

Bridge



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**

#3 2024



LIFTING THE COMMUNITY

Residents get a boost with a new \$4.3 million fund,
alongside efforts from steadfast partners.



**“My vision is
to build a community
that people love and
a place where everyone
can call home.”**

DR AMY KHOR
Adviser to Hong Kah North
Grassroots Organisations



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From smart glasses to
wind turbines, the next
generation's eco-friendly
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A little help goes a long
way, making a difference
for those in tough times.



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Helping families cope
with rising costs through
essential household items
and transport bursaries.

Dear friends,

As we build a more vibrant and inclusive South West District, I am deeply heartened by the collective efforts of our community, corporate partners and volunteers in making a meaningful difference in the lives of our residents.

At the South West District Meeting and Partners Appreciation 2024, we celebrated our community's outstanding contributions over the past year — a heartfelt thank you for your support. Your steadfast commitment continues to drive us forward.

The CDC has introduced new programmes at the district level to ease our residents' cost-of-living concerns. This year, we launched the \$4.3 million South West Community Resource Fund, which lets each South West District division customise its outreach programmes to meet the immediate needs of residents over the next two years.

We also distributed \$800 in CDC Vouchers to each Singaporean household this year, in two tranches — \$500 in January and \$300 in June — the highest amount given out in a year to date.

Our partners have been instrumental in driving innovation across the district. Through the Young Technopreneur Challenge 2024 with HP Inc. and Junior Achievement Singapore, we empower our youths to explore their creativity and develop sustainable solutions aligned with the Singapore Green Plan 2030 and the Sustainable South West Masterplan. Their dedication paves the way for a brighter, greener future for everyone.

Special thanks go to Kimberly-Clark for its Huggies Singapore Diaper Bank @ South West initiative, a heartwarming project that has made a real difference, and to ExxonMobil for its ongoing support through the Adopt @ South West programme. Your contributions have provided essential aid to vulnerable families and students, and we are truly grateful for your community spirit.

To all our partners and volunteers, your contributions are invaluable. Your generosity, time and commitment have touched many lives and strengthened our district. As we move forward, let us continue this momentum. Together, we can overcome challenges and create a caring and uplifting South West District.



அன்பார்ந்த நண்பர்களே,

மிகவும் துடிப்பான மற்றும் அனைவரையும் உள்ளடக்கிய தென்மேற்கு வட்டாரத்தை நாம் உருவாக்குகையில், நமது குடியிருப்பாளர்களின் வாழ்க்கையில் அர்த்தமுள்ள மாற்றத்தை ஏற்படுத்துவதில் நமது சமூகம், நிறுவனப் பங்களிப்புகள் மற்றும் தொண்டுமையர்களின் கூட்டு முயற்சிகள் குறித்து நான் மிகவும் மகிழ்ச்சியடைகிறேன்.

2024 ஆம் ஆண்டின் தென்மேற்கு வட்டாரக் கூட்டம் மற்றும் பங்களிப்புகளின் பாராட்டு நிகழ்ச்சியில், கடந்த ஆண்டு முழுவதும் நமது சமூகம் நல்கிய சிறந்த பங்களிப்புகளைக் கொண்டாடினோம் - தங்கள் ஆதரவிற்கு மனமார்ந்த நன்றி. தங்களின் உறுதியான அர்ப்பணிப்பே நம்மைத் தொடர்ந்து முன்னெடுத்துச் செல்கிறது.

சமூக மேம்பாட்டு மன்றம், நமது வசிப்போர்களின் வாழ்க்கைச் செலவுக் கவலைகளை எளிதாக்கும் வகையில் மாவட்ட அளவில் புதிய திட்டங்களை அறிமுகப்படுத்தியுள்ளது. இந்த ஆண்டு, நாம் \$4.3 மில்லியன் தென்மேற்கு சமூக வளமை நிதியைத் தொடங்கியுள்ளோம், இது ஒவ்வொரு தென்மேற்கு வட்டாரப் பிரிவும் அடுத்த இரண்டு ஆண்டுகளுக்கு வசிப்போர்களின் உடனடித் தேவைகளைப் பூர்த்தி செய்ய அதனதன் சமுதாயத் தனிப்பயனாக்கம் செய்ய உதவியாக இருக்கும்.

இந்த ஆண்டு ஒவ்வொரு சிங்கப்பூர் குடும்பத்திற்கும் \$800 மதிப்புள்ள தொகையை சமூக மேம்பாட்டு மன்றப் பற்றுச்சீட்டுகளாக ஜனவரி மாதம் \$500 மற்றும் ஜூன் மாதம் \$300 என இரண்டு தவணைகளாக விநியோகித்தோம் - இன்றைய தேதி வரை ஒரு வருடத்தில் வழங்கப்பட்ட அதிகப்பட்சத் தொகை இதுவே.

மாவட்டம் முழுவதும் புத்தாக்கத்தை செயல்படுத்துவதில் நமது பங்களிப்புகள் முக்கிய பங்காற்றியுள்ளன. HP Inc. மற்றும் இளம் சாதனையாளர் சிங்கப்பூர் (Junior Achievement Singapore) உடன் சேர்ந்து நடத்திய இளம் தொழில்நுட்பத் தொழில்முனைவோர் சவால் (Young Technopreneur Challenge) 2024 மூலம், நமது இளைஞர்களுக்கு சிங்கப்பூர்ப் பசுமைத் திட்டம் 2030 மற்றும் நிலைத்தன்மையுடைய தென்மேற்கு பெருந்திட்டம் ஆகியவற்றுக்கு இணங்க அவர்களின் படைப்பத்திறனை ஆய்ந்தறியவும் நிலைத்தன்மையுடைய தீர்வுகளை உருவாக்கவும் அதிகாரம் அளிக்கிறோம். அவர்களின் அர்ப்பணிப்பு அனைவருக்கும் பிரகாசமான, பசுமையான எதிர்காலத்திற்கு வழிவகுக்கும்.

மனதைக் கவரும் திட்டமான Huggies Singapore Diaper Bank @ South West முனைப்புத் திட்டத்தை வழங்கியதற்காக Kimberly-Clark நிறுவனத்துக்கும், Adopt @ South West திட்டத்தின் மூலம் தொடர்ந்து ஆதரவளித்துவரும் ExxonMobil நிறுவனத்துக்கும் சிறப்பு நன்றியைத் தெரிவித்துக் கொள்கிறேன். தங்களின் பங்களிப்புகள் எளிதில் பாதிக்கப்படக்கூடிய குடும்பங்களுக்கும் மாணவர்களுக்கும் அத்தியாவசிய உதவிகளை வழங்கியுள்ளன, மேலும் தங்களின் சமூக உணர்விற்கு நாம் உண்மையிலேயே நன்றியுள்ளவர்களாக இருக்கிறோம்.

அனைத்துப் பங்களிப்புகள் மற்றும் தொண்டுமையர்களது பங்களிப்புகளும் விலைமதிப்பற்றவை. தங்களின் பெருந்தன்மையும், தாங்கள் செலவிட்ட நேரமும், அர்ப்பணிப்பும் பல உயிர்களின் வாழ்வில் சாதகமான மாற்றத்தை ஏற்படுத்தி, நமது வட்டாரத்தை பலப்படுத்தியுள்ளது. நாம் அடுத்த அடியை எடுத்து வைத்து முன்னேறிச் செல்கையில், இதே வேகத்துடன் தொடருவோம். நாம் ஒன்றிணைந்துச் செயல்பட்டு, சவால்களைச் சமாளித்து, அக்கறையுள்ள மற்றும்

Rakan-rakan yang dihormati,

Sambil kita membina Daerah Barat Daya yang lebih meriah dan inklusif, saya berasa amat berbesar hati dengan usaha kolektif masyarakat, rakan korporat dan sukarelawan kita dalam membuat perubahan yang bermakna dalam kehidupan para penduduk kita.

Di Mesyuarat dan Penghargaan Rakan-rakan Daerah Barat Daya 2024, kami meraikan sumbangan cemerlang masyarakat kita sepanjang tahun lalu — terima kasih atas sokongan anda. Komitmen teguh anda terus mendorong kami untuk maju ke hadapan.

CDC telah memperkenalkan program-program baru di peringkat daerah bagi mengurangkan rasa bimbang penduduk terhadap kos sara hidup. Tahun ini, kami melancarkan Dana Sumber Masyarakat Barat Daya bernilai \$4.3 juta, yang membolehkan setiap divisyen Daerah Barat Daya menyesuaikan program mendekati masyarakat mereka untuk memenuhi keperluan segera para penduduk sepanjang dua tahun yang akan datang.

Kami juga mengagihkan \$800 dalam bentuk Baucar CDC kepada setiap keluarga Singapura tahun ini, dalam dua peringkat — \$500 pada bulan Januari dan \$300 pada bulan Jun — jumlah tertinggi yang diberikan dalam setahun setakat ini.

Rakan kongsi kami telah memainkan peranan penting dalam memacu inovasi di seluruh kawasan. Melalui Young Technopreneur Challenge 2024 bersama HP Inc. dan Junior Achievement Singapore, kami memperkasakan belia-belia kita untuk meneroka kreativiti mereka dan membangunkan penyelesaian mampan yang sejajar dengan Pelan Hijau Singapura 2030 dan Pelan Induk Barat Daya Mampan. Dedikasi mereka membuka jalan bagi masa hadapan yang lebih cerah dan hijau untuk semua.

Terima kasih khas kepada Kimberly-Clark atas inisiatif Huggies Singapore Diaper Bank @ South West, sebuah projek yang telah memberikan perubahan positif, dan kepada ExxonMobil atas sokongan mereka yang berterusan melalui program Adopt @ South West. Sumbangan anda telah memberikan bantuan penting kepada keluarga dan para pelajar yang memerlukan, dan kami amat berterima kasih atas semangat masyarakat anda.

Kepada semua rakan kongsi dan sukarelawan kami, sumbangan anda tidak ternilai. Kemurahan hati, masa dan komitmen anda telah membantu ramai penduduk dan mengukuhkan kawasan kita. Sambil kita melangkah ke hadapan, ayuh kita teruskan momentum ini. Bersama-sama, kita boleh atasi cabaran dan wujudkan Daerah Barat Daya yang prihatin dan bersemangat.

亲爱的朋友们，

在我们携手共建一个更加充满活力和包容性的西南区的过程中，社区、企业合作伙伴和志愿者为改善居民生活所做出的集体努力，令我深感欣慰。

在2024年西南区会议及合作伙伴答谢会上，我们欢庆过去一年里社区的卓越贡献。为此我衷心感谢大家的支持。你们坚定的承诺继续推动我们向前迈进。

为了缓解居民应对生活成本的压力，社理会推出了多项新的区域计划。今年，我们启动了总额\$430万的“西南欣享施诚社区基金”，让西南区的各选区在未来两年里根据居民的迫切需求，定制拓展计划。

我们今年也向每户新加坡家庭派发了总值\$800的社理会邻里购物券——1月份派发的\$500 以及6月份派发的\$300。这是迄今为止在一年内派发的最高金额。

我们的合作伙伴在推动区内创新方面发挥了至关重要的作用。通过与惠普（HP Inc）公司和新加坡青年成就（Junior Achievement Singapore）组织合作举办的2024年“青年科技企业挑战”，我们赋予青年们探索创造力，开发符合“新加坡绿化计划2030”和“西南可持续发展蓝图”的可持续解决方案。他们的奉献为人们铺就更加光明和绿化的未来。

特别感谢Kimberly-Clark发起的“西南宝宝关怀呵护计划”，这个温心的计划真正改变了受益人的生活，也感谢ExxonMobil通过“西南邻里关怀计划”持续提供的支持。你们的贡献为弱势家庭和学生提供了必要的援助，我们对你们的社区精神深感感激。

感谢所有合作伙伴和志愿者，你们的贡献是无价的。你们的慷慨、时间和承诺触动了无数人的生活，巩固了我们社区的凝聚力。展望未来，让我们继续保持这个势头。携手共进，我们必能克服挑战，共同打造充满关怀和积极向上的西南社区。



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NEW HOPE FOR JOBSEEKERS

The South West Community Job Fair offered more than 40,000 job opportunities and was a valuable resource for those pursuing employment.

ON THE JOB HUNT SINCE FEBRUARY 2024, Ms Marsila Saad had been seeking employment. Facing uncertainty, the 54-year-old attended the South West Community Job Fair, organised in conjunction with Yayasan MENDAKI's Raikan Ilmu @ Heartlands event at Jurong Point Shopping Centre from 15 to 19 July 2024.

Featuring more than 50 on-site companies, the event attracted over 2,800 people and offered over 40,000 jobs — including both PMET (Professional, Managerial, Executive and Technical) and non-PMET roles — with nearly 40 employers and six upskilling/training partners present.

Three Trade Associations and Chambers were also present, including the Association of Singapore Marine and Offshore Energy Industries (ASMI), Singapore Hotel Association (SHA) and Singapore Logistics Association (SLA).

In addition, special assistance was provided to those with disabilities, mid-career switchers, back-to-work individuals and seniors seeking flexible work arrangements.

After working in the fast-food industry for the last three decades, Ms Marsila had to quit her job due to unexpected health issues. She is now seeking a role in administration or customer service, though she does not have prior experience.

"I hope that a job fair is a quicker way of getting a job," said the mother of



Resident Ms Marsila Saad was on the hunt for a job in administration or customer service.



The Job Fair at Jurong Point offered more than 40,000 jobs, including PMET and non-PMET roles.



Senior Parliamentary Secretary, Ministry of Education and Ministry of Finance, and Adviser to Jurong GRC Grassroots Organisations (Jurong Spring), Mr Shawn Huang, at the South West Community Job Fair, organised in conjunction with Yayasan MENDAKI's Raikan Ilmu @ Heartlands.

two adult children. "Here, you can ask questions and meet up with potential employers."

OPPORTUNITIES AT HAND

Held regularly in the South West District for the past three years, the South West Community Job Fair is a partnership between the South West Community Development Council (CDC) and the free-to-list community job portal, goodjobs.com.sg. MENDAKI also held a two-day training workshop at the Job Fair to help residents with upskilling to enhance their job prospects.

"The South West Community Job Fair @ Jurong Point is a testament to our commitment to inclusive employment and lifelong learning," said Senior Parliamentary Secretary, Ministry of Education and Ministry of Finance, and Adviser to Jurong GRC Grassroots Organisations (Jurong Spring) Mr Shawn Huang.

"It aims to support every member of our community in their career journey. Through this job fair, we hope to build a more resilient and inclusive workforce in the South West District."

During the event, logistics and warehouse company YCH Group sought to hire up to 30 people. Its human

resources (HR) manager, Mr Chok Yuen Soon, noted that the Job Fair served a dual purpose. "It's good for us as we can sell the company image to the public, and it's also a chance to hire manpower," he said.

Another employer, Fairmont Singapore & Swissotel The Stamford, was hiring for food and beverage and frontline roles. "We can instantly assess (applicants) and reduce the time needed for recruitment," said assistant HR manager Kris Ang.

She added that the hotel group prefers to hire individuals who speak multiple languages, a plus in the hospitality industry. In addition, the group offers a higher sign-on bonus of \$1,500 — only for locals — at job fairs.

At the Job Fair, some 115 resident jobseekers were shortlisted for further interviews. Among them was Mr Asry Mohd, 47, who sent out "hundreds" of resumes over two months. The father of five, currently a private-hire car driver, was open to roles in operations, logistics or healthcare.

After a productive chat with Mr Chok at the YCH Group booth, a job interview was scheduled for the following week. "Mr Chok was very helpful," said Mr Asry. "He is from the same job sector that I used to work in, so I could relate to him very well."

Some who attended the Job Fair have also secured jobs as lorry drivers, administrative executives, service crew and more.

One of them is Mr Jim Ng, 28, unemployed for three-and-a-half years. He had to quit his previous job as a Singapore Armed Forces regular due to a medical condition and was looking for a home-based job.

Mr Ng is now a call centre agent with the Singapore Red Cross, part of a system monitoring the home safety of elderly clients. "It's a fun job, and I know I'm helping people," he said. "It's good to be contributing to society again and my family. This gives me a sense of purpose in life." **B**



The fifth tranche of CDC Vouchers was launched by DPM Gan Kim Yong, Minister Desmond Lee, Mayor Low Yen Ling, Mayor Denise Phua Lay Peng, Mayor Desmond Choo, Mayor Alex Yam and Mayor Fahmi Aliman alongside various partners and stakeholders.

FROM GROCERIES TO MEALS: MORE CDC VOUCHERS TO HELP WITH DAILY EXPENSES

The additional \$300 CDC Vouchers launched in June 2024 help households stretch their budgets while boosting sales for heartland merchants.

MS MADHAVAN MEENAKSHI STARTED MAHA MART WITH HER HUSBAND IN 2016 AT BLOCK 722 CLEMENTI WEST STREET 2, bringing food, groceries, household items and fresh produce to the community.

Eager to improve her minimart's business, the 41-year-old joined the CDC Vouchers Scheme in December 2021. The impact was immediate and positive. "We have seen more customers coming to buy vegetables using the CDC Vouchers, and our sales have increased by about 10 to 15 per cent," she shared. The Scheme also brought a heartwarming change, with more senior residents visiting her shop for their favourite masala spices. Mr Juraimi bin Maziland, 56, who runs a Malay food stall at the same block, joined

the CDC Vouchers Scheme with hopes of boosting sales, just like Ms Madhavan. He and his wife have been serving dishes like *mee rebus*, *mee soto* and *nasi lemak* at their stall for the past decade. Mr Juraimi remarked on the Scheme's positive impact, especially for seniors. "Last time, they may buy one bowl of noodles but with the vouchers, they can buy two bowls," he said with a smile. With a clientele that includes seniors and young people, Mr Juraimi's story highlights the meaningful difference the CDC Vouchers Scheme makes in the residents' lives, as it allows them to enjoy more of their favourite foods while supporting local businesses. As part of the \$1.9 billion enhancement to the Assurance Package during Singapore Budget 2024, there is

an additional \$600 in CDC Vouchers for all Singaporean households — disbursed in June 2024 and January 2025. The additional \$300 CDC Vouchers in June provided immediate support to alleviate daily expenses for Singaporean households. This fifth tranche of vouchers was launched by Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong, at West Coast Community Centre on 25 June 2024. Joining him at the launch were Minister for National Development, Mr Desmond Lee, who is also Minister-in-Charge of Social Services Integration and Adviser to West Coast GRC Grassroots Organisations, as well as the five CDC Mayors.

BRINGING RESIDENTS TOGETHER

Mayor of South West District and Chairman of Mayors' Committee, Ms Low Yen Ling, said the CDC Vouchers Scheme has united communities in various ways. "We had many helping hands — from youth volunteers and digital ambassadors to grassroots leaders who patiently showed the ropes to those who were unfamiliar," she shared. Student volunteers like Violet Ng from ITE College West, who helped out at Chua Chu Kang Community Club, believes in the importance of helping seniors adapt to mobile devices for claiming digital CDC Vouchers. "Despite some language challenges, I enjoyed helping and connecting with the seniors," she said. "I would volunteer for something like this again."



Singaporeans can now spend \$300 of their CDC Vouchers at participating heartland merchants and supermarket chains.

Another student volunteer from ITE College West, Ibrahim Haniif, who volunteered at Jurong Green Community Club, also had a positive encounter and learnt to open up when talking to strangers. "This experience helped me improve my communication skills and connect better with the seniors in our community," he said. Ms Low also noted that some heartland merchants and supermarkets have created special deals and started ground-up efforts to encourage residents to use their vouchers. She shared how Mr John Oh, who runs Soi Thai Kitchen in Jurong West, offers additional discounts to customers who pay with CDC Vouchers. "Many participating merchants are (also) doing their part by offering budget meals to help Singaporeans stretch the value of their vouchers and better manage their daily expenses," she said. DPM Gan said he was heartened to see that the CDC Vouchers Scheme continues to be well-received by Singaporeans. "One of my residents in

Chua Chu Kang, Mr Jamil bin Md Amin, shared how the CDC Vouchers are important for him and his family as (these have) helped his family better manage their daily expenses, such as paying for meals at hawker centres and coffeeshops, and purchasing groceries and supplies from heartland shops and supermarkets in their neighbourhood," said DPM Gan. Noting that many Singaporean households share similar experiences as Mr Jamil and recognise how the CDC Vouchers have eased their daily expenses, DPM Gan disclosed that about 1.3 million households have claimed the CDC Vouchers disbursed in January 2024. "Of the claimed vouchers, more

than \$500 million have been spent at participating heartland merchants, hawkers and supermarkets," said DPM Gan. "All in all, Singaporean households have used more than \$1 billion of CDC Vouchers across the four tranches. The CDC Vouchers Scheme is testament to the Government's commitment to help Singaporeans address cost-of-living concerns."

MORE SPENDING POWER FOR ESSENTIALS

Resident Madam Ho Poh Chee, 76, who claimed her additional \$300 CDC Vouchers on the first day of the launch, said these have helped her defray some of the inflation pressure. "I use the vouchers to buy food and clothes," she said. "I live alone, so it is easier for me to cope. Those with a bigger family may find it harder to cope with the higher cost of living." Another senior resident, Mr Hie Kia Young, 79, who has lived in Clementi since 1979, is thankful for the additional \$300 CDC Vouchers. Living with his two children and working as a part-time cleaner, Mr Hie says he and his family use the CDC Vouchers to buy vegetables, canned food, rice and other household necessities from the nearby supermarket. "I also use them when I eat at hawker centres and coffeeshops," he shared. "With the CDC Vouchers, we have more money to spend." **B**

Claim additional \$300 CDC Vouchers in June 2024

- Use your vouchers by **31 December 2024**
- \$150** to spend at participating hawkers and heartland merchants
- \$150** to spend at participating supermarkets

HOW TO CLAIM AND SPEND YOUR CDC VOUCHERS 2024 (JUNE)

- Visit go.gov.sg/cdcv**
Tap on CDC Vouchers 2024 (June).
- Log in with Singpass**
Only one household member needs to claim on behalf of the household.
- Receive your CDC Vouchers link by SMS, from [gov.sg](https://go.gov.sg)**
Forward the SMS to share with household members.
- Select the voucher type and amount you want to use**
Show the QR code to the participating merchant to scan.

Claim your CDC Vouchers!
go.gov.sg/cdcv

Where to spend your vouchers:
go.gov.sg/cdcvouchers

Spend your CDC Vouchers at shops with these decals

If you do not have a smartphone, Singpass, or need assistance, visit your nearest Community Centre/Club (CC) between 10am and 6pm (except Public Holidays).

Hotline: 6225 5322 | Website: vouchers.cdc.gov.sg/residents/info



DPM Gan, Minister Lee, Mayor Low, Mayor Phua, Mayor Choo, Mayor Yam and Mayor Fahmi connecting with minimart owner Ms Madhavan Meenakshi.



Student volunteer Ibrahim Haniif helping a resident claim her CDC Vouchers digitally.



Student volunteers Violet Ng and her schoolmate assisting a resident to make the switch to digital CDC Vouchers.



NO ONE LEFT BEHIND

Many hands make light work – a new \$4.3 million fund will help needy families meet their daily expenses, alongside additional contributions from long-standing partners of South West CDC.

HERE IS STRENGTH IN UNITY AND EVERYONE CAN CONTRIBUTE IN THEIR OWN WAYS. This is the core of the South West Community Development Council's (CDC) "ABC" mission – Aggregate needs and resources, Build capabilities and Connect communities.

For Financial Year (FY) 2023/2024, South West CDC rolled out 24 local assistance schemes and programmes that benefitted around 60,000 residents. More than 470 corporate and community partners contributed some \$3.6 million – a 20 per cent increase in contributions from the previous year – in cash and kind. In addition, more than 6,200 volunteers generously gave their time to serve the community.



The new South West Community Resource Fund was launched by DPM Gan Kim Yong, alongside Mayor Low Yen Ling, Adviser to Bukit Batok GROs Mr Murali Pillai and Adviser to Chua Chu Kang GRC GROs (Keat Hong) Mr Zhulkarnain Abdul Rahim.



HERE'S WHAT OUR PARTNERS HAVE TO SAY...

"We are honoured to receive the South West Caring Partner Award. This recognition reflects our dedication to supporting South West CDC's causes. Thank you for this esteemed acknowledgement."

Mr Koh Tiam Teck
Managing Director
Koh Kock Leong Enterprise Pte Ltd

"We are thankful to partner the South West CDC in supporting the needs of the community and our underprivileged students, whilst offering service learning opportunities for our students to be the change for greater social good. We look forward to more opportunities for collaboration."

Mr Lim Wee Lian
Director, College Services
ITE College West

"Our partnership with South West CDC has enabled many employees at P&G to give back to the communities we operate in and touch countless lives in need within the district."

Ms Jehanne Ko
Government Relations Specialist
Procter & Gamble Singapore

Many of these partners were recognised at the South West District Meeting and Partners Appreciation 2024. Held on 13 July at The Chevrans' ballroom, the event saw 11 organisations honoured with the South West Caring Partner Awards. Among them was Bo Tien Welfare Services Society, which has been working with CDCs since 1997. Their president, Mr Kong Meng Sin, expressed his appreciation for the award, "We are thankful for this award and look forward to continue working closely with the South West CDC to support residents in the community."

Another recipient was Singapore Polytechnic (SP), where both staff and students regularly volunteer with South West CDC. "As an educational institution, that is what we teach our students: to give back to the community.

Recipients OF SOUTH WEST CARING PARTNER AWARDS 2023

Category CORPORATE MNC
Award **Diamond**
► **Procter & Gamble Singapore**

Award **Sapphire**
► **ExxonMobil Asia Pacific Pte Ltd**

Award **Ruby**
► **Siltronic Singapore**

Award **Emerald (newcomer)**
► **Singapore Telecommunications (Singtel)**

Category CORPORATE SME
Award **Diamond**
► **Koh Kock Leong Enterprise Pte Ltd**

Award **Sapphire**
► **goodjobs.com.sg**

Award **Ruby**
► **Life3 Biotech**

Category COMMUNITY
Award **Diamond**
► **ITE College West**
► **Singapore Polytechnic**

Award **Ruby**
► **Bo Tien Welfare Services Society**

Award **Emerald (newcomer)**
► **Swedish Chamber of Commerce Singapore**

It feels great to see them taking the initiative and getting involved," said Mr Johnny Ong, who is Assistant Director of SP's Department of Student Development.

MORE HELP ON THE WAY
Mayor of South West District Ms Low Yen Ling paid tribute to the CDC's extensive network of partners and volunteers that has been vital to many of the CDC's programmes. "By aggregating our resources, we have responded nimbly to meet immediate needs, like mitigating the impact of the higher cost of living," said Ms Low.

Ms Low pointed to the Festive Cheers @ South West initiative, where volunteers distribute gifts and care packs during the festive period, as an "excellent example" of how corporate partners like Koh Kok Leong Enterprise and Procter & Gamble help vulnerable residents. She noted that in the



The South West District Meeting and Partners Appreciation celebrates and recognises the contributions of the CDC's corporate and community partners.

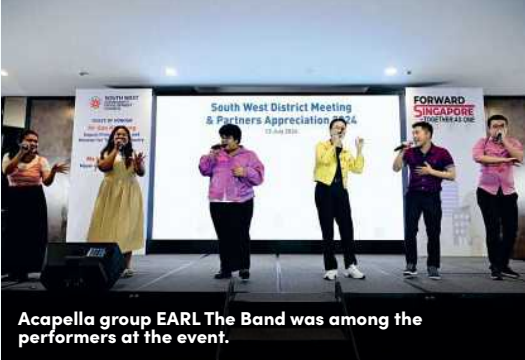
past year, more than 1,000 volunteers – including staff from about 50 corporate and community partners – have packed and distributed grocery packs to 8,000 vulnerable families in the district.

Lower- to middle-income families in the district can also look forward to more assistance in the next two years. At the same event, Deputy Prime Minister and Minister for Trade and Industry Mr Gan Kim Yong, who was the Guest of Honour, announced the \$4.3 million South West Community Resource Fund, which will help such families meet their daily expenses.

Each of the 18 divisions in the South West District will receive \$120,000 per year to fund programmes, such as mobile grocery trucks, supermarket shopping and the distribution of essential or healthcare items. Each division will be able to tailor their programmes based on the diverse needs of their residents, and some 22,000 families are expected to benefit annually for a two-year period.

"As a society, we must each do our part to look out for one another. Those with more should help those with less. This is how we can build an inclusive and resilient society and take Singapore forward," said DPM Gan.

BUILDING CAPABILITIES AND A SENSE OF BELONGING
Besides meeting daily needs, the South West CDC also empowers residents to grow their skills and capabilities. For example, it worked with Singtel



Acapella group EARL The Band was among the performers at the event.

and the Infocomm Media Development Authority's SG Digital Office to roll out the I Am Digitally Ready @ South West initiative to boost scam awareness among residents and equip them with essential digital skills.

The CDC Vouchers Scheme is another example of how various stakeholders come together to contribute their strengths and resources for the common good of the community. For instance, grassroots and youth volunteers joined the South West CDC and Digital Ambassadors to support and encourage heartland shopkeepers and residents to adopt digital payments.

Ms Low said, "We are committed to building a strong and cohesive South West District where our partners and volunteers continue contributing to the well-being and development of our community, in particular our vulnerable residents, and ensuring that no one is left behind." **B**



MINDS Lee Kong Chian Gardens School performing a cardio drumming and juggling routine.



Westwood Primary School's Malay Dancers dazzling with their dance moves.

TEEN INVENTORS CREATE SMART GLASSES AND WIND TURBINES FOR SUSTAINABILITY

Students in this year's Young Technopreneur Challenge are solving environmental issues with innovative technology to support Singapore's green plans.



Winners OF YOUNG TECHNOPRENEUR CHALLENGE 2024

Champion
techbros,
Raffles Girls' School

First Runner-up
The Quantum Crew,
Sembawang Secondary School

Second Runner-up
Creativeans,
Sembawang Secondary School

Best Presentation
Creativeans,
Sembawang Secondary School

Best Prototype
Tech Tonics,
Fuhua Secondary School

Most Innovative Idea
The Quantum Crew,
Sembawang Secondary School

INSPIRED TO RESOLVE THEIR GRANDPARENTS' COMMUNICATION DIFFICULTIES, Kaitlyn Tay and her team from Raffles Girls' School developed smart glasses to help people with hearing loss. Their prototype uses artificial intelligence to convert audio into text and sign language. "The main challenge was converting audio into text within our six-week timeline," the 15-year-old shared. "With limited funds, we had to make do with the technology we could afford."

Their innovative solution won the first prize of \$3,000 at the Young Technopreneur Challenge 2024. In its sixth year, this annual competition encourages students to create sustainable solutions that are aligned with the United Nations Sustainable Development Goals, the Singapore Green Plan 2030 and the Sustainable South West Masterplan.

This year marks the fourth year that the competition has been co-organised by South West Community Development Council (CDC), in partnership with HP Inc and Junior Achievement Singapore. The top three teams, announced on 6 July 2024, enjoyed a one-day tour of HP Inc, getting an exclusive look at one of the world's most innovative companies.

The Young Technopreneur Challenge 2024 brought together 11 teams of 44 Secondary 2 and 3 students from six schools. Over six weeks, they participated in boot camps, workshops and online courses, exploring science, tech solutions and business fundamentals. Mentors from HP Inc guided them in honing skills in design thinking, entrepreneurship, communication and product pricing.

LEARNING CODING AND EMBRACING INCLUSIVENESS

Aishwarya Dinesh, 15, from Sembawang Secondary School, learnt the value of diverse ideas as part of The Quantum Crew. Their innovative wind turbine



Team techbros from Raffles Girls' School clinched the Champion award.

harnesses wind power from air-conditioning systems in moving MRT trains to generate lights and air-conditioning, earning them the first runner-up spot.

Meanwhile, Goh Rhou Hui, 16, from Sembawang Secondary School, and her Creativeans teammates developed an app at an HP boot camp. Their camera scans QR codes on food products to alert users about expiry dates to help reduce food waste. Despite challenges in finding an affordable camera, they succeeded and secured the second runner-up spot.

Guest-of-Honour Mr Zhulkarnain Abdul Rahim, Vice Chairman of South West CDC and Adviser to Chua Chu Kang GRC Grassroots Organisations (Keat Hong), highlighted that the event promotes learning, collaboration and innovation to protect our environment. "Sustainability is an ongoing commitment; the ideas you

generate here can spark long-term change and impact on communities, ecosystems and future generations," he said.

CREATING GREEN SOLUTIONS WITH LASTING IMPACT

Mr Koh Kong Meng, Managing Director of HP Singapore and one of the Challenge's judges, praised the students for their creative solutions. "It is inspiring to witness young minds tackling these challenges, which are crucial for building a cleaner and more sustainable Singapore," he said.

Another judge, Mr Tiew Chew Meng, BBM, Chairman of the South West CDC Environment Committee, was equally impressed. "It was encouraging to see students raising awareness about the food waste problem in Singapore and proposing inclusive solutions for wheelchair users at hawker centres and coffeeshops," he said. "The innovative idea to enhance communication among the hearing impaired was also commendable." **B**

DO YOU HAVE A *green* IDEA?

- ▶ The South West ECo Fund Plus supports youth-led initiatives on environmental sustainability. Projects must meet at least one goal of the Sustainable South West Masterplan and have a community outreach of at least 500 participants. Teams can receive up to \$10,000 per organisation annually. Scan the QR code to learn more!



Staff from Kimberly-Clark with the diapers given out to the beneficiaries.

DIAPER SUPPORT FOR FAMILIES

Together with the South West Community Development Council (CDC), the Huggies Singapore Diaper Bank @ South West provides diapers to low-income households – allowing them to redirect their limited funds to other essential expenses.

MADAM NUR DIYANA, A MOTHER TO THREE YOUNG CHILDREN AGED 4, 3 AND 2, OFTEN WORRIES ABOUT MAKING ENDS MEET. "Not a day goes by without me wondering if we'd have enough money to last the month," the 29-year-old shared.

Living in a two-room rental flat in Bukit Batok, Mdm Nur Diyana and her 27-year-old husband spend around \$500 each month on their children's needs – more than half of their income.

"Our daily expenses include groceries, milk powder and diapers," she said. "When the children get sick, we have to spend even more on medical bills and medicine."

Sensing their financial stress, a family counsellor referred them for the Huggies Singapore Diaper Bank @ South West.

EASING THE FINANCIAL STRAIN

Launched in 2017, the Huggies Singapore Diaper Bank @ South West is a joint initiative by the South West CDC and consumer goods manufacturer Kimberly-Clark.

"Huggies Singapore Diaper Bank is a testament to our commitment to supporting low-income families by alleviating the financial burden of diaper expenses," said Ms Jolene Koh, Head of Marketing at Kimberly-Clark.

Since its launch, the programme has helped around 1,100 families in the South West District. It supports vulnerable families with children below 36 months with six packets of diapers.

Mdm Nur Diyana received 12 packets of L-sized Pants diapers for her two younger children. "As each packet of diapers usually costs \$20, this has helped us to save around \$240," she said.

With the money saved from the diaper support, Mdm Nur Diyana can now spend on other essentials. "I bought a tin of milk powder and stocked up on chocolate chip cookies, the kids' favourite snack," she said. "Their smiles were priceless!"

The Huggies Singapore Diaper Bank @ South West offers much-needed financial relief to many families – allowing parents to focus on raising their children well. "By providing essential diapers to those in need, we hope to make a meaningful difference in the lives of young families and ensure that every baby has a healthy start," Ms Koh said. **B**

For more information, please email us at southwest_cdc@pa.gov.sg.



Minister Desmond Lee with ExxonMobil staff and grassroots volunteers at the Adopt @ South West event at Boon Lay Drive.

UPLIFTING SOUTH WEST FAMILIES AND STUDENTS

From grocery packs to transport bursaries, ExxonMobil is making a meaningful impact by reaching out to those in the community who need more support.

MRS THIRUMARY, 67, HAS A FULL PLATE. She works part-time as a porter at Ng Teng Fong General Hospital to support her family, cares for her husband who has dementia and manages the daily tasks that come with running a household. Every day, she prepares soft porridge for him, ensuring he can eat comfortably despite having no teeth.

ExxonMobil's distribution of grocery packs has provided Mrs Thirumary with much-needed relief. These packs, filled with essential items like oats, rice and soap, help stretch her monthly budget. "The grocery items they gave us are useful. I make oats with raisins and dates every morning, and it's very nutritious," she shared.

For Ms Murni Arsahat, 41, life is equally demanding. With four children aged between 7 and 19 and a household of six to manage, the grocery packs she receives are a lifeline. "My children love the biscuits, and I can use the noodles to prepare simple meals," she said. Balancing the needs of her family and her health, she cooks three meals a day and undergoes kidney dialysis three times a week.

SUPPORTING THE LOCAL COMMUNITY

In 2024, ExxonMobil marks 21 years of partnership with South West CDC as part of the Adopt @ South West initiative. For the past 14 years, the company's annual household pack distribution has provided essential support to families like Mrs Thirumary's and Ms Murni's.

Held on 27 July at Boon Lay Drive, this year's event brought together residents and volunteers alike. Minister for National Development and Adviser to West Coast GRC Grassroots Organisations, Mr Desmond Lee, highlighted how such efforts provide relief amid rising living



ExxonMobil staff volunteers with family and friends making their way to distribute the grocery packs.

costs. "ExxonMobil has varied the items in the grocery packs to provide items that residents need, which helps to reduce wastage," he said.

Ms Geraldine Chin, Chairman and Managing Director of ExxonMobil Asia Pacific Pte Ltd, reaffirmed the company's presence in the South West District. "Our plants are located in Pioneer and Jurong Island, so we wanted to give back to our immediate community," she said. She also praised the collaborative efforts of community partners, acknowledging the grassroots volunteers who joined in the packing and distribution at the event, which was oversubscribed by ExxonMobil staff. "It reflects their eagerness to participate and support our residents," she added.

"The South West District is our home, and Boon Lay residents are a part of our community," Ms Chin shared. "I'm heartened by the strong show of support by our employees, who volunteer each year for this meaningful cause with their

loved ones. It's great to see the family-to-family connections as they go door-to-door distributing the grocery packs."

Long-time ExxonMobil volunteers Ms Grace Yeo, 45, and her husband, Mr Choo Chia Vi, 48, have spent the last eight years contributing to this event,



Grocery packs, all ready to be distributed by ExxonMobil staff and their families.

EXXONMOBIL: Supporting THE SOUTH WEST COMMUNITY

\$80,000 contributed towards the South West CDC – ExxonMobil Transport Bursary in 2024, benefitting more than 900 students across the South West District.

As part of the Adopt @ South West grocery pack distribution programme, each household received a pack of essential items.



- Each of these grocery packs include:
- 2.5kg of rice • Milo • Instant coffee
 - Cream crackers • Canned whole mushrooms
 - Bar soap • Dishwashing liquid
 - Toothpaste • Bathroom tissue rolls

driven by a desire to give back to the community. Mr Choo fondly recalled a heartwarming moment when a resident prepared sweet treats for the youth volunteers. "It was a touching moment that showed the gratitude and kindness of the residents we help," he said. "It also gave the younger volunteers a firsthand experience of the positive impact of their efforts."

OPENING DOORS BEYOND THE CLASSROOM

ExxonMobil's commitment to the community is also evident in its contribution towards supporting children in the district.

Apart from Adopt @ Boon Lay, ExxonMobil has actively given back to the community through the South West CDC – ExxonMobil Transport Bursary to help students from vulnerable families defray their transport expenses. The bursary, matched dollar-by-dollar by the CDC, will support over 900 students in the South West District this year.



Learning about science the fun way at Science Centre Singapore with ExxonMobil.



Students touring the education exhibits.



ExxonMobil staff volunteers also guided the students on science principles.

As part of the South West CDC – ExxonMobil Transport Bursary, more than 100 primary school students took part in a learning journey to Science Centre Singapore on 3 July 2024. The bursary provides transport vouchers to help primary, secondary and junior college students, as well as students with special needs, get to school and by defraying their transport expenses.

Once a bursary recipient himself, ExxonMobil staff volunteer Jonathan Yeo now pays it forward. "I was a bursary recipient in primary and secondary school, and I wanted to see how I could give back to the community," he said.

This was Mr Yeo's first time volunteering for the Transport Bursary event, and he was eager to see the impact. "I was a science student, and I want to encourage the students to pursue their passions," he added. "Despite struggling with maths in secondary school, I persevered and eventually took an engineering course, which led to my current career."

Another ExxonMobil volunteer, Ms Sabrina Valentina, 35, was just as enthusiastic. As a passionate advocate for engineering, she was excited to share her knowledge with the students. "I hope they can apply these in their daily lives and discover their career passions," she said. "The exhibitions give students a better understanding of science concepts (outside the classroom). I hope they learn more about energy and sustainability."

Ms Karen Wong, Public and Government Affairs Director at ExxonMobil Asia Pacific Pte Ltd, emphasised the company's long-term partnership with South West CDC. "We've been working together for more than 20 years. Supporting the transport

bursary helps students get to school, and we support education as it helps people better themselves in life," she said. "Understanding science is crucial because it leads to new solutions and products that improve our daily lives."

MAKING SCIENCE ACCESSIBLE

The visit to the Science Centre was more than just a day out for the students. They explored exhibitions on nuclear energy, solar power and wind power, and learnt about the uses of natural gas. Some even braved the typhoon simulator and navigated a life-sized labyrinth of mirrors in Professor Crackitt's Light Fantastic Mirror Maze.

The transport bursary played a crucial role in making these experiences possible. Mathild Ampen, 11, from St Anthony's Primary School, reflected on how it helps her manage daily expenses. "My dad sometimes walks me to school, but I usually take the bus home. Receiving the transport bursary helps me save on transport expenses," she shared, adding that she enjoyed the typhoon simulator and learning about solar panels and natural disasters.

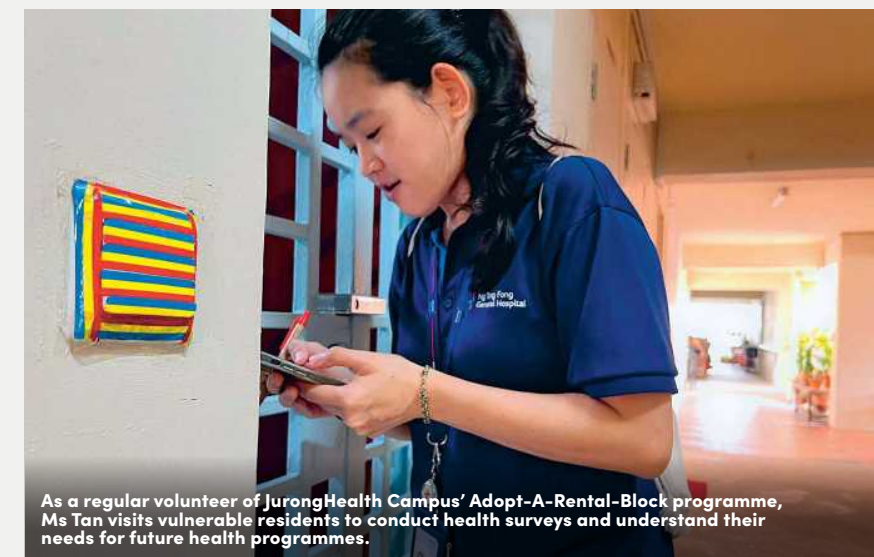
Haqeen, 12, from Xingnan Primary School, also appreciated the opportunity the transport bursary provided. "My father is the sole breadwinner, and receiving the bursary helps with household expenses," he said. "I liked the mirror maze exhibition and learning about renewable energy."

For ExxonMobil, these initiatives are about building connections and creating lasting change in the community together with the CDC. Through educational support and direct assistance, they are helping families and students navigate their challenges in the South West District. **B**



Ms Fifi Tan (in pink mask) guiding a member of the public through an exercise simulating impaired vision as part of her volunteering stint with Guide Dogs Singapore. Besides simulating impaired vision, the exercise also allows the public to experience how people with visual impairment use the white cane to scan their surroundings to detect obstacles.

Photo credit: Guide Dogs Singapore



As a regular volunteer of JurongHealth Campus' Adopt-A-Rental-Block programme, Ms Tan visits vulnerable residents to conduct health surveys and understand their needs for future health programmes.

outreach initiative that empowers residents living in rental blocks located in the South West District to gain access and knowledge that will enable them to take ownership of their health and well-being.

Ms Tan is a regular volunteer onboard the programme. She joins about 30 staff in visiting families to conduct health surveys to understand their needs, before following up with customised health advice on issues such as COVID-19 vaccination and regular healthcare screenings. "I love talking," said Ms Tan with a laugh. "I love engaging the public and I love to learn from people."

Volunteering is in her blood — it goes back to her childhood in a *Bintan kampung*, where there was a strong community spirit of helping one another. Ms Tan first started volunteering in her polytechnic days, when she would help with cooking and temple cleaning as a member of the Buddhist Society. She even signed up for a school trip to the Philippines, where she and other students did construction work and provided free vision screenings for

elementary school children.

"Volunteering is not only about benefitting the people we help, it also benefits us by giving us a sense of purpose and meaning to our lives," said Ms Tan. "Sometimes when you're feeling down and you volunteer, you rechannel your energy to something that is positive, by bringing positivity to others."

PASSING DOWN THE SPIRIT OF GIVING

Ms Tan and her husband have also begun teaching their daughter about the value of giving back, occasionally bringing her to the beach to collect litter. With her permission, they even used her birthday party to carry out a donation drive: instead of giving gifts, guests were asked to donate money for presents to a hospice.

"When she is older, we will bring her to events to volunteer. We try to teach her the joy of giving, and that we all have the power to make a difference in people's lives," said Ms Tan. "We want her to experience the positivity that volunteering brings, and also to have a sense of purpose." **B**

Volunteering since she was a teenager, this South West resident says helping others has also made her better at her day job as an optometrist.

IT WAS AT THE SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED (SAVH) FLAG DAY, when she and fellow volunteers took a blind client out for lunch, that Ms Fifi Tan came to an epiphany. "Even though we were told that he is very independent, help is needed in almost all aspects when he eats," recalled the senior optometrist with Ng Teng Fong General Hospital (NTFGH). "It really gave me a very holistic picture of the difficulties faced by patients who are losing their vision."

Volunteering, the 37-year-old added, has greatly improved her bedside manner:

it has made her more sensitive to patients' needs and difficulties, so that she can better address these issues. "When I first started as an optometrist, it was a lot of talking," Ms Tan said. "But now I tend to listen more. There is a very strong need for the individual to be heard and to be listened to."

Ms Tan's experiences have also spurred her on to educate her patients, who are mainly seniors, about preventable vision loss. "I volunteer with SAVH and the Guide Dogs Singapore (GDS) because

I want to have a bigger picture of their lives," she shared. "It changes the way I deal with patients in the clinic as well."

GIVING PURPOSE AND POSITIVITY

Ms Tan, a resident in the South West District and the mother of a five-year-old girl, has been with NTFGH since 2015. In addition to volunteering with GDS and SAVH, she also signs up regularly for volunteering programmes.

For example, she contributes to JurongHealth Campus' Adopt-A-Rental-Block programme, a staff

HOW TO *start* MAKING A DIFFERENCE

Ms Fifi Tan shares her advice on how to positively impact your community.

► **Choose** a volunteering activity that matches your values.



► **Focus** on who benefits, not your skills. That is the ultimate aim.



► **Your impact** on other people can be significant. Everyone can make a difference.



► **The joy** you bring to others and the joy you receive are priceless.



► **Volunteering** provides meaning. When you feel down, it can give you a sense of purpose. So, start whenever you can.





BUILDING A HOME FOR ALL

Senior Minister of State and Grassroots Adviser to Hong Kah North Grassroots Organisations **Dr Amy Khor** wants to develop Hong Kah North into an eclectic enclave for every segment of society.

ONE THING YOU MAY NOT KNOW ABOUT SENIOR MINISTER OF STATE AND GRASSROOTS ADVISER TO HONG KAH NORTH GRASSROOTS ORGANISATIONS DR AMY KHOR IS HER LOVE FOR WEDDINGS. Over the years, Dr Khor has likely attended more than 50 weddings in the community.

"If there is a wedding at a void deck in Hong Kah North and I'm not out of town, I will (drop by)," she said with a laugh.

Dr Khor also frequently receives wedding invitations. She shared how

one young man, whose parents were cleaners, invited her to his wedding after he graduated from university and became an engineer — he wanted to thank her for helping the family.

This is the bond that Dr Khor has forged with the estate she serves. After almost two-and-a-half decades at Hong Kah North, she has become an integral part of the community.

AN ECLECTIC ENCLAVE

If there is one word Dr Khor would use to describe Hong Kah North today, it is "eclectic". The constituency has

become much more diverse and interesting since the 66-year-old began her journey as a Grassroots Adviser in 2001, she reflected.

Many of the original residents were relocated from the farms in Lim Chu Kang, Chua Chu Kang and other areas in the late 1980s, Dr Khor said. "At that time, entire families lived in the same estates, some in the same blocks and some next to each other. It was a big *kampung*," she reminisced.

Part of this spirit remains today in the older parts of the estate. "Here, a lot of elderly gather at the

coffeeshops early in the morning," she shared. "Many groups even have fixed tables. They gather not just to drink coffee, but after that, they peel their bean sprouts and talk. It's their community space to socialise."

However, Hong Kah North's demographic has also evolved to include many young people laying down roots and starting new families, especially in areas with new blocks, many less than 10 years old, as well as the new HDB town Tengah, where some homeowners are still in the process of collecting their keys.

"The face of the estate is morphing and changing all the time," Dr Khor said. "And it will get more and more vibrant."

A COMMUNITY FOR EVERYONE

Ask Dr Khor about her vision for Hong Kah North's diverse demographic, and she puts it this way: "To build a community that people love and a place where everyone can call home."

One of its most exciting upcoming projects involves Singapore's national passion: food. A new hawker centre is expected to open at Bukit Batok West in Hong Kah North early next year. It is the first in Bukit Batok, Dr Khor noted.

"Singaporeans have an affinity for hawker centres," she said. "Everybody loves hawker centres, even though there are many coffeeshops here. People like the ambience and vibe of a hawker centre, and also what it offers in terms of variety of food. That is why we got UNESCO recognition for hawker culture."

Another highly anticipated project is the development of new Community Care Apartments, which are expected to be completed soon. The first of their kind in Singapore, these assisted living apartments incorporate senior-friendly design features such as a wheelchair-accessible bathroom, grab bars and non-slip tiles; a communal living space on every floor; and some programming and care assistance for seniors.

Beyond big projects, Dr Khor is also constantly working on more fundamental improvements to the infrastructure and programmes.

This includes upgrading fitness corners and playgrounds, building sheltered walkways and barrier-free access for persons with disabilities, setting up community gardens and senior activity centres, and widening pavements so that pedestrians, wheelchair users and cyclists can move around more safely and comfortably.

"I'm always trying to push for something. People say you can never finish developing Singapore. It's the same idea," she remarked. "I find (this work) meaningful. If you have some ability to be able to make things happen and do good, why not, right?"



Dr Khor joining residents at the West Scape Gathering.

Could you share a formative childhood memory?

"(As a child), I wanted to be a teacher, and I eventually became a lecturer at a university. I like teaching, but I decided to acquire more practical knowledge of what I was teaching, so I joined the private sector."

How did your childhood shape you?

"My family was very poor, but I loved to study, read and find out new things. That was my way of getting out of poverty. I still continue to share with residents that education is the most important social leveller."

What advice would you give your younger self?

"Seize the day. Every moment of life is precious, so chase your dream and love what you are doing. I love what I am doing now."



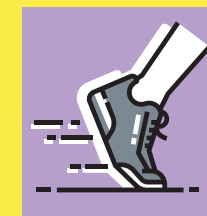
Dr Khor commemorating Harmony Hub's groundbreaking ceremony with residents of Hong Kah North.

DR AMY KHOR'S TOP THREE LOVES



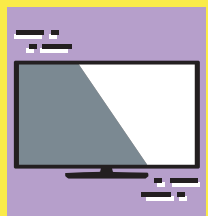
→ HAWKER FOOD

"I am a foodie. My family members are foodies. A great way to bond is finding new food places. The longest I've queued for food is one hour! One of my favourite stalls at Hong Kah North is Jia Ji Fishball Noodles at Blk 324 Bukit Batok Street 33. The noodles have the right springiness, and the chilli is good."



→ A RUNNER'S HIGH

"I run 6km at 6am every day, unless I am sick or on a plane. It makes me feel good, keeps my energy levels up and reduces the risk of health issues. If I can't do it in the morning, I'll make it up in the evening, or run twice the distance the next day."



→ K-DRAMA

"At midnight when I cannot sleep, I will watch K-drama such as *Miss Night and Day*. It's top on the charts."

建造人人乐居的家园

高级政务部长兼丰加北基层组织顾问**许连碯博士**希望为丰加北各阶层的居民打造一个不拘一格的家园。

您可能不知道，高级政务部长兼丰加北基层组织顾问**许连碯博士**钟爱参加婚礼。历年来，许博士可能参加了超过50场在社区里举行的婚礼。

她笑着说：“如果丰加北的组屋底层有举办婚礼，而我又正好没有出国，我就会（顺便去看看）。”

许博士也经常收到婚礼请帖。她分享了一名年轻人的故事。这名

年轻人的父母都是清洁工，而他凭借自身努力完成大学学业后成为一名工程师。在他结婚的时候邀请许博士参加他的婚礼，以感谢她多年来对这个家庭的帮助。



Dr Khor alongside Community Gardeners from West Ridges.

这正是许博士与她所服务的社区之间建立起来的紧密关系。她在丰加北服务了近25年，如今已经成为这个社区不可或缺的一份子。

不拘一格的家园

如果要用一个词来形容如今的丰加北，那就是“不拘一格”。66岁的许博士回忆道，自从她2001年开始担任基层组织顾问以来，这个选区变得更加多元化，也更加有趣。

许博士说，许多最初搬到这里的居民都是80年代末从林厝港、蔡厝港等地区的农场搬迁过来的。“那时，许多家庭都同住在一个住宅区，有的住在同一座组屋，还有的是比邻而居。就像是一个超大的甘榜。”她回忆道。

如今，一些老旧的住宅区内仍能看到这种精神的传承。“这里，一大清早就有很多年长者聚集在咖啡店里，”她分享道。“许多小团体甚至有固定的餐桌。他们聚在一起不仅只是喝咖啡，之后还会一起剥豆芽聊天。这里是他们社交活动的空间。”

不过，丰加北的人口结构也在不断的变化。许多年轻人选择来这里落地生根，组建新家庭，尤其是在屋龄不到10年的组屋，以及登加新镇，很多屋主还在等待领取他们新屋的钥匙。



Dr Khor celebrating Mid-Autumn Festival with fellow Tengah residents.

“丰加北一直在渐变，会变得越来越有活力。”许博士说道。

适合所有人的社区

被问及关于丰加北多元化人口的愿景时，许博士说：“建立一个人们喜爱的社区，让每个人都可以将其称为家园。”

许多令人兴奋的工程都在进行中，其中一项与居民的饮食息息相关：位于丰加北的武吉巴督西小贩中心，预期将在明年初开张。许博士说，这是武吉巴督的首个小贩中心。

她说：“新加坡人对小贩中心情有独钟。尽管这里有很多咖啡店，但大家还是喜欢小贩中心。居民们喜欢小贩中心的环境和氛围，以及小贩中心售卖的各种美食。这正是

我们的小贩文化获得联合国教科文组织认可的原因。”

另一个备受期待的开发项目是兴建中的社区关爱组屋，预期即将竣工。此类组屋的建造在本地尚属首次，设计完全以方便年长者使用为主题，例如设有可供轮椅无障碍通行的浴室、扶手和防滑地砖；在每一层设立公共生活空间；以及其他为乐龄人士提供的服务和关怀援助计划。

除了大型开发项目，许博士还不断致力于基础设施和项目的改善。

这包括翻新健身角落和游乐场、兴建有盖走道与无障碍通道、设立社区花园和乐龄活动中心，以及拓宽人行走道，让行人、轮椅使用者和脚踏车骑士能够更加安全舒适地共享走道。

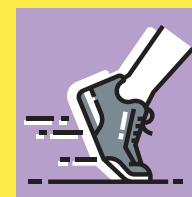
“我总是尽力推动一些改变。人们常说新加坡的发展是永无止境的。这是同样的道理。”她说道，“我觉得（这项工作）很有意义。如果你有能力做到有益社会、帮助人们的好事，何乐而不为呢？”

许连碯博士的三大爱好



→ 小贩美食

“我热爱美食。我全家都热爱美食。我们合家欢聚的一个好方法是一起寻找新的美食天堂。我曾花1个小时排队买食物！在丰加北我最喜欢的一个摊位是位于武吉巴督33街第324座的佳记鱼圆面。面条的弹性恰到好处，所搭配的辣椒也很棒。”



→ 坚持跑步

“我坚持每天早上6点跑6公里，除非我生病或者在飞机上。跑步让我感觉良好，保持精力充沛，同时降低罹患疾病的风险。如果早上没法跑步，我会在晚上补上，或者隔天跑双倍的距离。”



→ 追韩剧

“如果我深夜睡不着，我会看韩剧，比如《她的日与夜》。这部韩剧可是热播剧。”

你能分享童年成长时期的回忆吗？

“（小时候）我想成为一名老师，最终我成为了一所大学的讲师。我喜欢教书，但后来决定将我所教授的知识付诸实践，所以便加入了私人企业。”

你的童年对你有着什么样的影响？

“小时候我的家庭很穷，但我喜欢学习、阅读和探索新事物。那是我摆脱贫困的方式。至今我一直与居民分享教育是促进社会平等的重要因素。”

你会给年轻时的自己什么建议？

“把握光阴。生命中的每一刻都是宝贵的，所以放手去追逐你的梦想，热爱你所从事的工作。我正热衷于我现在的工作。” **B**



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**

Forward Singapore - Together as One

**AGGREGATE
BUILD
CONNECT**



FY2023/2024



Our South West Community

CHUA CHU KANG GRC

- Brickland
- Bukit Gombak
- Chua Chu Kang
- Keat Hong

HONG KAH NORTH SMC

BUKIT BATOK SMC

YUHUA SMC

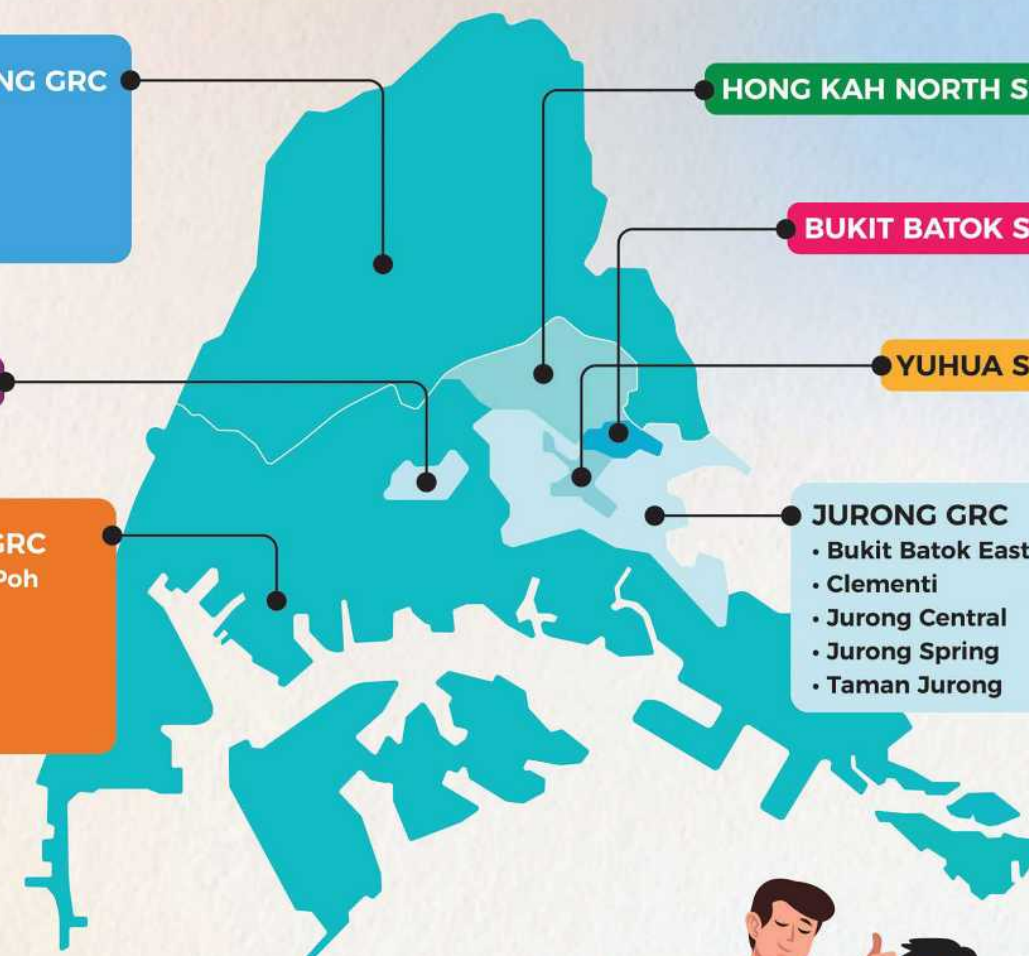
PIONEER SMC

WEST COAST GRC

- Ayer Rajah-Gek Poh
- Boon Lay
- Nanyang
- Telok Blangah
- West Coast

JURONG GRC

- Bukit Batok East
- Clementi
- Jurong Central
- Jurong Spring
- Taman Jurong



About South West CDC

The South West Community Development Council (CDC) was formed on 24 November 2001.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Our Mission

Aggregate Needs and Resources

Build Capabilities and Capacities of our partners

Connect Communities

Mayor's Foreword

Dear Friends,

Over the years, we have overcome many challenges as a community. We have seen our people's resilience, adaptability, and spirit of unity shine through. As we look to the future, we are preparing ourselves with a holistic approach that harnesses both physical and digital solutions to meet the needs of today and future-proof our tomorrow.

In FY2023/2024, we made significant strides in supporting our residents. Close to 60,000 residents benefitted from our 24 local assistance schemes and programmes. With the support of our partners, we reached out to over 127,000 residents through these programmes. We are grateful to the more than 470 corporate and community partners who contributed over \$3.6 million in cash and kind towards the South West community. Through initiatives like Food Connect @ South West and Festive Cheers @ South West, their support has helped residents lighten the cost of living pressures.

Every Singaporean household is given \$800 CDC Vouchers this year, with \$500 distributed in January and an additional \$300 in June. The CDC Vouchers Scheme seeks to alleviate the daily expenses of Singaporean households. With the collaborative efforts of volunteers, digital ambassadors, merchants and residents, the CDC Vouchers Scheme embodies a whole-of-community initiative fostering resilience. This community spirit is also evident in the newly launched Mobile Groceries @ South West, which supports our vulnerable residents and fosters intergenerational bonds in our district.

To assist our seniors in adapting to an increasingly digitalised society, the I am Digitally Ready @ South West programme equips them with the knowledge and skills to navigate the online world safely while fostering a vibrant learning community. Our commitment to promoting inclusivity is also evident in the South West Community Job Fairs, which brought work opportunities to job seekers and individuals with disabilities. We have introduced a new search feature to help residents find jobs closer to their homes.

Sustainability continues to be a vital focus of the CDC. Our annual recycling drive, Clean Up @ South West, champions sustainability by bringing together our residents, community, partners and schools. It also showcases how smart technologies like rainwater harvesting and low-carbon pathways in our Green Innovation Centre can empower eco-friendly practices in the community.

The CDC remains resolute in our mission to **Aggregate** needs and resources, **Build** our partners' capabilities, and **Connect** our communities. Through collective action and unwavering support from our corporate and community partners, we have woven a robust social fabric that keeps our community together, ensuring no one is left behind.

Together, we are shaping a more inclusive, vibrant and sustainable South West District. Let's go forward together as one. Thank you.



Ms Low Yen Ling
Mayor of South West District

亲爱的朋友们，

这些年来，我们社区齐心协力克服了许多挑战。我们见证了大家坚韧不拔，灵活应变和团结一心的精神。展望未来，我们将以全方位的方式做好准备，善用实体和数码解决方案，为迈向未来做好准备。

在2023/2024财政年度，我们在协助居民方面取得了重大进展。近60,000名居民在我们的24项援助计划和项目中受惠。在合作伙伴的支持下，这些计划帮助了超过127,000名居民。我们非常感谢470多家企业和社区合作伙伴，为西南社区捐助了360多万新元的现金和实物。他们对Food Connect @ South West和“欢庆佳节在西南”（Festive Cheers @ South West）等活动的支持，减轻了居民生活成本的压力。

今年，每户新加坡家庭都可获得总值\$800的社理会邻里购物券，其中\$500的邻里购物券已于1月份发放，而另外\$300则在6月份发放。邻里购物券计划旨在为新加坡家庭的日常所需提供更多支持。在义工、数码大使、商户和居民的共同努力下，邻里购物券计划促进了全社区的复原力。这种社区精神也体现在新推出的“西南爱心日用品流动车计划”（Mobile Groceries @ South West）中，为弱势居民提供了支持，促进了区内的代际联系。

为了帮助我们的乐龄群体适应日益数码化的社会，“掌握数码科技在西南”（I am Digitally Ready @ South West）计划让他们掌握安全浏览网络世界的知识和技能，同时培养一个充满活力的学习社区。我们也在西南社区职业展上履行了促进包容性的承诺，为残疾求职者提供了工作机会。我们也推出了新的搜索功能，帮助居民寻找靠近住家的工作。

可持续发展一直是社理会的重要关注点。我们的年度环保活动“全面环保在西南”（Clean Up @ South West）将居民、社区、合作伙伴和学校聚集在一起，倡导可持续发展。该活动展示如何通过智能技术推广我们社区的环保实践，例如绿化创新园的雨水收集和低碳途径等技术。

社理会始终坚定不移地履行我们的使命，即**汇集整合**资源与需求，**提升**合作伙伴和居民的能力，加强**社区联系**。通过集体行动以及企业和社区合作伙伴的坚定支持，我们建立起一个坚固的社会结构，让我们的社区团结同心，共同进步。

我们将继续共同打造一个更加包容、充满活力和可持续发展的西南区。让我们团结一致，共同进步。谢谢大家！

Rakan-rakan yang Dihormati,

Selama bertahun-tahun, kita telah mengharungi pelbagai cabaran sebagai sebuah masyarakat. Kita telah melihat daya tahan, kebolehsesuaian dan semangat perpaduan yang terserlah. Sambil kita melihat ke masa hadapan, kita sedang menyediakan diri kita dengan pendekatan holistik yang memanfaatkan kedua-dua penyelesaian fizikal dan digital, bagi memenuhi keperluan hari ini dan menjamin masa hadapan kita.

Pada tahun kewangan 2023/2024, kita telah mencapai kemajuan yang ketara dalam menyokong penduduk kita. Hampir 60,000 penduduk telah mendapat manfaat daripada 24 skim dan program bantuan tempatan kita. Dengan sokongan rakan kongsi kita, kita telah memberi bantuan kepada lebih daripada 127,000 penduduk melalui program ini. Kita berterima kasih kepada lebih daripada 470 rakan kongsi korporat dan masyarakat yang menyumbang lebih \$3.6 juta dalam bentuk wang tunai dan barangan kepada masyarakat Barat Daya. Melalui inisiatif seperti Food Connect @ South West dan Festive Cheers @ South West, sokongan mereka telah membantu penduduk mengurangkan tekanan kos sara hidup.

Setiap keluarga Singapura diberi Baucar CDC \$800 pada tahun ini, dengan \$500 diagihkan pada bulan Januari dan tambahan \$300 pada bulan Jun. Skim Baucar CDC bertujuan untuk meringankan perbelanjaan harian keluarga Singapura. Dengan usaha kerjasama sukarelawan, duta digital, pedagang dan penduduk, Skim Baucar CDC merangkumi inisiatif seluruh masyarakat yang memupuk daya tahan. Semangat kemasyarakatan ini juga terbukti dalam Mobile Groceries @ South West yang baru dilancarkan, yang menyokong penduduk kita yang rentan dan memupuk ikatan antara generasi di daerah kita.

Bagi membantu warga emas kita menyesuaikan diri dengan masyarakat yang semakin digital, program I am Digitally Ready @ South West melengkapkan mereka dengan pengetahuan serta kemahiran untuk mengemudi dunia dalam talian dengan selamat sambil memupuk masyarakat pembelajaran yang bertenaga. Komitmen kita untuk menggalakkan keterangkuman juga terbukti dalam Pameran Kerja Masyarakat Barat Daya, yang memberi peluang pekerjaan kepada pencari kerja dan individu kurang upaya. Kita telah memperkenalkan ciri carian baharu untuk membantu penduduk mencari pekerjaan berdekatan dengan rumah mereka.

Kemampuan terus menjadi tumpuan penting CDC. Pemacuan kitar semula tahunan kami, Clean Up @ South West, memperjuangkan kemampuan dengan menyatukan penduduk, masyarakat, rakan kongsi dan sekolah kita. Ini mempamerkan bagaimana teknologi pintar, seperti penuaian air hujan dan laluan karbon rendah di Pusat Inovasi Hijau kita, boleh memperkasakan amalan mesra alam dalam masyarakat.

CDC kekal tegas dalam misi kita untuk **menggabungkan** keperluan dan sumber, **membina** keupayaan rakan kongsi kita dan **menghubungkan** masyarakat kita. Melalui tindakan bersama dan sokongan yang tidak berbelah bahagi daripada rakan kongsi korporat dan masyarakat, kita telah membina perpaduan sosial yang teguh yang mengekalkan masyarakat kita bersama, memastikan tiada sesiapa yang ketinggalan.

Bersama-sama, kita membentuk Daerah Barat Daya yang lebih inklusif, bertenaga dan mampan. Mari kita maju bersama. Terima kasih.

அன்பிற்குரிய நண்பர்களே,

பல வருடமாக, நாங்கள் சமூகமாகப் பல சவால்களைக் கடந்து வந்துள்ளோம். நம் மக்களின் பொறுமை, தகுவும் திறன் மற்றும் ஒற்றுமையுணர்வு மேலோங்கியுள்ளதைக் காண்கிறோம். எதிர்காலத்தைப் பார்க்கும்போது, இன்றைய தேவைகளைப் பூர்த்தி செய்வதற்கும், நமது நாளை எதிர்காலத்துக்கு ஆதாரமாக இருப்பதற்கும் இயற்பியல் மற்றும் டிஜிட்டல் தீர்வுகளைப் பயன்படுத்த முழுமையான அணுகுமுறையுடன் நம்மை நாம் தயார்படுத்திக் கொள்கிறோம்.

FY2023/2024 இல், நமது குடியிருப்பாளர்களுக்கு ஆதரவளிப்பதில் குறிப்பிடத்தக்க முன்னேற்றங்களை நாங்கள் செய்துள்ளோம். எங்களின் 24 உள்ளூர் உதவித் திட்டங்கள் மற்றும் நடவடிக்கைகளால் 60,000க்கு உட்பட்ட குடியிருப்பாளர்கள் பயனடைந்துள்ளனர். எங்கள் கூட்டாளர்களின் ஆதரவுடன், இந்தத் திட்டங்களின் மூலம் 127,000 குடியிருப்பாளர்களை அணுகினோம். தென்மேற்கு சமூகத்திற்கு \$3.6 மில்லியனுக்கும் அதிகமான பணத்தையும் பொருட்களையும் பங்களித்த 470க்கும் மேற்பட்ட பெருநிறுவனம் மற்றும் சமூகப் பங்காளர்களுக்கு நாங்கள் நன்றி கூறுகிறோம். Food Connect @ தென்மேற்கு மற்றும் Festive Cheers @ தென்மேற்கு போன்ற முன்முயற்சிகள் மூலம், அவர்களின் ஆதரவு குடியிருப்பாளர்களுக்கு வாழ்க்கைச் செலவைக் குறைக்க உதவியது.

ஒவ்வொரு சிங்கப்பூர் குடும்பத்திற்கும் இவ்வாண்டு \$800 CDC பற்றுச்சீட்டுகள் வழங்கப்பட்டன, ஜனவரியில் \$500 மற்றும் ஜூன் மாதத்தில் மீதம் \$300. CDC பற்றுச்சீட்டுகள் திட்டம் சிங்கப்பூர் குடும்பங்களின் அன்றாடச் செலவுகளைக் குறைக்க முயல்கிறது. தன்னார்வத் தொண்டர்கள், டிஜிட்டல் தூதர்கள், வணிகர்கள் மற்றும் குடியிருப்பாளர்களின் கூட்டு முயற்சிகளுடன், CDC பற்றுச்சீட்டு திட்டம் முழு சமூகத்தின் முன்முயற்சியை ஊக்குவிக்கிறது. இந்தச் சமூக உணர்வு புதிதாகத் தொடங்கப்பட்ட Mobile Groceries @ தென்மேற்கு, எங்கள் பாதிக்கப்படக்கூடிய குடியிருப்பாளர்களுக்கு ஆதரவளிப்பதோடு எங்கள் மாவட்டத்தில் தலைமுறைகளுக்கு இடையிலான பிணைப்புகளையும் வளர்க்கிறது.

பெருகிய முறையில் டிஜிட்டல் மயமாக்கப்பட்ட சமூகத்திற்கு ஏற்ப எங்கள் மூத்தவர்களுக்கு உதவ, நான் டிஜிட்டல் முறையில் தயாராக இருக்கிறேன் @ தென் மேற்கு திட்டமானது, துடிப்பான கற்றல் சமூகத்தை வளர்ப்பதோடு, ஆன்லைன் உலகத்தைப் பாதுகாப்பாக வழிநடத்தும் அறிவையும் திறன்களையும் அவர்களுக்கு வழங்குகிறது. வேலை தேடுபவர்கள் மற்றும் மாற்றுத்திறனாளிகளுக்கு வேலை வாய்ப்புகளைக் கொண்டு வந்த தென்மேற்கு சமூக வேலை கண்காட்சிகளிலும் உள்ளடக்கத்தை ஊக்குவிப்பதில் எங்களின் அர்ப்பணிப்பு தெளிவாக உள்ளது. குடியிருப்பாளர்கள் தங்கள் வீட்டிற்கு அருகாமையில் வேலைகளைக் கண்டறிய உதவும் புதிய தேடல் அம்சத்தையும் அறிமுகப்படுத்தியுள்ளோம்.

நிலைத்தன்மை என்பது CDC இன் முக்கிய குறிக்கோளாகத் அமைந்து வருகிறது. எங்கள் வருடாந்திர மறுசுழற்சி இயக்கம், Clean Up @ தென்மேற்கு, எங்கள் குடியிருப்பாளர்கள், சமூகம், கூட்டாளர்கள் மற்றும் பள்ளிகளை ஒன்றிணைப்பதன் மூலம் நிலைத்தன்மையை வெல்கிறது. எங்கள் பசுமையான புத்தாக்கக் கண்டுபிடிப்பு மையத்தில் மழைநீர் சேகரிப்பு மற்றும் குறைந்த கார்பன் பாதைகள் போன்ற அறிவார்ந்த தொழில்நுட்பங்கள், நமது சமூகத்தில் சுற்றுச்சூழல் நட்பு நடைமுறைகளை எவ்வாறு மேம்படுத்தலாம் என்பதைக் காட்டுகிறது.

தேவைகளையும் வளங்களையும் **ஒருங்கிணைத்தல்**, எங்கள் கூட்டாளர்களின் திறன்களை **உருவாக்குதல்** மற்றும் எங்கள் சமூகங்களை **இணைப்பதில்** CDC உறுதியாக உள்ளது. கூட்டு நடவடிக்கை மற்றும் எங்கள் நிறுவனம் மற்றும் சமூகப் பங்காளிகளின் அசைக்க முடியாத ஆதரவின் மூலம், எங்கள் சமூகத்தை இணைத்திருக்கும் வலுவான சமூகக் கட்டமைப்பை நாங்கள் கொண்டு, யாரும் பின்தங்கியிருக்கக்கூடாது என்பதை உறுதிசெய்கிறோம்.

ஒன்றாக, நாங்கள் சிறந்த உள்ளடக்கிய, துடிப்பான மற்றும் நிலையான தென்மேற்கு மாவட்டத்தை உருவாக்குகிறோம். ஒன்றாக இணைந்து முன்னேறுவோம். நன்றி.

Statistics for FY2023/2024 in a nutshell



Close to
60,000
residents benefitted from
24 local assistance
schemes and
programmes



Over **360**
community interest
groups with more than
29,000
members

62 programmes
reaching over
127,000
residents



More than **6,200**
volunteers rallied to serve
the community through
partnerships with more than
470 corporate and
community
partners



Close to **100** pro-bono
lawyers served more than
260 residents at
Community Legal
Clinic @ South West



Over **\$3.6**
million received in
cash and
in-kind
donations



SKILLSFuture SG

Close to **130**
SkillsFuture Advice
workshops conducted for over
6,000 participants



More than **2,200**
SMEs assisted through
one-to-one Business Advisory
and Capability Workshops by
SME Centre@SouthWest

24 ground-up
initiatives initiated
by volunteers



Scan to contact
South West CDC and
view this report online



<https://sg.gov.sg/cdcwestreport>



Aggregate

Festive Cheers @ South West

The South West CDC brought together about 50 corporate and community partners who rallied close to 1,000 volunteers and staff to contribute their time towards Festive Cheers @ South West. Their collective efforts made a substantial impact, delivering essential care packs to 8,000 vulnerable families. By combining resources and energy, meaningful support can be provided in ways far beyond what could have been accomplished individually.



Corporate, grassroots and student volunteers dedicated their weekends to packing and distributing grocery packs to vulnerable residents in the South West District.

"I am deeply grateful for the opportunity to volunteer at Festive Cheers @ South West alongside my colleagues and family. It enabled me to contribute in meaningful ways and make a positive impact on society."

Mr Indahwati Hartono
Procter & Gamble staff volunteer



Student volunteers from ITE College West guided residents on accessing and using digital CDC Vouchers at Community Centres/Clubs.

CDC Vouchers Scheme

The CDC Vouchers Scheme has united our community and built a strong network among residents, hawkers, shopkeepers, merchants, and youth volunteers. It has sparked collaborative efforts, where youth volunteers guided seniors and the less e-savvy to claim their vouchers digitally. Some heartland merchants introduced special deals and ground-up efforts to encourage residents to put their vouchers to good use. This scheme has fostered resilience, as merchants

"I had an enriching experience guiding seniors to claim their CDC Vouchers on their mobile phones. I enjoyed listening to the personal stories that they shared and believe I will always find joy in volunteering as it allows me to make new friends and socialise with people from different walks of life."

Jerrel Tan
Student volunteer from ITE College West

benefited from increased patronage and residents received timely support. It serves as a good example of how collaboration strengthens community bonds and helps us navigate challenges together.



Build

Clean Up @ South West

The South West District's annual recycling drive, Clean Up @ South West brings the community together for a common cause. Since 2006, close to 1,100 tonnes of recyclables have been collected, which is equivalent to saving 18,300 trees. This year, the CDC collaborated with partners like Life3 Biotech Pte Ltd and local schools through the GROW @ South West programme to deepen students' understanding of how their food and lifestyle choices impact the environment. Such initiatives demonstrate how corporate partners, community organisations, and schools can join forces to advance sustainability and build a smarter, greener future for the next generation.



Residents, schools, corporate and community partners gathered at the annual recycling drive to contribute recyclables and share valuable insights on their sustainability practices to foster an eco-friendly environment.

“I’ve learnt that sustainable food choices have a smaller carbon footprint and are hence important, especially as the population grows. I now know that we can contribute to the planet by eating sustainable foods and believe that it will soon become part and parcel of life as we normalise it.”

Judy Kuy
Swiss Cottage Secondary School student

I am Digitally Ready @ South West

By harnessing the unique strengths of our diverse community, I am Digitally Ready @ South West creates a more inclusive and welcoming space for all. The programme partners with Singtel and IMDA SG Digital Office to empower residents, particularly the elderly, with essential digital skills and awareness of cybersecurity and scams. By bridging the generational gap, younger community members and partners support seniors in becoming more digitally savvy. This collaboration fosters an inclusive learning environment where everyone, regardless of age, contributes to building a safer and more connected community.



Through a series of workshops, corporate volunteers helped seniors in the community overcome their fear of technology by teaching them valuable tips on scam awareness and online safety.

“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.”

Ms Anna Yip
Singtel, Deputy CEO



Connect

Family Bliss @ South West



Experts from Ng Teng Fong General Hospital share health and wellness tips with parents of young children.

Family Bliss @ South West is designed to strengthen the emotional and social well-being of the community. It encompasses various activities to promote family bonding in the community. Some of the initiatives include Baby BlissCard @ South West to celebrate the arrival of newborns in the district, and a webinar series targeted at parents of young children and adolescents. These webinars offer valuable parenting resources and expert advice,

serving as a key resource for family well-being and mental wellness. By creating a supportive environment, the programme encourages a sense of belonging and identity and promotes a family-friendly community where families can thrive together.

“The webinar I attended focused on managing inattention in children with ADHD. I appreciated the insightful use of case scenarios by the doctor to illustrate the differences between various learning disorders. I look forward to attending similar programmes in the future.”

Ms Cheng Si Ling
Participant of
Family Bliss @ South West webinar

South West Community Job Fairs

The South West Community Job Fairs serve as a pivotal platform, offering both physical fairs and an online portal to connect residents and hiring employers. This year, the CDC and goodjobs.com.sg introduced go_direct @ South West, an AI-enabled tool that facilitated easy search of over 7,000 job opportunities within the South West District. While physical fairs continue to play a significant role in providing tailored job opportunities with the face-to-face interactions, the integration of technology exemplifies how partnerships can create a future-ready, learning community that meets the diverse needs of residents.



At the South West Community Job Fair, participants experienced the new go_direct @ South West feature, which uses an AI chatbot to match their requirements with relevant job opportunities.

“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. Residents looking for job opportunities near their home will be able to go directly to their employer of choice within the South West District.”

Ms Jenny Wee, PBM
goodjobs.com.sg, Director

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. Which tranche of the CDC Vouchers Scheme was launched in June 2024, providing an additional \$300 CDC Vouchers to each Singaporean household?

A: _____
2. How many job opportunities were offered during the South West Community Job Fair held from 15 to 19 July 2024?

A: _____
3. What innovative solution did the winning team of the Young Technopreneur Challenge 2024 create to help those with hearing loss?

A: _____
4. What is the main purpose of the Huggies Singapore Diaper Bank @ South West initiative by CDC and Kimberly-Clark?

A: _____
5. How many volunteers gave their time to serve the South West District community in FY 2023/2024?

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: 31 January 2025



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!

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

SKILLS TEAMWORK GROCERY UPLIFT HEARTLAND

INVENTION FRIENDS DIAPERS WELLNESS YOUTH