

[For Immediate Release]

# Media Release



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2 October 2024

News Editor

## **ENHANCING LAST-MILE ASSISTANCE TO JOB SEEKERS IN THE SOUTH WEST DISTRICT THROUGH FIRST-OF-ITS-KIND GOODFRIENDS NETWORK**

- **South West CDC partners goodjobs.com.sg and The Social Equity to launch new goodFriends Network to provide an additional level of wrapped-around support for job seekers.**
- **Over 2,000 PMET and non-PMET jobs at South West Community Job Fair at Boon Lay**

Mr Desmond Lee, Minister for National Development, Minister-in-Charge of Social Services Integration and Adviser to Boon Lay Grassroots Organisations, together with Ms Low Yen Ling, Senior Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, and Mayor of South West District, launched the goodFriends Network on 4 October 2024 at the South West Community Job Fair @ Boon Lay. The network is a new initiative by the South West Community Development Council in partnership with goodjobs.com.sg and The Social Equity to enhance last-mile assistance to job seekers, in response to evolving needs of the community.

2      Recognising that jobseekers require more than traditional career coaching, the goodFriends Network is the first-of-its-kind in the community to offer some helping hands and listening ears to help the job seekers tide through the difficult period.

Comprising volunteers who are professionals in their respective fields, business leaders, as well as students from the Institutes of Higher Learning, the network aims to provide the "last-mile" friendship and assistance to job seekers, encouraging them to explore more job options, thereby increasing their chances of employment. The network would also empower volunteers with the resources needed to effectively help job seekers and foster a network of caring volunteers in the community.

3 “I am very encouraged by this collaboration between the South West CDC, goodjobs.com.sg and The Social Equity, which will help jobseekers enhance their job prospects and secure employment. This brings out the spirit of Forward Singapore, where partnerships between Government, corporates and the community can help create a more caring and inclusive society,” said Minister Desmond Lee.

4 “The goodFriends Network is the first-of-its-kind initiative that creates a system of support for job seekers in the community. They will be befriended by volunteers who are professionals in their fields, and students from Institutes of Higher Learning. The job seekers will benefit from their tips, advice and friendship. We hope this web of friendly connections and knowledge will boost the job hunters’ confidence and energise their skills upgrade and job search. When we show care and encouragement for one another, we are able to go the extra mile as a resilient community,” said Mayor Low.

5 Ms Jenny Wee, PBM, Chief People Officer & Director of goodjobs.com.sg said, “Since the first South West Community Job Fair in September 2021, we have noticed an interesting trend. Typically, resident-jobseekers who are able to bring a job home are those who have the support of their loved ones. Jobs search can be a difficult and lonely process, especially for jobseekers who may be mid-career switchers, seniors or back-to-work individuals. Having a friend and judgement-free encouragement will make the job search process a lot easier and help the resident-jobseeker not give up when the going gets tough. We hope that the goodFriends Network can plug the social gap and contribute towards a more cohesive and resilient community for Singapore.”

6 As part of the district’s efforts to move towards a localised job and skills ecosystem, the South West Community Job Fair will be brought to various divisions in

the South West District, including Boon Lay and West Coast. The South West Community Job Fair @ Boon Lay aims to bring jobs closer to job seekers and residents and provide training, upskilling know-how and opportunities in partnership with community stakeholders. A total of 24 booths by employers, Trade Associations and Chambers (TACs), and training providers will be available at the job fair. Jobseekers who are keen to join the goodFriends Network will be able to do so at the various job fairs, including the one at Boon Lay. Please refer to **Annex A** for additional information on the various booths that will be available.

7 Details of the event are as follows:

Event : South West Community Job Fair @ Boon Lay  
Date : Friday, 4 October 2024  
Time : 10.00 am to 4.00 pm (**Media is invited at 10.55 am**)  
Venue : Boon Lay Community Club  
10 Boon Lay Place, Singapore 649882  
Guest of : Mr Desmond Lee  
Honour : Minister for National Development,  
Minister-in-Charge of Social Services Integration and  
Adviser to Boon Lay Grassroots Organisations  
Host : Ms Low Yen Ling  
Mayor of South West District

8 Photos for **South West Community Job Fair @ Boon Lay** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.

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Minister Desmond Lee, Mayor Low Yeng Ling, Ms Jenny Wee, PBM, Director, goodJobs and The Social Equity, and Mr Eric Lue, PBM, Executive Director, goodJobs and The Social Equity, launching the goodFriends Network.



Minister Desmond Lee, Mayor Low Yeng Ling, Ms Jenny Wee, PBM, Director, goodJobs and The Social Equity, and Mr Eric Lue, PBM, Executive Director, goodJobs and The Social Equity, alongside volunteers of the goodFriends Network.



Minister Desmond Lee and Mayor Low Yeng Ling interacting with the employees of GKE Group of Companies booth at the South West Community Job Fair @ Boon Lay.

(Photo credit: South West Community Development Council)

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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 Senior 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: [southwest.cdc.gov.sg](http://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 1400-strong companies and organisations across industries and sectors. And the list is growing. To date, the portal has more than 48,000 active hiring positions for both PMETs as well as non-PMETs. It is supported by 10 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.

## Programme

| Time     | Administrative Programme   |
|----------|--|
| 11.25 am | Arrival of Mayor<br>Ms Low Yen Ling<br>Senior Minister of State<br>Ministry of Trade and Industry<br>Ministry of Culture, Community and Youth<br>Mayor of South West District          |
| 11.30 am | Arrival of Guest of Honour<br>Mr Desmond Lee<br>Minister for National Development<br>Minister-in-Charge of Social Services Integration<br>Adviser to Boon Lay Grassroots Organisations |
| 11.35 am | Address by Mayor   |
| 11.40 am | Address by GOH   |
| 11.45 am | Launch of goodFriends Network  |
| 11.55 am | Tour of the Booths   |
| 12.30 pm | Departure of Minister and Mayor<br><i>*Media doorstop to be arranged, subject to media request.</i>  |
| 12.30 pm | End of programme   |

## Annex A – Participating Employers

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

