

[For immediate Release]

# Media Release



---

13 September 2025

News Editor

## **STRONGER TOGETHER: SOUTH WEST CDC WORKS WITH PARTNERS TO UPLIFT THE COMMUNITY**

- **New partnership with KiteSense Pte Ltd, Temasek Foundation, Quantedge Foundation and Singapore University of Social Sciences (SUSS) to leverage AI and uplift learning of 1,500 Primary 4 - 6 students from vulnerable families**
- **12 corporate and community partners recognised for their contributions to the community**

At the South West District Meeting & Partners Appreciation 2025 themed "*Stronger Together, As One Singapore*," South West CDC will recognise the efforts of partners in working closely with the CDC to implement programmes for the community. Mr Desmond Lee, Minister for Education and Minister-in-charge of Social Services Integration is the Guest-of-Honour.

2 A new programme Learning with AI Personalisation @ South West (LAP @ South West) will be launched at the district meeting. LAP @ South West is a partnership between KiteSense Pte Ltd, Temasek Foundation, Quantedge Foundation and SUSS targeting 1,500 Primary 4 - 6 students from vulnerable families who will be given access to the AI-powered Luminee Learning platform. LAP @ South West will support these students in core subjects including English, Mathematics and Science.

Featuring a 24/7 AI coach, the platform delivers personalised learning support tailored to each student's habits, pace, and needs.

3 LAP @ South West is an excellent example of how the people and private sectors can partner to uplift future generations in our community. With the AI-powered Luminee Learning platform helping accelerate student learning, community volunteers will guide students during study groups at some Community Clubs – helping them navigate the platform, build independent study habits and provide motivation and emotional support. SUSS will conduct an evaluation study with Primary 4 to 6 students participating in LAP @ South West. The study will examine the students' learning outcomes, the role of volunteers and programme implementation best practices. Insights gained will inform future initiatives and identify opportunities for broader community adoption.

4 Since the soft launch in February 2025, close to 250 students from South West have already signed up, reflecting community interest and the programme's potential to make a meaningful difference in community enablement. The platform provides on-demand guidance, designed by an experienced curriculum team for Primary-level alignment and relevance. With flexible accessibility, students' learning can take place at home or at study group sessions, complementing classroom teaching and parental guidance while strengthening their confidence, study habits and self-directed learning.

5 On the LAP @ South West programme, Mayor Low said, "In this 3P public-private-people partnership, we leverage the strengths of each party to harness AI in education to uplift and transform the learning journey of children from vulnerable families. Working with their schools, the programme combines the passion, resources, and expertise of our volunteers and partners with AI to provide personalised guidance in their studies, as well as motivation and encouragement to these students, who have been identified as needing additional support. It is also an opportunity to build in them independent study habits that give them a fair shot to succeed as they become more confident, self-directed learners."

6 In Financial Year (FY) 2024/2025, the South West CDC rolled out a total of 27 local assistance schemes and programmes, which benefitted about 60,000 residents. More than 420 corporate and community partners were engaged. Our partners also contributed more than \$3.6 million in cash and kind.

7 At the South West District Meeting & Partners Appreciation 2025, 12 corporate and community partners will receive the South West Caring Partner Awards for their efforts in 2024 to uplift the community. The awards recognise partners' dedication and provide a platform for South West CDC to take stock of their collective community impact. Beyond recognition, the ceremony offers valuable networking opportunities for partners to connect, share best practices, and explore new collaborations. Awardees include ExxonMobil Asia Pacific Pte Ltd, a 20-year partner whose annual Household Pack Distribution and South West CDC–ExxonMobil Transport Bursary initiatives have supported vulnerable families and students throughout the district. The South West CDC will continue to work with our partners and volunteers to implement programmes for residents, focusing on uplifting the less privileged, and helping residents defray living expenses. The list of recipients for the South West Caring Partner Awards can be found in **Annex A**.

8 Details of the event are as follows:

Event	: South West District Meeting & Partners Appreciation 2025
Date	: Saturday, 13 September 2025
Time	: 11.30 am to 2.00 pm (Media is invited at 11.00 am)
Venue	: SAFRA Choa Chu Kang (Grand Ballroom, Level 5) 28 Choa Chu Kang Dr, Singapore 689964
Guest of Honour	: Mr Desmond Lee Minister for Education and 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 Mayor of South West District

9      Photos for the **South West District Meeting and Partners Appreciation 2025** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.

---



Minister for Education and Minister-in-charge of Social Services Integration, Mr Desmond Lee, Mayor of South West District, Ms Low Yen Ling, and Minister for Transport and Senior Minister of State, Ministry of Finance, Mr Jeffrey Siow launching the Learning with AI Personalisation @ South West (LAP @ South West) programme alongside key representatives from KiteSense Pte Ltd, Temasek Foundation, Quantedge Foundation and SUSS.



The South West Caring Partners Awards 2024 was presented to 12 corporate and community partners whose contributions have helped build an inclusive and resilient South West District.



Themed “Stronger Together, As One Singapore”, the South West District Meeting and Partners Appreciation 2025 captures the spirit of unity and inclusivity of the South West community.

(Photo credits: South West Community Development Council)

---

### **Media Liaison Officers**

Ms Mindy Chia

Manager (Corporate Management and Communications)

South West Community Development Council

Mobile: 9171 3233

Email: [Mindy\\_Chia@pa.gov.sg](mailto:Mindy_Chia@pa.gov.sg)

Ms Chye Ziwei

Manager (Corporate Management and Communications)

South West Community Development Council

Mobile: 91851168

Email: [Chye\\_Ziwei@pa.gov.sg](mailto:Chye_Ziwei@pa.gov.sg)

### **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](https://southwest.cdc.gov.sg)

## Programme

Time	Administrative Programme
11.30 am	<u>Arrival of Host</u> Ms Low Yen Ling Senior Minister of State Ministry of Trade and Industry & Ministry of Culture, Community and Youth Mayor of South West District  <i>*Media doorstep interviews can be arranged upon request.</i>
11.55 am	<u>Arrival of GOH</u> Mr Desmond Lee Minister for Education and Minister-in-charge of Social Services Integration
12.00 pm	Commencement of South West District Meeting and Partners Appreciation 2025
12.05 pm	Opening Performance by Hip Hop Group from ITE College West
12.10 pm	Performance by Happy Ukers Group (HUG) from Bukit Gombak Division
12.35 pm	Welcome Address by Mayor
12.40 pm	Speech by GOH
12.45 pm	Launch of LAP @ South West
12.55 pm	Presentation of Awards <ul style="list-style-type: none"><li>• Most Active Fun Walkers Club Awards 2024</li><li>• Sustainable South West Awards 2024</li><li>• South West Caring Partner Award 2024</li></ul>
1.15 pm	Performance by Acapella Group – NUS Resonance Meet & Greet and Photo Taking with GOH and Mayor
2.00 pm	End of Programme

## **Annex A – Recipients of South West Caring Partner Awards 2024**

1	Singapore Polytechnic
2	Hao Ren Hao Shi Ltd
3	Koh Kok Leong Enterprise Pte Ltd
4	The Social Equity Pte Ltd
5	Siltronic Singapore Pte Ltd
6	ExxonMobil Asia Pacific Pte Ltd.
7	Procter & Gamble Singapore
8	ITE College West
9	SingTel
10	HP Inc
11	Select Group Pte Ltd
12	Bo Tien Welfare Services Society

## **Annex B – Human Interest Stories**

### **Volunteer Tutor**

#### ***Kelly Ong Xin Yuan, Volunteer Tutor, Nanyang Sayang, Nanyang CC***

Nanyang Sayang has integrated LAP @ South West into its volunteer tutoring programme, where Kelly supports Primary 4 to 6 students with onboarding, bite-sized goals and steady practice; she shares that “the AI tutoring platform is very user-friendly and visually appealing with a clean design and an engaging leaderboard system. The videos are also excellent – they present textbook information in a clear and accessible way that not only help students learn, but also serves as a great refresher for tutors.”

With routine checking and explanations handled on-platform, volunteers like Kelly focus on coaching, prompting reflection, encouraging perseverance and celebrating small wins.

### **Volunteer Manager**

#### ***Tan Ming Hui, Rina, Volunteer Manager, Epworth Community Services***

In 2019, Epworth Community Services started Epworth Study Buddies, a complimentary tuition-befriending programme to provide school-work supervision and befriending to primary school children who struggle with their schoolwork. Recently, the programme has integrated LAP @ South West as part of its programme, empowering volunteers to support students with more personalised and engaging learning experiences. Rina shares that the platform has allowed them to better support tutors and students with more up-to-date curriculum and resources.

“The platform strengthens the Study Buddies programme by providing tailored approaches aligned to our students’ learning abilities, enhancing learning outcomes and empowering our volunteers to teach more effectively,” she adds.

## **Student**

### ***Muhd Aqil, Primary 6 Student, Nanyang Sayang, Nanyang CC***

Aqil uses the ALS platform ahead of mock exams and prelims, starting with a short “warm-up” to get into the flow; “I can use this at home as a warm-up before taking my mock exams and prelim papers. It is easy and I can understand the explanation for each answer well, so I can learn independently. When I get bored or tired, I can use the chat function for some fun.” Clear, step-by-step explanations help him self-correct quickly and move on with confidence, while a volunteer checks in on weekly targets at CC sessions, a combination of on-demand guidance and a supportive environment that strengthens his motivation and self-directed habits, complementing classroom teaching and parental guidance.

## **Educator**

### **Mani Pariasamy (Sam), Organising Chair, LEAP Programme @ Yuhua CC**

With over 25 years mentoring children, Sam leads Yuhua’s LEAP with AI programme at Yuhua CC, which recently joined LAP @ South West to support Primary 4 to 6 students. After integrating the AI-powered learning platform, he observed that “now, every student gets the right support at the right time – whether they need extra help or more challenging questions,” and “because the feedback is instant, mistakes become opportunities to learn immediately.” He adds, “the AI handles the routine drills, so we can focus on what really matters, that is, guiding, inspiring, and believing in these kids,” and his facilitators now pair short adaptive practice with confidence-building conversations, turning setbacks into learning steps and nurturing confidence, resilience and a love of learning.