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Media Release



**SOUTH WEST
COMMUNITY
DEVELOPMENT
COUNCIL**



THE
SOCIAL
EQUITY

13 September 2023

News Editor

**LAUNCH OF A ONE-STOP DIRECTORY AND ARTIFICIAL
INTELLIGENCE BASED CHAT ON GOODJOBS PORTAL
TO SIMPLIFY AND COMPLEMENT JOB SEARCH**

- **Accessing over 7,000 jobs in the South West District on go_direct @ South West to help residents find jobs near their homes**
- **Using AI-tools to help job seekers/residents bring a job home**
- **Sharing insights of Future-of-Work: How AI Impacts Us! at the South West Community Job Fair & Symposium**

Advancements in technology, together with development of AI, have changed the way jobs seekers look for jobs today. To better support residents in their job search and leverage on technology to meet employment needs of businesses and heartland merchants, the South West Community Development Council and goodjobs.com.sg (Singapore) will be launching a new go_direct @ South West feature on goodjobs portal on Thursday, 14 September 2023, as part of the South West Community Job Fair & Symposium @ Bukit Gombak.

2 Over 7,000 jobs in the district will be available on go_direct @ South West, which features an AI chat bot that will be able to help job seekers navigate the portal and search for jobs based on their requirements. This makes it more convenient for residents in the district to find jobs near their homes, minimising travel time to and from work. It also makes it easier for business owners and Human Resource personnel to reach out to potential job seekers in the South West District.

3 Mayor Low Yen Ling shared, "AI is fast becoming part and parcel of our everyday lives. Not only will AI change the way we work, but also open up new growth and job opportunities. For example, from enhancing customer experience to content creation, AI has the potential to improve efficiency and boost creativity. We hope this year's job fair will enable our residents to better understand AI and learn how to harness it to their advantage. Instead of fearing AI, job seekers can make AI their new edge in the future workplace. In the last two years, we have brought 7 physical job fairs to South West District, resulting in over 10,000 job interviews. The CDC will continue to double down on these efforts to boost our residents' job prospects and employability. The new AI-enabled job portal will improve the chances of a job match and enable more South West residents to work closer to their homes for a better work-life balance and greener lifestyle."

4 The portal introduces the power of AI chat to help improve the job search process for residents. To help residents better understand and harness the power of AI, the South West Community Job Fair & Symposium @ Bukit Gombak will bring together a panel of speakers as part of the symposium. Titled "Future-of-Work: How AI Impacts Us!", the panel will share insights on how to use AI as a productivity tool to increase chances at securing a job, as well as the role of AI in opening up new possibilities and complementing our roles in various areas. This symposium is the first of a series to be rolled out in the district as part of the South West Community Job Fair.

5 Ms Jenny Wee, PBM, Director of goodjobs.com.sg shared, “The pandemic and the current labour shortage requires all of us to work and find a solution together. It is never a solo journey; and we must incorporate technology into our everyday lives. We are honoured to be partnering Vision Group to bring AI and meaningful applied technology to the common ground and to benefit everyone. The go_direct @ South West (powered by our proprietary AI) will make the job search process easier. With AI-powered search, we cut through the clutter of differing search parameters, and we 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. Business owners and HR-Recruiters looking for manpower in South West District will be able to list directly and get in contact with their target workforce. The whole idea is to make it easier for residents here to bring that job home.”

6 Mr Chee Chin Yong, Founder & Principal of Fun Learners’ School said, “Over the years, we have noticed that staff are leaving our organisation due to long travelling time. As employers, we want our staff to be able to work near their homes to cut down on the travelling time and to sustain their lifestyles. With go_direct @ South West, jobseekers can now search for a job nearer to their homes, and as employers, we would be able to better target potential workers near us, which will help to improve our staff retention rate.”

7 55-year-old Mr Kevin Low is one of the jobseekers who will be attending the South West Community Job Fair & Symposium @ Bukit Gombak. He said, “I have tried using different portals to look for a job and it can be time consuming and hard to navigate. I am very excited to try out go_direct @ South West and experience how this will help me to find a job near home based on my interest and profile.”

8 Details of the event are as follows:

Event	: South West Community Job Fair & Symposium @ Bukit Gombak
Date	: Thursday, 14 September 2023
Time	: 10.30 am to 4.00 pm (Media is invited at 10.15 am)

Venue : Hillview Community Club
Multi-Purpose Hall, Level 2
1 Hillview Rise Singapore (667970)
Guest : Ms Low Yen Ling
Of Honour Mayor of South West District

9 We would like to invite your reporter and photographer/TV crew to cover the **South West Community Job Fair & Symposium @ Bukit Gombak**. Interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

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About the South West Community Development Council (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".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.southwest.cdc.gov.sg.

About goodjobs.com.sg

goodjobs.com.sg is a local free-to-list full-fledged community job portal with on-ground engagement with the community via its series of job fairs. It was officially launched in September 2021 and is supported by more than 1300-strong companies and organisations across industries and sectors. And the list is growing. To date, the portal has more than 43,000 active hiring positions for both PMETs as well as non-PMETs. It is also supported by 9 Trade Associations and Chambers.

Within the portal and the newly launched go_direct @ South West, both employers and residents-job seekers can leverage on technology to connect and match with opportunities for skills-upgrading, training and career development.

About The Social Equity (TSE)

The Social Equity is a local social enterprise that advocates for fair and equal life opportunities across the community. No one should be left behind as society progresses and everyone should be given a chance to celebrate each other's success. This includes the vulnerable and marginalised members of the wider community. More can be done and more ought to be done. The Social Equity achieves this by lifting others, and handholding if needed. By working with like-minded and proven partners, the aim is to create a more equitable, fairer and mutually beneficial (and fulfilling) community for everyone.

About VisionGroup

VisionGroup is a humanity plus company that believes in using technology for the betterment of the human race.

We are focused on driving adoption of impactful technology to governments, enterprises and the masses by making it better, faster and easier.

We have a vision to empowers lives by integrating disruptive technology into everyday life to create a better us and a better world. And a Mission to empower our clients and stakeholders to turn their Vision to Reality. Our goal is to be a leading global technology enabler by placing Artificial Intelligence, Blockchain and Cybersecurity into all aspects of everyday life to make lives better through impactful technology. Our core sectors of focus are in Commerce, Finance and Government.

Programme

Time	Administrative Programme
10.30 am	Arrival of Ms Low Yen Ling Mayor of South West District
10.35 am	Address by Mayor Low Yen Ling
10.40 am	Launch of go_direct @ South West
10.45 am	Commencement of South West Community Symposium
12.00 pm	Tour of South West Community Job Fair
12.30 pm	End of Programme <i>*Media doorstep to be arranged, subject to media request.</i>

Annex A – Panelist for Symposium

good conversation

Symposium Title:
**Future-of-Work:
How AI impacts us!**

Details:
Date: 14th September 2023
Time: 10.30am - 12.30pm
Location: Hillview CC

SCAN TO REGISTER

Panelist:

- Ms Low Yen Ling**
• Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry.
• Mayor of South West District
- Dr Shiau Ee Leng, M.Med**
• Founder and Chief Medical Director, ClearSK Healthcare Pte Ltd
- Mr Lim Hui Jie**
• CEO and Founder, Vision Group
- Ms Jenny Wee, PBM**
• Director, goodjobs
- Mr Daryl Lim**
• Director, House of Yellows

Moderator:

- Mr Terence Quek, BBM, MSID**
• CEO, Singapore Institute of Directors

Organisers:

- SOUTH WEST COMMUNITY DEVELOPMENT COUNCIL
- goodjobs
- THE SOCIAL EQUITY

Annex B – Participating Employers

Please refer to below QR code for the full list of employers:

