



**MEDIA RELEASE**

**EMBARGOED TILL 25 MARCH 2019, 9:00AM**

## **CENTRAL SINGAPORE CDC AND MSIG INSURANCE PARTNER TO INSURE 500 STAFF FOR FUTURE READINESS THROUGH SKILLSFUTURE ADVICE WORKSHOPS AND CO-FUNDING SCHEME**

*An invitation for employers to partner Central Singapore CDC to cultivate lifelong-learning employees*

**SINGAPORE, 25 March 2019** – MSIG Insurance employees will join close to 13,000 Singaporeans in participating in Central Singapore CDC's SkillsFuture Advice (SFA) workshops. The latest workshops specially curated for the financial services industry will cover emerging technological disruptions, trends and desired future skills set in the sector and a wide array of SkillsFuture resources.

As part of the collaboration, MSIG Insurance will also roll out a special co-funding scheme to encourage greater action towards learning for its employees. Under this new co-funding scheme, MSIG Insurance employees will receive 100% funding for work-related SkillsFuture courses; and a 50% subsidy with cap for personal development courses.

Mayor of Central Singapore District, Ms Denise Phua, CEO of MSIG Insurance, Mr Michael Gourlay and Managing Director of MSIG Insurance, Mr Yoshiaki Fukuchi, will be present to kick-start the SFA workshops series, which will be held from 25 to 28 March 2019.

"SFA @ Central Singapore is part of our national initiative to help our residents and partners upgrade their skills to be better at their current jobs and pick up new skills to be ready for the rapidly changing labour market. I am heartened by this collaboration with MSIG Insurance through our SkillsFuture Advice workshops and very encouraged that its leadership has walked the extra mile by launching the co-funding scheme. I urge even more corporates to partner us in this national effort to adopt a strong agile learning culture throughout their organisations to not only survive but thrive in this dynamic environment we live and work in," said Mayor of Central Singapore District, Ms Denise Phua.

The idea of collaboration was first seeded when Vice-President, Learning & Development, Ms Ngo Lay Hong herself attended one of the 200 SFA workshops run by Central Singapore CDC. Recounted Ms Ngo, "I attended a public run at the Bishan Library where the trainer shared many interesting anecdotes to highlight how disruptions are a norm. There were many inspiring anecdotes of learners who picked up new skills despite their age and abilities. The engaging and interactive session triggered my interest to bring the programme to all my colleagues, to further strengthen the learning culture MSIG Insurance is trying to cultivate."



CEO of MSIG Insurance, Mr Michael Gourlay concurred, “We are encouraged by and are totally aligned with the Singapore’s national direction to encourage learning for life. The future of the new economy and the new workforce compels us to be a lot more agile and open to learning new skills. The attitude of learning for life is not only for the domain of employment only; it covers one’s personal development as well. This has motivated MSIG to take the extra step to support both professional and personal development of our staff. I believe that employers who take an interest in their people’s personal development will build a more committed and motivated workforce.”

SFA @ Central Singapore started in October 2017 as part of the nationwide initiative to help Singaporeans understand the importance of lifelong learning, skills upgrading and mastery beyond one’s formal school years. In addition to workshops held at community spaces for residents, SFA workshops are also conducted at the workplaces for industry partners who seek to keep up with relevant market trends. As at March this year, Central Singapore CDC has brought the awareness of SkillsFuture to nearly 13,000 Singaporeans through approximately 200 SFA workshops. Interested persons and organisations can contact Wilfred Kong at [pa\\_centralssingapore@pa.gov.sg](mailto:pa_centralssingapore@pa.gov.sg).

**# END #**

*Encl. –*

*Annex A: Media Programme*

*Annex B: SkillsFuture Advice @ Central Singapore Fact Sheet*

*Annex C: Translation of Terms*

Your journalist and photographer/videographer are warmly invited to join us for the ‘SkillsFuture Advice @ MSIG’. Details are as follows:

**SkillsFuture Advice @ MSIG**

**Date: Monday, 25 March 2019**

**Time: 8.15am – 9.00am**

**Venue: MSIG Insurance (Singapore) Pte. Ltd.  
16 Raffles Quay #24-01  
Singapore 048581**

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### **About Central Singapore Community Development Council**

Lying at the heart of Singapore, the Central Singapore Community Development Council (CDC) serves close to one million residents living in Ang Mo Kio, Bishan-Toa Payoh, Jalan Besar and Tanjong Pagar Group Representation Constituencies (GRCs), and Radin Mas, Potong Pasir, and Sengkang West Single Member Constituencies (SMCs). The CDC envisions a self-reliant, vibrant and inclusive Central Singapore District. It works in close partnership with schools, voluntary welfare organisations (VWOs), grassroots organisations (GROs), government and commercial agencies to fulfil its mission of assisting the needy, bonding the people and connecting the community.

### **About MSIG Insurance (Singapore) Pte Ltd. (“MSIG”)**

MSIG Insurance, a member of the MS&AD Insurance Group, is Singapore’s leading general insurer. With a local presence of over 100 years, MSIG offers an extensive range of insurance solutions for commercial and personal risk protection, enabling the security and safety of individuals and businesses. Wholly owned by MSIG Holdings (Asia) Pte Ltd, MSIG holds an A+/Stable financial rating by Standard & Poor’s.

## ANNEX B

### SKILLSFUTURE ADVICE @ CENTRAL SINGAPORE PROGRAMME FACT SHEET

#### 1. What is SkillsFuture Advice @ Central Singapore?

SkillsFuture Advice (SFA) is a community outreach initiative to help Singaporeans understand the importance of the importance of lifelong learning, skills upgrading and mastery beyond one's formal school years. SkillsFuture Advice is targeted at all Singapore Citizens and Permanent Residents; namely fresh entrants, working professionals, mid-career switchers, returning professionals and individuals in their golden years.

Through a strategic partnership between SkillsFuture Singapore (SSG) and the Community Development Councils (CDCs), with support from Workforce Singapore (WSG), People's Association (PA) and Employment and Employability Institute (e2i), SkillsFuture Advice workshops will be conducted at a community level to encourage more people to embark on their SkillsFuture journey. SSG and the CDCs expect to reach out to 80,000 Singaporeans over three years.

Participants of the SkillsFuture Advice workshops will go through educational, interactive and reflective activities to learn about:

- a) Current work and skills trends
- b) Personal work interest or skill areas
- c) SkillsFuture and career planning initiatives
- d) Developing skills upgrading plan

By the end of the workshops, participants will receive information on key work trends and skills required for the workplace. They will also identify their job interests and develop their personal skills upgrading plan, as well as learn how to use MySkillsFuture at these workshops.

#### 2. Why SkillsFuture Advice @ Central Singapore?

We hope to raise **AWARENESS** of self, lifelong learning and skills deepening, and the importance of learning skills that benefit ourselves and the community. Encourage **AFFILIATION** and participation in SkillsFuture initiatives and influence people to take **ACTION** and engage in skills acquisition to upgrade ourselves and contribute to the community

### 3. How is SkillsFuture Advice @ Central Singapore programme run?

The SkillsFuture Advice workshops are held in community areas such as community centres and community clubs. We work with partners to organise 1.5 hours SFA sessions and as of March 2019, CS CDC has reached out to about 13,000 residents through approximately 200 sessions.

## ANNEX C

### TRANSLATION OF TERMS

Term	Chinese Translation
Central Singapore Community Development Council (CDC)	中区社区发展理事会 (中区社理会)
Mayor of Central District, Ms Denise Phua	中区市长, 潘丽萍
SkillsFuture @ Central Singapore	技能创前程 @ 中区社区