

27 July 2024

JOINT MEDIA RELEASE

Launch of SkillsFuture@CDC to Further Push for Lifelong Learning and Upskilling

The five Community Development Councils (CDCs) are partnering the Lifelong Learning Institute (LLI) to “level up” engagement and support of residents seeking to upskill for career opportunity and progression. This was announced by the Minister for Education Chan Chun Sing at the Skills for Good Festival @Central Singapore District today, where he was the Guest-of-Honour.

2 This event kicks off an exciting series of community activities across the different CDCs, as part of the SkillsFuture Festival 2024. Minister Chan, Mayors Senior Minister of State Low Yen Ling, Denise Phua Lay Peng, Desmond Choo, and Fahmi Aliman also jointly launched the SkillsFuture@CDC for the SkillsFuture Festival 2024.

Bolstering community engagement in the SkillsFuture Movement

3 Since 2017, the five CDCs have been strong SkillsFuture advocates, engaging community groups in their districts to promote lifelong learning and upskilling. Working with the LLI, the CDCs are now bolstering community engagement to serve more residents. The refreshed SkillsFuture@CDC partnership aims to:

- a) **Aggregate** lifelong learning and employment resources for residents;
- b) **Build** a community of self-directed learners through participating in our programmes and initiatives, and;
- c) **Connect** residents to resources to support them in their journey towards skills upgrading and lifelong learning.

4 The refreshed SkillsFuture@CDC partnership leverages the CDCs’ strong constituency networks, with LLI as central coordinator and facilitator to:

- a) Bring a more sector-focused curation to SkillsFuture Advice workshops held for residents, so that the link with industries and jobs is clear;
- b) Strengthen outreach to different segments of residents, so that the advice is tailored to the life stage and circumstances of the individual, and;
- c) Offer more personalised skills and career advisory, for those who may need a little more guidance.

5 These stepped-up efforts have seen some early success in reaching out to residents effectively. Over the past seven months, about 5,000 individuals have signed up for a

course within six months of attending a SkillsFuture Advice workshop, with many drawing down from their SkillsFuture Credit.

Diverse range of upskilling activities for residents under SkillsFuture@CDC

6 From 26 July to 18 August 2024, residents can visit their nearest SkillsFuture@CDC event jointly organised by the five CDCs, LLI and SkillsFuture Singapore to talk to careers and skills ambassadors, and sign up for courses in key growth areas. The series of SkillsFuture@CDC events will focus on the **Digital, Green and Care economies** to underscore the importance of these three high-growth areas. It brings together more than 20 partners, such as the Institutes of Higher Learning, training providers, public agencies and corporations for learning and career opportunities.

7 As each local district's needs and priorities may differ, each SkillsFuture @CDC event is curated for its respective residents. This will include workshops, seminars and live demonstrations anchored to the three economies. There are free hands-on activities, demonstrations, and games at the event to encourage learning for all. Residents will also embark on different Learning Journeys, visiting sites across Singapore for on-the-field learning. Participation in all activities is free.

8 At **Central Singapore District**, SkillsFuture@CDC takes the form of **Skills for Good Festival**. The event will run from 26 - 27 July 2024. It encourages residents to take concrete steps to upskill and embrace lifelong learning for the good of **Self, Community and Life**. Some participants will go on field trips across Singapore to learn firsthand from industry experts. They will learn about job trends and skills in the Digital, Green and Care economies.

9 More information on the other districts' festivals will be announced by the respective CDCs and can be found at <https://skillsfuture.cdc.gov.sg/> (please refer to the Annex for the dates and highlights of each district's key events).

Quote by Mayors:

10 Ms Low Yen Ling, Chairman of Mayors' Committee and Mayor of South West District said, "The CDCs' partnership with SkillsFuture Singapore and Lifelong Learning Institute will, through deeper and wider community engagement, further boost the national drive to equip and future-proof Singaporeans in their careers and personal development. We aim to arm residents with insights into growth sectors and link them closer to the industry through SkillsFuture Advice workshops. Our programmes will also become more tailored to reach out to different segments of residents and offer more personalised skills and career advice." She highlighted the advantages of life-long learning: "Learning has many benefits. Besides gearing us up for the future, learning enhances self-esteem, one's

sense of purpose and feelings of competency – all of which contribute to positive mental health and better wellbeing.”

11 Ms Denise Phua, Mayor of Central Singapore District (host Mayor) affirms the CDC’s commitment to help residents upskill, “Lifelong learning is an important life habit and should not be left to chance. We want to support our residents to develop a passion and curiosity to learn throughout our lives. We urge everyone to invest in yourself today for growth and better opportunities tomorrow. Seize every chance to self-drive your learning and upskill for the good of self, others and for life.”

12 Mr Desmond Choo, Mayor of North East District said, “Embracing a lifelong learning mindset is crucial. Continuous upskilling is key to expanding Singaporeans’ access to more job opportunities. Through SkillsFuture@CDC and by working with our extensive network of partners in the North East District, we are able to enhance not only learning opportunities but also job prospects for residents, empowering them to succeed in today’s dynamic economy. Together, we can build a future where skills are celebrated, and learning is a way of life”.

13 Mr Alex Yam, Mayor of North West District shared the CDC’s role as an enabler, “The CDC plays a pivotal role in connecting partners’ resources to serve the various upskilling and employability needs of our community. In this area, we have been forging partnerships with corporate and community partners to enhance the Festival. I encourage everyone to actively participate in the programmes and activities, and continue to make lifelong learning our way of life.”

14 Mr Fahmi Aliman, Mayor of South East District highlighting the CDC’s support for mid-career individuals and residents, adds, “By expanding access to training and job opportunities, we are committed to help everyone in our community find meaningful work and continually enhance their skills. This dedication to lifelong learning will not only strengthen our workforce but also ensure that everyone has the chance to thrive and contribute to our collective progress.”

Annex – Line-up of key community events

There will be four other key community events where residents can engage in learning activities, as well as explore jobs and skills opportunities in the Care, Digital and Green economies.

Districts	Date/Time/Venue	Key Highlights
North East	3 – 4 Aug 2024 Sengkang Grand Mall 10am to 6pm	There is a special focus on supporting mid-careerists, which features specialised workshops,

		such as SkillsFuture Career Transition Programme courses and discover other valuable resources for a smoother career transition.
North West	3 – 4 Aug 2024 Kg Admiralty Community Plaza 10am to 6pm (Sat) 10am to 5pm (Sun)	Residents can look forward to an array of curated workshops, activities, and a job fair to support and guide them on the skills and trends in three growth economies – Care, Digital, Green.
South East	17 – 18 Aug 2024 Kallang Wave Mall 10am to 8pm	Residents can participate in exciting learning journeys and discover new skills, explore career opportunities, and take the next step in their personal and professional growth.
South West	2 – 3 Aug 2024 Keat Hong CC 10am to 5.30pm	Residents who complete an event passport can redeem limited edition collaterals.

About the CDCs

Since 1997, the CDCs have been bridging communities by strengthening social infrastructure, building social resilience and social capital, and promoting a culture of giving back, through the following ways:

- (a) Aggregator of Needs and Resources
- (b) Builder of Capability / Capacity in Partners and Networks
- (c) Connector of Communities

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 Office of the Mayors comprises:

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| (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 Lifelong Learning Institute

LLI was set up in 2013 as a Continuing Education and Training (CET) campus and has grown to become a key partner of SkillsFuture Singapore (SSG) in promoting lifelong learning, skills training and professional upgrading. As a champion of the SkillsFuture Movement, LLI i.) Provides advisory services to assist individuals in taking learning actions; ii) Signposts relevant jobs-skills insights through extensive outreach and partnerships to drive adoption of SkillsFuture initiatives, and iii) Provides a vibrant and conducive learning environment for adult learners at the LLI campus. For more information, visit www.lli.sg