

To: News Editors

16 July 2021

For Immediate Release

JOINT MEDIA RELEASE

SKILLSFUTURE@CDC 2021 - PREPARING SINGAPOREANS FOR A POST COVID-19 WORLD

The five Community Development Councils (CDCs), in partnership with SkillsFuture Singapore (SSG) and National Trades Union Congress' (NTUC) Employment and Employability Institute (e2i) are pleased to announce the **SkillsFuture@CDC 2021** to be held from 17 – 30 July 2021, in support of the SkillsFuture Month.

2 *The focus for this year's SkillsFuture @CDC 2021 is to prepare Singaporeans in acquiring future employment and employability skillsets that can adapt to a post COVID-19 world.* As the Singapore labour market slowly recovers from the COVID-19 pandemic impact, and with job vacancies increasing from 56,800 in March 2019 to 68,400 in March 2021, jobs in the fast-growing industry sectors as well as the types of jobs in certain sectors like Financial Services and Infocomm Media, will require Singaporeans to have different skillsets, mindsets and fresh industry insights.

3 The SkillsFuture@CDC 2021 will be held on a virtual platform and will have talks and workshops during these two weeks. These sessions are free for all to sign-up (on a first come-first-serve basis) and/or join.

4 Singaporeans can visit the CDC website at <https://www.cdc.gov.sg/skillsfuture> to access and sign up for (a) Facebook Live sessions; (b) SkillsFuture Advice@CDC Workshops on what / where / how of jobs & skills and the latest trends; and (c) online thematic taster workshops by industry experts and training providers.

Highlights

5 Singaporeans will be able to have access to diverse training resources ranging from promoting the awareness of technology like Robotic Process Automation as an enabler and the importance of technical skills like UX design, to softer skills like impressing others over online platforms, and design thinking. As our workforce adjusts to a new normal labour market where hybrid work arrangements take increased precedence, SkillsFuture@CDC 2021 aims to provide specific support to Singaporeans and businesses in lifelong learning, reskilling and upskilling.

6 Industry experts and training providers will share their knowledge over 15 thematic workshops, targeting multiple stages of the workforce. From critical core skills such as problem-solving and ideation to technical skills such as cybersecurity and e-transactions, participants will have a comprehensive range of workshops to choose from.

7 A series of 10 Facebook Live sessions, hosted by Ms Diana Ser, with expert guests and/or Mayors will offer more opportunities for engagement with Singaporeans and businesses on a variety of topics.

8 Employability workshops will also be held, in collaboration with e2i, to promote employment assistance such as career coaching and insights to growth sectors. Singaporeans can benefit from career coaching, access information on current and upcoming job fairs and know which new skills to pick up on, to strengthen their employability.

Help Singaporeans to build their Capabilities

9 SSG and e2i have been partnering the CDCs since the start of SkillsFuture Advice in 2017. As of May 2021, the tri-partite efforts by the three agencies have been critical in helping more than 137,000 Singaporeans to embrace a lifelong learning mindset. Playing the aggregator of resources in the community, the CDCs use their wide networks to curate and link up service / training providers, industry experts, companies like SMEs, community partners, and government agencies, with Singaporeans to offer them a one-stop platform to upskill, reskill, and even find better employments.

10 Between January and May 2021, about 500 SkillsFuture Advice@CDC Workshops were held and benefited over 10,000 participants., jointly supported by e2i and SSG.

Quotes

11 Ms Low Yen Ling, Chairman of Mayors’ Committee and Mayor of South West District

“The CDCs are deeply committed to providing continued support to residents to help them re-skill, up-skill and become lifelong learners. Skills and knowledge are the new currency for workers and employers to transform and thrive in the new normal. It has become even clearer during the pandemic, how vital skills are in powering business transformation, as well as boosting the resilience of businesses and workers. We hope this fully virtual event can fast track our residents’ skill development and help them proactively identify

the future skills they need or are keen to acquire. From hard to soft skills, the wide range of courses and workshops provide a holistic offering with the aim of future-proofing Singaporeans for the long run.”

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

“The COVID-19 pandemic has accelerated the pace to acquire skills to secure our future. Just as ICT and vocational skills are important for daily living, working and learning, so are skills in communications and other areas of personal and interpersonal effectiveness. I am excited about our CDCs’ unwavering support of the SkillsFuture movement. I urge everyone to come learn and share at the “SkillsFuture@ CDC 2021!”

13 Mr Desmond Choo, Mayor of North East District

“As digitalisation and disruption accelerated over the past year amid the pandemic, workers and jobseekers find themselves having to ramp up on their ability to adapt. SkillsFuture@CDC 2021 provides a range of employability-related workshops and resources to help job seekers make sense of the evolving employment landscape and better prepare themselves to seize opportunities. They will get to hear useful advice from recruiters and HR experts on the skill-set demands and hiring preferences of employers today. For easy access to information on job fairs and career development workshops, job seekers simply have to stay tuned to the one-stop resource point on the SkillsFuture@CDC 2021 portal.”

14 Mr Alex Yam, Mayor of North West District

“As we learn to live with COVID-19, accelerated adoption of technology and digitalisation will become part and parcel of life. To meet the challenges head-on, it will be key for the community to be future ready. Through SkillsFuture@CDC 2021, we aim to equip residents with new technical skills geared towards the future economy. In addition, the event will provide a discussion platform to promote greater awareness of cybersecurity and how to stay cybersafe in a digital world. I encourage everyone to participate actively in the virtual event and adopt a positive learning mindset.”

15 Mr Mohd Fahmi Aliman, Mayor of South East District

"As we gradually learn to live with COVID-19 in the new normal, we also see jobs being redefined at a faster than ever pace as digitalisation disrupts the way we live, work and interact. Certain skills and jobs have become irrelevant whilst new jobs and skillsets emerged. Every one of us needs to ride on this wave of digitalisation and adoption of technology, to learn and better perform in a challenging and complex future. Reskilling and upskilling will continue to be the key to stay ahead. Let us all embrace change, get empowered and be future-ready.”

16 **Mr Ong Tze-Ch'in, CEO of SkillsFuture Singapore**

“The CDCs and e2i are close partners of SSG in extending the SkillsFuture movement out into the community. I am heartened that this initiative has supported over 137,000 Singaporeans thus far. SSG continues to work closely with the CDCs to bring the SkillsFuture message of lifelong learning and skills mastery out into the community.”

17 **Mr Gilbert Tan, CEO of Employment and Employability Institute**

"To help individuals and companies emerge stronger post pandemic, e2i has been working closely with the Government, industry partners and community partners on their skills and jobs needs. No matter which stage you are at in your career, SkillsFuture@CDC 2021 will be useful to seed positive change toward the next steps of learning and career progression. The first step to change is sometimes the hardest but embracing transformation will enable us to thrive as a worker, as a company and as a nation."

Invitation to Cover

18 Media reps are welcome to join the Facebook Live sessions hosted by Mayors, as well as request to interview the Mayors (upon request). For clarification and queries, please contact our media liaison officers.

Peggy Lam (Ms)
People's Association
Email: peggy_lam@pa.gov.sg

Jayne Tay
SkillsFuture Singapore
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Darryll Chua (Ms)
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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

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 and www.pa.gov.sg

About SkillsFuture Singapore

SkillsFuture Singapore (SSG) drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture of lifelong learning and a quality ecosystem of training and adult education in Singapore. Through a holistic system of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG also works with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce. For more information, visit www.ssg.gov.sg

About Employment and Employability Institute

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

GLOSSARY AND TRANSLATION OF KEY TERMS

SKILLSFUTURE SINGAPORE

S/N	Key Term	Chinese Translation	Malay Translation
1.	SkillsFuture Singapore (SSG)	精深技能发展局	SkillsFuture Singapura
2.	SkillsFuture Advice	技能创前程就业培训指导	Khidmat Nasihat SkillsFuture
3.	Mr Ong Tze-Ch'in, CEO of SSG	王治权, 精深技能发展局总局长	Mr Ong Tze Chin, Ketua Pegawai Eksekutif SSG

EMPLOYMENT AND EMPLOYABILITY INSTITUTE

S/N	Key Term	Chinese Translation	Malay Translation
1.	Employment and Employability Institute (e2i)	就业与职能培训中心	Institut Pekerjaan dan Keboleherjaan
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

CDCs

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

S/N	Key Term	Chinese Translation	Malay Translation
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
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

ANNEX

FACEBOOK LIVE SCHEDULE

S/N	DATE	TIME	TOPIC	SYNOPSIS
1.	17 Jul	10:00 AM	Impress With Engaging Online Communications!	Video conferencing is replacing audio conferencing as the preferred method of internal team communication and engaging external stakeholders. Learn some crucial tips professionals use such as lighting techniques and body language to project a polished look online and engage their audience during video conferencing.
2.	17 Jul	12:00 PM	Gear Up for Your Next Career and Think AGILE	In a VUCA (volatility, uncertainty, complexity and ambiguity) world that is characterised by varying causes and effects of changes, transiting to your next career goes beyond job applications and interviews today. New norms, new structures, and new ways of working in organisations favour VUCA-fit applicants more than Job-fitting ones. How can you be that VUCA-fit applicant? Think agility and learn how to be AGILE to thrive in the world of change.
3.	17 Jul	3:00 PM	Generate Innovation with Ideation	Ideation is the creative process of generating, developing, and communicating new ideas. As we enter unprecedented times, there is an increase in demand for new, innovative solutions in our professional careers. Find out how design thinking works and how it can be a key skill for idea generation to encourage you to think outside the box in your daily work.
4.	17 Jul	5:00 PM	Making the Most Out of Change	Change is a response to bring us closer to what we want for ourselves. If change is for the better, why is it so difficult to embrace it? Learn how to take active steps to make change happen for yourself as we discuss the pains and gains associated with change and share heartfelt stories on how change can bring about phenomenal positive benefits.

S/N	DATE	TIME	TOPIC	SYNOPSIS
5.	17 Jul	8:00 PM	Problem Solving in Business	As problems become increasingly complex, problem solving is an essential skill to resolve issues. Sharing the points of view of a serial entrepreneur and a design innovation strategist, find out how you can equip yourself with the right tools to solve problems effectively and make decisions in the dynamic world of business.
6.	24 Jul	10:30 AM	Understanding Cyber Security and e-Transactions	With the acceleration of technology like digital payments & services especially during this pandemic, there have been increased concerns about potential cybersecurity risks for consumers and businesses alike. Understand how cybersecurity plays a key part in government digital services and mobile e-payment systems, and have your questions answered on common misconceptions about cyber security and the industry.
7.	24 Jul	12:00 PM	Boost your Professional Development with User Experience (UX) Design!	With the increase in online consumerism, how a user interacts with a product is a determining factor in their decision making. This is why UX design is now a key component that contributes to a product's success. In this session, learn what the process of UX design encompasses and examine noteworthy product case studies to gain a better understanding of UX design.
8.	24 Jul	3:00 PM	Embracing the Digital Workplace	Technology has changed the way we work. Today's workplace requires employees to be digital ready and is no longer defined by a physical space occupied by employees. Many mundane work activities that we carry out today have the potential to be automated, but how do we embrace technology in order to continue excelling in our careers? Explore how to utilise technology to your benefit and reduce the need to perform tedious and repetitive tasks.

S/N	DATE	TIME	TOPIC	SYNOPSIS
9.	24 Jul	5:00 PM	Increase Efficiency with Robotic Process Automation	<p>Let Robotic Process Automation (RPA) reduce your stress! Through using software 'robots' to help you handle repetitive tasks such as filling in the same information across multiple places and collating regular reports.</p> <p>Find out how RPA can increase your work efficiency.</p>
10.	24 Jul	8:00 PM	Effective Storytelling With Use Of Data!	<p>Data visualisation is an important part of today's digital workplace due to the explosion of big data. It is the art of communicating in the language of data from creating impactful data visualisations to driving action with data-driven decisions. In our final Facebook Live session, learn the basic parameters of data visualisation and tips on how to make your charts and graphs tell the story you want at work.</p>

THEMATIC SKILLSFUTURE ADVICE WORKSHOPS

S/N	DATE	TIME	TOPIC	
1.	19 Jul	12:30:00 PM to 1:30 PM	Everything you want to know from a Recruiter	Unravel useful tips on the job search process and how to foster great working relationships with recruiters.
2.	19 Jul	8:00 PM to 9:30 PM	Effective & Engaging Communication via Webinar Platforms	Learn the six strategies to succeed in the world of online communication – sound, voice, practice, storytelling, and more!
3.	20 Jul	8:00 PM to 9:30 PM	Generate Innovation with Ideation	Find out the ingredients of a good brainstorm session and why ideation is important to help boost your innovations.
4.	21 Jul	8:00 PM to 9:30 PM	Effective Problem Solving in Business	Learn ways on how to address complex problems and make decisions with confidence in the dynamic world of business.
5.	22 Jul	12:30:00 PM to 1:30 PM	Understanding Salary Negotiation	Understand the right strategies to bring up the topic of salary to your employers and better articulate your competencies.
6.	22 Jul	8:00 PM to 9:30 PM	Preparing Your Adaptive Ability for Growth	Find out the necessary skills needed to adapt, remain competitive in the industry, and emerge stronger in the new norm.
7.	23 Jul	12:30:00 PM to 1:30 PM	Everything you want to know from a Career Coach	Increase your employment opportunities by understanding your career preferences and strengths from a career coach.
8.	23 Jul	8:00 PM to 9:30 PM	Being Agile with Career Development	Learn all about the agile mindset and how to apply it to shape your career development.

S/N	DATE	TIME	TOPIC	
9.	26 Jul	8:00 PM to 9:30 PM	Boost your Professional Development with User Experience (UX) Design!	Learn more about the fundamentals of UX design and the tools and techniques used by UX practitioners.
10.	27 Jul	12:30:00 PM to 1:30 PM	Everything you want to know from a HR Veteran	Learn how HR professionals make hiring decisions and how to demonstrate that you are the right candidate for the job.
11.	27 Jul	8:00 PM to 9:30 PM	Insights to SkillsFuture for Digital Workplace	Understand more about working efficiently with technology and embracing workplace digital literacy.
12.	28 Jul	8:00 PM to 9:30 PM	Jump-Start Your Career with Cyber Security	Learn about the opportunities and demands in the rapidly growing industry of cyber security.
13.	29 Jul	12:30:00 PM to 1:30 PM	Identifying Skills Gap for Your Next Dream Job	Find out how to use roadmaps and frameworks to make the right career choice or pivot into a growth sector
14.	29 Jul	8:00 PM to 9:30 PM	Increase Efficiency with Robotic Process Automation	Learn more in-depth about what Robotic Process Automation (RPA) is and how it can help you manage repetitive work.
15.	30 Jul	8:00 PM to 9:30 PM	Visualising Data with Tools	Uncover tips on how to present data effectively to create compelling stories through various visual and graphical techniques.