

Bridge



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**

#1 2025

GUEST OF HONOUR

Mr Desmond Lee

Minister for National Development
Minister in Charge of Social Services Integration

HOST

Ms Low Yen Ling

Senior Minister of State
Ministry of Trade and Industry
Ministry of Culture, Community and Youth
Member of Parliament, South West District



goodER FRIENDS



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**

goodjobs

**THE
SOCIAL
EQUITY**

A HELPING HAND FOR JOBSEEKERS

At the South West Community Job Fair @ Boon Lay, mentors and digital tools supported residents in their job search.



**"I would like
inclusivity to be
at the core of
everything we do."**

MR DON WEE
Adviser to Chua Chu Kang GRC
Grassroots Organisations
(Brickland)



**➔ 5
HOME REFRESH
@ SOUTH WEST**

P&G Singapore staff and
community volunteers team
up to create safer, cosier
homes for the community.



**➔ 8
SKILLSFUTURE FESTIVAL
@ SOUTH WEST**

Exploring new trends
and training for better
career growth and
lifelong learning.



**➔ 25
LAW AWARENESS
WEEKS @ CDC**

Experts and residents
come together to address
legal challenges and
green solutions.

Dear friends,

As we welcome the new year, it is a fitting time to look back on 2024 and celebrate the remarkable strength and unity of the South West community. Over the past year, families deepened their bonds, neighbours lent their support, and volunteers and partners worked together to bring meaningful change. These collective efforts have made our district stronger and more cohesive.

We saw this spirit of collaboration in the many initiatives we forged together. By strengthening family ties, championing lifelong learning and celebrating the arts, we enriched our community and made it a more inclusive and vibrant place for all.

Building on this cooperation, the CDC continued to enhance its programmes to improve the well-being of our residents. In partnership with The Good Parent, we introduced an e-card for the Family Bliss @ South West programme, offering family-friendly benefits such as merchant discounts and workshops for families at different life stages. The ArtsEverywhere@CDC initiative brought lively cultural performances to the heartlands, fostering creativity and intergenerational bonding through shared experiences.

At the SkillsFuture Festival @ South West, residents embraced opportunities to explore career pathways in the digital, care and green sectors. At the same time, we also launched the first-ever goodFriends Network at the South West Community Job Fair in Boon Lay. Under this programme, professionals in various fields and students from Institutes of Higher Learning provided guidance, encouragement and practical support to enhance jobseekers' confidence, skills and job search experience.

Our corporate partners play an instrumental role in fostering a caring community. The Home Refresh @ South West initiative transformed 120 households, with Procter & Gamble Singapore volunteers and grassroots organisations working together to rejuvenate residents' homes and improve their living conditions.

Our volunteers' unwavering commitment was equally inspiring during the 10th Law Awareness Weeks @ CDC, supported by Pro Bono SG. In the past decade, more than 4,700 law students and 350 lawyers have selflessly contributed their time and expertise at Community Legal Clinics. In 2024, legal talks on environmental stewardship encouraged residents to reflect on their role in shaping a greener future.

I extend my heartfelt gratitude and congratulations to all National Day Awards recipients for their invaluable contributions, inspiring others to make a meaningful difference.

In 2025, let's build on these successes to create a welcoming South West District where everyone belongs and thrives.



yen
MS LOW YEN LING
Mayor of South West District

அன்பார்ந்த நண்பர்களே,

நாம் புத்தாண்டை வரவேற்கும் இவ்வேளையில், 2024 ஆம் ஆண்டைத் திரும்பிப் பார்த்து, தென்மேற்கு சமூகத்தின் குறிப்பிட்டுச் சொல்லக்கூடிய உறுதியையும் ஒற்றுமையையும் கொண்டாட இது ஒரு பொருத்தமான தருணம். கடந்த ஆண்டில், குடும்பங்கள் தங்கள் பாசப்பந்தங்களை ஆழப்படுத்தின, அக்கம்பக்கத்தினர் தங்களின் ஆதரவுக் கரங்களை நீட்டினர், மேலும் தொண்டோட்டியர்கள் மற்றும் பங்களிப்புகள் அர்த்தமுள்ள மாற்றத்தைக் கொண்டுவர ஒன்றிணைந்துப் பணியாற்றினர். இந்தக் கூட்டு முயற்சிகள் நமது வட்டாரத்தை வலிமை கொண்டதாகவும், ஒற்றுமை நிறைந்ததாகவும் மாற்றியுள்ளன.

நாம் ஒன்றிணைந்து மேற்கொண்ட பல திட்டப்பணிகளில் இந்த ஒத்துழைப்பு உணர்வைக் கண்டோம். குடும்ப உறவுகளை வலுப்படுத்துவதன் மூலமும், வாழ்நாள் முழுவதும் கற்பதை ஆதரிப்பதன் மூலமும், கலைகளைக் கொண்டுவருவதன் மூலமும், நமது சமூகத்தை வளப்படுத்தினோம், அத்துடன் அதனை அனைவரையும் உள்ளடக்கிய மற்றும் துடிப்புமிக்க இடமாக மாற்றினோம்.

இந்த ஒத்துழைப்பை அடிப்படையாகக் கொண்டு, சமூக மேம்பாட்டு மன்றமானது நமது குடியிருப்பாளர்களின் நல்வாழ்வை மேம்படுத்த அதன் திட்டங்களை தொடர்ந்து மேம்படுத்தியது. The Good Parent உடன் இணைந்து, Family Bliss @ South West திட்டத்திற்காக ஒரு மின் அட்டையை அறிமுகப்படுத்தினோம், இது வணிகத் தள்ளுபடிகள் மற்றும் வெவ்வேறு வாழ்க்கைக் கட்டங்களில் உள்ள குடும்பங்களுக்கு பயிற்சிப்பட்டறைகள் போன்ற குடும்பத்திற்கு உகந்த சலுகைகளை வழங்கி வருகிறது. ArtsEverywhere@CDC திட்டமானது குடியிருப்பு வட்டாரப் பகுதிகளுக்கே நேரடி கலாச்சார நிகழ்ச்சிகளைக் கொண்டு வந்தது, இதன் வாயிலாக பல தரப்பினர் பெற்ற அனுபவங்கள் படைப்பாற்றல் மற்றும் தலைமுறைகளுக்கு இடையேயான பந்தத்தை வளர்த்தது.

SkillsFuture Festival @ South West என்பதில், மின்னிலக்கம், பராமரிப்பு மற்றும் பசுமைத் துறைகளில் தொழில் பாதைகளை ஆராய்வதற்கான வாய்ப்புகளை குடியிருப்பாளர்கள் பெற்றனர். அதே வேளையில், பூன் லேயில் நடந்த தென்மேற்கு சமூக வேலைவாய்ப்பு கண்காட்சியில் முதன்முதலாக goodFriends Network என்பதையும் நாம் தொடங்கினோம். இந்தத் திட்டத்தின் கீழ், பல்வேறு துறைகளில் உள்ள வல்லுநர்களும் உயர்கல்வி நிறுவனங்களின் மாணவர்களும் வேலை தேடுவோரின் நம்பிக்கை, திறன்கள் மற்றும் வேலை தேடல் அனுபவத்தை மேம்படுத்திட வழிகாட்டுதல், ஊக்கம் மற்றும் நடைமுறை ரீதியான ஆதரவை வழங்கினர்.

அக்கறை நிறைந்த சமூகத்தை உருவாக்குவதில் நமது நிறுவன பங்களிப்புகள் முக்கிய பங்கு வகிக்கின்றன. The Home Refresh @ South West திட்டப்பணியானது 120 வீடுகளை மாற்றியமைத்தது. இதில் பராகட்டர் & கேம்பிள் சிங்கப்பூர் தொண்டோட்டியர்கள் மற்றும் அடித்தள அமைப்புகள் குடியிருப்பாளர்களின் வீடுகளைப் புதுப்பிக்கவும் அவர்களின் வாழ்க்கை நிலைமைகளை மேம்படுத்தவும் இணைந்து செயல்படுகின்றன.

ப்ரோ போனோ எஸ்ஜி (Pro Bono SG) உடைய ஆதரவுடன் சமூக மேம்பாட்டு மன்றத்தில் நடைபெற்ற 10வது சட்ட விழிப்புணர்வு வாரங்களில், நமது தொண்டோட்டியர்களின் நல்கிய அசைக்க முடியாத அர்ப்பணிப்பு சமமான அளவு ஊக்கமளிக்கும் விதமாக இருந்தது. கடந்த பத்தாண்டுகளில், 4,700க்கும் மேற்பட்ட சட்ட மாணவர்களும் 350 வழக்கறிஞர்களும் சமூக சட்ட மருந்தகங்களில் தங்கள் நேரத்தையும் நிபுணத்துவத்தையும் தன்னலமின்றி வழங்கியுள்ளனர். 2024 ஆம் ஆண்டில், சுற்றுச்சூழல் மேலாண்மை குறித்த சட்டப் பேச்சுக்கள், பசுமையான எதிர்காலத்தை வடிவமைப்பதில் தங்களுக்கிருக்கும் பங்கைப் பற்றி சிந்திக்க குடியிருப்பாளர்களை ஊக்குவித்தன.

தேசிய தின விருது பெற்ற அனைவருக்கும் அவர்கள் நல்கிய விலைமதிப்பற்ற பங்களிப்புகளுக்காகவும், அர்த்தமுள்ள மாற்றத்தை ஏற்படுத்த மற்றவர்களை ஊக்குவித்ததற்காகவும் எனது மனமார்ந்த நன்றியையும் வாழ்த்துக்களையும் தெரிவித்துக் கொள்கிறேன்.

2025 ஆம் ஆண்டில், அனைவரையும் உள்ளடக்கிய, செழிப்பான வரவேற்கத்தக்க தென்மேற்கு வட்டாரத்தை உருவாக்கிட, இந்த வெற்றிகளை அடிப்படையாகக் கொண்டு மென்மேலும் பல வெற்றிகளை அடைவோம்.

亲爱的朋友们，

在迎接新年之际，回顾2024年并表扬西南社区所展现出的非凡力量和团结精神，正是恰逢其时。在过去的一年里，家庭关系更加密切、邻里之间守望相助，义工与合作伙伴携手共进，为社区带来意义深远的改变。这些共同努力 使我们的社区变得更加强大、更具凝聚力。

这种合作精神在我们共同发起的众多倡议中得到了充分的体现。通过加强家庭联系、倡导终身学习和推广艺术文化，我们不断丰富社区生活，共同打造一个更具包容性、更有活力的社区。

基于这种合作精神，社理会继续优化各项目，以提升居民的福祉。通过与 The Good Parent 的合作，我们推出了西南幸福家庭计划（Family Bliss @ South West）电子卡，为处于不同人生阶段的家庭提供商户优惠和亲子工作坊等家庭友好福利。通过“艺术处处”（ArtsEverywhere@CDC）计划，我们将丰富多彩的文化表演带入邻里，让居民共同欣赏艺术的同时，还能培养创造力并促进代际之间的交流。

在西南技能创前程节上（SkillsFuture Festival @ South West），居民们踊跃探索数码、护理和绿色产业的职业发展机会。与此同时，我们还在文礼举办的西南社区职业展（South West Community Job Fair）上首次推出了“西南前程职友网络”（goodFriends Network）。在这项计划下，各领域的专业人士和高等学府的学生为求职者提供指导、鼓励 and 实际支持，以增强求职者的信心、提高他们的技能以及提升他们的求职体验。

我们的企业合作伙伴在营造关爱社区方面发挥了重要作用。在新加坡宝洁公司的义工和基层组织的共同努力下，Home Refresh @ South West 计划帮助了120户家庭，让他们的住宅焕然一新，改善了他们的居住环境。

在由无偿法律服务办事处（Pro Bono SG）支持举办的第十届社区发展理事会法律意识周（Law Awareness Weeks @ CDC）活动中，法律专业义工们的无私奉献令人鼓舞。在过去的十年间，已有超过4700名法律系学生和350名律师通过社区法律服务中心，为居民提供了专业的免费法律咨询服服务。在2024年，我们更通过了有关环境管理的法律讲座激励居民思考自己在建设更绿色、更可持续未来中能够发挥的作用。

我谨向所有获得国庆奖章的杰出人士致以最诚挚的祝贺，并衷心感谢他们所作出的宝贵贡献。他们的卓越行为激励着每一位国人共同努力，为创造更美好的新加坡贡献力量。

展望2025年，让我们携手并进，延续这些美好成果，共同打造一个包容、温暖、充满活力的西南社区，让每个居民都能在这里找到归属感，茁壮成长。

Rakan-rakan yang dihormati,

Sambil kita mengalu-alukan tahun baru, inilah masa yang sesuai untuk mengimbas kembali tahun 2024 dan meraikan kekuatan dan perpaduan luar biasa masyarakat Barat Daya. Sepanjang tahun lalu, keluarga mengeratkan ikatan hubungan mereka, jiran-jiran memberikan sokongan, dan para sukarelawan serta rakan kongsi bekerjasama untuk membawakan perubahan yang bermakna. Usaha kolektif ini telah menjadikan kawasan kita lebih kukuh dan bersatu padu.

Kami melihat semangat kerjasama ini dalam banyak inisiatif yang kami jalinkan bersama. Dengan mengukuhkan hubungan kekeluargaan, memperjuangkan pembelajaran sepanjang hayat serta meraikan seni, kita memperkayakan masyarakat kita dan menjadikannya sebuah tempat yang lebih inklusif dan meriah untuk semua.

Berdasarkan kerjasama ini, CDC terus mempertingkatkan program-programnya bagi memperbaiki kesejahteraan diri penduduk kami. Dengan kerjasama The Good Parent, kami memperkenalkan e-kad untuk program Family Bliss @ South West, menawarkan manfaat-manfaat yang mesra keluarga seperti diskaun peniaga dan bengkel untuk keluarga di peringkat kehidupan yang berbeza. Inisiatif ArtsEverywhere@CDC membawakan persembahan budaya yang meriah ke kawasan-kawasan perumahan awam, memupuk kreativiti dan ikatan antara generasi melalui pengalaman yang dikongsi.

Di Festival SkillsFuture @ South West, penduduk mengambil peluang untuk meneroka laluan kerjaya dalam sektor digital, penjagaan dan hijau. Pada masa yang sama, kami juga melancarkan goodFriends Network yang pertama di Pameran Kerja Masyarakat Barat Daya di Boon Lay. Di bawah program ini, para profesional dalam pelbagai bidang dan pelajar dari Institut Pengajian Tinggi memberikan bimbingan, galakan, serta sokongan praktikal untuk meningkatkan keyakinan, kemahiran dan pengalaman mencari pekerjaan bagi mereka yang sedang mencari kerja.

Rakan kongsi korporat kami memainkan peranan penting dalam memupuk masyarakat penayang. Inisiatif Home Refresh @ South West mempertingkatkan 120 buah rumah, dengan sukarelawan Procter & Gamble Singapore dan pertubuhan akar umbi bekerjasama untuk memperbaiki kediaman penduduk serta keadaan tempat tinggal mereka.

Komitmen para sukarelawan kami yang tidak berbelah bahagi juga sangat menginspirasi semasa Minggu Kesedaran Undang-undang di Majlis Pembangunan Masyarakat yang ke-10, yang disokong oleh Pro Bono SG. Sepanjang dekad yang lalu, lebih daripada 4,700 orang pelajar undang-undang dan 350 orang peguam telah berbesar hati menyumbangkan masa dan kepakaran mereka di Klinik Masyarakat Undang-Undang. Pada tahun 2024, perbincangan undang-undang mengenai penjagaan alam sekitar telah menggalakkan penduduk agar merenungkan peranan mereka dalam membentuk masa hadapan yang lebih hijau.

Saya mengucapkan terima kasih serta tahniah kepada semua penerima Anugerah Hari Kebangsaan atas sumbangan mereka yang tidak ternilai, yang telah memberikan inspirasi kepada orang lain untuk membuat perubahan yang bermakna.

Pada tahun 2025, ayah kita terus membina di atas kejayaan-kejayaan ini bagi mewujudkan Kawasan Barat Daya di mana semua penduduk rasa diterima dan maju jaya.



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WHAT'S HAPPENING @ SOUTH WEST

12 NATIONAL DAY AWARDS 2024

Congratulations to the award recipients for their contributions to the community! District Councillors, Mr Low Min Chye, PBM, and Mr Eric Lue, PBM, share what makes them tick as pillars of support in the South West District.

5 MINUTES WITH...

20 MR DON WEE

The Adviser to Chua Chu Kang GRC Grassroots Organisations (Brickland) opens up about belonging, empathy and inclusivity.

>> Bridge

A bi-monthly publication of the South West Community Development Council (CDC)

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MADAM CHUA HWEE TIN, 79, had long struggled with changing the large fluorescent lights in her Bukit Batok flat. Living alone, it had become a frustrating task. But with the help of Procter & Gamble (P&G) Singapore staff volunteers, her home is now lit with energy-efficient LED lights. "It is easier for me to replace the LED lights on my own as I only need to change the light bulbs," she shared with a smile.

In another household, Madam Tamilselvi, 43, felt relief after having her kitchen window handles and slider repaired. She had worried that her window might fall and injure someone. "I am very thankful that the P&G team replaced the handles and slider. Now the window glides smoothly," she shared, no longer fearing the potential dangers.

Both Mdm Chua and Mdm Tamilselvi benefitted from the Home Refresh @ South West initiative, which is jointly organised by South West Community Development Council (CDC) and P&G. Now in its third year, the event was held on 25 August 2024 in Bukit Gombak Sunshine Estate, bringing together volunteers and community members to improve the living conditions of vulnerable residents.

A COMMUNITY EFFORT WITH HEART

At the event, Mayor of South West District, Ms Low Yen Ling, expressed how a home is more than just a physical space — it is where memories are made and bonds are strengthened. "A safe and cosy home environment is crucial for our social, physical and mental well-being," she said. "Through Home Refresh @ South West, we aim to



Volunteers of all ages lent a helping hand.



Ms Low and P&G's Senior Vice President and General Counsel for Asia Pacific, Mr Jason Muncy, distributing care packs to a beneficiary.



Around 30 P&G staff volunteers and their families, along with Mayor of South West District, Ms Low Yen Ling, and volunteers from Bukit Gombak grassroots organisations, joined in the Home Refresh @ South West care pack distribution.

BRIGHTER HOMES, HAPPIER LIVES

With the help of the South West CDC and dedicated P&G staff volunteers, residents are now enjoying safer and more comfortable living spaces.

build caring and inclusive communities by revitalising homes for vulnerable residents. This collaborative effort touches not only the lives of our residents but also inspires our volunteers with a sense of fulfilment and purpose that comes from helping others."

P&G's Senior Vice President and General Counsel for Asia Pacific, Mr Jason Muncy, echoed this sentiment. "We've been in Singapore since 1987 and are committed to supporting the community. The Home Refresh programme is especially meaningful as it helps enhance the living environment for residents," he said, adding that he and his wife had helped fix a resident's sink.

Around 30 P&G staff volunteers took on the task of repairing various home fixtures, supported by professional painters and handymen for more complex repairs. Some families also received new home appliances, such as ovens and televisions, to replace broken ones. In addition, each of the 17 households received a P&G care pack filled with everyday essentials worth about \$90.

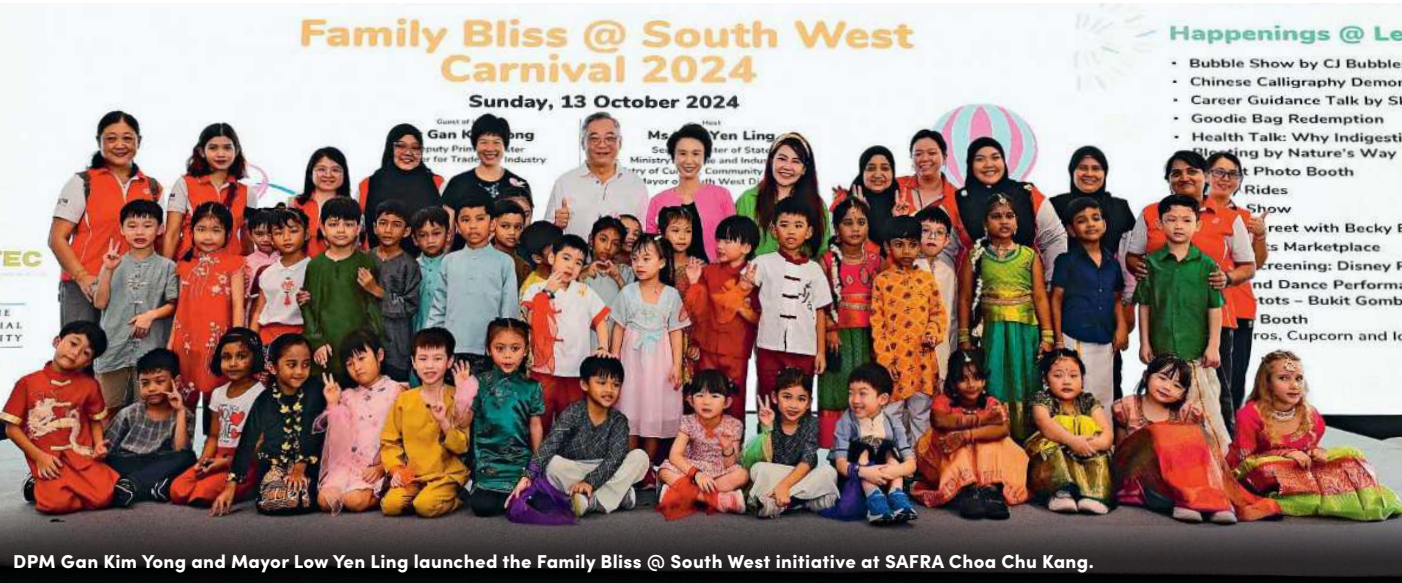


- Rice • Biscuits • Instant Malt Drink • Cooking oil
- Canned mushrooms • Canned tuna
- Canned curry • Canned baked beans
- Instant noodles • Toothbrush • Toothpaste
- Dishwashing liquid • Razor
- Fabric softener refill • Body wash

Ms Fone Wong, 41, a P&G staff volunteer, and her team helped repair kitchen tiles, replace ceiling lights and fix a leaky sink for a senior resident. "Changing light bulbs may seem simple, but seniors struggle to do it because they have no one to help them," she said. "Initiatives like these show us how much help some families really need." **B**

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sign up
FOR YOUR
FAMILY BLISS @ SOUTH WEST
E-CARD!

Membership is available to all Singaporean Citizens and Permanent Residents residing in the South West District. The E-Card is hosted on The Good Parent's website, a parenting resource portal by local social enterprise, The Social Equity.



Register for the E-Card at <https://qrco.de/TGPMembers> or scan this QR code.

The Family Bliss @ South West roadshows will rove to various locations in the district, bringing interactive activities and on-site E-Card sign-ups closer to neighbourhoods. Families can also stay informed through a dedicated Telegram channel (t.me/familybliss) offering parenting, financial and mental wellness tips. With the Family Bliss @ South West initiative and its E-Card, South West CDC continues its mission to expand support for families and foster resilient, connected communities across generations. **B**

Reflecting on its legacy, Mayor of South West District, Ms Low Yen Ling, said, "Since its inception, the programme has been one of South West CDC's flagship initiatives, reflecting our district's commitment to supporting young families as they embark on the rewarding journey of parenthood."

This enduring impact was front and centre at the Carnival, which drew families with a vibrant mix of activities, including informational booths, free trials and expert-led classes from community partners, local merchants and corporate sponsors.

Highlights included hospitality institute SHATEC's discounts on its cooking classes, which teach parents how to prepare nutritious meals for their children, and live demonstrations by confinement nanny service Baby's Whisperer on baby-care essentials, such as feeding, bathing and breastfeeding.

Baby's Whisperer Founder Shelley Kan, a certified early childhood educator, noted the importance of supporting new parents. "Many women struggle with postpartum depression because they don't know how to handle their newborn," she said. "That's where our classes come in." Family Bliss @ South West E-Card members enjoyed discounts on Baby's Whisperer "infancy mastery" classes for domestic workers, and received a complimentary baby nutrition recipe book.

For older children, swimming education provider WeSwim showcased its play-based swim programme, which is designed to ease water anxiety.



"Kids learn faster when they're having fun, so our instructors are trained in early childhood development to motivate and encourage them during swim lessons," said WeSwim Director Jasmine Lim. Parents interested in the programme could also redeem a free trial lesson with the Family Bliss @ South West E-Card.

BRINGING ACTIVITIES AND ADVICE

The Family Bliss @ South West E-Card also connects families to health-focused offerings, including discounts on children's supplements.

Ms Adora Loh, a mother of two, shared how the Carnival's activities matched her needs as a parent. "With my kids still so young, I'm focused on supporting their health and wellness," she said. "The booths here provided useful insights and resources that can help me care for them better."

PARTICIPATING MERCHANTS OF THE FAMILY BLISS @ SOUTH WEST E-CARD AS OF 13 OCTOBER 2024

South West

FAMILY BLISS

AIA Singapore

- ▶ AIA x The Good Parent – AIA GoodProtect Family Cover
- ▶ Free dengue and accident coverage

WeSwim

- ▶ Free trial classes
- ▶ 15% discount on the first month of swimming lessons

SAKAE Holdings

- ▶ Free tamago sushi (U.P. \$2.99)
- ▶ Sakae sushi-making workshop at \$63 only (U.P. \$70)

ComVita

- ▶ Free ComVita Manuka Honey UMF 5+ 5g (U.P. \$10.90)

Nature's Way

- ▶ Free Nature's Way Kids Smart Probiotic Choc Balls 125g (worth \$27.15)

Blue Tree Education

- ▶ Free trial classes (worth \$90) for any subject, level or location

Joyous Mummy Care

- ▶ Special rate of \$588 for three sessions of massage for expectant and new mothers (U.P. \$688)

SHATEC

- ▶ Special rate of \$71.94 for cooking class (U.P. \$95.92)

Confinement Nanny Centre

- ▶ Special rate of \$390.40 for Infant Care Mastery for Domestic Helpers Course (U.P. \$488)
- ▶ 20% discount for members

Shan Confinement

- ▶ Special rate of \$388 for seven bottles of freshly brewed bird's nest (U.P. \$428)

*Terms and conditions apply. Visit www.thegoodparent.com.sg/swfamilybliss for the latest updates.

FRESH PERKS TO HELP FAMILIES THRIVE

The South West CDC's Family Bliss @ South West initiative introduces expanded support with wellness workshops as well as an E-Card offering exclusive benefits for all ages.

A NEW CHAPTER OF FAMILY-FOCUSED PROGRAMMES awaits residents of the South West District. Building on the success of the Baby Blisscard @ South West programme, which has supported more than 15,000 families since 2004, the Family Bliss @ South West initiative aims to strengthen intergenerational bonds with practical resources and activities tailored to diverse family needs.

At the heart of this initiative is the new Family Bliss @ South West E-Card, which extends support to every family member, from infants to seniors.

Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry and Adviser to Chua Chu Kang GRC Grassroots Organisations (Chua Chu Kang), launched the new initiative during the Family Bliss @ South West Carnival 2024 held on 13 October 2024 at SAFRA Choa Chu Kang.

He highlighted the role of robust family bonds in community-building. "Strong families form the bedrock of our community," he said. "They help to shape our values, pass down traditions and culture, and instil a sense of belonging from generation to generation."

EXPANDING SUPPORT WITH EXCLUSIVE PERKS

The Family Bliss @ South West E-Card, a collaborative effort by South West Community Development Council (CDC), The Good Parent and The Social Equity, offers a range of benefits – from wellness workshops and parenting resources to discounts on services and products – creating opportunities for families to connect, learn and thrive.

One benefit that stands out is the six months complimentary dengue and accident insurance coverage

through AIA GoodProtect Family Cover, which was designed specially for South West residents. This benefit ensures families are provided with protection. AIA Singapore partnered with South West CDC and The Good Parent to provide this unique benefit as part of their shared commitment to family well-being.

"By providing complimentary dengue and accidental death benefits, we're offering families peace of mind to focus on recovery when an unfortunate event happens," said Mr Alvin Fu, Chief Distribution Officer, AIA Singapore.

For expectant mother Sheela Nur Kusheelawati, who attended the Carnival, the additional insurance benefits provided a welcome reassurance as she prepares for her fourth child.

"With a growing family, this kind of coverage makes me feel more secure," said the 34-year-old, who also picked up practical baby-care tips, such as swaddling techniques, at the event.

CELEBRATING JOY AND FAMILY BONDING

The Carnival celebrated both the launch of the Family Bliss @ South West initiative and 20 years of the Baby Blisscard @ South West programme – a long-standing effort to support new parents in the South West District.

Since its introduction in 2004 by South West CDC, the Baby Blisscard has provided new parents with a customised EZ-Link card featuring their newborn's photo and pre-loaded with \$20. Beyond its practicality, the card is both a useful and sentimental resource for families. Over the years, it has become one of the CDC's most cherished programmes.



READYING TALENT FOR THE FUTURE: FROM ELECTRIC RIDES TO EDIBLE GARDENS

SkillsFuture Festival @ South West 2024 offered hands-on workshops and new tech insights to help residents stay ahead in today's fast-paced world.



DPM Gan, Mayor Low and PropNex CEO, Mr Ismail Gafoor, learning about SSA Group's urban farming courses focused on edible plants (left) and Singapore Polytechnic students' autonomous campus surveillance electric vehicle (right).

updated on the latest market trends.

"As the way we live and work changes with digitalisation, it is important that we continue to equip ourselves with skillsets to stay relevant," said Ms Low. "Our partnership with PropNex and SingPost underscores our commitment to foster a culture of continuous learning and upskilling, empowering the community to adeptly respond to changing industry demands and remain agile."

PropNex CEO, Mr Ismail Gafoor, shared how the SkillsFuture framework has enhanced the capabilities of his company's agents. "SkillsFuture provides a wide array of training programmes and resources that help our agents continuously upgrade their skills," he said. "These programmes focus on digital marketing, negotiation techniques and customer service — key areas for staying competitive in the real estate industry. By using these resources, our agents can stay ahead of industry trends and offer top-notch service to our clients."

The SkillsFuture Festival @ South West aims to inspire residents to enhance their skills and prepare for the future workforce, Ms Low said. "Over the next two years, we will expand the scope of our SkillsFuture workshops to better address the unique needs of various industries and equip

participants with relevant skills and insights," she added. "The CDCs, in partnership with SkillsFuture Singapore and Lifelong Learning Institute, will bring these sector-based workshops directly to companies, fostering a more targeted approach to skills development."

SPROUTING SKILLS AND SATISFYING TASTES

For those with a green thumb — or an appetite — the Festival had plenty to offer. Ms Kanchana Sundaram Padiachee from SSA Group introduced urban farming courses focused on growing edible plants like tomatoes, ginger and laksa leaves. Residents not only learnt how to grow their own ingredients but also how to whip up meals with them in one- to three-day cooking courses. "Our cooking classes are designed to help residents pursue a new career in F&B or prepare healthy meals for their families," she said.

The buzz around sustainable food did not end there. At the Academy of Design Arts and Media's booth, residents learnt about microalgae, a nutrient-dense superfood that can be used to create beverages like algae bubble tea. "As consumers become more interested in healthy and sustainable food options,

algae bubble tea is becoming increasingly popular," said facilitator Ms Kelly Ngan.

One resident, Ms Cecilia Sin, 48, who is recovering from a shoulder injury, found inspiration in the cooking and urban farming courses. "I enjoy preparing meals for my family every day," she shared. A passionate cook, Ms Sin hopes to recover soon and perhaps pursue a career as a chef. "But that will depend on my recovery," she said, mindful of the physical demands of the industry. Still, the skills she has gained will benefit both her personal cooking and any future career plans.

While some residents explored food-related innovations, others were drawn to technology demonstrations. Ms Siew Yin Yin, 37, a biotech researcher, was impressed by the EV demonstration. "As someone interested in AI, I am keen to learn how it can be applied in different fields," she said. "I would like to learn more about using AI in my work."

Through workshops and demonstrations, SkillsFuture Festival @ South West 2024 offered valuable learning experiences and promoted a spirit of lifelong learning. As Ms Low noted, "We hope to encourage residents to boost their skills and knowledge to thrive in the evolving landscape of the workforce and be future-ready." **B**

READY, SET, *retool!*

At SkillsFuture Festival @ South West 2024, residents learnt about the latest digital and green trends through hands-on demonstrations that showed how technology is reshaping productivity and addressing societal issues like food waste.

► **Lorry crane simulator**
| Wong Fong Academy
Helped learners develop skills in real-world scenarios in a safe environment through virtual reality technology.

► **Autonomous EV for campus surveillance**
| Singapore Polytechnic
A driverless solution for managing surveillance remotely without human intervention.

► **Microalgae and urban farming**
| Academy of Design Arts and Media (ADAM)
Demonstrated how sustainable food technologies can contribute to a healthier, eco-friendly future.

► **Universal robotics**
| Ngee Ann Polytechnic
Showcased advanced robotics, including a six-axis robot arm for pick-and-place operations.

► **Mini Planting Workshop**
| SSA Group
A fun, interactive experience that introduced residents to sustainable farming practices that can be easily implemented at home.

► **Electric Car Technology**
| Performance Motors
Highlighted innovative eco-friendly features of electric vehicles designed to minimise carbon emissions and environmental impact.

Nearly 7,000 residents have participated in SkillsFuture workshops on topics such as data analytics, Python dashboards and coding.

WHAT STARTED AS A HUMBLE CAMPUS TAXI IN 2019 HAS EVOLVED INTO A DRIVERLESS SURVEILLANCE VEHICLE—

an innovation showcasing the future of transportation. Designed and built by students from Singapore Polytechnic, this project tackles the polytechnic's vehicle shortage with a cutting-edge solution. At SkillsFuture Festival @ South West 2024, held at Keat Hong Community Club, the students unveiled their second prototype of the electric vehicle (EV), showcasing how advanced technology can solve real-world problems.

Mr Ong Weize, 20, explained that the EV, powered by lithium-ion batteries, is equipped with a data sensor and an artificial intelligence (AI) camera to detect objects and chart safe routes. This technology offers a way to spot trespassers and ensure campus security.

To further engage the community, the students shared interesting insights into the EV's features, discussing topics like charging, safety and vehicle fundamentals. The goal? To demystify the complexity of EV technology and inspire residents to embrace the future of transportation.

Organised by South West Community Development Council (CDC) and SkillsFuture Singapore (SSG), the Festival



Ngee Ann Polytechnic students showcasing their advanced robotics project, UR3E, a six-axis robot arm to DPM Gan, Mayor Low and Mr Zhulkarnain.

ran from 2 to 3 August 2024 with the theme, "Empowering the Future". The event encouraged residents to take greater control of their personal and professional growth by showcasing innovations in the digital, green and care economies, helping them explore new career and learning opportunities.

Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong, attended the event, alongside Mayor of South West District, Ms Low Yen Ling, and Adviser to Chua Chu Kang GRC

Grassroots Organisations (Keat Hong), Mr Zhulkarnain Abdul Rahim.

LEARNING FOR KEEPS

To encourage continuous learning in the workplace, the South West CDC has partnered with PropNex Realty and Singapore Post (SingPost) to extend the benefits of SkillsFuture to about 13,000 employees. Tailored SkillsFuture workshops covering areas like infocomm technology, digitalisation and AI aimed to boost productivity and keep staff



Course facilitators leading hands-on demonstrations from edible farming to microalgae for bubble tea.



Minister Desmond Lee and Mayor Low Yen Ling, alongside Ms Jenny Wee, PBM, and Mr Eric Lue, PBM, from community job portal goodjobs.com.sg, with volunteers from the goodFriends Network, at the South West Community Job Fair @ Boon Lay.

OFFERING PERSONALISED SUPPORT FOR JOBSEEKERS

Residents can access tailored career guidance – from resume writing to finding local job opportunities – through the new goodFriends Network.

AFTER MORE THAN 30 YEARS IN HUMAN RESOURCES AND VOLUNTEERING AS A CAREER COACH WITH VARIOUS ORGANISATIONS, Ms Christina Lu Maxwell wanted to give back in a new way.

When she learnt about the goodFriends Network, she was immediately drawn to the idea of offering personalised help to jobseekers. “I want to help people land a good job and use my expertise to make a difference,” said Ms Lu Maxwell, Head of Human Resources for APAC at Neste, a sustainable fuel producer.

Ms Lu Maxwell was one of 23 volunteers in the newly launched goodFriends Network who were eager to help jobseekers improve their prospects. “I’ll work with them to understand their motivations and strengths, and help them

explore more job options,” she said. Her support includes guidance on LinkedIn profiles, CV improvements and interview preparation. Recognising the challenges faced by mid-career jobseekers, such as ageism, she added, “I’ll encourage them to focus on self-care and regain their confidence, especially if they’re struggling with self-esteem.”

BRIDGING GAPS

At the launch of the goodFriends Network, held in conjunction with the South West Community Job Fair at Boon Lay Community Club on 4 October 2024, Minister for National Development & Minister-in-Charge of Social Services Integration and Adviser to West Coast GRC Grassroots Organisations, Mr Desmond Lee, acknowledged the difficulties many

jobseekers face today. “In today’s dynamic landscape, finding the right job can be challenging,” he said. “It requires networks, suitable skillsets, resilience and a savviness to navigate the job market.”

The goodFriends Network, an initiative by the South West Community Development Council (CDC) in partnership with community job portal goodjobs.com.sg and local social enterprise, The Social Equity, focuses on delivering “last-mile” assistance to meet jobseekers’ specific needs at the final stages of their search. The Network bridges the gaps left by traditional job fairs through offering personalised, on-the-ground support, career coaching and practical guidance to help jobseekers build their confidence and resilience in a challenging market.

The Network’s volunteers include professionals, business leaders, and students from Institutes of Higher Learning who guide and encourage jobseekers to expand their job search options. It also equips volunteers with resources to assist jobseekers effectively, so that they can build a caring and supportive community.

Mr Lee emphasised the importance of having a solid support system. “Jobseekers will benefit from having a network of friends who can offer encouragement, practical advice, moral support and a listening ear to guide them through the process,” he said.

He also noted the increasing complexity of the job market, with

technological changes and heightened competition adding new pressures. “Sometimes, we feel breathless because the job requirements are getting more complicated,” Mr Lee said, explaining how initiatives like the Network help jobseekers stay resilient.

CONNECTING RESIDENTS TO LOCAL OPPORTUNITIES

Mayor of South West District, Ms Low Yen Ling, shared success stories from past community job fairs, showing how these events have helped residents find employment nearby. One example is Mr Jim Ng, 28, who secured a call centre role close to home after a prolonged job search. “These job fairs help connect residents to opportunities in their neighbourhoods,” Ms Low said.

She also highlighted the story of Mr Mathew Chee, a resident in his 50s, who was retrenched during the COVID-19 pandemic and had been between jobs for some time. After attending the South West Community Job Fair, he landed a role as an operations manager at a seafood establishment, where he has since earned praise for his performance.

At the job fair at West Coast Community Centre, held on 7 and 8 November 2024 in partnership with goodjobs.com.sg and The Social Equity, more than 2,000 positions were offered across various fields. It connected a diverse group of jobseekers – including seniors, mid-career switchers, return-to-work locals and persons with disabilities – to employment opportunities nearby.

The job fair at Boon Lay in October drew interest too, especially from attendees seeking shorter shifts. “Many of our residents, including seniors, are looking for



part-time jobs to work five to six hours daily,” Ms Low said. Volunteers from The Social Equity and the Infocomm Media Development Authority’s SG Digital Office were also present to assist jobseekers with resume writing and help seniors with setting up email accounts.

These fairs play a valuable role in helping jobseekers from diverse backgrounds find roles suited to their skills and needs close to home.

HELP ON RESUMES AND MORE

One volunteer at the South West Community Job Fair @ Boon Lay, student Claire Tan, assisted seniors like 70-year-old Madam Chan Mei Suan by helping them draft their resumes. “I feel happy that I can help jobseekers increase their chances of finding a job,” Claire said.

Mdm Chan, who has over a decade of experience as a waitress, had applied for a

service crew position at the Ya Kun Kaya Toast booth. She is looking for an F&B job that accommodates her slower pace and allows her to earn an income while caring for her 80-year-old husband. “I hope to find something that fits my needs, so I can balance work and looking after him,” she said.

For employers, the community job fairs are a valuable opportunity to engage directly with prospective employees. Mr Daniel Ang, an HR officer at logistics firm GKE Group of Companies, shared that job fairs allow companies to meet jobseekers in person and explain the job requirements. He mentioned a 72-year-old woman who, after working in F&B, is now seeking an office cleaning role at his company. “These fairs help match jobseekers with roles that better fit their needs,” he said, adding that they also enable employers to find candidates who are well-suited for their openings.

Other employers like Ya Kun Kaya Toast, St Luke’s ElderCare and local logistics and hospitality firms attended the job fair at Boon Lay to recruit for service crew, customer service, healthcare and other specialised roles.

BROADENING HORIZONS

Resident Ms A Maria Margaret, 33, attended the job fair at Boon Lay to explore opportunities in healthcare, customer service or administration after leaving her job as a private tutor to care for her son. Despite applying for 10 to 15 jobs weekly, she had not received any responses.

After a four-year break from work, she is now open to entry-level positions to improve her prospects. “Job fairs allow me to meet new employers and increase my chances of getting a job,” she said.

Since the launch of the South West Community Job Fair programme in 2021, South West CDC has organised eight physical job fairs, engaging more than 2,300 jobseekers and facilitating over 10,000 interviews. These fairs have attracted more than 1,100 employers from multinational corporations and small- and medium-sized enterprises to heartland businesses, offering roles in sectors such as retail, healthcare and technology.

With the goodFriends Network now in place, jobseekers like Ms Margaret can access more personalised support and guidance – further improving their chances of securing meaningful employment. **B**



Jobseekers at The Social Equity booth received advice on resume writing.



A jobseeker and Boon Lay resident participating in an on-site interview at the job fair.



A jobseeker finding out about the career opportunities available at an employer’s booth.

National Day Awards 2024

CONGRATULATIONS TO RECIPIENTS IN THE SOUTH WEST DISTRICT WHO HAVE BEEN RECOGNISED FOR THEIR COMMENDABLE PUBLIC SERVICE.



Mr Koh Chwee, BBM (L)
Chairman
Chua Chu Kang CCC

Mr Tan Lip Kwang, Kelvin, BBM (L)
Chairman
Jurong Spring CCC

Mr Ng Poh Meng, BBM (L)
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Yuhua CCC



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Mr Lue Kok Keong, Eric, PBM
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South West CDC



Mr Augustine Jeow Kai Loon, PBM
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Brickland CCC



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Mr Kurt Wee Chorng Kien, JP, PBM
Patron
Keat Hong CCC and Marsiling CCC



BBM PBM

THE AWARDS ARE
GIVEN TO INDIVIDUALS
WHO HAVE MADE
**SIGNIFICANT
CONTRIBUTIONS**
TO THE NATION
IN THE CIVIL OR
MILITARY SERVICE,
SOCIAL AND
COMMUNITY WORK,
OR PERFORMED
OUTSTANDINGLY
IN THEIR FIELDS.



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Bukit Batok East CCC



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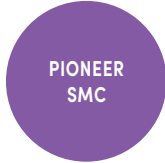
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The Frontier CCMC

Mr Lim Kay Chong, PBM
Member
Pioneer CCC



15 YEARS OF MAKING A DIFFERENCE

This educator by day and changemaker by night has long championed sustainability, youth development and mental well-being.

Mr Low Min Chye, PBM

DISTRICT COUNCILLOR,
SOUTH WEST CDC

FOR 15 YEARS, MR LOW MIN CHYE HAS DEDICATED HIS FREE TIME TO UPLIFTING HIS COMMUNITY. An educator by profession, the 49-year-old has blended his passion for teaching with a deep commitment to volunteering. His journey as a volunteer began with an invitation to attend a South West Community Development Council (CDC) event over 15 years ago.

Instead of simply attending, Mr Low saw it as a chance to foster connections, broaden his perspective and give back to the district he calls home. "I thought it was a good chance to meet new friends, which I did, to learn new things and, more importantly, to contribute to my community," he recalled.

That event marked the start of a rewarding chapter. Drawing on his background, Mr Low became a key figure as a District Councillor in the CDC, leading youth-focused initiatives such as Green Schools @ South West and Healthy Schools @ South West. "Anything related to youth or schools naturally involves me," he said with a smile.

SERVICE STARTS AT HOME

Today, Mr Low's dedication to community service has not only impacted those around him but also inspired his own family. His children, now 19 and 16, are active volunteers themselves. This extension of his values into his family life reflects his role as both a committed father and a leader in fostering a spirit of giving back.

His contributions were recognised with the prestigious Public Service Medal (Pingat Bakti Masyarakat, or PBM). He expressed gratitude to those who have supported his journey. "I would like to thank the team and volunteers from South West CDC for their incredible support — without them, a lot of progress wouldn't have been possible," he shared. "Above all, I want to thank my family. Volunteer work sometimes involves sacrifice, and they've been with me every step of the way, encouraging me to continue contributing."

Mr Low also acknowledged his friends and members from the CDC's Environment Committee and the Healthy and Active Lifestyle Committee. "It's always a team effort — never one person alone," he said. "We've worked together to create something meaningful." Adding a touch of humour, he quipped, "And of course, I'd like to thank my cats — they've been my silent supporters!"

WALKING THE TALK

The collaborative spirit that defines Mr Low's community work also shapes his approach as an educator. In the classroom, he focuses on character-building and leading by example. "I firmly believe in shaping the character of our youth," he explained. "Nothing beats being a positive role model — showing them the value of contributing to society and instilling meaningful values."

Among the initiatives closest to his heart is the Green Schools @ South West programme, a trailblazing effort to bring sustainability education into classrooms. "When we rolled it out, we actively involved young children to ensure the message of sustainability was ingrained early," he said, adding that he encouraged other educators and school leaders to be a part of the programme, which has since impacted more than 40,000 students from 42 primary and secondary schools.

Mr Low is committed to furthering the Healthy Schools @ South West programme, with an even stronger emphasis on mental well-being and holistic education. By helping youth build confidence, resilience and a clear sense of purpose, the initiative aims to equip youth with the tools needed to deal with life's uncertainties.

Acknowledging that many students face significant academic and family pressures that can impact their mental health, Mr Low believes that this renewed focus is both timely and essential. He said, "I welcome the programme's plans to focus on mental wellness, helping students recognise and address these issues with the same importance as physical health." **B**

FOR MR ERIC LUE, 51, VOLUNTEERING GOES BEYOND A SENSE OF DUTY — IT IS ABOUT CREATING LASTING CHANGE. This commitment earned him the Public Service Medal (Pingat Bakti Masyarakat, or PBM), which he described as both a privilege and a reminder to keep going.

Mr Lue's volunteer journey began in 2014 with the South West Community Development Council's (CDC) Volunteerism and Philanthropy Functional Committee. Since then, he has contributed to various initiatives to strengthen community ties. From food drops to visiting seniors and vulnerable families, these efforts reflect his focus on building meaningful connections. "Relationships take time and effort, and our goal is to nourish those bonds through every project," he shared.

So, what spurs him on? Mr Lue credits the determination and creativity of his fellow volunteers. "I've learnt that giving happily is good enough," he added. "That mindset has shaped my approach to every project I've taken on."

MEETING THE MOMENT

The COVID-19 pandemic brought new challenges for communities, and Mr Lue stepped up to address them. He mooted the idea of the South West Community Job Fair, organised by the South West CDC in Keat Hong in November 2020, to support workers who lost their jobs. Its success led to the creation of goodjobs.com.sg, a job-matching portal launched in September 2021.

Now part of a year-round series by the CDC and goodjobs.com.sg, the job fairs are vital in connecting jobseekers with employment opportunities. With over 50,000 active job listings, goodjobs.com.sg is a key resource for residents. "Finding meaningful employment isn't just about a pay cheque," he said. "It's about (restoring) hope, self-worth and family stability."

A stand-out moment occurred at a Taman Jurong job fair, where Mr Lue and his team helped a hearing-impaired resident overcome

communication challenges to secure a job by pairing him with volunteers who facilitated interviews. By the end of the day, the resident received an offer from a logistics firm. "Seeing him gain employment was surreal — moments like these validate all our efforts," Mr Lue said.

Beyond creating job opportunities, he aims to change perceptions about employment. Through job fairs and the goodjobs.com.sg portal, he encourages residents to view small and medium enterprises as viable employers. "Skills are transferrable, and smaller businesses often offer competitive pay and stability," he noted.

At the heart of these initiatives is a commitment to inclusivity, as Mr Lue said that the job fairs and portal are designed to support a wide range of jobseekers, including seniors, differently abled individuals and mid-career professionals.

A SHARED ACHIEVEMENT

Receiving the National Day Awards is a milestone that Mr Lue cherishes, and he credits the collective efforts from the SkillsFuture Advice Committee, South West CDC staff and his family for their support. He is especially grateful for the friendships and collaboration that have defined his volunteering journey. "The people I've worked with have made this experience inspiring and fun," he shared. "Their positivity and dedication have shown me what true community spirit looks like."

Mr Lue now has his sights set on expanding job fairs within the South West District while continuing to support residents. "Our community can sense sincerity, and we want every interaction to build trust and opportunity," he added.

He hopes to deepen engagement through sustained outreach and support, so every resident feels seen and heard. The award, he said, is not just a recognition of past accomplishments but a reminder of what lies ahead. "There's so much more to do," he said. "But if we can help even one person find stability and hope, it's all worth it." **B**

HELPING RESIDENTS FIND NEW PATHS

Driven by a deep commitment, this advocate for jobseekers works tirelessly to uplift and connect the community.



Mr Eric Lue, PBM

DISTRICT COUNCILLOR,
SOUTH WEST CDC



Mr Don Wee shares the joy of cycling with young residents in the community.

BUILDING BONDS IN BRICKLAND

Mr Don Wee, Adviser to Chua Chu Kang GRC Grassroots Organisations (Brickland), is shaping a community with empathy and inclusivity.

THE SUN MAY JUST BE RISING, BUT MR DON WEE IS ALREADY OUT FOR HIS MORNING JOG, accompanied by his two children, aged 18 and 16.

This morning ritual is not only about exercise; it is also an opportunity for Mr Wee to connect with his children, especially now that they are older and more independent. "It's something all parents have to adjust to," shares the 48-year-old.

Indeed, empathy is a quality that the Adviser to Chua Chu Kang GRC Grassroots

Organisations (Brickland) has in spades, especially for those facing tough times. "I've learnt that there's often a deeper story behind these challenges," he says, reflecting on the story of a family living in a rental flat in Brickland, where he serves.

"Their child wasn't turning up in school, and the assumption was that he was playing truant. But when we visited the home, we discovered that he was skipping school to take care of his infant sister, who had been delivered while his mother was in prison. His

grandmother had no choice but to go to work."

Mr Wee quickly mobilised resources to support the family, and ensured the boy could return to school.

Helping vulnerable families strikes a personal chord for Mr Wee, who grew up in a rental flat in Telok Blangah. Although money was tight growing up, life was rich in lessons imparted by his grandparents, who cared for him while his parents worked. "My grandmother always made sure I had enough to eat before she ate," he recalls. "I think many



Caregivers in the community meeting to share their struggles and joys in the caregiver support group.

people identify that trait in the older generation, and it is a mantra that has shaped my approach to parenting."

His resilience was forged by watching previous generations toil for a better future. "Since I didn't have my own resources, I would work part-time to finance my tertiary education," says Mr Wee, who now works in a bank.

He hopes that his story will inspire others in the district to chase their own paths to success. "There's no need to constantly compare yourself to others," he says. "All that matters is you strive to be a better version of yourself each day."

OPPORTUNITIES FOR ALL

Mr Wee is excited about the upcoming developments in Brickland that will create more opportunities for youth in the community.

One project that he is most enthusiastic about is The Bricks: Sport-In-Precinct & Cycle Park, located a stone's throw away from Choa Chu Kang Avenue 7. Serving as Adviser to the Singapore Cycling Federation, Mr Wee cycles frequently and believes that the sport is an excellent outlet for children to expend their energy.

When planning new initiatives for Brickland, he and his team are guided by four principles of care:

- Care for Self
- Care for Families
- Care for the Community
- Care for the Environment

At the heart of all these efforts is inclusivity, something Mr Wee is passionate about. "I'm heartened that the Cycle Park will support inclusive cycling, so that people with disabilities can also experience the benefits of cycling," he shares.

"Over the years, we have also introduced programmes to promote inclusive hiring in our community, particularly as we have a school for special needs students in the precinct."

Working together with small and medium-sized enterprises (SMEs) and corporations, Mr Wee's team has helped special needs students find meaningful employment. "I would like inclusivity to be at the core of everything we do," he explains.



Mr Wee often participates in community events like Hari Raya celebrations to connect with residents.

BELONGING IN BRICKLAND

One challenge that Mr Wee faced was uniting the community of Brickland, which is a new division. "We needed to bring people together and address their needs, so we could build a collective identity," he says.

He launched a series of videos exploring Brickland's past as the hub of Singapore's brick manufacturing industry. These videos, which quickly went viral on social media, helped residents connect with the area's heritage. "Hence the name 'Brickland,'" he adds with a smile.

The videos also sparked many conversations and bridged generational gaps. "Through the videos, some residents discovered that their parents or grandparents had lived in nearby villages like Ama Keng and Neo Tiew — and that they have returned to live in the same area," he shares.

As he reflects on the many people and stories he has encountered in his journey, Mr Wee says, "I've come to understand that each of us has a unique story, and it's these stories that weave together the fabric of a strong and cohesive community."

His hope is that by fostering deeper connections between residents, old and new, and creating spaces where everyone can thrive, Brickland will continue to be a place where people not only live but truly belong.

DID YOU *Know?*



→ He does not eat meat:

"Ten years ago, my son stopped eating meat after watching a documentary on animal farming. Soon after, my younger son followed, and to support them, our whole family joined in." He admits that he is not a strict vegetarian, preferring the term "non-meat eater" instead.



→ His go-to coffee order:

Kopi-O Kosong



→ His volunteering roots:

Giving back is not new to Mr Wee, who began volunteering with the Institute of Mental Health and the Office of Public Guardians many years ago. "Growing up, I think my background inspired me to give back," he says. "Later, I realised that when you enter the public service, your ideas and recommendations could have a tangible impact on the livelihoods and lives of Singaporeans."

在碧林分区建立纽带

蔡厝港集选区基层组织顾问**黄文鸿**先生正在塑造一个具有同理心和包容性的社区。

太阳阳刚刚升起，黄文鸿已经出门，在两个孩子（18岁和16岁）的陪同下开始晨跑。这不仅是锻炼身体的机会，也是黄先生与孩子建立联系的方式，尤其是在他们逐渐独立的阶段。48岁的黄文鸿先生分享道：“这是所有父母都必须适应的。”

确实，同理心是蔡厝港集选区碧林分区基层组织顾问黄先生身上显而易见的特质，尤其是面对困境人们时。

他说：“我了解到，困难背后往往有着更深层次的故事。”谈到

一户住在碧林租赁组屋的家庭时，他深有感触。

“当他们的儿子没上学，大家都以为他可能逃学了。但我们上门拜访后发现，他没去上课是为了照顾刚出生的妹妹。母亲当时正在服刑，因此他的祖母别无选择，只好去打工。”

黄先生快速的调动资源为这家人提供支持，并确保这个男孩能重返校园。这些行动体现了他对“不落任何人”的坚定承诺。

帮助弱势家庭对黄先生来说有着特别的意义，因为他就在

直落布兰雅的一套租赁组屋里长大。尽管在成长过程中家庭经济拮据，但照顾他的祖父母教会了他许多人生道理。“我的祖母总是确保我吃饱后才吃饭，”他回忆道，“我想很多人都认同老一辈人的这种特质，而这种精神也造就了我对孩子的养育方式。”

黄先生的坚韧是在见证上一代人为更好的未来而奋斗后培养起来的。“因为没有自己的经济资源，我只能通过兼职工作来资助自己的高等教育学费，”现任银行职员黄先生分享道。



Mr. Wee with volunteers at an inclusive arts and crafts workshop for residents with special needs and their caregivers.

他希望自己的故事能激励社区的其他人追寻自己的成功之路。

“没必要总是与人比较。重要的是，每天努力成为更好的自己，”他说道。

为每个人创造机会

黄先生对碧林即将开展的社区发展项目充满期待，他相信这些项目将为社区的年轻人带来更多机会。

其中最令他兴奋的是于蔡厝港七道附近的The Bricks: Sport-In-Precinct & Cycle Park。作为新加坡脚踏车联合会的顾问，黄先生经常骑脚踏车，他认为这是一项能让孩子们释放精力的绝佳运动。

在为碧林策划新项目时，黄先生和他的团队遵循四大原则：

- 关爱自己
- 关爱家庭
- 关爱社区
- 关爱环境

这些努力的核心在于包容，这也是黄先生热衷的事情。“我很欣慰脚踏车公园将支持无障碍骑行，让残障人士也能体验脚踏车的好处，”他表示。

“多年来，我们还推出了促进社区包容性招聘的计划，尤其是我们社区内有一所特殊教育学校的情况下。”

黄先生的团队通过与中小型企业和大企业合作，帮助特殊需求学生找到有意义的就业机会。他解释：“我希望包容性能够成为我们工作的核心。”

碧林的归属感

作为一个新成立的社区单元，如何团结碧林社区的居民是黄先生面临的挑战之一。他回忆道：“我们需要凝聚居民，满足他们的需求，从而打造一个共同的身份。”

黄先生推出了一系列视频，讲述了碧林作为新加坡制砖业中心的历史。这些视频很快在社交媒体上广泛传开来，帮助居民与该地区的遗产建立了连接。黄先生笑着补充：“这也是碧林（Brickland）名字的由来。”

这些视频还激发了居民之间的交流，弥合了代沟。他分享道：“通过这些视频，部分居民发现他们的父母或祖父母曾在附近的甘榜村庄，如 Ama Keng 和 Neo Tiew，他们如今也回到了



Mr. Wee joins young families in Halloween celebrations.

同一个地区生活。”

回顾自己在这段旅程中遇到的许多人和故事，黄先生说：“我开始明白，每个人都有独一无二的故事，而正是这些故事编织起了一个强大而有凝聚力的社区。”

他希望通过促进新旧居民之间的联系，并创建一个每个人都能茁壮成长的空间，碧林将继续成为一个不仅仅是居住之地，更是人们真正归属的家园。**B**

您知道吗？



→ 他不吃肉：

“十年前，我儿子看了一部关于畜牧业的纪录片后便不再吃肉。随后，我的小儿子也效仿了，为了支持他们，我们全家都加入了。”不过他坦诚自己不是严格的素食者，更喜欢称自己为“非肉食者”。



→ 他最爱的咖啡：咖啡乌不加糖



→ 他的志愿服务起点：

黄先生多年前就开始在心理卫生学院和公共监护人办公室担任志愿者。“在成长过程中，我的背景激励我回馈社会，”他说道，“后来我意识到，参与公共服务后，你的想法和建议可能会对新加坡人的生计和生活产生切实的影响。”



Mr. Wee with his fellow Advisers to Chua Chu Kang GRC GROs, Deputy Prime Minister Mr Gan Kim Yong and Mr Zhulkarnain Abdul Rahim, alongside Senior Parliamentary Secretary Ministry of Transport & Ministry of Sustainability and the Environment, Mr Baey Yam Keng, at the groundbreaking ceremony of The Bricks: Sport-In-Precinct & Cycle Park.



DPM Gan Kim Yong, Minister Desmond Lee and Mayor Low Yen Ling, together with Grassroots Advisers from the South West District at the Hearts ToGather National Day Heartland Celebrations in Buona Vista.

CELEBRATING THE NATION IN THE HEARTLANDS

Fireworks, drones and feel-good moments marked last year's National Day festivities for South West residents.

ON 10 AUGUST 2024, BUONA VISTA BECAME THE HEART OF SINGAPORE'S NATIONAL DAY HEARTLAND CELEBRATIONS.

Themed "Hearts ToGather", the event brought families and neighbours together to celebrate in the South West District.

The event had something for everyone, with live performances, interactive displays featuring vehicles from the Singapore Armed Forces, Singapore Police Force and Singapore Civil Defence Force, and a stunning fireworks finale.

Mr Gan Kim Yong, Deputy Prime Minister, Minister for Trade and Industry, and Adviser to Chua Chu Kang GRC Grassroots Organisations (Chua Chu Kang), along with other Grassroots Advisers, joined the celebrations. The event was organised by the People's Association in partnership with the National Day Parade 2024 Executive Committee.

THE ULTIMATE FAMILY DAY OUT

Families were out in full force, enjoying the festivities. Among them was Mrs Malathi Balukannu, 44, who attended with her family. "It's much bigger than I anticipated!" she said. "There are so many activities for both adults and children. I came for the fireworks, but now I wish we had come earlier so the children could have enjoyed more." For her,



Residents waving Singapore flags during the celebrations.

the large turnout and sense of community made the experience extra special.

Another resident, Mr Mahani Bin Samat, 66, appreciated the opportunity to reconnect with neighbours. "It's good for the community to have fun together," he said.

For younger residents, the event was more than just a spectacle. Yuhua Secondary School student Reis Seah Wen Xuan, who performed *Rasa Sayang* with her dance troupe, found the experience memorable. "We learnt about each culture in Singapore," she said. "It was very fun to try out their different dance steps and techniques."

Another performer, 14-year-old Nur Adawiyah from Hua Yi Secondary School, said the event taught her about teamwork. "People from different races worked together as one," she said. "We treated each other the same, even though we all come from different cultures and backgrounds."

LIGHTING UP THE NIGHT SKY

One of the evening's highlights was a dazzling drone light show that illuminated the night sky. The drones formed shapes symbolising togetherness, unity,

diversity and inclusivity — themes that resonated throughout the event, aimed at inspiring action and progress towards a brighter future.

In his address, DPM Gan highlighted the importance of unity and encouraged Singaporeans to remain steadfast and work together. He expressed confidence that, with a shared effort, the nation can overcome challenges and achieve great things for everyone.

A pledge wall allowed attendees to share their hopes for the nation. Mrs Joanna Yap, 55, penned her wishes for continued multiracial harmony, justice, progress and happiness. She attended the celebrations with her family; even her 90-year-old mother was eager to join. "Big events like this help unite the community and are what Singaporeans look forward to," she said.

The live performances brought a wave of nostalgia for Mrs Yap, as she sang along to the familiar National Day tunes that have been part of Singapore's celebrations for years. As the night ended, she was already looking forward to future celebrations. "It's been very exciting, and I enjoyed it a lot," she shared. "I'm looking forward to coming back next year." **B**

EMPOWERING RESIDENTS FOR GREENER FUTURES

A decade of simplifying legal concepts is celebrated with a fresh focus on sustainability at the Law Awareness Weeks @ CDC.

SINCE 2015, over 35,000 residents have gained a better understanding of their legal rights through a nationwide effort aimed at addressing common legal challenges. In 2024, Law Awareness Weeks @ CDC (LAW@CDC) celebrated its 10th anniversary, marking a decade of collaboration between the Community Development Councils (CDCs) and Pro Bono SG. The initiative continued its mission, with a focus on environmental issues.

On 21 September, Minister for Culture, Community and Youth and Second Minister for Law, Mr Edwin Tong, alongside the five Mayors, launched LAW@CDC 2024 at ITE College West. The theme, "Law & the Environment – Building Sustainable Communities for the Future", reflects the growing importance of environmental law.

Since its inception, LAW@CDC and Community Legal Clinics @ CDC (CLC@CDC) have hosted around 340 legal talks on topics tailored to the community's needs, such as consumer protection and community disputes. "At its core, LAW@CDC is about enhancing access to justice," said Mr Tong. "It's about ensuring that everyone, including the vulnerable, elderly, low-income families and others who might face barriers in navigating the legal system, has the opportunity to understand their basic rights and receive legal support."

Mr Tong recalled how LAW@CDC evolved from a single-day event at the Supreme Court to a "modest, one-week programme" with talks held in each district. Over time, it expanded into a two-month event featuring both in-person talks and webinars. The programme now includes seven partners, such as the National University of Singapore (NUS), Singapore Management University (SMU),



Minister Edwin Tong, Mayor Low Yen Ling, Mayor Denise Phua, Mayor Desmond Choo, Mayor Alex Yam, Mayor Fahmi Aliman, Pro Bono SG CEO Mr Tanguy Lim and institutional partners at LAW@CDC 2024.

Singapore University of Social Sciences (SUSS), Singapore Corporate Counsel Association and Singapore Association of Social Workers. More than 4,700 law students and 350 lawyers volunteer their expertise at the Community Legal Clinics. Alluding to Singapore's "bold" environmental targets under the Green Plan 2030, Mr Tong said, "We believe that by expanding residents' understanding of environmental issues through a legal lens, we can spark change."

A GREENER FUTURE

Chairman of Mayors' Committee and Mayor of South West District, Ms Low Yen Ling, said 2024's environmental theme aligned with the CDCs' focus on fostering learning and sustainable communities — which encourages residents to take ownership of their environment and work towards a sustainable future. She also credited LAW@CDC's success to strong partnerships between the CDCs, Pro Bono SG and other organisations.

"By joining forces, we have been able to tap into a wealth of knowledge, skills and

resources to further enhance our support for residents in need," she said. "Through these partnerships, we are not only providing legal advice, but also fostering a culture of collaboration and social responsibility that amplifies the impact on the community."

Mr Gregory Vijayendran, SC, Chairman of Pro Bono SG, reinforced how environmental protection integrates environmental stewardship with law awareness for future generations. "Pro Bono SG is pleased to provide the roots and branches for this fledgling legal literacy initiative to cater to emerging generations' aspirations, enabling nurture for nature and proactively protecting our planet for our progeny," he said.

At the launch, students showcased sustainability projects and raised awareness of the Resource Sustainability Act (2019), which addresses e-waste, food waste and packaging waste.

ITE College West students shared how they gave old clothes new life by turning them into colourful, braided bracelets.

SMU undergraduate Hester Koh, 22, highlighted Project Midori, which reduces campus food waste through efforts like the Clean Plate challenge, rewarding F&B vouchers to students who sort waste.

Anton Wong, 24, an SUSS student with a focus on agripreneurship, discussed the legal hurdles of starting a farm in Singapore, such as bidding for land and securing approvals. "This event allowed me to network with people in the legal sphere and spread awareness of the challenges that farmers face," he said. **B**



Lawyers who served residents in the South West District receiving certificates for their contributions from Minister Tong, Mayor Low and Mr Lim.

TOPICS COVERED AT LAW@CDC 2024

Volunteer lawyers and legal experts offered a series of webinars that highlighted the CDCs' efforts to build learning and sustainable communities, including:

- ▶ Legal Protections for Singapore's Biodiversity
- ▶ Understanding Animal Welfare Laws
- ▶ Dealing with or Encountering Family Violence
- ▶ Combatting Pollution: Towards a Greener and Better Singapore
- ▶ How to Spot and Avoid Scams
- ▶ Advance Legal Planning on Wills and End-of-Life Matters (Civil and Syariah)
- ▶ Divorce under Civil and Syariah Law
- ▶ Navigating the Employment Landscape

Watch a recap of these webinars on Pro Bono SG's YouTube channel:



Did YOU KNOW?

5 WAYS SINGAPORE'S POLICIES PROMOTE SUSTAINABILITY

1. By 2030, all new car registrations must be cleaner-energy models.
2. Feeding wild animals is illegal under the Parks and Trees Act, with fines of up to \$10,000.
3. More than 16,000 tonnes of consumer e-waste were collected under the Extended Producer Responsibility scheme from July 2021 to December 2023.
4. Singapore generates 750,000 tonnes of food waste every year. The new Good Samaritan Food Donation Bill encourages food donations to tackle this issue.
5. Singapore introduced Southeast Asia's first carbon tax in 2019, starting from \$5 per tonne of greenhouse gas emissions and increasing to \$45 per tonne by 2026.



The light show dazzled the night sky over Buona Vista, with drones forming the iconic shape of a Merlion.

ART AND MUSIC LIGHT UP THE HEARTLANDS

From live performances to hands-on workshops, ArtsEverywhere@CDC is sparking creativity and bringing residents closer together.

ON A SUNNY AFTERNOON IN BUKIT GOMBAK, the neighbourhood buzzed with excitement as residents gathered for the ArtsEverywhere@CDC programme. Ms Rinki Singh, 40, brought her two young children to the yIN Harmony music performance after spotting a poster about the event. "My children love the arts, especially music, so we thought it would be a great way to spend the day," she said. The multi-ethnic ensemble's blend of cultural instruments, including a flute performance, was a refreshing change. "It is such a different experience to interact with the artists and feel the music up close," she shared.

CULTURAL RHYTHMS FOR THE COMMUNITY

At the event on 3 August 2024, yIN Harmony performed *A Bird's Journey*, a tale of self-discovery through music and movement. Songs in Chinese and Malay, combined with Indian dance gestures, created a rich fusion of cultures that captivated the audience. Residents were invited to join by playing bird flutes.

This performance was part of ArtsEverywhere@CDC, a collaboration between People's Association, the five Community Development Councils (CDCs) and the National Arts Council (NAC) to bring the arts to the heartlands for residents of all ages to enjoy.

Ms Low Yen Ling, Chairman of the Mayors' Committee and Mayor of South West District, highlighted the growing role of arts and culture in uniting communities.



Children looking on as a young performer juggles during the activities.



Mayor Low with members of multi-ethnic music group yIN Harmony.

"ArtsEverywhere@CDC provides Singaporeans the opportunity to engage with the arts, cultivating greater empathy, understanding and a richer community life," she said, thanking NAC for partnering with the CDCs to make the arts accessible to everyone in Singapore.

Beyond performances, residents enjoyed hands-on activities. The bird flute, traditionally used to attract birds, became a playful tool for mimicking bird calls. yIN Harmony added a local twist to crane origami by guiding participants in folding paper cranes featuring Singapore's national flag. "We wanted to connect the traditional craft to our local context," said yIN Harmony's band leader, Mr Tan Qing Lun.

A TIME TO SHINE

The sense of connection fostered by ArtsEverywhere@CDC continued



Bukit Gombak residents with their artworks from the ArtsEverywhere@CDC activity.



The Philharmonic Wind Orchestra Ensemble's repertoire included *Bengawan Solo* and *Rasa Sayang*.

a week later in Teck Whye, where the Philharmonic Wind Orchestra Ensemble delighted residents with familiar tunes like *Bengawan Solo*, *Rasa Sayang* and National Day songs. "In the concert hall, we usually play more 'serious music', but here, we want to connect with the community through songs they know and love," said Mr Melvin Leong, a member of the Ensemble.

Teck Whye residents also explored their creativity through the *Make It and Play It!* percussion workshops, crafting instruments from recycled materials and joining a lively samba drum circle. Ms Kuah Bee Leng, 51, appreciated how the event brought families together and allowed children to colour paper plates to use as drums. The interactive activities involved them in a playful and imaginative way, allowing them to connect with the music.

Nine-year-old Ellie Chan, who spent the day colouring her percussion shaker, stood out for her creativity. "Ellie told me there is no limit to her imagination, and she wants to pursue a career in the arts," said her facilitator, Mr Ezekiel Nashar, 19. Mr Nashar, too, enjoyed the event. "It makes me happy to see people complete their artwork and bring it home," he said. **B**

Discover ArtsEverywhere@CDC programmes in your heartlands! Scan the QR code or visit www.go.gov.sg/artseverywhere-cdc to learn more!



Participants trying their hand at folding crane origami featuring the Singapore flag.

Fun Walkers @ South West is part of the CDC's efforts to foster community bonding and build a healthier South West District. **Fun Walkers @ South West** is designed for everyone to participate as a group or individual. You can look forward to regular walking sessions in the community, embark on unique nature trails with your family and friends, and take part in community events.

西南乐乐走是西南社理会通过步行以提倡社区凝聚力及健康社区的活动之一。西南乐乐走是为男女老少而设计的。您将能在社区里参加乐乐走活动，并参与独特的步行活动及社理会活动。



SOUTH WEST COMMUNITY DEVELOPMENT COUNCIL



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

欲知详情，请联络：

South West Community Development Council

西南社区发展理事会

Tel: 6316 1616 Fax: 6316 7250

Email: Southwest_CDC@pa.gov.sg

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

CDC Voucher **SG 60**

More Support for Your Everyday Needs

\$150 to spend at participating hawkers and heartland merchants

\$300 in CDC Vouchers 2025 (January) for every Singaporean household!

\$150 to spend at participating supermarkets

CDC Vouchers 2025 (January)

Valid by 31 Dec 2025
@ 8A-1234, #01-01, Upper #12 Road, Singapore 123456

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

How to Claim and Spend your CDC Vouchers 2025 (January):

- Visit go.gov.sg/cdcv**
Tap on CDC Vouchers 2025 (January).
 - 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**
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.
- Visuals are for illustrative purposes only. Use your CDC Vouchers by 31 December 2025

Knowing my district

TAKE THIS QUIZ AND STAND A CHANCE TO BRING HOME THE SOUTH WEST CDC TEDDY BEAR!

Circle the correct answer.

1. What is the name of the new digital card offering exclusive benefits for all ages under the Family Bliss @ South West initiative?
 - a) Family Bliss @ South West E-Card
 - b) Baby Blisscard
 - c) Baby Birth Card
2. What sustainable food ingredient was highlighted at the SkillsFuture Festival @ South West 2024?
 - a) Kale
 - b) Jackfruit
 - c) Microalgae
3. Which new network was launched during the South West Community Job Fair @ Boon Lay in October 2024?
 - a) goodFriends Network
 - b) Boon Lay Connectionz
 - c) South West Partners
4. How many law students and lawyers volunteer their expertise at Community Legal Clinics?
 - a) More than 3,000 students and 250 lawyers
 - b) More than 4,700 students and 350 lawyers
 - c) More than 100 students and 2,300 lawyers
5. Where was ArtsEverywhere@CDC held in August 2024?
 - a) Bukit Gombak and Teck Whye
 - b) Jurong East and Clementi
 - c) Pioneer and Nanyang

Complete the quiz and photo puzzle,
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 March 2025



Name: _____

Age: _____

Address: _____

Tel: _____ Email: _____

PHOTO PUZZLE

Can you guess which event these photos are from?

(Hint: Flip through pages of this issue to find out!)



A: _____