

# VOICES

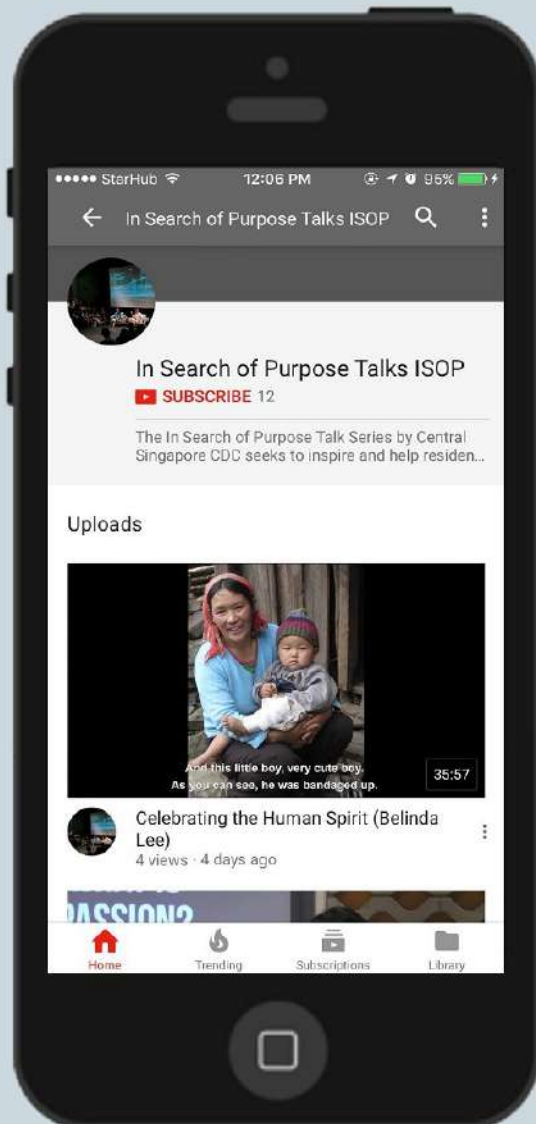
Running for good  
with durians  
p25

Stick your neck  
out #GiraffesSG  
p12

SERVING FOR THE COMMON GOOD

# In Search of Purpose

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## FEATURING



**Lim Siong Guan**  
Group President, GIC



**Benny Se Teo**  
CEO, Eighteen Chefs



**Kenny Low**  
Founder, City College & O School



**Tan Lai Yong**  
Lecturer & Director for Outreach and Community Engagement



**Goh Wei Leong**  
Co-Founder, HealthServe



**Belinda Lee**  
Artiste & World Vision Ambassador



**Bob Lee**  
Founder, The Fat Farmer

...& MORE!

SEARCH FOR 'IN SEARCH OF PURPOSE  
TALKS' AND SUBSCRIBE NOW!



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“

EACH OF US CAN MAKE A DIFFERENCE. I INVITE YOU AND YOUR FAMILY TO JOIN US AND PLAY AN ACTIVE ROLE IN BUILDING A BETTER FUTURE FOR OUR PEOPLE, OUR SINGAPORE.

denise phua



### Dear Residents,

I am happy to be appointed as Central Singapore District's Mayor for another term from 2017 to 2020. Thank you for the opportunity to serve you and the nation.

Together with our partners and volunteers, the Central Singapore CDC hopes to play a part in making life better for our residents.

A "better life" is not only about raising our wellness physically, financially and socio-emotionally. It is also about being a lifelong learner and volunteering ourselves to make lives better for others in society.

In the coming three years, more than 52 options will be made available by our CDC to make lives better and meaningful for each of us. We will step up our support for the national initiatives of SkillsFuture and SGSecure; to create a nation of lifelong learners and to build trust and cohesion amongst each other.

This August, we celebrated the 52nd year of our nation's independence. As we have sung our anthem and flown our flag high, let us not take for granted our nation's peace and progress.

Each of us can make a difference. I invite you and your family to join us and play an active role in building a better future for our people, our Singapore.

Yours sincerely,

**DENISE PHUA**

Mayor, Central Singapore District



### 亲爱的居民,

我很荣幸再度受委为社区发展理事会中区市长, 我的新任期将从2017年开始至2020年。感谢大家给我这个机会继续为您以及新加坡服务。中区社理会希望在接下来的日子, 继续与我们的伙伴机构和志愿者携手合作, 让我们的居民过更好的生活。

我们希望不单从健康、财务状况和社会情感等层面, 帮助居民过更好的生活。我们也要鼓励居民终身学习, 并且投入志愿者的行列, 齐心协力帮助社会上其他社群改善生活。

在接下来的三年, 中区社理会将推行多达52项计划, 希望通过这些计划让大家过着更充实和美好的生活。我们将更大力支持技能创前程 (SkillsFuture) 以及全国保家安民计划 (SGSecure) 等全国计划, 致力于鼓励国人终身学习, 同时也要促进不同社群之间建立互信关系和加强凝聚力。

今年8月, 我们庆祝新加坡独立52周年。我们在举起国旗、高唱国歌之际, 一定要切记, 新加坡今日之所以能享有和平与成就并非理所当然。我们每一个人都能为这社会尽一份力。我诚意邀请您与您的家人来参与我们的各项计划, 积极为我们的国人、为新加坡开创更美好的未来。

中区市长  
潘丽萍





Grassroots Advisers, District Councillors and Mayor Denise Phua with Prime Minister Lee Hsien Loong at Central Singapore CDC's 9th Council Appointment Ceremony.

### Penduduk Yang Di hormati,

Saya berasa gembira kerana dilantik sebagai Datuk Bandar Daerah Singapura Tengah bagi satu lagi tempoh dari 2017 hingga 2020. Terima kasih kerana diberi peluang untuk berkhidmat kepada anda dan negara.

Bersama-sama rakan dan sukarelawan kami, Majlis Pembangunan Masyarakat Daerah Singapura Tengah berharap dapat memainkan peranan menjadikan kehidupan yang lebih baik bagi penduduk kita.

"Kehidupan yang lebih baik" bukan sekadar meningkatkan kesejahteraan kita secara fizikal, kewangan dan sosio-emosi. Ia juga tentang menjadi pelajar sepanjang hayat dan membantu secara sukarela untuk menjadikan kehidupan yang lebih baik untuk orang lain dalam masyarakat.

Dalam 3 tahun yang akan datang, pilihan melebihi 52 akan disediakan oleh Majlis Pembangunan Masyarakat (CDC) kami demi menjadikan kehidupan yang lebih baik dan bermakna bagi setiap daripada kita. Kami akan meningkatkan sokongan untuk inisiatif nasional seperti Pembelajaran Sepanjang Hayat (SkillsFuture) dan Pergerakan Kebangsaan (SGSecure); menubuhkan sebuah negara yang dipenuhi dengan pelajar sepanjang hayat dan membina kepercayaan dan perpaduan antara satu sama lain.

Bulan Ogos ini, negara kita menyambut tahun kemerdekaan yang ke-52. Sedang kita menyanyikan lagu kebangsaan dan mengibarkan bendera, janganlah mengambil sambil lewa akan kedamaian dan kemajuan negara kita.

Setiap daripada kita berupaya membuat perbezaan. Saya mengundang anda dan keluarga anda untuk menyertai kami dalam memainkan peranan yang aktif dalam membina masa depan yang lebih baik bagi rakyat kita, dan Singapura kita.

Dengan Tulus Ikhlas,

**Denise Phua**

Datuk Bandar Daerah Singapura Tengah

### அன்பார்ந்த குடியிருப்பாளர்களே,

மத்திய சிங்கப்பூர் மாவட்டத்தின் மேயராக 2017 முதல் 2020 வரை மற்றொரு தவணைக்காலம் நியமிக்கப்பட்டதில் நான் மகிழ்ச்சி அடைகிறேன். உங்களுக்கும் நாட்டுக்கும் சேவையாற்ற வாய்ப்பளித்ததற்கு நன்றி.

நமது பங்களிப்பாளர்கள், தொண்டோழியர்கள் ஆகியோருடன் சேர்ந்து, குடியிருப்பாளர்களின் வாழ்க்கையை மேம்படுத்துவதில் மத்திய சிங்கப்பூர் சமூக மேம்பாட்டு மன்றம் பங்காற்ற விரும்புகிறது.

"மேம்பட்ட வாழ்க்கை". என்பது உடலியல், நிதிநிலை, சமுதாய உணர்வுகள் ஆகிய நலன்களை உயர்த்துவது மட்டுமல்ல. வாழ்நாள் கற்றலில் பங்கெடுத்து, சமுதாயத்திலுள்ள மற்றவர்களின் வாழ்க்கையை மேம்படுத்துவதற்காகத் தொண்டோழியம் புரிவதும் இதில் உள்ளடங்கும்.

அடுத்த 3 ஆண்டுகளில், நம்மில் ஒவ்வொருவரின் வாழ்க்கையையும் மேம்படுத்தி அர்த்தமுள்ளதாகும் நோக்கத்துடன் 52க்கும் மேலான திட்டங்களைச் சமூக மேம்பாட்டு மன்றம் அமலாக்கும். ஸ்கில்ஸ்ஃபியூச்சர், எஸ்ஜிசெக்யூர் ஆகிய தேசிய திட்டங்களுக்கான ஆதரவை நாங்கள் முடுக்கிவிடுவோம். வாழ்நாள் முழுவதும் கற்றுக்கொண்டே இருக்கும் தேசத்தை உருவாக்குவதும், நமக்கிடையில் நம்பிக்கையையும் ஒற்றுமையையும் வளர்ப்பதும் எங்கள் இலக்குகள்.

இந்த ஆகஸ்ட் மாதம், நம் நாட்டுக்குச் சுதந்திரம் கிடைத்து 52 ஆண்டுகள் நிறைவடைவதைக் கொண்டாடுகிறோம். நமது தேசிய கீதத்தைப் பாடி, தேசியக் கொடியை உயரமாகப் பறக்கவிடுகையில், நம் நாட்டின் அமைதியும் முன்னேற்றமும் என்றென்றும் நீடித்திருக்கும் என மெத்தனமாகக் கருதாமல் முனைப்புடன் செயல்பட்டிடுவோம்.

ஒவ்வொருவராலும் ஒரு மாற்றத்தை உண்டாக்க முடியும். நம் மக்களுக்கும், நம் சிங்கப்பூருக்கும் மேம்பட்ட எதிர்காலத்தை உருவாக்கித்தர எங்களோடு சேர்ந்து முனைப்புடன் பங்காற்றுமாறு உங்களுக்கும் உங்கள் குடும்பத்திற்கும் அழைப்பு விடுக்கிறேன்.

**டெனிஸ் புவா**

மேயர், சென்ட்ரல் சிங்கப்பூர் மாவட்டம்



## ON THE GROUND



Residents and Grassroots Adviser **MR DARRYL DAVID** trying traditional Malay snacks at the Fiesta Budaya event.



Residents taking a family photo with Grassroots Adviser **MRS JOSEPHINE TEO** at the launch of Embracing Parenthood @ Bishan North.



Grassroots Adviser **MR ANG HIN KEE** speaking with a young resident at the Retro Nite Dumpling Festival event organised by Cheng San Zone C RC.



Grassroots Adviser **DR INTAN AZURA BINTE MOKHTAR** with residents at the Neighbourhood Committee Residents' Fruit Party Gathering at Luxus Hill Park.



Grassroots Adviser **ASSOC PROF DR YAACOB IBRAHIM** with a three-generational family during a house visit at Blk 12 Upper Boon Keng Road.



Grassroots Adviser **DR LILY NEO** with residents at Kreta Ayer-Kim Seng's Ramadan Iftar event at Jalan Kukoh.





Grassroots Adviser **MR CHAN CHUN SING**, residents and fellow Advisers at the Tanjong Pagar GRC NS50 Appreciation Ceremony.



Grassroots Adviser **MR CHONG KEE HIONG** and residents of Shunfu making dumplings for the Dumpling Festival.



Grassroots Adviser **MS DENISE PHUA** and Kentville residents saluting the National Servicemen of Singapore.

## ON THE ..... GROUND

Just some of the ways our **Grassroots Advisers** have been serving their residents...



Residents and Grassroots Adviser **MR SITOH YIH PIN** working together for the "Keep Clean Singapore" campaign at Potong Pasir Zone 4 RC.



Grassroots Adviser **MR MELVIN YONG**, students and volunteers from Pek Kio CC Youth Executive Committee pack over 9,000 welfare packs for Project SummerICE.



## ON THE GROUND



➤ Elderly residents and Grassroots Adviser **DR CHIA SHI-LU** having a good time bonding over dumplings and lunch at Strathmore Avenue.



➤ Happy children with Grassroots Adviser **MR SAM TAN** at the Education Merit Award Presentation Ceremony at Bukit Merah Community Centre.



➤ A young resident enjoys a light-hearted moment with Grassroots Adviser **MS JOAN PEREIRA** at the Blk 59 Strathmore PCF Graduation Ceremony.



➤ Grassroots Adviser **MS INDRANEE RAJAH**, students from Zhangde Primary and fellow Advisers planting Vallaris Glabra plants at the Tree Planting 2017 event.



➤ Grassroots Adviser **DR NG ENG HEN** with students from CHIJ Toa Payoh who painted a mural at Blk 192 Toa Payoh Central highlighting the importance of ocean conservation.



➤ Grassroots Adviser **MR CHEE HONG TAT** with participants of a Married Couple Competition at the Parents' Day Dinner event at Toa Payoh West CC.





Grassroots Adviser **DR LAM PIN MIN** and the dragonboat rowers of Sengkang West.



Grassroots Adviser **MR GAN THIAM POH** interacting with residents at the Fernvale Family Carnival held at the new road extension of Sengkang West Way.



Grassroots Adviser **MR LEE HSIEN LOONG** with 20 pioneer Singapore Armed Forces National Servicemen clad in their old uniforms at the NS50 Appreciation Ceremony.



A happy family and Grassroots Adviser **MR SAKTIANDI SUPAAT** at the Education Merit Award Presentation Ceremony at Toa Payoh East CC.



Grassroots Adviser **MR HENG CHEE HOW** with residents during a house visit at McNair Road.



Grassroots Adviser **DR KOH POH KOON** serves meals and joins residents in breaking fast during the Ramadan season.





Central  
Singapore CDC

# IN THE NEXT

The last thousand days (or three years) have been a real journey for all of us at Central Singapore CDC. We couldn't have done it without the support of our residents and partners, and we're excited for the next thousand days to come! Here are some snippets of what we'll be focusing on — building The Better Life with our partners for the people of Central Singapore.

## 5 ASPECTS OF THE BETTER LIFE:



### 1 PHYSICAL WELLNESS

We want to urge all individuals, regardless of age, to be engaged in healthy lifestyle activities. These include regular working out, as well as adopting healthy eating habits.

Looking to kickstart your healthy lifestyle? Checkout **RUN FOR GOOD** and our **FARMERS' MARKETS**, held at various locations in the Central Singapore District on a regular basis.



### 2 FINANCIAL WELLNESS



In the next term, we will focus on finding long-term solutions for the next generation in the low-income bracket to break out of the poverty cycle.

Our programmes like **CASHUP FAMILY SAVERS** help ensure that families kickstart a regular savings habit.

**CAMP EXPLORE** also provides children from low-income families with equal learning opportunities during the school holiday period.



# THOUSAND DAYS



Image: Going Places / HRA



Image: TODAYOnline

## 3 → SOCIO-EMOTIONAL WELLNESS



To encourage the building and upkeep of social relationships, our CDC will look at introducing more community-based programmes such as urban farming. We hope to bring these workshops to residents in the next couple of months.

## 4 → LIFELONG LEARNING

In this changing economy, it is important for us to be constantly learning and to upskill ourselves. We will be rolling out a series of **SKILLSFUTURE** workshops to help you get started on your lifelong learning journey.



## SERVE WITH CENTRAL SINGAPORE CDC

Sign up as a volunteer with us today! Send in your name, NRIC and residential address to us at [pa\\_centralssingapore@pa.gov.sg](mailto:pa_centralssingapore@pa.gov.sg).

## 5 → SERVICE TO OTHERS



Facebook founder Mark Zuckerberg said that the challenge for our generation is to create a world where everyone has a sense of purpose. Singapore would not amount to much if each one of us only cares for ourselves and our families.

Our CDC will look at curating platforms where families, friends and couples can volunteer together — be it once a month, or once a year — at their pace and comfort level. Families who volunteer together, stick together!



# ENOUGH TALK!



Living The Better Life isn't something that the CDC can achieve alone. We need to do it together, and do more by taking action on things that we care for. To do that, we have started the **ENOUGH TALK** series.

Two such programmes under the Enough Talk series are **Sungei Secondhands** and **Cardboard Collectors Assist**. Read on to find out more.

## Sungei SECONDHANDS

The **SUNGEI SECONDHANDS** initiative by Central Singapore CDC was started to help Sungei Road hawkers in need of assistance to relocate to stalls in hawker centres. The programme helps these hawkers to set-up and "renov-aid" their stall, as well as find second-hand goods to sell.

The first Sungei Secondhands stall was supported by the Peace Connect Senior Activity Centre, the Golden Mile Hawkers' Association, Kampong Glam Citizens' Consultative Committee, National Environment Agency and the Jalan Besar Social Service Office.



Mdm Kew Poh Geok, who owns the shop Q6 at North Bridge Road Market & Food Centre.

I really appreciate all the help — help with the renovations and visual merchandising. It really helped me to manage the difficulties faced and gave me hope.

MDM KEW POH GEOK



Q6: SUNGEI SECONDHANDS  
NORTH BRIDGE ROAD MARKET &  
FOOD CENTRE  
#01-07  
SINGAPORE 198783

→ THE FIRST SUNGEI SECONDHANDS STALL WAS SET UP AT NORTH BRIDGE ROAD MARKET & FOOD CENTRE ON 6TH JULY 2017. PICTURED LEFT IS OWNER MDM KEW POH GEOK, 70.





Mayor Denise Phua with students from NYP and some cardboard collectors during an engagement session.

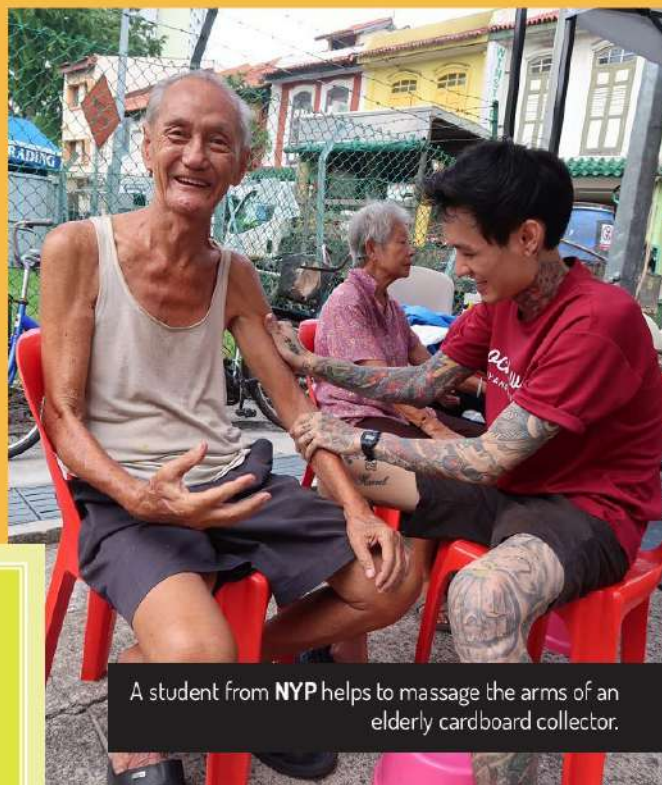
## Cardboard Collectors ASSIST

The **CARDBOARD COLLECTORS ASSIST** is an initiative by Central Singapore CDC to help cardboard collectors in the Central Singapore District.

Piloted early this year, the programme works with Social Service Offices, Voluntary Welfare Organisations, as well as the local community to befriend and help these seniors get community support.

Free meals are distributed to the seniors once a month, and quarterly gatherings are organised to enable them to get to know one another.

Student volunteer groups from **Nanyang Polytechnic (NYP)** outreach to the Cardboard Collectors regularly. Students from NYP and the **Institute of Technical Education (ITE)** also organised a gathering with free hair cuts and massages for these seniors.



A student from NYP helps to massage the arms of an elderly cardboard collector.

### WANT TO HELP OUR CARDBOARD COLLECTORS?

IF YOU CAN GIVE FREE HAIRCUTS, MASSES, OR  
SIMPLY YOUR FRIENDSHIP, WRITE TO US AT  
[PA\\_CENTRALSINGAPORE@PA.GOV.SG](mailto:PA_CENTRALSINGAPORE@PA.GOV.SG).





Mayor Denise Phua with four of our Giraffe Heroes from UOB, NParks and St. A



## WHAT MAKES A GIRAFFE AND GIRAFFE HERO?

**GIRAFFES** are characterised by these criteria:

1. **Significance:** They are proactive in addressing a community need and/or cause.
2. **Sustainability:** They make regular (monthly) and sustained contributions between one to five years.
3. **Sacrifice:** They do not act only for personal gain or as part of their school/employment duties.

**GIRAFFE HEROES** are characterised by these additional criteria:

1. **Significance:** They lead an initiative in order to address a community need and/or cause.
2. **Sustainability:** They make regular and sustained contributions over at least five years.
3. **Sacrifice:** They sacrifice their personal resources and/or needs, and put others above themselves.





Giraffe Heroes and representative of St. Andrew's Junior College.

# STICK YOUR NECK OUT!

UOB Plaza at Raffles Place played host to Singapore's first-ever Giraffes Party on 8 August 2017. Organised to spread awareness on the **Giraffes Singapore** movement, the event also saw the launch of the Giraffe Heroes Recognition Scheme to encourage more Singaporeans to do good for the community.

As part of a week-long campaign to spread awareness on the **GIRAFFES SINGAPORE** movement, Raffles Place Park was transformed into a playful giraffe wonderland from 1 to 8 August.

An initiative by Central Singapore CDC, Giraffes Singapore aims to recognise and build a community of individuals who stick their necks out for the common good in a significant, sustainable and sacrificial way.

## GIRAFFES SINGAPORE

Two types of Giraffes are recognised under the initiative: **GIRAFFES** — individuals who proactively address a community need or cause over a period of one to five years, and **GIRAFFE HEROES** — individuals who go a step further to lead community initiatives and make sustained contributions over five years or more.

## GIRAFFES PARTY

The campaign culminated in the first-ever Giraffes Party at UOB Plaza on 8 August.

Five Giraffe Heroes were honoured at the party for their exceptional work and contributions to the community: Mr Louis Ng, Ms Eunice Olsen, Mr Jack Sim, Dr Tan Lai Yong and Dr Goh Wei Leong.

Participants also had the chance to learn more about the movement through interactive booths and activities while at the Party.

Big thanks to our sponsors and partners: National Parks Board (NParks), United Overseas Bank (UOB) and Saint Andrew's Junior College (SAJC).

MISSED THE GIRAFFES PARK AT RAFFLES PLACE? THE GIRAFFES HAVE MOVED TO BISHAN-ANG MO KIO PARK AND WILL BE THERE TILL 31 AUG!



Our Giraffe Heroes holding up their tokens of recognition. (L to R) Mr Louis Ng, Ms Eunice Olsen, Mayor Denise Phua, Mr Jack Sim, Dr Tan Lai Yong



# BEHIND THE SCENES AT STEM @ CENTRAL SINGAPORE



A unique robot designed to look like an army tank.



Students from Madrasah Al-Islamiah hard at work engineering their robot.



Students from Raffles Girls' School working on the mechanics of their robot.



Students from Pei Hwa Secondary presenting their unique robotic creation to the judges.

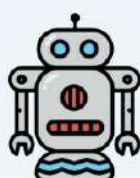
SCAN THE QR CODE TO SEE  
MORE OF THE STUDENTS'  
CREATIVE MACHINES!







# ROBOTS OF THE FUTURE



▶ ▶ ▶ Taking a leaf from the recent Transformers movie saga, this year's STEM Camp saw students building their very own robots that can transform across situations and terrains.

War robot, hedgehog, and phoenix rising from the ashes — these were just a few of the creative transformational vehicles at our annual **STEM CAMP @ CENTRAL SINGAPORE**.

300 students gathered at **Raffles Girls' School** over four days from 19 to 22 June, to put their heads together for an intensive day of mechanics and robotics.

Held for the third year, the programme was started in a bid to pique students' interest in STEM-related fields and subjects.

Working in teams of five, students used theories from STEM (Science, Technology, Engineering and Mathematics) to design, build and program a robot that transforms

to adapt to its environment.

## HANDS-ON LEARNING

Jeffrey Chue, a student from **St. Joseph's Institution** felt that the camp was time well-spent. "I learnt a lot about robotics and hands-on building, I want to come back next year!"

Justin Poon, a student at **Anderson Secondary School**, signed up for STEM Camp together with his classmates. "We had to wreck our brains to think of the final product and learnt a lot of programming along the way. It was a great experience."

## PARTICIPATING SCHOOLS FOR STEM @ CENTRAL 2017:

1. ANDERSON SECONDARY
2. BENDEMEER SECONDARY
3. MADRASAH AL-ARABIAH AL-ISLAMIAH
4. OUTRAM SECONDARY
5. PATHLIGHT SCHOOL
6. PEI HWA SECONDARY
7. RAFFLES GIRLS' SCHOOL
8. RAFFLES INSTITUTION
9. ST. JOSEPH'S INSTITUTION
10. WHITLEY SECONDARY
11. YIO CHU KANG SECONDARY

“

I LEARNT A LOT ABOUT ROBOTICS AND HANDS-ON BUILDING. I WANT TO COME BACK NEXT YEAR!

jeffrey chue

## CALLING ALL SCHOOLS!

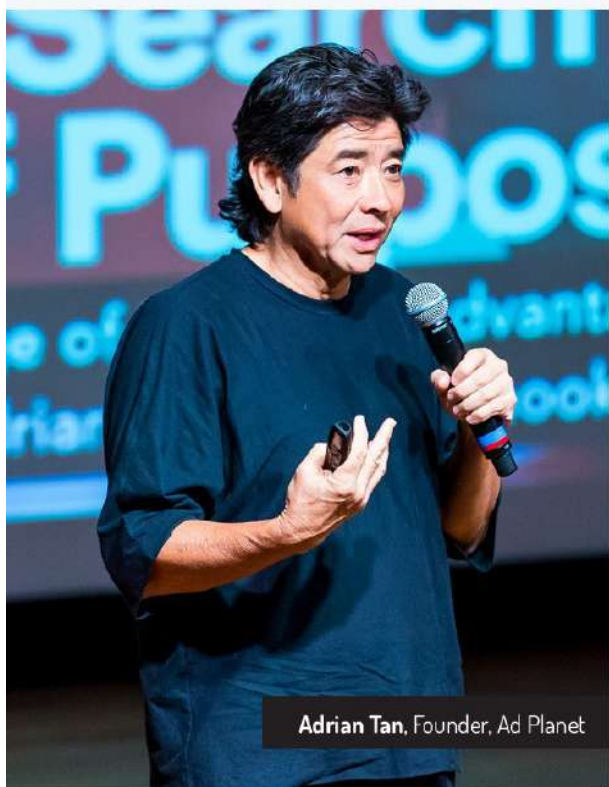
Keen to participate in STEM @ Central Singapore next year?

Sign your school up at  
**pa\_centralssingapore@  
pa.gov.sg**





# IN SEARCH OF PL



Adrian Tan, Founder, Ad Planet

Not many know that the keys to **Adrian Tan's** relentless creativity are Attention-Deficit/Hyperactivity Disorder (ADHD) and Obsessive Compulsive Disorder (OCD). This is what he had to say about The Advantage of Being Disadvantaged.

**A**drian Tan is not your ordinary arty guy. With 400 creative awards under his belt, the founder of local advertising agency, Ad Planet, gave the audience something to think about.

Beginning with the mantra of his agency, "Belief Creates Possibilities", he highlighted the importance of not labelling others in a negative way. "I think that we should believe in everybody. Their supposed disabilities can be changed into powerful advantages and possibilities."

## OBSESSIVE-COMPULSIVE DEDICATION

Citing his own "disabilities", Adrian shared how he turned conditions like Obsessive Compulsive Disorder (OCD) into positive traits.

"To me, OCD doesn't mean Obsessive Compulsive Disorder. I think it's Obsessive Compulsive Dedication. It's about wanting perfection



Liak Teng Lit, Group COO, Perennial Estate Holdings

Group Chief Operating Officer of Perennial Estate Holdings **Liak Teng Lit** has helped set-up a number of local hospitals and is a known figure in the healthcare industry. He shared his insights on life and why he admires the humble dung beetle.

**P**reviously the Chairman of the Public Hygiene Council, Mr Liak has frequently cited the humble dung beetle as his hero.

"The dung beetle is highly focused. You can't stop them. The philosophy of the dung beetle is: 'When no one is responsible, I will take care of it. You just leave it to me, I will sort it out.' The world needs more dung beetles."



# PURPOSE —

With Founders of Ad Planet and the Dare to Dream Scholarship, **ADRIAN TAN** and **TAN SHOOK WAH**, and Group COO of Perennial Real Estate Holdings **LIAK TENG LIT**.

“

只要坚守信念，就能创造无限可能。我们必须相信大家各有所长。即使一个人看起来好像有缺陷，这个缺陷也可能被转化为强大的优势，让他开创出无限的可能性。

广告公司创办人陈顺财

and not settling for less. People with OCD are determined not to compromise, and that leads them to producing higher standards in their work.”

## DARING TO DREAM

Both Adrian and his wife **Shook Wah** have gone on to start the Dare to Dream Scholarship, helping special needs students with financial limitations to pursue their dreams and talents.

Shook Wah summed it up nicely, saying, “I think we recognise that many of us, myself included, have pre-conceived notions about the disadvantaged and special needs people. But we really hope to change these perceptions and have a world where we can look beyond their disabilities to recognise their abilities.”



Adrian Tan and Tan Shook Wah

“

**BELIEF CREATES POSSIBILITIES, WE MUST BELIEVE IN EVERYBODY. EVEN THOUGH THERE IS SEEMINGLY A DISABILITY, IT CAN BE CHANGED INTO POWERFUL ADVANTAGES AND POSSIBILITIES.**

adrian tan

## ON LIFE AND DEATH

Not one to rest on his laurels, Mr Liak observed that many today often don't live life well and only regret it when their time is up.

“Many people are afraid to die. But there is a small group of people who live their life well, have family support, friendship, and enough resources to take care of themselves. And ironically, many of these people are looking forward to death.”

“

**THE PHILOSOPHY OF THE DUNG BEETLE IS: 'WHEN NO ONE IS RESPONSIBLE, I WILL TAKE CARE OF IT.' THE WORLD NEEDS MORE DUNG BEETLES.**

liak teng lit

“

蜣螂抱持的信念是：‘若无人愿意为此负责，就由我来处理’。我觉得这世界需要更多愿意发挥蜣螂精神的人。

房地产发展商鹏瑞利置地集团首席营运官陆圣烈

## ON AUTHENTIC HAPPINESS

Apart from seeking the 5 C's of Success — Commitment, Competence, Courage, Confidence and Completion, Mr Liak shared what “authentic happiness” looks like in his opinion.

According to Mr Liak, there exists different types of happiness. The deepest kind, though, is felt when you do something meaningful, or when you sow a seed. “When you see the seed grow into a tree and provide shade for everybody — that's called authentic happiness.”





Low Khah Gek, CEO, Institute of Technical Education  
Photo courtesy of ITE

# LEARNING FOR A SECURE FUTURE



In the third of our SkillsFuture series, we speak with the Chief Executive Officer of the Institute of Technical Education (ITE), **Ms Low Khah Gek**, on the importance of developing capabilities for a future-ready workforce.

Curious by nature, **Ms Low Khah Gek** is always open to trying new things and learning. The Chief Executive Officer of the **Institute of Technical Education (ITE)** believes that taking on new types of work helps one learn and improve.

"Taking on new responsibilities invariably compels and inspires me to learn. I also get great satisfaction from engaging in conversations and working alongside people from different job levels and walks of life," says Ms Low.

Her enthusiasm for learning has helped her steer ITE in the right direction — to create opportunities for students and adult learners to acquire skills, knowledge and values for employability and lifelong-learning.

### A MINDSET TO LEARN FOR LIFE

Citing the importance of transforming industries and harnessing the capabilities of new technologies to improve the skillsets of our workers, Ms Low says that's where the importance of SkillsFuture comes into play.

"SkillsFuture ensures Singaporeans will have good employability and the skills to create the future — the individual's future and, collectively, Singapore's future. Individuals need to have relevant skills, be good at applying these skills, and have the lifelong-learning mindset to keep learning to develop deeper skills."

### EMPLOYABILITY IN A CHANGING WORLD

Serving both students and working adults, ITE adopts a practice-based, industry-relevant approach to training. To help existing employees in the workplace upskill themselves, the institute has also conducted 'Train-the-Trainer' courses for more than 2,000 companies to provide their employees with relevant on-the-job training.

"Students and adult learners have found our training facilities, equipment and pedagogy to be engaging and readily applicable at the workplace," shares Ms Low.

### Missed the past two features of our SkillsFuture series? Here's what our educators had to say on lifelong learning:



"With the challenges and fast-changing landscape at work and in life, you will get lost without resilience. One must see the big picture and be committed to a longer-term goal. That is why we don't just learn for one career. Learning must be life-long."

— **MS JEANNE LIEW**

CEO & Principal, Nanyang Polytechnic

"Often, my work involves chairing lectures or presentations on topics I may not be familiar with. These are real learning moments for myself, so I practice what I preach about learning throughout your whole life. That is a value I hope to impart to our students."



— **PROFESSOR ARNOUD DE MEYER**

President, Singapore Management University

She adds that people are realising that skills are necessary in today's digitalised and technology-driven world. "We have seen a shift in mindset towards skills courses conducted by ITE," Ms Low says. "40 per cent of our CET participants today are ITE graduates who wish to refresh or upgrade their skills, and 10 per cent are diploma and degree holders who wish to learn a new skill."

Believing that continual learning is key for a more secure future, Ms Low and her team will continue to emphasise that at ITE. "When the motivation to deliver quality work or when quality impact is high, the desire to seek out various means and platforms to learn will follow," she says.



FIND OUT MORE ABOUT THE SKILLSFUTURE COURSES AT ITE HERE: [WWW.ITE.EDU.SG](http://WWW.ITE.EDU.SG)





Prime Minister Lee Hsien Loong kicks-off The Silver Alliance with students from Teck Ghee Primary, Pathlight School and Raffles Institution.

## THE SILVER ALLIANCE KICKS-OFF!



PM Lee paints the wall of a senior's home with students from Teck Ghee Primary.

Armed with buckets and paint rollers, one hundred students from Teck Ghee Primary School, Pathlight School and Raffles Institution set out to spruce up 32 rental units at Ang Mo Kio Avenue 10 in late April.

This was part of a new initiative by Central Singapore CDC called **THE SILVER ALLIANCE** — a call for 10,000 volunteers to serve with its series of Silver programmes: Silver Homes, Silver Friends, and Silver Outings.

Mayor of Central Singapore District, Ms Denise Phua, said: "With more than half of Singapore's rental units located in Central Singapore, the Silver series of programmes are our structured and scalable response to improving the lives of our seniors. We need the help and strength of many more volunteers — individuals, groups, or organisations — who truly want to make a difference to the lives in our community."

The students were joined by Prime Minister and Grassroots Adviser to Ang Mo Kio GRC Grassroots Organisations, Mr Lee Hsien Loong, who also helped to clean two of his residents' units in the area.



**VOLUNTEER**

# *Be A Part Of The Silver Alliance.*



## **SILVER HOMES**

Help give seniors a clean, safe and healthy home to live in. Involves basic cleaning and home refurbishment work.



## **SILVER FRIENDS**

Befriend vulnerable seniors who are living alone. Involves planning and organising simple interactive activities.



## **SILVER OUTINGS**

Bring immobile seniors on outings to places of interest. Involves planning an outing and organising simple interactive activities and refreshments.

**WRITE TO KELVIN AT [PA\\_CENTRALSINGAPORE@PA.GOV.SG](mailto:PA_CENTRALSINGAPORE@PA.GOV.SG) TO VOLUNTEER TODAY!**



# THE PURPLE SYMPHONY

Singapore's largest inclusive orchestra, **THE PURPLE SYMPHONY**, had the honour of serenading the nation on its 52nd birthday with a special rendition of Stefanie Sun's *We Will Get There*.

Having tirelessly rehearsed weekly since the beginning of June, 24 musicians with and without special needs from the 90-member-strong orchestra represented the group on stage on the 9th of August, led by assistant conductor, **Ms Liong Kit Yeng**.

They included individual performers under The Purple Symphony, as well as those from special needs organisations such as the **Movement for the Intellectually Disabled of Singapore (MINDS)**, **Lighthouse School**, **Pathlight School**, the **Singapore Cheshire Home**, as well as the **Singapore National Youth Orchestra**.

It was a tremendous privilege for the musicians to play for Singapore on a national platform. Catch them next at the fifth **PURPLE PARADE** at Suntec City on 28th October!







Ms Liong Kit Yeng with members of The Purple Symphony  
at the National Day Parade 2017.

Photo courtesy of Bob Lee, The Fat Farmer



## CONTEST



*Get creative with your unwanted items!*

**1**

Not sure what to do with the unwanted items in your home? With a little creativity, you can upcycle them into something useful!

Submit your upcycling project for the **Central Singapore Upcycling Contest 2017**! All winning entries will be announced and showcased at the year-end **UP Market**.

**2**

Submit photos of the materials you've used and your finished item, along with a short description on how it's made.

\*The dimensions of your item is limited to L:1m x W:1m x H:1m

Email them to **Kenny** at [pa\\_centralssingapore@pa.gov.sg](mailto:pa_centralssingapore@pa.gov.sg) by **30 September 2017**.

**3**

**1ST PRIZE:**

\$300 worth of vouchers

**2ND PRIZE:**

\$200 worth of vouchers

**3RD PRIZE:**

\$150 worth of vouchers

**5 CONSOLATION PRIZES:**

\$80 worth of vouchers each

**MOST POPULAR!**

\$150 worth of vouchers (based on online voting)





Grassroots Adviser **Mr Darryl David** with residents at the Run for Good Durian Run at Ci Yuan Community Club.

## RUNNING FOR GOOD WITH DURIANS



Participants getting ready to eat their durians after the run.

Some 500 residents and participants rose bright and early on 23 July to join in Singapore's first Durian Run.

The run was part of Central Singapore CDC's **RUN FOR GOOD** programme, which aims to encourage runners to come together and run for a good cause.

Held in collaboration with **Ci Yuan Community Club**, the funds raised from the run went to helping needy residents living in the Ang Mo Kio-Hougang constituency.

Participants found all sorts of ways to run with their durian, from carrying it in pails to pushing it with strollers and market trolleys. Enthusiastic individuals even came dressed in costumes like Little Red Riding Hood and Spiderman.

Grassroots Adviser **Mr Darryl David**, who graced the event as Guest-of-Honour, said, "This is a great way to get Singaporeans to run with something that they love — durian!"



WANT TO KEEP HEALTHY AND DO IT FOR A GOOD CAUSE? LOOK OUT FOR UPCOMING INSTALLMENTS OF OUR RUN FOR GOOD SERIES VIA OUR FACEBOOK PAGE AT [FACEBOOK/CENTRALSGCDC](https://www.facebook.com/CENTRALSGCDC).





**JIMMY NG (黄合平), 63  
HAWKER ASSISTANT**

Visit Golden Mile Food Centre and you just might see **JIMMY**, who works as a hawker assistant at his friend's beverage stall. Having grown up in the Beach Road area all his life, Jimmy loves Singapore for the security it provides.

**“Happy birthday Singapore! May our nation and families be safe and peaceful always.**

**祝新加坡生日快乐，愿国家  
和平，阖家平安。**

**SHRIYA NATARAJAN  
(ஸ்ரீயா நடராஜன்), 10  
STUDENT**

10-year-old **SHRIYA** loves looking out the window during car rides and admiring our clean and green city. Appreciating the diverse racial and religious culture in Singapore, Shriya enjoys playing with her Chinese and Malay friends during recess time.

**“Happy 52<sup>nd</sup> Birthday, Singapore! I hope that Singapore will continue to prosper and become the best country in the galaxy!**

**சிங்கப்பூருக்கு 52வது பிறந்தநாள் வாழ்த்துக்கள்!  
சிங்கப்பூர் தொடர்ந்து செழிப்படைந்து,  
பிரபஞ்சத்திலேயே ஆகச்சிறந்த நாடாக  
உருவெடுக்கும் என நம்புகிறேன்!**







## FLORENCE TAN (陈瑞月), 66 RETIREE

Co-founder of OnWheels Dance Group, **FLORENCE** loves the fact that Singapore is a multi-racial country that is safe and sound, and inhabited by helpful people.

“ I wish for Singapore to move forward and excel, as well as to build an inclusive society for persons with special needs.

我希望新加坡能前进与进步，包括为有特殊需求人士打造包容性社会。

# PEOPLE OF CENTRAL SG

In celebration of Singapore's 52<sup>nd</sup> birthday, **VOICES** speaks to the residents of Central Singapore on their hopes and dreams for the nation.

## ALVIN TAN (陈圣辉), 37 ACTIVE VOLUNTEER & PMET

**ALVIN** loves the fact that he can celebrate different cultures and beliefs in Singapore, and that his children can grow up in an environment that is safe, diverse and free. The young PMET, who is the Head of Public Policy at Facebook, says the freedom to pursue his dreams is another thing he loves about our country.

“ I wish that at home, we will continue to be a caring society that looks out for one another, especially our most vulnerable. Abroad, I hope we will always be exceptional and respected by our friends around the world – a beacon on a hill.

我希望在新加坡，我们能继续是个富有关爱的社会，尤其是对弱势群体能够互相关照。在国外，我希望我们能保持优秀，让各国朋友尊敬，成为指路明灯。





# HOMEGROWN GEMS



A craft workshop at **The General Co.**

All photos courtesy of The General Co.

Singapore is known for many global traits — a financial hub, a cosmopolitan garden city, a food paradise and more. But how well do you know our very own homegrown labels that we can be proud of? **VOICES** susses out four of them in this issue.

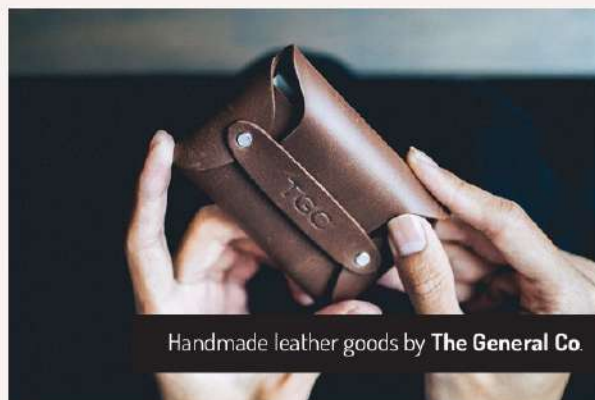
## #1. THE GENERAL CO.

Founded in 2012, **THE GENERAL COMPANY** is a community-driven craft agency, connecting leading brands with skilled local craftsmen.

Founder **Colin Chen** explains that the company is a platform to tell the stories of the makers, while allowing customers to get in touch with them to learn more about their crafts.

With a small but passionate team of just five employees, The General Company manages over 20 craftsmen specialising in various trades ranging from leather craft, wood-working, metal smithing, calligraphy and industrial design.

"Good things take time. I think it is always easy to cut corners to get things done, but at the end of the day, if we want quality work, we have to put in the time and effort."



Handmade leather goods by **The General Co.**

“

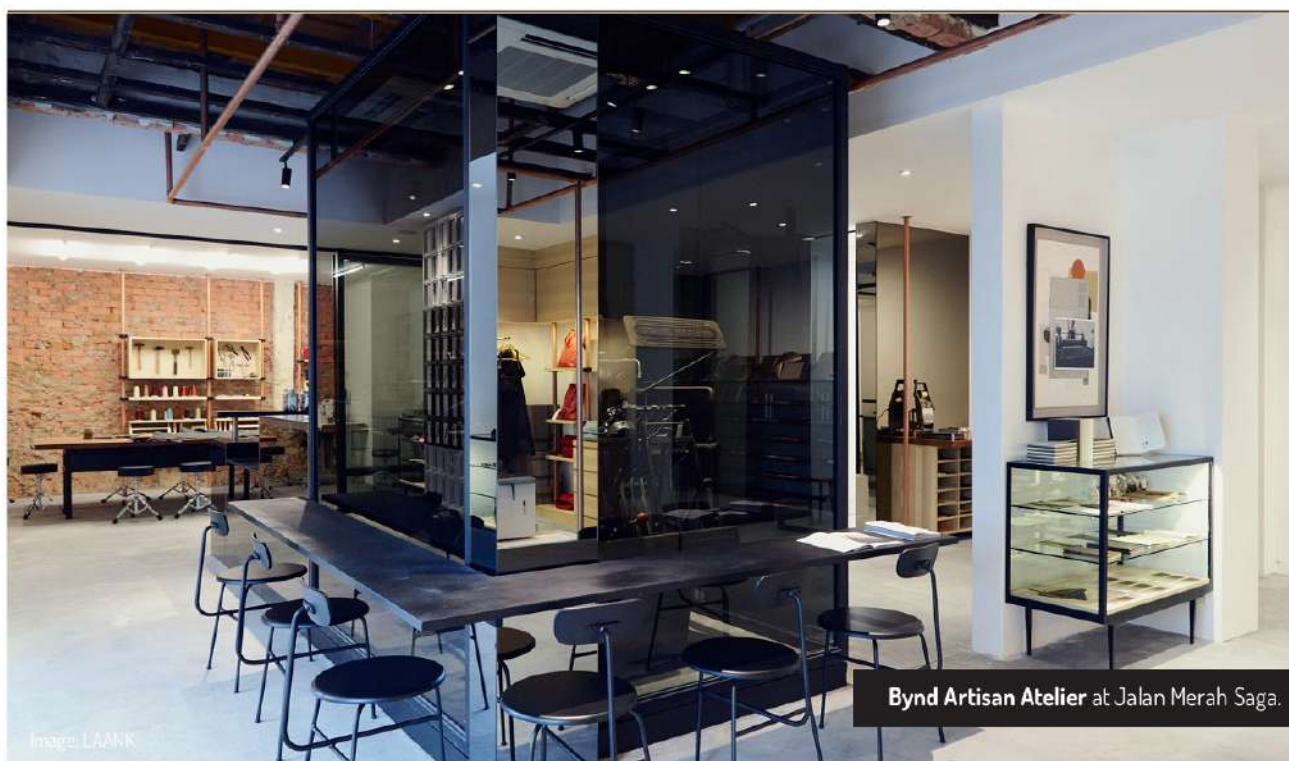
I LEARNT A LOT ABOUT THE INDUSTRY, SO I WANTED TO BRING TOGETHER A COMMUNITY OF DESIGNERS AND ENTREPRENEURS TO SHARE IDEAS AND LEARN FROM ONE ANOTHER.

colin chen



**THE GENERAL CO.**  
115 King George's Avenue #03-02  
By Appointment Only.  
Email: [hello@thegeneralco.sg](mailto:hello@thegeneralco.sg)





Bynd Artisan Atelier at Jalan Merah Saga.

Image: LAANK

## #2. BYND ARTISAN

It started as a traditional bookbinding business in 1945. 70 years later, the granddaughter of Grandluxe's founder **Winnie Chan**, re-branded the business to **BYND ARTISAN** in 2014.

Offering personalised notebooks, stationery and bespoke leather goods, the third-generation business has expanded rapidly and is now making inroads to the Middle East market and Hong Kong.

Working together with her husband **James Quan**, Winnie, who is the Founder and Chairman, shares, "I work very closely with James and we have a great working relationship that is built upon trust, mutual respect and off-setting each other's strengths and weaknesses."

The homegrown brand was mentioned in Prime Minister Lee Hsien Loong's National Day Rally speech in 2016, and will soon expand its local store count to five stores.

Aside from organising workshops where participants can learn the art of bookbinding and leather crafting, Bynd Artisan will soon offer an online customisation platform on its website.



Founders of **Bynd Artisan** Winnie Chan (L) and James Quan (R).  
Photo courtesy of Bynd Artisan

“

WE ARE STRONG PROPONENTS OF OMNI-CHANNEL MARKETING, HAVING SUCCESSFULLY PROVIDED CUSTOMERS WITH AN INTEGRATED SHOPPING EXPERIENCE ACROSS OUR PLATFORMS.

winnie chan



**BYND ARTISAN ATELIER**  
44 Jalan Merah Saga #01-54  
[www.byndartisan.com](http://www.byndartisan.com)





The Cheng family who run the business **Cheng's @ 27**.

All photos courtesy of Cheng's @ 27.

### #3. CHENG'S @ 27

Third-generation family food and beverage businesses are few and far between, but family members from Hainanese eatery **CHENG'S @ 27** are giving their all to make it work.

Cheng's Delicacies was started in the early 1980s at Pekin Street by **Cheng Mook Boon** and his wife **Lim Toi Ang**. The business moved to their current address at Yong Siak Street, and when the shop lease ended in 2013, the third generation decided to continue it.

"We thought it was a huge pity that our existing customers and many more potential ones would no longer have the chance to taste family home-cooked food which can touch one's heart and soul," says **Glenn Cheng**, 34, the grandson of Mr Cheng.

After taking over, Glenn and his family gave the place a major overhaul in mid-2014 and renamed it Cheng's @ 27, making the brand more catchy, easier to pronounce and to remember (27 is the eatery's unit number).

Putting his knowledge of technology to good use, Glenn also launched a website where the public can purchase Cheng's cakes, kaya and *kueh*.



Steamed hainanese pork by **Cheng's @ 27**.

“

WE BUILT THIS BUSINESS THROUGH SHEER DETERMINATION, HARD WORK AND LOVE. EACH NEW DAY WILL HAVE ITS OWN PROBLEMS AND CHALLENGES, SO THE WORK WE PUT IN HAS TO BE A CONTINUOUS, EVER-PRESENT ONE.

glenn cheng



**CHENG'S @ 27**  
27 Yong Siak Street  
[www.chengs27.com](http://www.chengs27.com)





All photos courtesy of Naiise.

Naiise @ Central.

## #4. NAIISE

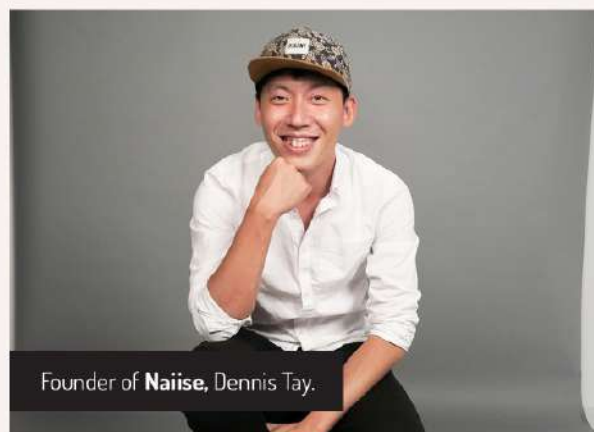
With only S\$3,000 and zero design experience, **Dennis Tay**, 32, founded **NAIISE**, a curated online destination for original, well-designed products in 2013.

Pioneering the omni-channel strategy in Singapore, Naiise offers customers the flexibility to buy online and collect offline, and vice versa. The pop-up stalls are also a key driver of their business.

"By allowing our customers to walk into our physical spaces, to touch and feel the products and hear the brand stories behind them, they are able to understand better why they are paying a bit more for a well-made product. Hence, the pop-ups were great ways for us to continuously give value, not just to our brands, but to our customers as well," says Dennis.

Not wanting to "waste" local design talent, at least 800 of the 1,300 brands that Naiise carries are made by local designers. The brand has expanded to Malaysia and will be opening its first UK-based store at the end of the year.

"I'm a firm believer that life is unpredictable," shares Dennis. "I believe in living each and every day to the fullest and to accomplish what I can for the people within and outside our business."



Founder of **Naiise**, Dennis Tay.

“

I THINK IT'S IMPORTANT TO SHOWCASE LOCAL TALENT BECAUSE IT ENCOURAGES GROWTH OF THE CREATIVE INDUSTRY. BY HELPING THEM, THE DESIGNERS, ENTREPRENEURS AND INNOVATORS CAN CONTINUE TO DEVELOP BETTER PRODUCTS THAT CAN BECOME EXPORTABLE ONE DAY.

dennis tay



**NAIISE**

[www.naiise.com](http://www.naiise.com)

Visit the website for store locations.



# PANIC DISORDER



The Singapore Mental Health survey found that 100,000 Singaporeans aged 18 and above will suffer from at least one anxiety disorder in their lifetime. This includes panic attacks that stem from panic disorder. Here are some signs and symptoms you should be aware of.

## Signs

**Common symptoms** include sudden attacks of intense fear, during which the individual may experience sweatiness, shortness of breath, weakness, nausea, or dizziness.



## 2 hours

The length of time that panic attacks can return in waves, in unusual instances. Typically, these attacks should not last for more than a few minutes at a time.

## 20%

The percentage of adults who will experience at least one panic attack in their lifetime, with most remembering their first experience vividly.



## Women

are more likely to suffer from panic disorder than men. The disorder has a prevalence rate of 3-5% in the normal population on the whole.



## 1 in 4

people actually receive help for their panic disorder, with most people having to visit up to 10 doctors before being diagnosed correctly.

## QUIZ!

How many people actually receive help for panic disorders?

Send your answers to [pa\\_centralssingapore@pa.gov.sg](mailto:pa_centralssingapore@pa.gov.sg) and stand to win \$10 worth of NTUC vouchers!

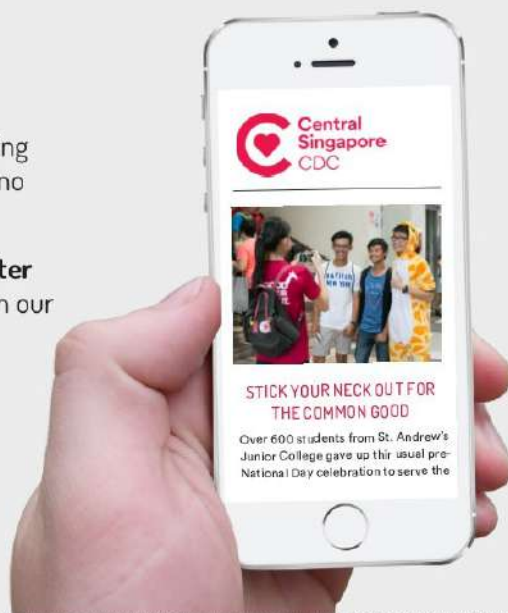
**\*Submissions have to reach us by 30 September 2017.**



# SIGN UP FOR OUR e-newsletter

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Are you always eagerly looking  
out for the next issue? Wait no  
longer!

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events and programmes!



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**GENEVIEVE** at  
**pa\_centralssingapore@**  
**pa.gov.sg.**

## HAVE YOU REALLY READ VOICES? Stand to win a \$10 shopping voucher!



**Which company does Alvin Tan work  
for in the PEOPLE OF CENTRAL  
SINGAPORE feature?**

Email your answer to **pa\_centralssingapore@**  
**pa.gov.sg** with the subject '**VOICES People of**  
**Central SG Contest**', including your:

- \* Name
- \* NRIC
- \* Telephone number

**CLOSING DATE: 30 SEPTEMBER 2017.**

Winners will be notified through email.



★ JOIN US ON 28 OCT 2017! ★

# THE PURPLE PARADE

28 October 2017, Saturday

3pm - 7pm  
SUNTEC CITY

Guest-of-Honour  
DPM Teo Chee Hean



**SUPPORT INCLUSION ★ CELEBRATE ABILITIES**  
of persons with special needs

## SHOW YOUR SUPPORT!

### BE PRESENT

Come and support  
the event on  
28 October 2017

### SPONSOR

Sponsor cost of Activity,  
Merchandise, Food & Beverages,  
or Venue Facilities

### VOLUNTEER IN

- Campaign
- Carnival
- Contingent
- Concert

All sales proceeds will go to participating charities.

Speak to us: [joinus@purpleparade.sg](mailto:joinus@purpleparade.sg)



/PurpleParade



#PurpleParadeSG #GoPurpleSG

[www.PurpleParade.sg](http://www.PurpleParade.sg)

