



Media Advisory

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To: News Editors

27 July 2022

17 ORGANISATIONS JOINED HANDS TO HELP RESIDENTS IN THE SOUTH EAST DISTRICT KICKSTART THEIR LIFELONG LEARNING JOURNEY AT THE SKILLS AND LEARNING FESTIVAL @ SOUTH EAST

South East CDC brings back annual employment and employability festival to provide upskilling opportunities and promote in-demand skillsets.

Singapore, 27 July 2022 – “If you give a man a fish, you feed him for a day. If you teach a man to fish, you feed him for a lifetime.” This proverb exemplifies the importance of upskilling frequently as it highlights that teaching an individual a useful skill can be more beneficial for their independence in the long run.

South East Community Development Council (South East CDC) and SkillsFuture Singapore (SSG) partnered with ITE College East and NTUC’s Employment and Employability Institute (e2i) to launch the **Skills and Learning Festival @ South East** as part of the SkillsFuture Festival 2022. SkillsFuture Festival 2022 will run from 5 July to 14 August 2022, featuring more than 100 outreach events, roadshows and workshops to cater to both individuals and enterprises. This year’s festival will showcase the close partnership of companies, unions, community groups, institutions and Government agencies, in the promotion of lifelong learning. Skills and Learning Festival @ South East focuses on a diverse range of **in-demand skillsets**, mainly from tradesman and craftsman related jobs. Some examples include electrical maintenance, plumbing, hairdressing and even drone piloting (refer to Annex A for the list of programmes). Due to the Covid-19 pandemic, Singapore experienced a manpower shortage in tradesman and craftsman related jobs. Hence, placing skillsets from such industries in demand. Attendees can expect to participate in **experiential workshops or talks, visit hands-on booths and attend a job fair** to acquire and upgrade their skills while looking for employment – all under one roof at ITE College East.

Apart from a job fair, the festival will also feature the **Jobs @ South East portal**, a dedicated platform that houses more than 1,000 job vacancies from over 80 companies in the South East District. Residents will be able to self-help and filter jobs according to their selected locations which could be nearby their residence. Concurrently, employers or businesses with branches located in the district will be able to aggregate all their vacancies onto the platform to reach out to job seeking residents in the neighbourhood.

EMBARGOED TILL 29 JULY 2022, 5:30PM

Mr Fahmi Aliman, Mayor of South East District, applauded its return, “South East CDC is bringing back our annual Skills and Learning Festival @ South East once again. In 2021, we held a virtual festival and saw great success in providing attendees access to useful information and advice on job hunting. Now that we are back to having it as a physical event, we hope to take it a step further by providing hands-on opportunities for attendees to experience the wide array of in-demand skills. We hope that they will be able to pick up a trade and craft skill that will be useful on a personal level as well as turn it into a career or a part-time job for additional income. I’m heartened to see many of our partners and different organisations coming together to host a diverse range of talks, workshops and booths. With this, I hope that attendees will not only be able to take home valuable skillsets but also, be inspired by the many opportunities available.”

We invite your journalist and crew to join us at the official launch of Skills & Learning Festival @ South East. Interviews with Mr Fahmi Aliman, Mayor of South East District, festival attendees and employers can be arranged at your request.

For more information and RSVP, you may reach:

Ms Beatrice Yap

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Detailed Programme – Skills & Learning Festival @ South East

Date	Friday, 29 July 2022	
Venue	ITE College East, 10 Simei Ave, Singapore 486047	
Time	10.00am	Skills & Learning Festival begins
	2.30pm	Arrival of GOH – Mayor Fahmi
	2.35pm	Launch begins
	2.40pm	Reimagine Fashion Show by NTUC and ITE College East Student Ambassadors
	2.50pm	Touring of learning booths & Reimagine Fashion Exhibits
	3.15pm	Student Forum with Mayor Fahmi and ITE students
	4.00pm	Media Doorstop with Mayor Fahmi

About South East Community Development Council

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Mountbatten Single Member Constituency (SMC) and MacPherson SMC, and serves a population of about half a million residents. At the helm of South East CDC is Mayor Fahmi Aliman, who leads the team in fulfilling the CDC’s function – an Aggregator of Needs and Resources, Builder of Capability and Capacity in Partners and Networks and Connector of Communities. South East CDC initiates and manages programmes in collaboration with both community and corporate partners, so as to nurture a vibrant and self-reliant community.

More information on South East CDC at www.cdc.gov.sg/southeast, be our Facebook fan at www.facebook.com/secdc or be our Instagram follower at www.instagram.com/southeastcdc.

About SkillsFuture Festival 2022

This year, SSG continues to work with the five Community Development Councils (CDCs) to organise the SkillsFuture @ CDCs from 22 July to 14 August 2022 to bring learning right to residents' doorstep. Through these CDC events, SSG aims to share insights on jobs and skills in key economies of Care, Digital and Green, and encourage residents to participate in SkillsFuture initiatives and programmes to support them in their skills upgrading and lifelong learning journey.

SkillsFuture@CDC 2022, themed “Be Future Ready through Upskill Learning & Career Planning”, helps the community to be aware of the opportunities in the growth economies and take charge of their learning to be future ready for an endemic world and shines a spotlight on three highly sought-after industries of the future – Care, Digital and Green.

The Digital Economy	The Green Economy	The Care Economy
With rapid advancement in digitalisation and digital services, old paradigms and business models are being challenged. Today, Digital Economy jobs are required across all 23 Industry Transformation Maps (ITMs)	The Green Economy is about living, working and pursuing growth, while maintaining environmental sustainability and conversation. Today, more than 450 job roles across 17 sectors require green skills.	The Care Economy comprises a professional cluster of jobs and skills involved in nurturing and teach current and future populations. Almost 40% job openings in emerging professions globally will be in the Care Economy by 2022.

About Institute of Technical Education

The Institute of Technical Education (ITE) was established as a post-secondary institution in 1992, under the Ministry of Education. ITE is a principal provider of career and technical education and a key developer of national skills certification and standards, skilling Singapore for the future economy. It offers three key programmes: (1) Pre-Employment Training for youths after secondary education, (2) Continuing Education and Training for adult learners, and (3) Workplace Learning and Work-Study Programmes with employers. Under its ‘One ITE System, Three Colleges’ Governance Model, ITE has three Colleges - ITE College Central, ITE College East and ITE College West. For more information, please visit our website at <https://www.ite.edu.sg>.

List of participating organisations

1. SkillsFuture Singapore
2. ITE College East
3. NTUC's Employment and Employability Institute (e2i)
4. SATS Ltd
5. Sembwaste Pte Ltd
6. Certis Group
7. Kowabunga! Global Pte Ltd
8. Chinese Swimming Club
9. The Fullerton Hotels & Resorts
10. Crave Foods Pte Ltd
11. Seoul Garden Group
12. Starbucks Coffee Singapore Pte Ltd
13. FairPrice Group - NTUC FairPrice
14. FairPrice Group - Cheers Holdings
15. FairPrice Group - NTUC Foodfare
16. FairPrice Group - Kopitiam Investment
17. ST Engineering Defence Aviation Services Pte Ltd
18. nEbO
19. SSA Culinary Institute
20. Yayasan Mendaki

Employer Booths

S/No.	Name of Employer
1	SATS Ltd
2	Sembwaste Pte Ltd
3	Certis Group
4	Kowabunga! Global Pte Ltd
5	Chinese Swimming Club
6	The Fullerton Hotels & Resorts
7	Crave Foods Pte Ltd
8	Seoul Garden Group
9	Starbucks Coffee Singapore Pte Ltd
10	FairPrice Group - Consists of NTUC FairPrice, Cheers Holdings, NTUC Foodfare and Kopitiam Investment
11	ST Engineering Defence Aviation Services Pte Ltd

Experiential Workshops and Talks

S/No.	Title
1	Grow Your Own Greens (Workshop)
2	Portable Power Tools & Safety Knowledge (Workshop)
3	Basic Haircut for Children (Workshop)
4	Drone Programming (Workshop)
5	Build your own online store (Workshop)
6	Keep it Cool! 5 DIY Ways to Clean & Maintain your Air-Conditioner (Workshop)
7	Electrical Safety and Maintenance at Home (Workshop)
8	DIY Plumbing (Workshop)
9	Trend Sharing - The Future of Work (Talk)

Demonstration Booths

S/No.	Booth Activities
1	Community Jobs @ South East - Job Portal Booth
2	ITE course enquiry booth
3	Skills & Training Ambassador (STA) - Provide skills and training advisory
4	Nebo - sharing of Nebo services
5	Manicure services by ITE Beauty & Wellness students
6	DIY canvas painting activity
7	DIY terrarium making activity
8	Baking demo by SSA Culinary
9	Chemical Technology activity booth
10	Hands-on drone activities