

**EMBARGOED UNTIL 25 OCT, 2PM**



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

23 October 2025

To News Editor

**ENHANCED DIGITAL LITERACY PROGRAMME EQUIPS STUDENTS WITH  
FUTURE-READY SKILLS**

*UOB's contribution adds on additional workshop to support students in developing soft skills for the North West Student Wise Enrichment Programme*

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The North West Student Wise Enrichment Programme (SWEP) Graduation Ceremony 2025 will be held on Saturday, 25 October 2025, to celebrate the achievements of 228 students from 18 schools across the District who have completed a series of workshops and an enhanced digital-making workshop including a Digital Bootcamp on the same day. This year, with United Overseas Bank (UOB)'s contribution of \$450,000, SWEP launched an enhanced digital literacy programme, in addition to its staple modules, to level up the playing field for students from less-privileged backgrounds with digital skills. The students could choose one of the three digital modules offered, to equip themselves with essential skills such as website building, Canva with AI, and Minecraft coding. North West Community Development Council (CDC)'s

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collaboration with UOB will also feature an innovative Digital Bootcamp, where families are invited to collaborate and create virtual homes, allowing the students to guide their parents and put what they have learned into action.

2 Now in its 12th year, SWEP has uplifted over 2,000 students developing important soft skills, such as financial literacy, public speaking, social etiquette and interpersonal skills, to complement the school curriculum. The additional digital literacy module allows the students to gain access to knowledge that would prepare them for an increasingly digital world. **Mr Alex Yam, Mayor of North West District** says, "The North West Student Wise Enrichment Programme goes beyond academics to build confidence, creativity and essential life skills through experiential learning that prepares our children for a changing world. Through our partnership with UOB, we're not only empowering students but also strengthening family bonds as parents and children explore together, creating meaningful learning experiences that extend beyond the classroom."

3 Sharing UOB's intention to support the cause, **Mr Leonard Tan, Head of Group Corporate Social Responsibility, UOB** says, "In collaboration with like-minded community partners such as North West CDC, UOB My Digital Space (UOB MDS) has reached over 38,000 students across ASEAN, bridging the digital divide for children from disadvantaged backgrounds. Since 2020, the UOB MDS programme is a key pillar of the Bank's commitment to shaping a better future for ASEAN through our focus on children, education and the arts. Through innovative learning such as our digital bootcamp, we aim to empower our youths with the knowledge and tools they need to succeed in the future."

4 Beyond the digital modules, SWEP continues to focus on holistic development through workshops in public speaking, financial literacy, social etiquette, and goal setting. These sessions complement the school curriculum by equipping students with life skills to

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communicate effectively, manage personal finances, and build resilience. A total of 54 students received Outstanding Improvement Awards at the ceremony, recognising their growth in confidence, communication, and attitude towards learning.

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### **Media Invitation**

Media is invited to North West Student Wise Enrichment Programme (SWEP) Graduation Ceremony at Qihua Primary School on 25 October 2025. A media interview with the following spokespersons, including Mayor Alex Yam and student profiles, could be arranged subject to availability. See below for details of the media event.

<b>Date:</b>	Saturday, 25 October 2025
<b>Media Arrival:</b>	11.30am
<b>Venue:</b>	Qihua Primary School 5 Woodlands Street 81, S738525

### **Contact Persons for Media:**

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Enclosed:

- 1) Annex A – Media Programme for SWEP Graduation Ceremony
- 2) Annex B – Media FAQs (Appended separately)

**About North West Community Development Council (CDC)**

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, Bukit Panjang SMC and Sembawang West SMC.

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

**Mission**

**(a) Aggregator of Needs and Resources**

To help the less fortunate through local assistance programmes

**(b) Builder of Capabilities and Capacities**

To bond the community through projects & programmes to bring them closer to one another

**(c) Connector of Communities**

To develop strategic partnerships with corporate and community partners to better serve our residents

**Five Communities**

**i. Caring Communities**

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

**ii. Healthy Communities**

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

**iii. Inclusive Communities**

Strengthen social fabric by embracing and involving different segments of society

**iv. Learning Communities**

Promote lifelong learning mindset for personal and professional development

**v. Sustainable Communities**

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

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**MEDIA PROGRAMME**

<b>Time</b>	<b>Programme</b>
<b>11.30am</b>	<b>Media Arrival</b>
11.35am	<b>Presentation of Digital Bootcamp Artworks</b> Students and their family involved in the digital bootcamp will be presenting their co-created dream homes.
12.00pm	Media Interview with Student Profiles
12.50pm	<b>Arrival of Mayor</b>
12.55pm	<b>Sharing by Student Graduate from Marsiling Primary School</b> Wan Zafran Yafii' Bin Wan Mohammad Yazid will be invited to share on his takeaway through the programme.
1.00pm	<b>Welcome Address by Mayor</b>
1.05pm	Presentation of Token of Appreciation Mayor will be presenting a token to UOB's representative.
1.10pm	Award Presentation Ceremony Mayor will present the certificates to 236 graduates. The top 3 outstanding students from each school will also be receiving a personalised trophy.
2.00pm	End of Media Programme