

MEDIA RELEASE

SINGAPORE WORKFORCE DEVELOPMENT AGENCY UNVEILS FIRST-OF-ITS-KIND HABITATS FOR A LEARNING WORKFORCE

SINGAPORE, 18 APRIL 2011 – The Singapore Workforce Development Agency (WDA) unveiled the architectural designs of two National Continuing Education and Training (CET) Campuses today. As part of the Government’s sustained efforts to strengthen the CET infrastructure, the two National CET Campuses are set to redefine the delivery of CET services in Singapore as conducive learning habitats for our workforce.

When completed in 2013, the CET Campuses can train up to 50,000 workers annually.

The CET Campus East will be located in Paya Lebar Central and the CET Campus West will be located in Jurong Lake District. Purpose built to support the needs of CET; the campuses have broken new grounds with their design concepts in three ways:

- **Service Design:** First-ever one-stop gateways for our workforce and employers to access our national CET system
- **Physical Design:** First-ever specially designed habitats with modern CET facilities for our workforce to learn and advance with skills – campuses that each and every worker can call their own and visit anytime
- **Partnership Design:** First-ever dedicated marketplace where our workforce, employers, and training providers can congregate and learn from one another.

[Please refer to Annex A for more details.]

While plans for its physical developments are on track, WDA is also stepping up efforts to attract the right mix of local and overseas partners into the CET Campuses to deliver quality CET programmes for Rank-and-File workers and Professionals, Managers, Executives and

Technicians (PMETs). Each campus is estimated to accommodate at least 10 best-in-class CET providers.

Mr Goh Eng Ghee, Acting Chief Executive of WDA, said, "At present, it is hard to find institutions specifically built for CET and there is none like this that WDA is building in Singapore. I am pleased to note that when completed in 2013, the CET Campuses will be a key milestone in the CET landscape. As gateways to our CET system, the CET Campuses will redefine the way we deliver CET by making it more accessible and integrated for our workforce to upgrade their skills, employers to fulfil their manpower needs and training providers synergise to deliver best-in-class training."

###

**FACTSHEET ON THE DESIGN CONCEPTS FOR
THE FIRST OF ITS KIND HABITATS FOR A LEARNING WORKFORCE**

1) Service Design

The CET Campuses will provide one-stop gateways for workers and employers to access our National CET system. For the adult workers seeking skills upgrading, both campuses will be their new hubs for convenient, one-stop **Training Services**. At each campus, workers can have access to best-in-class training providers – both local and overseas - delivering quality programmes endorsed by the industry, subsidized by the government and quality assured by WDA. Aside from sectoral skills training, both campuses will also carry generic skills training.

In short, convenient and easy access to a spectrum of quality and complementary training will be the *core* aspect of CET services delivered at both campuses.

The second aspect of the CET services is **Career Services** which provides workers with advice on jobs and career pathways. Both campuses will have career consultants who will help adult learners navigate the training and career pathways. The career consultants will also assist to match adult learners to employers through organising of career previews, industry talks and job interviews with employers at the campuses.

The third aspect of the CET services is **Employer Services**. Employers are key partners of the campuses. They can work with the one-stop campus career services centre to identify the relevant training for their employees and to recruit job ready candidates from the campuses to meet their business needs.

These three aspects of the CET services are currently provided separately at various locations such as through the career centres at CDCs and WDA partners such as CET centres and the National Trades Union Congress' (NTUC) Employment and Employability Institute (e2i). What is new is that for the first time, these three services would be institutionalised under one roof. This means that workers will have two new habitats which they can call their own; purpose built with facilities and resources to support their learning and career development needs. For the employers, they can look forward to two new “exchanges” to recruit skilled manpower and invest in best-in-class programmes for their employees, in addition to the ITE, polytechnics and universities.

2) Physical Design

The campuses will be the first-ever specially designed habitats with modern CET facilities for our workforce to learn and advance with skills. Activities in the campuses will flow from morning to evening.

Unlike other campuses with sprawling grounds, the CET Campuses will be built vertically and within each campus, there are five key zones: Foyer, Service Zone, Event Zone, Training Zone and Campus Administration Zone, to facilitate way finding. The one-stop service centre will be on the lower floor, within the Service Zone, to serve walk-in visitors who need both training advice and career guidance. Each day, the one-stop centre is estimated to attend to as many as 400 walk-in visitors whilst the Training Zone can accommodate 2,400 workers attending programmes.

The Event Zone will have four event halls that can take different space configurations and when combined, the events halls can accommodate up to 500 adult learners for industry talks and seminars. Within the Event Zone, there will also be about 10 common training rooms equipped with modern facilities to support a range of adult learning styles (example: on-line, collaborative and mobile learning). CET partners within the each campus can book these facilities to cater to spikes in training demand. Those outside the campuses can rent them to serve their customers coming to the campuses. With the campus serving as many as 3,600 customers each day, both campuses will have cafes at the Foyer and ample pockets of informal interaction spaces at each floor for individuals to connect and interact.

[Please refer to Annex B for details on the facilities within each CET Campus.]

3) Partnership Design

Both campuses will serve as dedicated marketplace for our workforce, employers, and training providers to congregate and synergize.

To strengthen tripartite efforts in creating the first-ever dedicated marketplace for our workforce, employers and training providers, WDA intends to appoint NTUC's e2i to operate the CET Campus West, while WDA itself will operate the CET Campus East.

As gateways to the CET system, the campus operators will collaborate not only with CET partners located within the campuses, but also with other CET partners located island-wide.

Hence, workers visiting the campus' one-stop centre at each campus can be connected to and sign up for relevant training by CET partners within as well as outside of the campuses.

CET partners can collaborate with the two campuses and tap on the facilities to organize course previews, conduct training and hold their graduation ceremonies at the campuses. CET partners – within and outside of the campuses – may synergize by integrating complementary programmes (e.g. Service Excellence, with Tourism and Food & Beverage), giving employers and the workforce easy access to a more integrated and customised training programme.

Employers that partner with the campuses for recruitment and retraining of their workers can also tap on the campus facilities to organize career previews, industry and recruitment interviews.