Country CEO and CEO of Maybank Singapore	李兴福博士, 马来亚银行新加坡总裁	Dr John Lee, Ketua Pegawai Eksekutif, Maybank Singapore

### EMPLOYMENT AND EMPLOYABILITY INSTITUTE

S/N	Key Term	Chinese Translation	Malay Translation
1.	e2i (Employment and Employability Institute)	就业与职能培训中心	Institut Pekerjaan dan Kebolehkerjaan
2.	Mr Gilbert Tan, CEO of e2i	陈财喜, 就业与职能培训中心总裁	Mr Gilbert Tan, Ketua Pegawai Eksekutif e2i

### FUNCTIONS OF THE COMMUNITY DEVELOPMENT COUNCILS (CDCs)

S/N	Key Term	Chinese Translation	Malay Translation
1.	<u>A</u> ggregator of Needs and Resources	顺应需求, 汇集整合资源	Aggregat keperluan dan sumber
2.	<u>B</u> uilder of Capabilities and Capacities	提升能力, 扩大网络	Pembina Keupayaan dan Kebolehan
3.	<u>C</u> onnector of Communities	加强联系, 造福社群	Penyambung Komuniti



## CDC

S/N	Key Term	Chinese Translation	Malay Translation
1.	Community Development Council (CDC)	社区发展理事会	Majlis Pembangunan Masyarakat
2.	Central Singapore CDC	中区社区发展理事会	Majlis Pembangunan Masyarakat Singapura Tengah
3.	North East CDC	东北社区发展理事会	Majlis Pembangunan Masyarakat Timur Laut
4.	North West CDC	西北社区发展理事会	Majlis Pembangunan Masyarakat Barat Laut
5.	South East CDC	东南社区发展理事会	Majlis Pembangunan Masyarakat Tenggara
6.	South West CDC	西南社区发展理事会	Majlis Pembangunan Masyarakat Barat Daya
7.	Mayor	市长	Mayor / Datuk Bandar (formal address)
8.	Ms Low Yen Ling, Mayor of South West District Chairperson, Mayors' Committee	刘燕玲女士, 西南区市长, 市长委员会主席	Ms Low Yen Ling, Datuk Bandar, Daerah Barat Daya Pengerusi, Jawatankuasa Datuk Bandar
9.	Ms Denise Phua Lay Peng, Mayor of Central Singapore District	潘丽萍女士, 中区市长	Ms Denise Phua, Datuk Bandar, Daerah Singapura Tengah
10.	Mr Desmond Choo Mayor of North East District	朱倍庆, 东北区市长	Mr Desmond Choo, Datuk Bandar, Daerah Timur Laut
11.	Mr Alex Yam Ziming, Mayor of North West District	任梓銘, 西北区市长	Mr Alex Yam, Datuk Bandar, Kawasan Barat Laut
12.	Mr Mohd Fahmi Aliman, Mayor of South East District	阙贺米, 东南区市长	Mr Mohd Fahmi Aliman, Datuk Bandar, Kawasan Tenggara

<b>S/N</b>	<b>Key Term</b>	<b>Chinese Translation</b>	<b>Malay Translation</b>
13.	District Councillors	社区理事	Ahli Majlis Daerah
14.	Grassroots Advisers	基层组织顾问	Penasihat Akar Umbi
15.	Grassroots Organisations (GROs)	社区基层组织	Persatuan Akar Umbi