

Bridge



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**

#1 2024



A HEARTFELT HOLIDAY MISSION

Through Festive Cheers @ South West, the district turns into a hub of warmth and care for those in need.



A lot of exciting things are coming to Pioneer. Residents can look forward to the Jurong Regional Line, Jurong Innovation District and two new Build-To-Order projects."

MR PATRICK TAY, BBM
Adviser to Pioneer
Grassroots Organisations



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SOUTH WEST COMMUNITY
JOB FAIR & SYMPOSIUM
@ BUKIT GOMBAK**

A new AI tool brings work opportunities closer to home



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ADOPT @ BOON LAY
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Household packs lighten the load for 1,100 families



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I AM DIGITALLY READY
@ SOUTH WEST**

Fighting scams and phishing attacks with cyber literacy skills

Dear friends,

As we journey ahead to do even more for our residents in 2024, we are grateful for the contributions of our partners and volunteers and the steadfast support of the South West community. At the Council Appreciation and Appointment Ceremony 2023, we warmly welcomed the incoming 9th Council and honoured the 8th Council for their hard work. Thank you for your dedication and valuable service.

Together, we have a vibrant whole-of-community spirit that has empowered residents to be resilient, more digitally savvy and future-ready.

In October 2023, we launched a fund of more than \$10 million to help our residents defray the cost of living in areas such as education, food and meals, transportation and utilities.

While digitalisation has enhanced daily lives, it also brings new challenges. To boost scam awareness among residents, we introduced the “I Am Digitally Ready @ South West” initiative with strong support from our partners Infocomm Media Development Authority’s (IMDA) SG Digital Office and Singtel. This initiative aims to equip our residents with essential digital skills and scam awareness and enable them to navigate the online world more safely and confidently.

As part of ongoing efforts to strengthen support for jobseekers in the South West District, we partnered with goodjobs to use AI to enhance residents’ search via the go_direct @ South West feature on the goodjobs portal.

Let us build on this momentum, continue to support each other, and move forward as one South West community.

SHAPING A STRONGER COMMUNITY



MS LOW YEN LING
Mayor of South West District

**Rakan-rakan yang dihormati,**

Sambil kita mara ke hadapan untuk melakukan lebih banyak lagi untuk penduduk kita dalam tahun 2024, kami berterima kasih atas sumbangan rakan kerjasama dan para sukarelawan kami, serta sokongan padu daripada masyarakat Barat Daya. Di Acara Penghargaan dan Pelantikan Majlis 2023, kami mengalu-alukan kehadiran Majlis Ke-9 dan memberikan penghormatan kepada Majlis Ke-8 atas kerja keras mereka. Terima kasih atas dedikasi dan khidmat anda yang amat berharga.

Bersama-sama, semangat seluruh masyarakat kita yang bertenaga telah memperkasakan penduduk untuk kekal berdaya tahan, lebih celik digital dan bersedia untuk masa hadapan.

Pada Oktober 2023, kami telah melancarkan dana berjumlah lebih daripada \$10 juta untuk membantu penduduk kami menampung kos sara hidup dalam bidang seperti pendidikan, makanan, pengangkutan dan utiliti.

Meskipun pendigitalan telah mempertingkatkan kehidupan seharian, ia juga membawa cabaran baru. Bagi meningkatkan kesedaran tentang penipuan di kalangan para penduduk, kami telah memperkenalkan inisiatif “I Am Digitally Ready @ South West” dengan sokongan padu daripada rakan kerjasama kami, Pejabat Digital SG Penguasa Pembangunan Infokom Media (IMDA) dan Singtel. Inisiatif ini bertujuan untuk melengkapkan penduduk kita dengan kemahiran digital yang penting dan kesedaran tentang penipuan, serta membolehkan mereka mengemudi dunia dalam talian secara lebih selamat dan yakin.

Sebagai sebahagian daripada usaha yang berterusan untuk mengukuhkan sokongan bagi penduduk di Kawasan Barat Daya yang sedang mencari pekerjaan, kami bekerjasama dengan goodjobs untuk menggunakan AI bagi mempertingkatkan carian penduduk melalui ciri go_direct @ South West di portal goodjobs.

Ayuh kita ambil kesempatan ini untuk terus menyokong satu sama lain, dan maju ke hadapan sebagai sebuah masyarakat Barat Daya yang bersatu padu.

அன்பார்ந்த நண்பர்களே,

2024-இல் எமது குடியிருப்பாளர்களுக்காக இன்னும் பலவற்றைச் செய்ய நாங்கள் முன்னோக்கிப் பயணிக்கையில், எமது பங்காளிகள் மற்றும் தொண்டுழியர்களின் பங்களிப்புகளுக்கும் தென்மேற்கு சமூகத்தின் உறுதியான மற்றும் அசைக்க முடியாத ஆதரவிற்கும் நாங்கள் மிகவும் கடமைப்பட்டுள்ளோம். 2023 ஆம் ஆண்டினுடைய மன்றத்தின் பாராட்டு மற்றும் பொறுப்பு நியமன விழாவில், வரவிருக்கும் 9வது மன்றத்தினை நாம் அன்புடன் வரவேற்று, 8வது மன்றம் நல்கிய கடின உழைப்பிற்காக அவர்களை கௌரவித்தோம். உங்கள் அர்ப்பணிப்பு உணர்வுக்கும், மதிப்பு வாய்ந்த சேவைக்கும் மிக்க நன்றி.

கூட்டாக, குடியிருப்பாளர்களை மீள்திறன் மிக்கவர்களாகவும், மேலும் மின்னிலக்க நுட்பமறிந்தவர்களாகவும் மற்றும் எதிர்காலத்திற்குத் தயாராக இருப்பவர்களாகவும் இருப்பதற்கான அதிகாரத்தைக் கொண்டிருக்கும் ஒரு துடிப்பான முழு சமூக உணர்வை நாம் கொண்டிருக்கிறோம்.

அக்டோபர் 2023-இல், கல்வி, உணவு மற்றும் சாப்பாடு, போக்குவரத்து மற்றும் பயனீடுகள் போன்ற முக்கிய பகுதிகளில் வாழ்க்கைச் செலவினத்தைக் குறைக்க எமது குடியிருப்பாளர்களுக்கு உதவும் விதமாக \$10 மில்லியனுக்கும் அதிகமான நிதித்திட்டத்தை நாம் தொடங்கி வைத்தோம்.

மின்னிலக்கமயமாதல் நமது அன்றாட வாழ்வை மேம்படுத்தி வந்தாலும், அது புதிய சவால்களையும் கொண்டுவருகிறது. குடியிருப்பாளர்கள் மத்தியில் மோசடி குறித்த விழிப்புணர்வை அதிகரிப்பதற்கு, எமது பங்காளிகளான தகவல்தொடர்பு ஊடக மேம்பாட்டு ஆணையத்தின் (IMDA) எஸ்ஜி மின்னிலக்க அலுவலகம் மற்றும் சிங்டெல் ஆகியவற்றிடமிருந்து பெறும் வலுவான ஆதரவுடன், “I Am Digitally Ready @ South West” என்ற திட்டத்தை அறிமுகப்படுத்தினோம். இந்தத் திட்டம் எமது குடியிருப்பாளர்களுக்கு அத்தியாவசிய மின்னிலக்கத் திறன்கள் மற்றும் மோசடி குறித்த விழிப்புணர்வை அளித்து, இணைய உலகை மிகவும் பாதுகாப்படனும் நம்பிக்கையுடனும் கையாள இயலச் செய்வதை குறிக்கோளாகக் கொண்டிருக்கிறது.

தென்மேற்கு மாவட்டத்தில் வேலை தேடுவோருக்கான ஆதரவினை வலுப்படுத்துவதற்கான எமது தொடர்ச்சியான முயற்சிகளின் ஒரு பகுதியாக, goodjobs இணைய வாசலில் go_direct@ South West அம்சம் மூலம் குடியிருப்பாளர்களின் வேலை தேடல் செயல்முறையை எளிதாக்கும் வகையில் செயற்கை நுண்ணறிவைப் (AI) பயன்படுத்த நாங்கள் goodjobs உடன் கூட்டு சேர்ந்தோம்.

எனவே, இந்த உத்வேகத்தை இன்னும் பெரிதாகக் கட்டமைத்து, ஒருவரையொருவர் தொடர்ந்து ஆதரித்து ஒற்றுமையான தென்மேற்கு சமூகமாக முன்னோக்கிச் செல்வோம்.

亲爱的朋友们，

2024年当我们继续努力为居民服务的同时，我们要感谢合作伙伴与义工的贡献，以及西南社区的坚定支持。在2023年理事会表彰与任命典礼上，我们热烈欢迎即将上任的第九届理事会成员，并对第八届理事会成员勤恳的服务致敬。感谢你们的奉献和宝贵的服务。

我们充满活力的社区精神，赋予了居民坚韧的能耐，对数码的精通，让居民更好地应对未来。

2023年10月，我们启动了一项总值超过1000万元的救济金计划来帮助我们的居民在教育、食物、交通，以及水电费等方面减轻生活费用。

数码化在改善我们日常生活的同时，也带来了新的挑战。为了增进与提高本区居民的防诈骗意识，我们在合作伙伴，资讯通信媒体发展局新加坡数码转型办事处和新电信的大力支持下推出了“掌握数码科技在西南”（I Am Digitally Ready @ South West）计划。这项计划致力于帮助居民具备基本的数码技能和防诈骗意识，并让他们能够更安全自信地使用互联网络。

为了加强对西南社区求职者的支持，我们与求职网站goodjobs携手合作，采用人工智能推出西南就业一键搜（go_direct @ South West）来提升居民在goodjobs平台的职业搜索能力。

让我们乘着这股动量，继续相互扶持，为西南社区共同奋进！

Ready to complete the trail and make a difference?
It's simple:

1. Scan the QR code at each garden.
2. Answer the trail's questions and upload your photos.

While you're at it, you can also uncover stories and learn fun facts about the gardens!

JOIN GREEN TRAILS @ SOUTH WEST & *walk* FOR A CAUSE

Get healthy, explore our gardens and help our community!
With every trail completion, Michelman Singapore will donate \$25 — supporting 1,000 families with grocery packs.

GREEN TRAILS @ South West

- **Bukit Batok Zone 2 Cosy Garden**
Blk 106 Bukit Batok Central, Singapore 650106
- **Pavilion's Edible and Biodiversity Garden**
Pavilion Playground Park, Singapore 658522
- **Hillview Connection Garden**
Between Hillview Apt & Meralodge Condo, Singapore 669583
- **Hillview Garden**
At the junction of Jln Remaja / Jln Batu Nilam, Singapore 668671
- **Hillview Vantage Garden**
Hillview Avenue, Singapore 669620

Health Qigong @ South West
is an initiative by the CDC to encourage active ageing through regular bonding and engagement in *qigong*.

If you are keen to join **Health Qigong @ South West**, please approach your nearest Community Centre/Club (CC) or Residents' Committee (RC) Centre. Should you have any queries, please contact:

South West Community Development Council
Tel: 6316 1616
Email: Southwest_CDC@pa.gov.sg
Website: <https://southwest.cdc.gov.sg/>

QI GONG @ SOUTH WEST



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>> Bridge

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Contributors' comments and opinions are their own and do not represent those of the South West CDC.

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<https://southwest.cdc.gov.sg/>



DPM Lawrence Wong, Mayor Low Yen Ling, Mayor Denise Phua, Mayor Desmond Choo, Mayor Alex Yam and Mayor Fahmi Aliman launching the CDC Vouchers Scheme on 3 January 2024 with various partners and stakeholders.

STARTING THE YEAR ON A GOOD NOTE

The latest tranche of CDC Vouchers provides greater support for households and local heartland businesses.

THE NEW YEAR WAS OFF TO A GREAT START FOR MERCHANT MADAM NORSIAH ABDULLAH, thanks to the most recent tranche of Community Development Council (CDC) Vouchers. Not only did her family get \$500 more to spend on daily necessities and food, but her market stall also saw a big boost. "Business has grown about 50 per cent since the vouchers were distributed,"

said Mdm Norsiah, the owner of Zul & Nor Meat Stall at Blk 493 Jurong West Street 41. "It has been especially brisk on weekends, when we average more sales just from the CDC Vouchers. One weekend leading up to Chinese New Year saw even more vouchers spent at our stall. That was a record high!" Mdm Norsiah also noticed that people now spend more per transaction

when they are using the CDC Vouchers to pay for their purchases. She said that CDC Vouchers help Singaporeans defray their living expenses. "I know of many people who were retrenched in recent months," she added. "This initiative is great because the vouchers will definitely help these people tide over the tough times."

STRETCHING DOLLARS, STRENGTHENING TIES

Senior resident Mr Ang Ten Seng was thrilled to hear about the new tranches of CDC Vouchers. Always one to share the joy with those around him, the 75-year-old has used his CDC Vouchers to treat his buddies and family members to meals on several occasions. He has even helped friends who are not good with technology to redeem their vouchers. "Initially, I got my son to help me claim the vouchers because I thought it would be complicated," he said. "But I realised the process was so simple that even I could do it. Using the digital vouchers to pay for my meals or groceries is so simple, too." The CDC Vouchers have also helped Mr Ang and his family grow closer, he said. For example, they now shop together at supermarkets,

where they spend the vouchers before preparing dinner. He added that the CDC Vouchers have also given senior folks something to talk about, as he and his friends like sharing tips on places that accept the vouchers. "My friend recently recommended a fish vendor that accepts the vouchers. I plan to check it out soon," he said.

YOUNG VOLUNTEERS EMPOWERING SENIOR RESIDENTS

But not all seniors are as internet savvy as Mr Ang. To help those less familiar with technology, around 500 volunteers, including students, were at hand to guide Singaporeans through the claiming process at Community Centres/Clubs (CCs) and SG Digital Community Hubs. One of those volunteers was Mr Jerrel Tan, a 19-year-old student from ITE College West. An avid volunteer, Mr Tan has participated in beach clean-ups before, but this was his first time volunteering with the CDC. "It was an enriching experience," he said. "I really enjoyed listening to the personal stories that many seniors shared. It's very unlike the younger

generation today as we usually keep to ourselves." When asked if he would volunteer for a similar cause again, Mr Tan responded with a big "yes", saying he would even rope in his friends and family next time. "I believe I'll always find joy in volunteering as it allows me to make new friends and socialise with people from different walks of life," he shared. Mr Tan's attitude exemplifies the collective can-do spirit of the community. Ms Low Yen Ling, Mayor of South West District and Chairman of Mayors' Committee, said that the CDC Vouchers have turned out to be more than just a help scheme. "Borne out of a collective can-do spirit, the CDC Vouchers Scheme is a testament to the perseverance and determination of Singaporeans to adapt, learn and innovate," she shared. "Over the past four years, the Scheme has forged a spirit and culture of mutual



DPM Wong, Mayor Low, Mayor Phua, Mayor Choo, Mayor Yam and Mayor Fahmi connecting with fruit stall owner, Mr Tan.

support among Singaporeans, heartland businesses and community volunteers. The CDCs will build on this foundation of solidarity to foster collaboration, grow care networks and deliver vital support to uplift lives. We will spare no effort to help, support and journey with our residents in the years ahead." B



Singaporeans can now spend \$250 of their CDC Vouchers at eight participating supermarket chains.



Mr Jerrel Tan, a student volunteer from ITE College West assisting a resident to make the switch to digital CDC Vouchers.

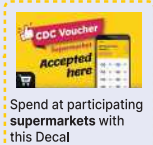
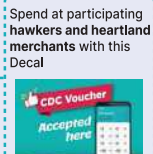
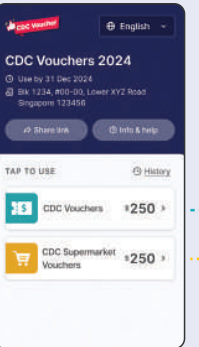
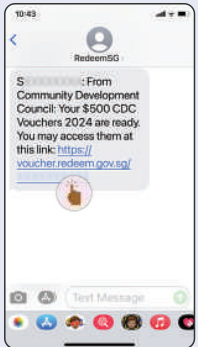
\$250 to spend at participating **hawkers and heartland merchants**

\$250 to spend at participating **supermarkets**

Use your CDC Vouchers by **31 December 2024**

HOW TO CLAIM AND SPEND YOUR CDC VOUCHERS 2024:

- 1 Visit go.gov.sg/cdcv**
Tap on CDC Vouchers 2024
- 2 Log in with Singpass**
Only one household member needs to do this on behalf of the household
- 3 Receive your CDC Voucher link by SMS**
Forward the SMS to share vouchers with household members
- 4 Select which vouchers you want to use**
Scan the QR code or visit go.gov.sg/cdcvouchers to find out where you can spend your vouchers



Mdm Norsiah showing her support for the CDC Vouchers Scheme.



The South West CDC's 9th Council, alongside Minister Gan Kim Yong, Mayor Low Yen Ling, Mr Ang Wei Neng, Mr Shawn Huang and Mr Zhulkarnain Abdul Rahim, at the Appreciation and Appointment Ceremony 2023.



Minister Gan, Mayor Low, Mr Ang, Mr Huang, Mr Zhulkarnain and Chairmen of the various committees launching the over \$10 million fund to provide greater support to residents.

A NEW CHAPTER BEGINS

The South West CDC's 9th Council unveils a \$10 million fund to support residents in the district.

EASING THE FINANCIAL BURDEN FOR FAMILIES

Building on the 8th Council's good work, a fund of more than \$10 million was launched at the Appreciation and Appointment Ceremony, to help residents better cope with the rising cost of living. This fund will benefit about 25,000 residents in the district per year, helping to

ease the effects of inflation for them in the key areas of education, food, transport and utility bills for the next three years.

Ms Low said that many lower-income families in the district who struggle with cost-of-living concerns need additional help. "We're boosting our war chest of financial assistance to ensure no-one gets left behind," she said. "By helping them meet their daily necessities and education needs, we hope to lighten their load and reduce their worries. We know every bit helps. The CDC appreciates how the community and CDC members have rallied behind our needy residents in such trying times."

More than half of the fund — \$5.5 million — will go towards the South West Family Support Programme. This initiative eases the financial strain on families by defraying the costs of education and household necessities. It is targeted to support low-income families in the

district who need help the most, through distribution of book or grocery vouchers.

ENSURING MORE HOUSEHOLDS ARE ELIGIBLE FOR AID

In addition, to make sure more residents from lower-income households are able to benefit, the South West CDC has reviewed the Per Capita Household Income (PCHI) requirements of local assistance schemes based on the community's needs to reach out to more residents.

Mr Gan noted that the \$10 million fund will lighten the load of families in the district by defraying their daily expenses. "With the expansion of eligibility criteria, we hope to also benefit more residents during these trying times," he said. **B**



Council members sharing their insights and ideas.

IN THE CYCLE OF CHANGE, October last year marked a significant moment for the South West Community Development Council (CDC) during its Appreciation and Appointment Ceremony 2023. Graced by Mr Gan Kim Yong, Minister for Trade and Industry, and hosted by Ms Low Yen Ling, Mayor of South West District, the event celebrated the efforts of the 8th Council and appointed new members for the 9th Council.

AN UNFLAGGING MISSION

These CDC members come from various backgrounds — public, private and people sectors — and play a vital role by contributing their diverse experience and expertise to enhance the CDC's mission to Aggregate needs and resources, Build capability in partners and Connect communities.

With the support of partners and volunteers, 28 local assistance schemes and programmes were rolled out in the 8th Council term, benefiting an average of 180,000 residents each year.

The CDC members also reached out to more than 600 corporate and community partners raising over \$15 million in cash and in-kind contributions for various initiatives.



The dedicated members from the 8th and 9th Councils with Minister Gan, Mayor Low, Mr Ang, Mr Huang and Mr Zhulkarnain.



The go_direct @ South West feature was launched by Mayor Low Yen Ling; Ms Jenny Wee, PBM, Director, goodjobs; Mr Eric Lue, Executive Director, goodjobs; and Mr Lim Hui Jie, CEO and Founder, Vision Group.

BRINGING JOBS CLOSER TO HOME

The South West Community Job Fair & Symposium marked the launch of an AI-enabled tool that helps improve the job search process for residents in the district.

MR CHEE CHIN YONG faced a challenge retaining staff at Fun Learners' School. "Over the years, we noticed that staff were leaving our organisation due to the long travelling time," said the Founder and Principal of the Bukit Batok tuition centre.

A new digital tool launched by South West Community Development Council (CDC)

and employment portal goodjobs may soon help him lower attrition rates, by matching candidates to opportunities based on their location.

go_direct @ South West features an artificial intelligence (AI) chatbot that scours a digital directory of more than 7,000 jobs within the South West District, to help users identify jobs based on

their individual requirements. Residents can search for vacancies close to their homes, by providing the chatbot with their postal codes.

The tool was unveiled at the South West Community Job Fair & Symposium @ Bukit Gombak held at Hillview Community Club. At the event, Ms Low Yen Ling, Mayor of South West District, shared that the AI chatbot will serve as a virtual assistant, providing real-time support and guidance to residents in their job searches. "The new AI-enabled job portal will improve the chances of a job match and enable more South West residents to work closer to their homes for a better work-life balance and greener lifestyle," said Ms Low.

ADDED CONVENIENCE FOR EMPLOYERS AND EMPLOYEES

Among the residents who may benefit from go_direct @ South West is Mr Yeoh, a caregiver to his sister who suffered a stroke. He is seeking job opportunities near his home.

"As he's unable to work due to his caregiving commitments, working nearby will let him get home much more quickly to care for his sister, especially in the event of an emergency," said Ms Low.

Ms Jenny Wee, PBM, Director of goodjobs, shared that the new tool is useful in streamlining the job-hunting process. "With AI-powered search, we can cut through the clutter of differing search parameters and make the job search more efficient, clearer and less stressful," she explained.

"Residents looking for job opportunities near their home will be able to go directly to their employer-of-choice within the South West District. Business owners and HR recruiters

looking for manpower in South West District will be able to list directly and get in contact with their target workforce," added Ms Wee.

To help residents better understand and utilise AI, South West CDC held a symposium where panellists shared insights on how to use the technology to improve employment prospects, as well as its potential to complement job roles. This kicks off a series of symposiums that will be rolled out in the district as part of the South West Community Job Fair.

UNLOCKING THE POTENTIAL OF AI

With AI being adopted at workplaces around the world, Ms Low highlighted its transformative power and encouraged residents to harness the technology to boost efficiency and creativity.

"For example, an AI chatbot can create a customised reply to a query and free up manpower to perform higher value-added job functions. As business cycles are getting shorter, AI can also help lower-performing staff perform better and help new staff to hit the ground faster," said Ms Low. "By leveraging AI to automate certain job functions, SMEs can create better job opportunities for our graduating students as well as mature jobseekers," she added.



The job fair also showcased employment opportunities for residents.

An employer who taps on AI to make informed decisions is Dr Shiao Ee Leng, Founder and Chief Medical Director of ClearSK Healthcare Group. The aesthetic clinic operator uses the technology in its recruitment process. "We use AI to filter

the different skill set requirements for our junior and senior medical staff so that we can hire suitable candidates," said Dr Shiao, who was also a panellist at the symposium. She added that the technology also helps her identify skill gaps in her existing staff, which allows her to provide the necessary training.

AI can also help business owners raise their efficiency levels. For example, Mr Daryl Lim, Director of durian supplier House of Yellows, integrated an AI chatbot into his WhatsApp business account for order processing and customer enquiries. The chatbot offers prompt responses and recommendations on durian varieties.

Ms Wee encouraged jobseekers to future-proof their careers by enrolling in short courses on emerging technologies like ChatGPT and the Internet of Things (IoT), which can be applied across various sectors, from hospitality to engineering.

Mr Nykan Ravindran, who attended the job fair, feels optimistic about his career prospects, despite the digital disruption that is reshaping industries. The ITE College West student uses ChatGPT for schoolwork, alongside more traditional tools such as Google search. He said, "AI will only be detrimental if you are not tech-savvy, which is why it is important to learn more about it." **B**



ITE student, Mr Nykan, trying out the new go_direct @ South West feature.



Residents were introduced to various corporations that set up booths at the job fair.



The panel of speakers discussing the role of AI as a productivity tool at the workplace.



Staff from ExxonMobil, volunteers from Boon Lay Grassroots Organisations, and their family and friends were all ready to distribute household packs to residents.

STEPPING IN TO FULFIL THE NECESSITIES

Longstanding partner ExxonMobil aided Boon Lay households in coping with daily expenses.

MOTHER-OF-FIVE MS AMINAH BTE AHMAD, whose husband is the sole breadwinner, struggles with rising living costs. Thanks to community assistance in the form of a household pack of groceries, she could defray her family's expenses.

The 41-year-old homemaker's family was among 1,100 households in Boon Lay that received the packs on 9 September 2023, through a partnership between South West Community Development Council (CDC) and ExxonMobil Asia Pacific Pte Ltd. For 13 years, under the Adopt @ Boon Lay initiative, the oil and gas firm has sponsored packs for the residents.

"It is a privilege for us to be here every year to serve the Boon Lay community. It is especially meaningful to gather over 400 employees and their families and

friends to give back to society," said Ms Geraldine Chin, Chairman and Managing Director of ExxonMobil Asia Pacific. "This year, we are reaching out to more residents, increasing the number of households in our outreach by 10 per cent," she added.

A DAY OF GIVING

On that rainy Saturday afternoon, ExxonMobil staff volunteers distributed the household packs to residents, warmly engaging with every one. They were joined by Mr Desmond Lee, Minister for National Development, Minister-in-Charge of Social Services Integration and Adviser to Boon Lay Grassroots Organisations, and Mr Ang Wei Neng, Vice Chairman of South West CDC.



Volunteers and their families joined hands to assemble the packs for residents.

Mr Lee lauded ExxonMobil's efforts to bridge connections within the community. "We are appreciative of the unwavering support from partners such as ExxonMobil and the dedication and passion of the volunteers and their families in doing good for the community," he said.

LEVELLING THE PLAYING FIELD

Containing essential items such as rice, cream crackers and dishwashing liquid,

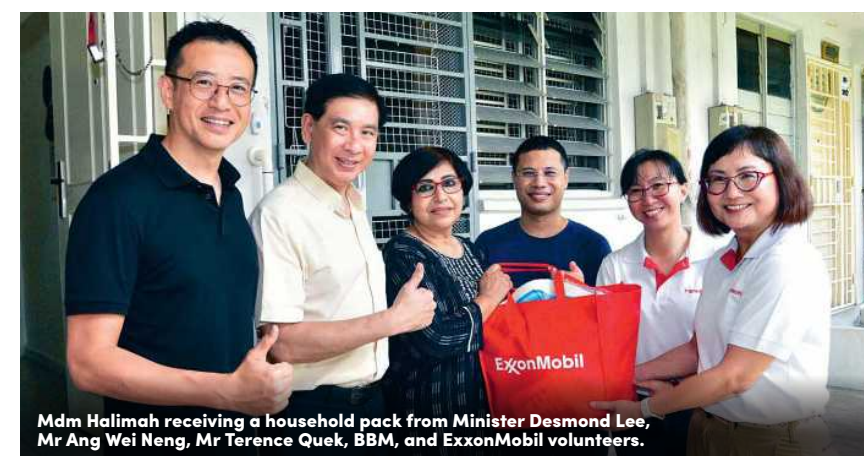
the household packs were curated with the help of grassroots organisations that identified the residents' needs.

"It is through such collective efforts that we can strengthen community resilience and build a more caring nation," said Mr Lee.

This spirit of altruism was embraced by Ms Leah Ng, International Marine Fuels Manager at ExxonMobil, who lent a hand together with her husband and four children. "This was a great and humbling experience for us. I want my children to know that it is always a blessing to help the less fortunate," she said.

Volunteering was also richly rewarding for organising committee member Ms Bessy Chang, Wholesale Fuels Territory Manager at ExxonMobil. "Being relatively new to the company, I was able to interact with colleagues from different functions and teams while giving back. I'm looking forward to next year's event," she said.

Residents such as Madam Halimah expressed their gratitude to the volunteers' commitment for paying it forward. "I appreciate their effort in curating the household packs," the 64-year-old said. "I also pass on items that I won't use to those who need them more." **B**



Mdm Halimah receiving a household pack from Minister Desmond Lee, Mr Ang Wei Neng, Mr Terence Quek, BBM, and ExxonMobil volunteers.



Minister Desmond Lee, Mr Ang and ExxonMobil volunteers donating a household pack to Mr Amin.



ExxonMobil volunteers gifted Ms Tham a household pack containing everyday necessities.

IT'S A FAMILY AFFAIR

Ms Karen Wong, BBM, has made it her mission to help residents become more resilient by reinforcing their ties of kinship.



BY 2030, one in four Singapore citizens will be 65 or older. In an effort to support individuals in leading their best lives, Ms Karen Wong, BBM, helped produce a calendar that encourages healthy living and ageing well.

The calendar focuses on four main areas: environment, lifelong learning, physical and social wellness, and caregiving. It offers tips and resources for residents to take charge of their life, such as starting an edible garden in their neighbourhood, learning digital skills with IMDA Digital Ambassadors, joining the Fun Walkers Club and getting caregiver support. This, she asserts, gives them more control over their legacy.

Providing the community with useful resources is all part of her work as Chairman of the South West Community Development Council's (CDC) Family and Community Resilience (FCR) Committee, a role she has served for nearly eight years.

"Families are close to my heart. I truly believe that strong families with good values are the basic building blocks of our nation," shares Ms Wong, who is also the Public and Government Affairs Director at ExxonMobil Asia Pacific Pte Ltd.

The former journalist's first volunteer stint with South West CDC was 16 years ago, editing the 40th anniversary commemorative book for the People's Association Women's Executive Committee.

Since then, she has continued to serve the community, excelling as a District Councillor for 14 years. Her involvement spans various initiatives, from lending her expertise in the production of this newsletter to planning and implementing community programmes.

"We all have different skills and gifts that we can use for work and to help others," says Ms Wong.

STRENGTHENING OUR SOCIAL FABRIC

Helping to strengthen familial ties is an integral part of Ms Wong's efforts in empowering residents.

The FCR Committee is currently developing *Kopi Talk with Ah Kong and Ah Ma*, an initiative aimed at fostering intergenerational bonding and addresses the decline in multi-generational households in Singapore. The hope is for schoolchildren to interact with seniors to build mutual understanding, and perhaps even learn their dialect.

"As we live in close proximity to one another, it is important to get to know each other and build empathy," shares Ms Wong. "Through our family bonding and community programmes, we want to nurture a 'village' where our children can grow up in a solid community."

Ms Wong also contributes to the South West District in her professional capacity. Under her corporate social responsibility portfolio at ExxonMobil, she has been active in the Adopt @ South West initiative for the last 13 years, where staff distributed grocery packs to more than 1,000 vulnerable households in Boon Lay.

"I am very fortunate that there is a confluence between my job and volunteer work," says Ms Wong. "We make a much bigger impact when we join hands towards a common goal."

For her leadership and continued dedication towards South West CDC, Ms Wong was honoured with the Bintang Bakti Masyarakat (Public Service Star) at the National Day Awards 2023.

Throughout the years, her journey has been enriched by friendships with fellow volunteers. She speaks fondly of their annual visits to the PPH Community Services Centre in Teban Gardens. During these gatherings, Ms Wong and her family entertain with popular songs, before volunteers distribute goodie bags and interact with the residents. She believes that bringing joy to residents makes the effort of juggling her family, professional and volunteer commitments worthwhile. **B**

MANY SINGAPOREANS know artiste and FLY Entertainment CEO Irene Ang as the sassy Rosie Phua on popular local sitcom *Phua Chu Kang Pte Ltd*. But her foray in the entertainment industry was preceded by obstacles which were no laughing matter.

"I was discovered for that role through my volunteer hosting and performing gigs for Action For AIDS Singapore's fundraisers 30 years ago. At that time, I was going through something tough in my life," reveals the former insurance agent, who had once accumulated a five-figure credit card debt due to her lavish lifestyle.

A quote she found – "The way to help yourself is to help others" – in a book profoundly shaped her outlook and inspired her to start volunteering. "Helping others made me realise that my situation was not so bad after all. It made me feel worthy, like I could contribute something. There is satisfaction in helping others," shares Ms Ang. The comedian reveals that she grew up in a "dysfunctional family", and her mother was a drug addict.

Ms Ang continued volunteering, even after becoming a celebrity and enjoying business success. Whenever her schedule permitted, she would offer to host charity and grassroots events, advocate for causes such as mental health awareness, and lend her expertise to various advisory boards.

Her involvement in community work in the South West District began after she was approached by Dr Amy Khor, then Mayor of South West District. This started her journey with the South West Community Development Council (CDC), where she came on board as a South West District Councillor nine years ago.

In recognition of her commitment to uplift residents, Ms Ang was honoured with the Pingat Bakti Masyarakat (Public Service Medal), at the National Day Awards 2023. It was a capstone to her long and rewarding journey as a volunteer.

ENABLING A FUTURE-PROOF SOCIETY

As a serial entrepreneur who owns a talent management agency and F&B businesses, Ms Ang is a firm believer in lifelong learning. So, she was thrilled to join South West CDC's SkillsFuture Advice Functional Committee in 2017.

"The best part is that I am learning a lot as I contribute. For example, I previously didn't know that SkillsFuture is not only about the \$1,000 credits (disbursed to Singaporeans). There are many other training and upskilling grants that companies can tap on," says Ms Ang.

Her proudest achievement has been organising and hosting the virtual SkillsFuture Festival @ CDC during the COVID-19 pandemic, when interest in upskilling and finding new jobs surged. The festival was graced by all five Mayors, and raised awareness of the learning opportunities and resources available for personal and professional development.

Besides helping to plan SkillsFuture events for the district, Ms Ang uses her social media influence to motivate jobseekers and mid-career switchers to attend its roadshows. Seen as a SkillsFuture ambassador of sorts, she regularly receives calls during her weekly radio show on LOVE 97.2 from listeners who feel lost in their careers. Acting as a sounding board, she offers them assurance that they are never too old to learn.

"Almost every week, you can hear me advising them to visit the SkillsFuture website," says Ms Ang. "Some of them update me on Instagram that they've attended a course and gotten a new job they're happy with. I am heartened to hear such stories." **B**



THE ART OF TENACITY

No stranger to tough times, **Ms Irene Ang, PBM**, has made it her mission to spur residents to improve their stead through personal development.



CHAMPIONING BETTER FUTURES FOR PROGRESS

Mr Patrick Tay, BBM, Adviser to Pioneer Grassroots Organisations, is committed to empowering residents by helping them tackle their legal and employment challenges head-on.

AS ASSISTANT SECRETARY-GENERAL OF NTUC, MR PATRICK TAY'S DEDICATION TO IMPROVING THE LIVELIHOODS OF SINGAPOREANS IS CLEAR. He champions PMETs — professionals, managers, executives and technicians — to ensure they have fair opportunities for improved wages, welfare and work prospects.

When Mr Tay became Adviser to Pioneer Grassroots Organisations in 2020, his hands-on approach allowed him to directly address the employment concerns of Pioneer residents amid COVID-19. "With a majority of residents being PMETs, they were more concerned about job security and being able to ride through

the pandemic," he explained.

Mr Tay, who is a lawyer by training, also found that residents faced a range of legal issues, from making wills to resolving matrimonial issues. In response, he started the LEaP (Legal, Employment/Employability @ Pioneer) programme in October 2020 for job support and skills upgrading at the Job Centre and SkillsFuture Centre within The Frontier Community Club.

The programme includes a monthly legal clinic, which is run by Pioneer residents who are lawyers and law students. These volunteers were personally recruited by Mr Tay during his house visits. Now managed

by a team of eight lawyers and eight students, the clinic offers free legal advice to residents on a monthly basis.

In 2021, the clinic expanded to include will, estate planning and Power of Attorney services. "We tied up with a law firm which runs legacy services, so that residents could have access to will drafting and lasting Power of Attorney (LPA) services," explained Mr Tay. "To date, about 500 residents have tapped on the service."

CLICKING WITH RESIDENTS BEYOND THE INBOX

Mr Tay is keen to engage and uplift the Pioneer community. His prior experience

serving in Boon Lay, which is next to Pioneer, has helped him forge strong connections with residents in Pioneer through various initiatives. For instance, he has gone door-to-door together with his community volunteers to give out Mandarin oranges to every household in Pioneer for Chinese New Year for the last four years.

He also actively listens to community feedback so as to improve neighbourhood issues. "Residents send me a number of e-mails every day, and we also interact on social media," said Mr Tay, noting his fondness for TikTok and other platforms. Such dialogue with the community, for instance, led to the addition of parapet railings at Blk 643 Jurong West St 61 last November, enhancing the area's safety, besides other estate enhancements.

To strengthen the bonds within the community, Mr Tay and his team regularly host events for residents. The open house at The Frontier CC in November 2022 drew more than 2,000 residents for activities such as cooking classes, costume dress-ups and a scavenger hunt.

Youth volunteers also led a community barbecue session at The Frontier Plaza, which was attended by 300 families. "As Pioneer has a lot of families with young children and elderly parents,



Mr Tay with Pioneer residents at a Christmas event.

such BBQ sessions are a good way to bring them together," Mr Tay noted.

RIDING INTO THE FUTURE IN JURONG WEST

By 2027, Pioneer residents will enjoy greater connectivity with the Jurong Region Line (JRL), which will connect them to Jurong's key nodes like the Jurong Industrial Estate, Jurong Innovation District and Nanyang Technological University (NTU). "With the JRL, residents in Pioneer will no longer have to brave the rain when they visit Jurong Point, Boon Lay Bus Interchange and The Frontier CC, as the new JRL station will provide the shelter across," explained Mr Tay.

The upcoming Jurong Innovation District next year promises to be a boon, too, with an enhanced eco-park, new leisure and F&B facilities, and more job prospects. A specially designed mobility path will also seamlessly integrate Pioneer into the park connector network.

Mr Tay noted that Pioneer, the newest estate in Jurong West with older flats aged 20 to 30 years, faces a bright future. "A lot of exciting things are coming," he said. "Apart from the JRL and Jurong Innovation District, we have two new Build-To-Order projects, Jurong West Crystal and Jurong West Jewel. Residents can also look forward to direct travel from Pioneer to NTU via the JRL."

How is sustainability a core pillar in Pioneer?

"We run 15 sustainability initiatives, including a food rescue programme with several schools in Pioneer. Our freecycle programme also lets residents put up their pre-loved items like prams and household items on our Telegram channel, to be passed on to those who need them at no charge."



What motivated you to launch a TikTok account in January this year?

"I wanted to share insights on employment rights with those aged between 15 and 30. Deciding to start a TikTok channel and stepping out of my comfort zone took me one year!"

What are some memorable interactions you've had with residents and volunteers?

"I visited a resident whose room was like a Liverpool café, which was interesting because I'm a Liverpool fan. I also met a resident with a huge social media following; we recently made a tree planting video together on my TikTok."

GETTING TO KNOW MR PATRICK TAY



→ **He leads an active lifestyle.**

"I enjoy playing different sports like badminton, swimming and basketball."



→ **He loves his coffee.**

"I start my day with a cup of coffee and can drink up to seven cups daily. Caffeine doesn't affect my sleep... I only sleep five hours a day!"



→ **His favourite spots in Pioneer.**

"I like The Frontier CC for its convenient location, and Jurong Point for its many F&B options."

为前进提倡更好的将来

郑德源先生，先驱基层组织顾问，致力于通过帮助居民应对法律和就业挑战来赋予他们生活权力。

作为 为职总助理秘书长的郑先生对于改善新加坡人生计的决心是显而易见的。他倡导专业人士、经理、执行员与技师（PMET）的利益，以确保他们在改善工资、福利和工作前景方面能获得公平的机会。

郑先生于2020年成为先驱基层组织顾问时，以亲力亲为的手法帮助先驱居民解决他们在冠病疫情期间的就业问题。他解释道：“多数的居民都是PMET人士，因此他们都很关注工作保障，以及能如何应付冠病疫情

期间的不确定性。”

出生于律师的他发现居民面临一系列法律问题，包括立遗嘱和解决婚姻问题。对此，他在2020年10月启动了“法律及职业@先驱”（Legal & Employment/Employability@Pioneer，简称LEaP）

计划，以在新域民众俱乐部内的就业中心和技能创前程中心提供就业支援和技能提升服务。

该计划包括由就业与法律界和法律系学生的先驱居民所合办的法律诊所。这些志愿者都是郑先生在登门造访时所亲自招募的。诊所现由八名律师和八名学生义工所组成的团队管理，并以月度形式为居民提供免费的法律咨询服务。

诊所在2021年扩展至包括遗嘱、遗产规划和授权书服务。郑先生细数：“我们与一家提供遗产服务的律师事务所合作，以便居民能够获得立遗嘱和持久授权书（LPA）的服务。至今，已有大约500名居民使用了这项服务。”

与居民之间的交流跨越收件箱

郑先生热衷于与居民交流和协助改善先驱社区。之前在文礼服务的经验，有助他通过各项措施与先驱的居民建立深厚的感情。例如，他和社区志愿者在过去四年的农历新年，一起为先驱的每户家庭派送柑橘。

他也积极聆听社区反馈，以改善邻里问题。郑先生提到他对TikTok和其他平台的喜爱。他说：“居民每天都会发送三至五封电邮给我，并在社交媒体与我互动。”这类与社区进行的对话促成一些社区改善项目，其中就包括了裕廊西61街第643座组屋

在去年11月为加强该区安全所增设的护栏栏杆。

为了加强社区内的联系，郑先生和他的团队经常为居民主办活动。新域民众俱乐部于2022年11月的开放日吸引了超过2,000名居民前来参加活动，如烹饪课、服装打扮和寻宝游戏。

青年志愿者也在The Frontier Plaza举办了一场由300户家庭参与的社区烤肉会。郑先生指出：“由于先驱有许多家庭有孩童和年长父母，因此这类烧烤会是个让大家交流的好机会。”

裕廊西未来将四通八达

先驱居民将可在2027年，凭借裕廊区域线（JRL）享有更大的交通便利。居民可通过裕廊区域线通往裕廊的主要枢纽，如裕廊工业区、裕廊创新区和南洋理工大学（NTU）。郑先生解释说：

“有了裕廊区域线，先驱居民到裕廊坊、文礼巴士转换站和新域民众俱乐部时，就无需冒雨，因为新的裕廊区域线地铁站将提供有盖走道。”

即将在明年竣工的裕廊创新区必定让居民受益。该区设有增进的生态公园、新的休闲和餐饮设施，以及更多的就业机会。一个专设的通道也将无缝衔接先驱与公园连道。

郑先生指出先驱发展前景

可持续发展如何成为先驱社区的核心支柱？

“我们同时推行15个可持续措施，包括与先驱几所学校合作的食物救援计划。我们的自由循环计划也让居民把自己的二手物件，如婴儿车和家居用品放到我们的Telegram频道去免费转交给有需要的人。”



扫描QR代码
加入先驱自由循环
Telegram频道。

是什么促使您于今年的1月份推出一个TikTok帐户？

“我想与15岁至30岁之间的人士分享我的就业权利见解。我是花了整整一年的时间才决定走出我的舒适区去开启一个TikTok频道！”

您与居民和志愿者的难忘交流有哪些？

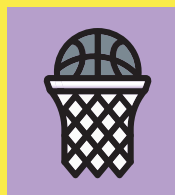
“我曾经拜访了一位房间就像利物浦咖啡馆的居民。我觉得这很有趣，因为我是利物浦球迷。我也遇到一个拥有庞大社交媒体粉丝的居民。我们最近一起在我的TikTok频道上载了一个植树视频。”

明亮。它是裕廊西最新的社区，最旧的组屋屋龄仅有20至30年。他说：“这里将有很多精彩的新事项。除了裕廊区域线和裕廊创新区，我们还有两个预购组屋（Build-To-Order，简称BTO）项目 - Jurong West Crystal和Jurong West Jewel。居民也可以期待通过裕廊区域线，直接从先驱通往南洋理工大学。” **B**



Mr Tay having a meal with residents and members of New Creation Community Services.

认识郑德源先生



→ 他的生活方式很活跃。

“我喜欢进行各种体育项目，如打羽毛球、游泳和打篮球。”



→ 他喜爱喝咖啡。

“我以一杯咖啡开始新的一天，并可在一天里喝上七杯咖啡。咖啡因不会影响我的睡眠。我一天只睡五个小时！”



→ 他在先驱的热门场地。

“我喜欢我们的新域民众俱乐部，因为它地点方便，以及裕廊坊的许多餐饮选项。”



Mr Tay with members of The Frontier Youth Network.



Some 60 families received their household packs at the launch of Festive Cheers @ South West at Boon Lay Community Club.

UPLIFTING LIVES TOGETHER

From thoughtful gifts to the bonds forged across generations, here's how our district united for a memorable Festive Cheers @ South West.

JOY, WARMTH AND A VIBRANT KAMPUNG SPIRIT — these were some ways of describing the launch of Festive Cheers @ South West, held at Boon Lay Community Club on 2 December 2023.

The three-month-long event has become a highlight in the district's calendar, with the latest edition inaugurated by Mr Desmond Lee, Minister for National Development and Minister-in-charge of Social Services

Integration, as well as Ms Low Yen Ling, Mayor of South West District.

PACKING JOY INTO EVERY BAG

Central to the event each year are the South West Festive Cheers Packs.

This year, these specially curated Festive Cheers Packs were distributed to 8,000 households in the district. Each pack was filled with \$100 worth of essential food and household items.

At the Festive Cheers @ South West

launch, 60 families received their packs from 50 staff volunteers from Procter & Gamble (P&G) Singapore.

Worth some \$800,000 in all, these packs were generously sponsored by P&G and Koh Kock Leong Enterprise Pte Ltd. Mr Aalok Agrawal, Senior Vice President, Consumer Health Care, P&G Asia Pacific, Middle East & Africa, said the initiative was a worthy cause, as it furthered his team's sense of fulfilment. "We are committed to making a positive impact with our brands and inspiring others to help."

A COLLECTIVE CAUSE

Mr Lee, who is also Adviser to Boon Lay Grassroots Organisations, was heartened to see the community's close collaboration in making Festive Cheers @ South West a success.

"I'm happy to see corporate partners, community stakeholders and volunteers come together to share some festive cheer with those who are more vulnerable and in need," he said. "The Festive Cheers programme shows strong kampung spirit and I hope it encourages more partners to step forward to do their part in building our communities."

Ms Low also expressed her happiness at seeing numerous partners return time and again to support the cause. "Their long-standing dedication to uplift and enrich the lives of our residents is commendable," she said.



Mayor Low Yen Ling, Minister Desmond Lee and Mr Aalok Agrawal distributing the essential packs to families.

COMMUNITY AND CONNECTION

Adding to this community spirit, more than 60 staff, alumni and student volunteers from Nanyang Technological University and the National Institute of Education took part in packing and distributing the festive packs.

Another 5,000 students from the Institutes of Higher Learning and schools in the South West District enhanced the packs with greeting cards designed by volunteers from ground-up initiative Project Wellness, and their own handwritten notes, adding a personal touch.

This gesture deeply moved Madam Suraini bte Ahmad, a beneficiary from West Coast. "It reminds us that the community is there for us," she said. "Through events like these, we also get to

meet others who might be in the same boat and build a support network."

SOMETHING FOR EVERYONE

Festive Cheers @ South West also allows children from vulnerable backgrounds to enjoy the tradition of gift giving during the year-end season.

As part of Festive Grant-A-Wish by P&G, 150 children will be receiving gifts of their choice, thoughtfully contributed by P&G staff volunteers. The gifts have been tailored to the children's wishes and needs. Making the list are items such as running shoes, books, bags and sporting equipment to support vulnerable students in school and in their hobbies.

The children's delight was evident

during the Festive Cheers @ South West launch at Boon Lay Community Club. "They were beaming with joy and couldn't contain their excitement," said Jurong West resident Ms Mollie d/o Balaraman.

Her 13-year-old twin daughters received new floorball sticks, a must-have item, given their enthusiasm for the sport, while her 16-year-old son was thrilled to receive a brand-new school bag.

Receiving the gifts directly from the volunteers gave the beneficiaries a chance to say, "thank you".

In a memorable moment, Ms Mollie's daughters even demonstrated some basic floorball moves to the volunteers. She remarked: "We laughed together, which is what the festive season is all about, isn't it?" **B**



P&G volunteers busily assemble Festive Cheers packs for distribution to families in the district.



Minister Lee helps a young beneficiary with his new school backpack.

TAKE A
PEEK
INSIDE!

Generously sponsored by
Koh Kock Leong Enterprise Pte Ltd
and **P&G Singapore**,
each South West Festive Cheers Pack
was worth \$100 and included
items such as:



- Brown rice (1kg) • Vermicelli • Cream crackers • Light soya sauce
- Instant malt drink • Vitamins • Disinfectant spray • Toilet freshener
- Toilet cleaner • Detergent • Dishwashing liquid • Toothbrush • Shampoo



At the launch of I Am Digitally Ready @ South West, participants learnt how to be better cyber safe than sorry.

EMPOWERING DIGITALLY READY RESIDENTS

A new initiative arms residents with knowledge and practical skills to protect them from rampant cybercrime.

MADAM NORAINI BINTE ESA, 56, believed that she was sharing her phone number with a friend, who had apparently sent her a message on Facebook requesting it. She initially did not suspect that she was actually conversing with a scammer, who had impersonated her friend after hacking her account. The fraudster then sent Mdm Noraini a text message with a link to a website that would purportedly reward her with digital vouchers, but it was a spoof site designed to steal potential victims' sensitive information.



More than 100 residents attended the workshop and launch event.



Ms Low Yen Ling, Mayor of South West District, kicking off the initiative together with Ms Doreen Tan, Assistant Chief Executive, Strategic Planning and Digital Readiness, IMDA; Ms Anna Yip, Deputy CEO, Singtel Singapore; and Mr Lionel Chng, Managing Director, Customer Success, Singtel.

Development Authority's (IMDA) SG Digital Office and Singtel introduced I Am Digitally Ready @ South West. This initiative aims to help residents overcome their fear of technology and embrace digitalisation while staying vigilant online.

At its launch on 7 October 2023 at Hillview Community Club, some 30 trained volunteers from Singtel led a workshop for more than 100 Bukit Gombak residents on scam awareness and helped enhance their digital literacy.

Amid the heightened risk of scams in a fast-growing digital world, the programme aims to equip residents with digital skills and knowledge to prevent them from falling prey to such ruses, said Ms Low Yen Ling, Mayor of South West District.

"Being digitally ready builds digital resilience. Learning to identify warning signs and practising cyber-safe habits are part and parcel of digital readiness that enhances digital wellness and security," said Ms Low.

CYBER SECURITY 101

I Am Digitally Ready @ South West kicked off with an online safety and security workshop, which featured quizzes and games to teach residents how to spot common scams and protect themselves from phishing, as well as steps to take if they suspect that they have been scammed.

Residents were introduced to Scamshield, a mobile app jointly developed by the National Crime Prevention Council and Open Government Products to filter incoming calls and messages from suspected scammers. They also formed breakout groups to learn about creating strong passwords using the Gosafe Online Password Checker, a digital tool for checking password strength.

Participants like Ms Chang Luan Hong gained useful insights from the workshop. "I previously only had basic digital knowledge. Today, I learnt to set a strong password so that my online accounts won't be hacked. I will now regularly change



The workshop covered practical tips and exercises on cyber security.

my passwords to ensure better security," said the 65-year-old Fei Yue Family Service Centre volunteer, who attended the event with a friend.

Following the workshop, residents were invited to visit a mini cyber wellness exhibition featuring booths set up by SPF, IMDA's SG Digital Office, and the Cyber Security Agency of Singapore. Residents gathered cyber security tips as well as information on digital courses.

EMBRACING A DIGITALISED FUTURE

Beyond the workshop, I Am Digitally Ready @ South West will continue to promote digital literacy among residents through roadshows, workshops and other outreach programmes including the SG Digital Community Hubs and Digital for Life: Digital Clubs in the South West District, where digital ambassadors will impart skills such as smartphone safety.

Ms Doreen Tan, Assistant Chief Executive of Strategic Planning and Digital Readiness at IMDA, expects the programme to have a positive impact on the community. "We hope that the residents will be more confident to navigate an increasingly digital future safely. These efforts are part of our Digital for Life national movement to galvanise the community across the 3P — Public, Private and People — sectors to build an inclusive digital society," she said.

The initiative will be rolled out to more divisions in the South West District

with the help of Singtel. The company has been actively supporting seniors through workshops at retail stores and Senior Activity Centres, where staff volunteers guide seniors in navigating basic smartphone features and platforms such as WhatsApp, Zoom and YouTube. It also donates refurbished laptops and mobile phones to seniors, along with complimentary data.

Ms Anna Yip, Deputy CEO of Singtel, noted that the collaborations work toward supporting the community. "This initiative, which complements (Singtel's) ongoing efforts, provides an excellent opportunity for our staff to connect with seniors and share their expertise in cyber safety and scam prevention measures," she said.

Such efforts to empower residents in the digital landscape are not futile. Resident Madam Arulambikai shared that she has been able to avoid scams, thanks to a workshop organised by social service agency Fei Yue Community Services that taught her to identify phishing calls. The 71-year-old shared that I Am Digitally Ready @ South West has boosted her confidence in using her smartphone and the internet safely.

"I am very happy that I came here today," said Mdm Arulambikai. "I feel more protected from scams, and I want to learn more so that I don't have to bother others (about tech-related issues) and can do things on my own." **B**

HOW TO *Avoid* FALLING VICTIM TO PHISHING SCAMS



► **Never access sites through URLs shared over email:** If you've entered your details through a suspicious internet banking link, change your password immediately and inform your bank, which can help freeze your accounts.



► **Be cautious of urgent messages:** Scammers often use urgency to pressure victims. Take your time and scrutinise messages claiming immediate action is required, and verify their claims by making relevant phone calls.



► **Check for secure websites:** Most phishing sites now include an SSL certificate (the padlock symbol), so that's not a foolproof indication of a legitimate website. Check the web address for subtle misspellings or variations, and always navigate directly to website.



► **Use two-factor authentication (2FA):** This adds an extra layer of security by requiring users to provide two forms of verification, such as a password and temporary code, before granting access.



► **Use security software:** Install reputable antivirus software and cyber security tools such as the ScamShield app, which scans incoming messages for fake sites, phishing scams and malicious content.



Mr Shawn Huang, Vice Chairman of South West CDC, joined over 40 seniors and students in the CARE Ride @ South West initiative.

BRIDGING THE AGE GAP

Young and old unite for a journey of intergenerational connection with CARE Ride @ South West.

LIFE IN SINGAPORE MOVES FAST as we embrace the latest in digital technology and artificial intelligence. But this rapid advancement can pose challenges for seniors in many areas of life, especially when navigating public transportation. Health issues like poor eyesight, limited mobility and cognitive decline can make taking the MRT or the bus daunting for them.

TURNING TO THE YOUNG

This is where our younger generation can step in. On 8 November 2023, 36 Primary Six students from Lianhua Primary School joined nine senior residents from Hillgrove for a train ride from Jurong East MRT Station to Bukit Gombak MRT Station. CARE Ride @ South West 2023, which is part of the Adopt @ South West programme, was jointly organised by the Caring SG Commuters Committee and South West Community Development Council (CDC).

During the event, the participants learnt about the Heart Zone, a designated area in public transport nodes designed to encourage commuters to assist one another, and Heartwheels@Linkway, a service providing wheelchairs for commuters at Jurong East MRT Station. The seniors also took the opportunity to get to know the MRT system better and locate the barrier-free ramps. Meanwhile, the



SMRT station operations staff showing both students and seniors how to use a top-up kiosk that accepts cash as payment.

students shared messages of care with both the SMRT station operations staff and the seniors.

Gracing the event, Mr Shawn Huang, Vice Chairman of South West CDC, emphasised the value of interactions between young people and seniors through CARE Ride @ South West. "A kind word, a listening ear, a helping hand and a warm smile during the journey will kindle an intergenerational connection," he said.

Ms Janet Ang, Chairperson of the Public Transport Council and a member of the Caring SG Commuters Committee, was thrilled by the children's eagerness. "They have embodied the spirit of a caring commuter by showing how they can Give Care, Give a Hand, Give Time and Give Thanks," she said. "We are encouraged by the enthusiasm of our young ones."

GETTING READY IS KEY

Indeed, the students had spent time preparing for the event by attending a workshop conducted by SMRT Trains the month before, where they learnt how to identify vulnerable commuters

who need extra help. The goal was to promote intergenerational bonding while helping the students grow in empathy and maturity.

"This partnership has been instrumental in nurturing the growth of our students," said Ms Pamela Kiew, Principal of Lianhua Primary School. "The synergy between our school and SMRT has allowed us to empower our students, guiding them to become engaged and empowered leaders within our school community."

The event also introduced new booklets titled *Young Caring Commuter Champions* by the Caring SG Commuters Committee. Jointly developed by the Land Transport Authority (LTA) and Singapore Polytechnic's Media, Arts and Design School, these guides teach primary school children about assisting vulnerable commuters and provide practical tips for doing so.

As Ms Ang noted, the event was part of a larger move to nurturing a more caring commuting culture in Singapore. "Together, we can make every ride joyful and purposeful for all," she said. **B**

NEW LEASE OF LIFE

A home rejuvenation programme sponsored by Wee Guan Construction transformed the living spaces of elderly residents to improve their quality of life.

MADAM THAYAMARNY YOPE was all smiles as she surveyed her spruced-up flat. Gone were the clutter and clunky furniture she no longer had the strength to move. In its place were a sofa bed, appliances such as a washing machine, and a phone designed for seniors that she can now use to easily contact her son.

"I feel good and happy! My old things have been replaced, and my house is clean," she said. The 70-year-old was among 10 senior residents of Block 9 Teck Whye Lane who have benefitted from Home Refresh @ South West. Aimed at uplifting the well-being of residents by rejuvenating their homes, the programme is part of the South West Community Development Council's (CDC) efforts in working with partners to improve the living conditions of residents.

With the help of volunteers from Wee Guan Construction and support from Fei Yue Community Services, the seniors' homes underwent a transformation as they were decluttered, repainted and equipped with household items, including furniture and appliances, over the course of a Saturday afternoon.

For seniors such as Mr Tan Lee Soong, the modifications have resulted in a more comfortable environment to live in. The 62-year-old complimented the volunteers on their good work, describing the paint job in particular, as "very beautiful". "I feel happy that so many volunteers came to



The volunteers and their family members helped to assemble electrical appliances.



Wee Guan Construction staff contributed home appliances to households in Teck Whye.

help give my home a makeover. I would not have been able to do this alone, as I'm unable to move furniture to paint the walls," said Mr Tan.

BUILDING AN INCLUSIVE COMMUNITY

Home Refresh @ South West was made possible by the generosity of partner Wee Guan Construction, which contributed \$20,000 towards renovation works and household appliances for the residents. Its Chief Executive Officer, Mr Ng Tian Fah, explained that his staff volunteers followed a meticulous process in ensuring that seniors' needs were properly met. "We asked the seniors beforehand what they required for their homes, so that we could subsequently arrange for the materials and products to be delivered. If we had simply entered their homes to perform random housecleaning tasks, we would not have been prepared to truly fulfil their needs," said Mr Ng, who added that items were carefully chosen for practicality, to prevent clutter from re-accumulating in residents' homes.

Community outreach work is not new to employees of the construction

firm. Apart from hosting yearly charity drives for disadvantaged communities, it has also organised outings for seniors to places such as shopping malls and Gardens by the Bay. Ms Low Yen Ling, Mayor of South West District, expressed her appreciation for the firm's efforts to make a positive impact on residents. She also assured residents that South West CDC would "press on with its 'ABC' mission to aggregate, build and connect communities in the South West District".

Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang Grassroots Organisations, joined the volunteers in visiting the families emphasised the need to continue building the community, despite the current domestic and global economic challenges. "It is important for us to make sure that our community will continue to be nurtured, to be an inclusive community," said Mr Gan.

MOMENTS THAT MATTER

Apart from empowering residents to live in dignity, Home Refresh @ South West has also given volunteers an opportunity to make a difference in the community. Addressing employees from Wee Guan Construction who lent their time and energy to the cause, Ms Low said, "I am very certain that your care, compassion and commitment will not be forgotten. They will touch the hearts of the elderly that you are going to visit."

Ms Low's words especially resonated with Mr Muhammad Khorsed Alam, Wee Guan Construction's Site Manager, who teared up during her speech that touched on the plight of vulnerable seniors. He was reminded of the importance of filial piety, and expressed sympathy for seniors who lack a strong familial support system. "We should bring these seniors out more," the volunteer said. "We should have meals with them, chit-chat with them, and they will feel very happy about that." **B**



Minister Gan and Mayor Low with a resident and her new washing machine.



Mr Shawn Huang facilitating the quiz segment with the primary school students.



Minister Edwin Tong, Mayor Low Yen Ling, Mayor Denise Phua, Mayor Desmond Choo, Mayor Fahmi Aliman, Mr Gregory Vijayendran and institutional partners during LAW@CDC 2023.

BECAUSE NO MAN IS AN ISLAND

LAW@CDC is set to make a greater impact on the community with the addition of a new partner.

HUMANS THRIVE WHEN WE LEAN ON THE STRENGTH OF OUR COMMUNITIES. Themed "Collective Impact – A Community in Action", Law Awareness Weeks @ CDC (LAW@CDC) 2023 highlights the CDC's commitment in leveraging our network of partners to provide holistic care to our residents.

The ninth edition of LAW@CDC was kicked off by Mr Edwin Tong, SC, Minister for Culture, Community and Youth, and Second Minister for Law, on 21 October 2023. Mr Tong said he was happy to see how the partnerships within the initiative have deepened over the years. "They're not just in name, but there's true substance behind these partnerships. Whether it is with the Community Legal Clinics @ CDC, or the Youth Community and Legal Clinics, all that have sprouted," he said. "In my view in the next space, we have to build on the successes and expand."

EXPANDING THE CIRCLE OF SUPPORT

Staying true to the notion of collective impact, the CDCs welcomed the Singapore Association of Social Workers (SASW) as a new partner in 2023 to LAW@CDC. It joins hands with existing partners, including Pro Bono SG (PBSG), National University of Singapore (NUS), Singapore Management University (SMU), Singapore University of Social Sciences (SUSS) and Singapore Corporate Counsel Association (SCCA). SASW adds valuable social care insights to the initiative and strengthens the CDCs' ongoing efforts for community and legal support.

As part of LAW@CDC 2023, SASW contributed to 14 webinars from 23 October to 27 November 2023 on topics like dealing with creditors and resolving neighbour



Minister Tong, Mayor Low, Mayor Phua, Mayor Choo, Mayor Yam, Mayor Fahmi and Mr Vijayendran at the MOU signing ceremony to bolster LAW@CDC.

disputes. PBSG partners also conducted talks on legal matters at Community Centres and Clubs.

Mayor of South West District, Ms Low Yen Ling, noted the growth of LAW@CDC's partner network and its expansion to meet the community's needs since its beginnings in 2014. "We welcome our new partner, the Singapore Association of Social Workers onboard LAW@CDC," she said. "The social workers will enhance our circle of care by connecting residents with legal needs and queries to relevant schemes and resources in the community for more comprehensive social, financial and emotional support."

The CDC reaffirmed their dedication to enhancing support for residents by

signing a new three-year Memorandum of Understanding (MOU) with existing and new partners.

UNITY IN ACTION

During LAW@CDC 2023, the CDCs and Pro Bono SG also signed a second MOU to renew their ongoing commitment to the Community Legal Pro Bono Services Network. This network provides free legal advice to those in need at various Community Legal Clinics @ CDC locations. "The importance of collective impact cannot be overstated" said Mr Gregory Vijayendran, SC, Chairman of Pro Bono SG. "In a world that is becoming increasingly interconnected and complex, we must recognise that change requires a unified effort." **B**

LUNCH WITH A NEW FRIEND

Volunteers from the Singapore Manufacturing Federation spend an afternoon with seniors.



Mayor Low, Mr Lennon Tan and volunteers from SMF and Bukit Gombak Grassroots Organisations at the Adopt @ South West event in Bukit Gombak.

BUKIT BATOK STREET 51 BUZZED WITH EXCITEMENT ON 11 NOVEMBER 2023, as some 120 residents gathered together for a special lunch and care pack distribution exercise. The event was organised by the South West Community Development Council



The care packs were prepared and packed by volunteers from SMF.

(CDC), in partnership with the Singapore Manufacturing Federation (SMF).

A PARTNER SINCE 2013

The afternoon's activity kicked off with more than 30 representatives and volunteers from SMF distributing bento sets to residents and interacting with them as they enjoyed their lunch. They were joined by Mayor of South West District, Ms Low Yen Ling; volunteers from the Bukit Gombak Grassroots Organisations; and SMF President, Mr Lennon Tan, Chief Executive Officer, Mr Dennis Mark, and Assistant Chief Executive Officer, Mr Clement Teo.

In her welcome address, Ms Low paid tribute to the strong ties between the SMF and the South West CDC, which has grown from strength to strength. "Our partnership with SMF started all the way back in 2013," she noted,

highlighting the combined efforts to support small-and medium-sized enterprises (SMEs) in their growth and transformation efforts.

Beyond supporting SMEs, the SMF and South West CDC have collaborated to uplift and enrich the lives of vulnerable residents. "In 2022, we started distributing care packs door to door with Lennon and the team to 286 residents, many of whom were seniors staying alone," shared Ms Low. "This year, I am heartened to see that Lennon and his team of staff volunteers are back for the second year in full force, to continue to spread joy and warmth to the residents."

CARING CONNECTIONS

Among those sharing in the day's efforts was Mr Helmy Sarpan, an SMF staff member involved in the distribution. "The event was fantastic, with the residents thoroughly enjoying themselves," he said. "It's fulfilling to dedicate my time to help the elderly. What truly matters is that the residents are happy and contented."

Besides making new friends, residents also received care packs filled with daily essentials like rice, sugar, coffee and biscuits. For residents facing rising living costs, these packs were a source of support and comfort.

The SMF pledged more than \$7,000 to fund the care packs and lunch for the residents. The contribution was part of the SMF's commitment to Adopt @ South West, a flagship South West CDC programme. This initiative aims to support vulnerable residents in three core areas: Social Support and Wellness, Education and Enrichment, and Home Maintenance and Improvement. **B**



Some of the 120 Bukit Gombak residents gathering for a shared meal, thanks to the collaboration between the South West CDC and SMF.

Knowing my district

TAKE THIS QUIZ TO FIND OUT HOW MUCH YOU KNOW AND STAND A CHANCE TO BRING HOME THE SOUTH WEST CDC TEDDY BEAR!

1. Who is the new partner on board LAW@CDC 2023?

A:

2. Which MRT station was the destination for the students and seniors during CARE Ride @ South West?

A:

3. How many homes received household packs from ExxonMobil volunteers as part of Adopt @ Boon Lay?

A:

4. Which digital tool matches candidates to job opportunities based on location in South West District?

A:

5. When is the last day to claim and spend your 2024 CDC Vouchers?

A:

Complete the quiz and word search,
take a picture of the page and upload to:
<https://go.gov.sg/swcdcbridge>



Or

Send your entries to us at: **South West CDC,**
Jurong Town Hall Road, #26-06, Singapore 609434.

If your entry is selected,
you will win a
South West CDC teddy bear!

DEADLINE: 30 June 2024



Name: _____

Age: _____

Address: _____

Tel: _____ Email: _____

WORD SEARCH

HOW TO PLAY

Find and circle the 10 words hidden within the grid. Look in all directions: horizontally, vertically and diagonally. Have fun!

A	A	P	G	T	K	L	X	F	C	X	K	M	B	E
R	B	I	I	J	W	X	E	M	G	I	F	H	B	C
P	G	N	N	T	K	H	P	E	E	M	J	O	M	O
T	C	L	D	Z	O	H	Z	A	C	O	U	T	I	M
X	N	O	X	W	B	Q	G	B	B	G	H	U	T	M
V	Q	X	O	V	V	I	A	S	F	T	K	Y	U	U
X	L	H	I	N	N	O	V	A	T	I	O	N	M	N
X	D	Z	H	Z	I	K	L	Y	U	R	P	R	E	I
S	J	I	H	A	V	O	Q	U	E	P	J	G	M	T
U	Y	L	G	C	F	E	G	F	N	A	X	H	P	Y
P	A	C	A	I	F	G	R	C	M	T	C	W	O	S
P	J	R	X	S	T	E	R	C	H	I	E	W	W	J
O	E	T	T	M	S	A	W	S	A	Z	T	E	E	S
R	L	Z	X	H	Q	O	L	R	Q	C	Q	Q	R	B
T	F	Q	R	E	S	I	L	I	E	N	T	Z	X	S

VOLUNTEERS JOBS SUPPORT COMMUNITY EMPOWER
DIGITAL INNOVATION CARE REFRESH RESILIENT