

[For immediate release]

Media Release



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News Editor

NEW JOBS NEARBY @ CDC INITIATIVE TO BRING EMPLOYMENT OPPORTUNITIES CLOSER TO HOME

- **Personalised support for residents looking for jobs nearby home. Job Ambassadors will guide and connect them to suitable job opportunities in five locations for a start within the community.**

Following Prime Minister's National Day Rally announcement that the Community Development Councils (CDCs) will spearhead a new job matching initiative, the South West CDC will be the first to kickstart Jobs Nearby @ CDC (社理会职业配对计划), while it is progressively rolled out to other districts. This programme is designed to bridge the last-mile gap in connecting residents to suitable local jobs near their homes. Ms Low Yen Ling, Senior Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth, and Mayor of South West District, shared details of Jobs Nearby @ CDC at Hillview CC on 31 August 2025.

2 Under the new initiative, South West CDC will (i) deploy Job Ambassadors who will actively connect with local businesses to aggregate jobs, (ii) outreach to jobseekers to build their confidence and job search capabilities and (iii) connect jobseekers to jobs by closing the last mile of job matching services.

3 South West Job Ambassadors will start by holding “job clinics” at five Community Centres/Clubs (CCs) across South West District. These ambassadors will provide personalised support and coordinate interviews with employers, where possible, through teleconference, during these clinics.

4 Job Ambassadors will also seek to engage employers to redesign jobs or introduce adjustments to meet the needs of residents, for example, those who need to balance working with caregiving duties. Please refer to **Annex A** for the list of CCs and respective appointment schedules of the Job Ambassadors.

5 Beyond job matching, Job Ambassadors will adopt a holistic, inclusive approach to understanding every resident’s circumstances, such as caregiving responsibilities or medical appointments. This may involve arranging accessible venues and facilitating virtual interviews where needed. Jobseekers who require additional assistance with career coaching, interview and resume preparation, and skills training and upgrading will be linked to relevant partners.

6 Building on the strong foundation of the South West Community Job Fairs, South West CDC will also step up its efforts to outreach to local businesses to source for jobs, in partnership with goodjobs.com.sg, a social enterprise. Job Ambassadors will be trained to engage heartland merchants; guide them in defining clear job criteria; list vacancies; and schedule interviews, as well as applying job matching techniques to better guide residents towards suitable employment opportunities. Under this programme, the CDC seeks to offer residents multi-sector roles (full-time, part-time and flexible) in addition to opportunities in essential services and operational sectors like retail, F&B, education, healthcare, logistics and Infocomm Technology.

7 “Leveraging our extensive network, connections and partnerships, the CDCs will not only aggregate suitable jobs but also help jobseekers build their skills, and match and connect them in-person or virtually with suitable employers nearby. We will have dedicated Job Ambassadors providing jobseekers with personalised job search and placement assistance, as well as access to the local district job bank and network of job clinics. This will ease their job search journey, especially for those who face

difficulties in navigating the job market and re-entering the workforce. SMEs and heartland businesses can also tap into our job bank and portal, and get support in job redesign to meet their manpower needs. Our goal is to leave no one behind. The customised search and placement support, links and upgrading resources delivered by Jobs Nearby will help residents overcome challenges, boost their job opportunities and enable them to realise their aspirations,” said Mayor Low.

8 Residents can register online at go.gov.sg/jobsnearbysouthwestcdc or make appointments at their nearest CCs, where Job Ambassadors will follow up to arrange interviews with potential employers. Employers and heartland merchants may contact South West CDC or visit any of the five CCs to list available roles. The programme will be refined based on feedback from jobseekers, partners and Job Ambassadors before expanding nationwide across all five CDCs.

9 Photos for **Jobs Nearby @ CDC** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.



Ms Low Yen Ling, Senior Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth, and Mayor of South West District, kickstarted the Jobs Nearby @ CDC in South West, a new localised job matching initiative designed to bridge the last-mile gap in connecting residents to suitable local jobs near their homes at the South West Community Job Fair.



Job Ambassador engaging with jobseeker to understand more about their needs before matching with potential employers for interviews.



Jobseekers are matched to in-person or virtual interviews with potential employers.

(Photo credits: 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 Trade and Industry (MTI) & Ministry of Culture, Community and Youth (MCCY) & Adviser to Bukit Gombak SMC.

For more information, please visit: 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 51,000 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. In recognition of its community impact, The Social Equity holds the Company of Good – 2 Hearts certification (2025-2027) and was awarded Merit at the People's Association Community Spirit Awards 2025.

Annex A – List of CCs & Appointment Schedule of Job Ambassadors

S/N	Community Centre/Club	Address	Appointment Schedules of Job Ambassadors
1	Boon Lay CC	10, Boon Lay Place, Boon Lay Community Club, #02-08, Singapore 649882	Mon to Fri, 2pm – 6pm
2	Hillview CC	1 Hillview Rise, #01-01, Singapore 667970	Mon to Fri, 2pm – 6pm
3	Jurong Spring CC	8, Jurong West Street 52, Jurong Spring Community Club, #02-03, Singapore 649296	Mon to Fri, 2pm – 6pm
4	Keat Hong CC	2, Choa Chu Kang Loop, #01-01, Singapore 689687	Mon to Fri, 2pm – 6pm
5	Taman Jurong CC	1, Yung Sheng Road, Singapore 618495	Mon to Fri, 2pm – 6pm

Please register at go.gov.sg/jobsnearbysouthwestcdc to make an appointment with our Job Ambassadors first before you visit any one of the five CCs for employment assistance.

Annex B – Human Interest Stories

Employers

Hai Sia Seafood: Creating Local Employment Opportunities

What started as a connection at the South West Community Job Fair has evolved into meaningful employment opportunities for local residents. Since 2021, the South West Community Job Fair, a collaboration between South West CDC, goodjobs.com.sg and The Social Equity, has been transforming the way employers and jobseekers connect in the community. Through a blend of virtual and physical interviews, alongside training and upskilling programmes, the initiative continues to strengthen the local employment landscape.

Among the success stories that have emerged, Hai Sia Seafood's participation as a valued employer partner since 2022 has demonstrated how local businesses and residents can thrive together through community-driven employment initiatives.

Jobseekers

Profile 1

Ms Emily Wong Pei Ling, 42, HR Executive, Hai Sia Seafood

For Emily Wong Pei Ling, a 42-year-old Chua Chu Kang resident, returning to the workforce after a decade as a stay-at-home mother seemed like an uphill battle. Despite holding a degree, Emily faced the common challenge many parents encounter in finding employment that accommodates family responsibilities, particularly caring for her two children, aged 11 and 9.

The turning point came through the South West Community Job Fair. Understanding Emily's situation, South West CDC and its partner, goodjobs.com.sg actively engaged with Hai Sia Seafood to explore flexible employment opportunities. Their persistence paid off when Hai Sia Seafood redesigned a role specifically to accommodate working parents like Emily.

Today, Emily is a permanent part-time HR Executive at Hai Sia Seafood, working from 8 am to 1 pm – hours that allow her to maintain a balance between professional growth and family commitments. After a decade away from the workforce, Emily's success story exemplifies how thoughtful job redesign and community partnerships can create meaningful employment opportunities for caregivers.

Profile 2

Mr Matthew Chee, 52, Operations Manager, Hai Sia Seafood

When the COVID-19 pandemic happened, Matthew Chee found himself navigating an unexpected professional transition. As a former Head of Innovation and Transformation at a storage company, he was suddenly faced with the challenging reality of mid-career job search.

Matthew encountered the subtle barriers that many mature PMETs face in today's job market. "Employers need to take a leap of faith and maintain an open mindset," Matthew reflects on his job search journey. His determination was evident as he actively participated in four to five job fairs monthly, including numerous virtual recruitment events, persistently seeking his next opportunity.

His visit to the South West Community Job Fair at Taman Jurong was his turning point. Through the collaborative efforts of South West CDC and goodjobs.com.sg, Matthew's profile reached Hai Sia Seafood. He was recruited by Emily Wong, herself, a success story of the job fair and now working as a part-time HR executive at Hai Sia Seafood, who understood firsthand the challenges jobseekers face. She recognised Matthew's potential and introduced him to an Operations Manager position at the company.

Matthew joined Hai Sia Seafood in April 2024, demonstrating how community job initiatives can create meaningful connections and second chances.