

## For Immediate Release

### Media Release

# Sentosa Development Corporation, Ministry of Social and Family Development, and SG Enable Join Hands to Drive Positive Action for Inclusion

*Tri-party collaboration seeks to provide fair and inclusive employment and business opportunities, build awareness and take positive action for inclusion, and create a destination experience with inclusive spaces, programmes and offerings.*

**SINGAPORE, 30 SEPTEMBER 2023** – Sentosa Development Corporation (SDC), Ministry of Social and Family Development (MSF), and SG Enable today inked a Memorandum of Understanding (MoU) to create fair employment and social opportunities for persons with disabilities and families with children living in public rental housing units who are being supported under the ComLink initiative (“ComLink families”). The tri-party agreement aims to establish partnerships and business opportunities to encourage positive action towards a more inclusive society.

Under this three-year MoU, SDC and its Island Partners will leverage SG Enable’s programmes to train their employees to build inclusive workplaces, as well as provide mentorship and internship opportunities for persons with disabilities and ComLink families. They will also support inclusive business opportunities by developing a market of quality products and services designed or produced by persons with disabilities with support from SG Enable for their gifting and creative needs.

The three parties will create a destination experience at Sentosa island with inclusive spaces, programmes and services through social innovation. Every year, SDC and its Island Partners will also come together to provide over 1,000 beneficiaries, including ComLink families, persons with disabilities and their caregivers, with opportunities to enjoy the island’s offerings and attractions. This was launched as part of Sentosa Cares Week 2023, Sentosa’s flagship event to create and encourage social inclusivity, the first one which took place from 25 to 30 September 2023.

"SDC and our businesses recognise the importance of promoting inclusion. As an employer, a business, and a tourism destination, SDC and our island partners are committed to taking steps to support underprivileged groups, and becoming a forerunner in the tourism industry in driving inclusivity. This is in line with our mission to create and deliver the One Sentosa Experience through outstanding service and world class offerings to everyone. We are thankful to 18 of our Island Partners on Sentosa who have come onboard to pledge their support for the Sentosa Cares initiative. Together, we stand ready to do our part and work with MSF and SG Enable in achieving our shared goals," said Ms Thien Kwee Eng, Chief Executive Officer (CEO), Sentosa Development Corporation.

"As the focal agency for disability and inclusion in Singapore, we are excited to collaborate with SDC and their Island Partners to make Sentosa a more inclusive destination experience for employees and visitors with disabilities. This is to create equitable opportunities for them, and catalyse greater disability inclusion in destination experiences for a more inclusive Singapore. We hope to work with more partners like SDC, to make Singapore the most inclusive city in the world," said Ms Ku Geok Boon, CEO, SG Enable.

Held at the Sapphire Pavilion on Sentosa island, the MoU signing ceremony was graced by Minister for Social and Family Development Masagos Zulkifli as the Guest-of-Honour. Representing the parties to sign the MoU were Ms Thien Kwee Eng, Ms Ku Geok Boon, and Mr Lim Teck Kiat, Senior Director of MSF Social Support Group. Other guests attending the ceremony included representatives of SDC's Island Partners and the beneficiaries.

For more information about the MoU between SDC, MSF and SG Enable, please see **Annex A**. For details on the 18 SDC's Island Partners who have come onboard to be a Sentosa Cares Champion, please see **Annex B**.

High-resolution images of the MoU signing ceremony can be downloaded from [this link](#). All images are to be credited to "Sentosa Development Corporation".

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## About Sentosa

Sentosa, where discovery never ends, is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa, which operates Southeast Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, quayside restaurants, retail and specialty shops. The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including the Singapore Open and HSBC Women's World Championship, welcoming international star players and world-class golf professionals from across the world.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: [www.sentosa.com.sg](http://www.sentosa.com.sg).

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#Sentosa, #SentosaDiscovery, #DiscoveryNeverEnds

## About Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. As a master planner, its charter since inception has been to oversee the development, management, marketing and promotion of the island of Sentosa as a resort destination for locals and tourists.

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club Pte Ltd. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.

**About SG Enable**

SG Enable, the focal agency for disability and inclusion in Singapore, enables persons with disabilities to live, learn, work and play in an inclusive society. We create equitable opportunities for persons with disabilities through thought leadership, sustainable social innovation and impactful partnership. Guided by our core values of professionalism, innovation and empathy, we envision a more inclusive Singapore and enabled lives. Set up by the Ministry of Social and Family Development in 2013, we are a registered charity and an Institution of a Public Character. For more information, visit [www.sgenable.sg](http://www.sgenable.sg).

## **Annex A – Details of MoU between SDC, MSF and SG Enable**

<b>Aim</b>	<b>Areas of collaboration</b>
1) Provide fair and inclusive employment and employability opportunities	<ul style="list-style-type: none"> <li>i) SDC to rally its Island Partners, work with MSF, and leverage its and SG Enable’s programmes to provide persons with disabilities and ComLink families with employment opportunities.</li> <li>ii) SDC and its Island Partners to leverage SG Enable’s programmes for ongoing continued training of their employees to continuously build an inclusive workplace.</li> <li>iii) SDC and its Island Partners to provide mentorship and internship opportunities for persons with disabilities and ComLink families to improve their employability.</li> <li>iv) SDC and its Island Partners to partner SG Enable to promote best practices on disability-inclusive hiring.</li> </ul>
2) Support inclusive business opportunities	<ul style="list-style-type: none"> <li>i) SDC and its Island Partners to develop a market of quality crafts, products or services designed or produced by persons with disabilities with support from SG Enable for gifting, retail and creative needs required.</li> </ul>
3) Build awareness and take positive action for inclusion	<ul style="list-style-type: none"> <li>i) SDC and its Island Partners to build awareness towards taking positive action in support of SG Enable’s public education initiatives.</li> <li>ii) SG Enable to share suitable volunteering opportunities for staff of SDC and its Island Partners.</li> <li>iii) SG Enable to share suitable opportunities by SDC and its Island Partners for persons with disabilities to contribute towards the Sentosa island’s inclusion initiatives.</li> </ul>
4) Create a destination experience with inclusive spaces, products, programmes and services through social innovation	<ul style="list-style-type: none"> <li>i) SDC and its Island Partners to partner SG Enable to establish project groups to drive social innovation in terms of accessible and inclusive infrastructure.</li> <li>ii) SDC and its Island Partners to leverage SG Enable’s training and consultancy services to provide a more inclusive and accessible destination experience, including, but not limited to, products, services, programmes, events and wayfinding.</li> <li>iii) SG Enable to provide support for the development of social innovation through facilitating application of available grants.</li> <li>iv) SG Enable to support related events via its network.</li> <li>v) SDC to create opportunities for persons with disabilities and their families as well as ComLink families to enjoy the Island’s offerings.</li> </ul>

	vi) SDC and its Island Partners to avail existing assets and attractions to benefit persons with disabilities and their families as well as ComLink families.
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## **Annex B – Details of Sentosa Cares Champions**

- 1) The following 18 SDC's Island Partners have pledged to be a Sentosa Cares Champion:
  - i) Amara Sanctuary Resort Sentosa
  - ii) Capella Singapore
  - iii) Far East Hospitality
  - iv) FOC Sentosa
  - v) iFly Singapore
  - vi) Madame Tussauds Singapore
  - vii) Mega Adventure
  - viii) Mount Faber Leisure Group
  - ix) ONE°15 Marina Sentosa Cove
  - x) Resorts World Sentosa
  - xi) Rumours Beach Club
  - xii) Sentosa 4D AdventureLand
  - xiii) Shangri-La Rasa Sentosa
  - xiv) Siloso Beach Resort
  - xv) Skyline Luge Singapore
  - xvi) Sofitel Singapore Sentosa Resort & Spa
  - xvii) Trickeye Singapore
  - xviii) W Singapore – Sentosa Cove
  
- 2) As a Sentosa Cares Champion, the Island Partners will minimally support one of the following initiatives:
  - i) Send a representative to attend a SDC's coordinated career fair for persons with disabilities and ComLink families,
  - ii) Create awareness of best practices in inclusive hiring within their organisation,
  - iii) Work on attaining the Enabling Mark, a national-level accreditation framework by SG Enable that benchmarks and recognises organisations for their best practices and outcomes in disability-inclusive employment, or
  - iv) Support initiatives under the Sentosa Cares Week.
  
- 3) As part of Sentosa Cares Week, a flagship event to create and encourage social inclusivity by SDC, more than 1,000 beneficiaries came by the island to enjoy over 10 offerings and attractions. The initiative was supported by the following 19 Island Partners as well as more than 200 volunteers from SDC and Mount Faber Leisure Group:
  - i) Camelot
  - ii) Coastes
  - iii) Far East Hospitality
  - iv) iFly Singapore
  - v) Madame Tussauds Singapore
  - vi) Mega Adventure
  - vii) Mount Faber Leisure Group
  - viii) Native Kitchen
  - ix) ONE°15 Marina Sentosa Cove
  - x) Resorts World Sentosa
  - xi) Rumours Beach Club
  - xii) Sentosa 4D AdventureLand
  - xiii) Sentosa Golf Club
  - xiv) Siloso Beach Resort
  - xv) Shangri-La Rasa Sentosa
  - xvi) Skyline Luge Singapore
  - xvii) Sofitel Singapore Sentosa Resort & Spa

- xviii) The Palawan @ Sentosa
- xix) Trickeye Singapore

4) Examples of inclusive efforts by SDC's Island Partners:

- i) Resorts World Sentosa provides equal opportunities for all employees and is committed to creating a fair, diverse and inclusive work environment. It actively looks at ways to give back to the community. Some of its ongoing social initiatives include supporting social enterprises to uplift the lives of vulnerable groups. At its newly launched leisure destination, Hotel Ora, guests will find a dedicated space in the hotel lobby that showcases and sells creations handcrafted by vulnerable groups, who include persons with disabilities and seniors in isolation. At its attractions, S.E.A. Aquarium and Adventure Cove Waterpark's retail shops prominently feature merchandise by artists with special needs. Many of its attractions and facilities including the S.E.A. Aquarium are wheelchair-friendly.
- ii) Siloso Beach Resort proactively provides opportunities for persons with disabilities, through collaborations with government organisations, employment agencies, and schools. More than 20% of Siloso Beach Resort's employees are persons with disabilities, out of a total workforce of about 70 staff. In 2019, Siloso Beach Resort received the Enabling Employers Award (Leader Award) for its efforts in hiring and retaining persons with disabilities.
- iii) Shangri-La Rasa Sentosa has eight persons with disabilities working in the food and beverage, linen, stewarding and culinary departments.