



## **MEDIA RELEASE**

**18 October 2021**

### **\$130mil CDC Vouchers Scheme: Onboarding begins for Heartland Merchants & Hawkers**

*CDC Vouchers Ambassadors are deployed to help heartland businesses sign up  
and onboard over the next few months*

The five Community Development Councils (CDCs) are pleased to announce that the CDC Vouchers Scheme will be rolled out over the next few months beginning first with the recruitment and onboarding of heartland merchants and hawkers. Heartland merchants and hawkers are invited to participate in the CDC Vouchers Scheme from Monday, 18 October 2021, onwards.

2. This \$130 million CDC Vouchers Scheme announced at Budget 2021 earlier this year are: (a) to thank all 1.3 million Singaporean Households for their spirit of resilience during the Covid-19 pandemic; and (b) to continue to support the heartland merchants and hawkers in their businesses.

3. This island-wide Scheme is supported by the government ministry and agencies [Infocomm Media Development Authority (IMDA) / SG Digital Office (SDO), Enterprise Singapore (ESG), Government Technology Agency (Govtech) / Open Government Products (OGP), the Ministry of Finance (MOF)], as well as by the People's Association (PA) Grassroots Organisations, Federation of Merchants' Association Singapore (FMAS), Heartland Enterprise Centre Singapore (HECS), the SME Centres, and Merchants' / Hawkers' Associations.

4. The CDC Vouchers Scheme to be launched in a few months' time will take a digital form. Over the next few months, CDC Vouchers Ambassadors from the CDCs and SG Digital Office (SDO) will be walking the ground to invite and guide heartland merchants and hawkers to download and use the RedeemSG Merchant app. The app will allow heartland merchants and hawkers to easily accept Government issued digital vouchers. The app will allow heartland merchants and hawkers to easily accept Government issued digital vouchers and track voucher transactions. This is also in response to suggestions from merchants and hawkers for faster payouts, and to reduce the need for them to collect, count and hand over paper vouchers.



5. Heartland merchants and hawkers can also go online at [www.cdc.gov.sg/cdcvouchers/merchants](http://www.cdc.gov.sg/cdcvouchers/merchants) to register their interest, and a CDC Vouchers Ambassador will reach out to them in the next two weeks.

6. To ensure merchants and hawkers can be onboard smoothly, CDC Vouchers Ambassadors will guide them through the process and how to use the RedeemSG Merchant app. In addition, how-to videos as well as infographics will be made available. When the CDC Vouchers Scheme is launched officially in a few months' time, help will also be at hand to guide residents on how to claim their vouchers, with step by step videos and infographics.

### **Quotes**

7. Minister for Culture, Community and Youth, Second Minister for Law, and PA Deputy Chairman Mr Edwin Tong said, "In the face of adversity brought about by the Covid-19 pandemic, Singaporeans have banded as a nation and grown stronger together. We appreciate everyone playing their part. Inspired by Singaporeans' indomitable spirit, the five Community Development Councils and the People's Association will soon be rolling out the next tranche of the CDC Vouchers Scheme as a way to show appreciation to Singaporeans for their sense of solidarity as we navigate through the challenges. We are starting with merchant onboarding for now, and hope that the scheme can help support businesses of our heartland merchants."

8. Ms Low Yen Ling, Chairman, Mayors' Committee and Mayor of South West District, said, "For the past year, the CDCs have worked closely with heartland merchants and hawkers to help these local businesses tide over the Covid-19 pandemic. With their feedback, we've improved the CDC Vouchers Scheme by creating a solution for easy customer redemptions and faster payouts to heartland merchants and hawkers. The new RedeemSG Merchant app lets sellers track transactions easily and frees them from the hassle of collecting and counting paper vouchers. We hope heartland merchants and hawkers will take this chance to get on board this free scheme which will not only help widen their customer base, but also provide a guided initiation to the use of digital platforms for their long-term growth and future. We look forward to their strong participation in this scheme which also aims to strengthen our community resilience."



9. Ms Low added that since end August this year, more than 5,000 enterprises have adopted digital solutions under the Heartlands Go Digital initiative, and three in four HDB shops presently offer e-payment options to customers.

10. Quotes from other Mayors and FMAS President Mr Yeo Hiang Meng, and HECS President Mr Kwek Theng Swee are attached at Annex. Please see attached profiles of Merchants / Hawkers.

**Media Contact Persons:**

<p>Sean Long Account Manager Splash Productions HP: 90935213 Email: <a href="mailto:sean@splash.sg">sean@splash.sg</a></p>	<p>Joey Phua (Ms) Assistant Director Corporate Communications • Communications Group People's Association HP: 98890027 Email: <a href="mailto:joey_phua@pa.gov.sg">joey_phua@pa.gov.sg</a></p>
<p>Johan Tan Account Executive Splash Productions HP: 82283665 Email: <a href="mailto:johan@splash.sg">johan@splash.sg</a></p>	<p>Claire Koh (Ms) Head Corporate Communications • Communications Group People's Association HP: 96957630 Email: <a href="mailto:claire_koh@pa.gov.sg">claire_koh@pa.gov.sg</a></p>

## **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:

- (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)



## **Annex: Quotes from Mayors and partners**

### **Ms Denise Phua**

#### **Mayor of Central Singapore District**

“The purpose of these CDC vouchers is two-fold — one to provide a cash support to our residents, and two, to generate income for our local heartland businesses such as F&B outlets, provision shops and salons. These enterprises are staple services for residents in the neighbourhood. We hope residents can use the CDC vouchers to rally behind these local merchants. The CDCs will continue to be on the lookout for new ways to support our local residents and businesses, and as one nation, overcome adversity together.”

### **Mr Desmond Choo**

#### **Mayor of North East District**

“Our residents have built up great friendships over the years with merchants in the North East heartlands, and especially amidst the pandemic, there is a sense of solidarity and mutual support as more shop within their neighbourhood. We hope this small gesture of CDC Vouchers will go some way to thank the residents for their solidarity during the pandemic. It will also help tide businesses through these hard times.”

### **Mr Alex Yam**

#### **Mayor of North West District**

“It has been a challenging year for hawkers and heartland merchants. These trades are part and parcel of our everyday lives, becoming an iconic and recognisable feature of the community. For heartland merchants and everyday Singaporeans, the CDC Vouchers Scheme presents an opportunity to come together to overcome adversity. We hope that the scheme will encourage Singaporeans to keep our hawker culture and heartland businesses alive.”

### **Mr Mohd Fahmi Aliman**

#### **Mayor of South East District**

“I hope that this scheme can help give our local merchants and hawkers a boost in their business and also provide them with renewed confidence to overcome the pandemic. The heartland town centres are where we interact as a community and forge neighbourly bonds. It is what makes us uniquely Singaporean. We hope such precious meet-up venues will continue to thrive and bring the communities closer together.”



**Mr Yeo Hiang Meng**

**President of the Federation of Merchants' Associations, Singapore**

“It is heartening to see that the CDCs are finding ways to support and help businesses of heartland merchants. I strongly encourage my fellow merchants to participate in the CDC Vouchers Scheme, as it can bring business opportunities. This new iteration of the CDC vouchers in digital form is also a step for our merchants towards adaptability as we move towards a more digital world.”

**Mr Kwek Theng Swee**

**Chairman of the Heartland Enterprise Centre, Singapore**

“Even as the pandemic has forced people to stay home, our heartland merchants continue to keep their stores open to provide goods and services that our communities need. Despite their best efforts, our merchants, like everyone, suffered as COVID-19 swept Singapore. I would like to extend my appreciation to the People's Association and the Community Development Councils for their efforts in not only showing care and concern to our heartland merchants but also finding ways to support and help their businesses.”

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