

## **Speech by Mr Chia Khong Shoong, Group Chief Corporate Officer, Frasers Property at Inclusive Spaces 2021**

Dear

- Assoc Prof Dr Muhammad Faishal Ibrahim, Minister of State for National Development
- Our attending judges:
  - Mrs Madhu Verma, Founder, Design for Change Singapore
  - Mr Tony Soh, Deputy Chief Executive Officer, National Volunteer & Philanthropy Centre
  - Mr Ho Han Peng, Associate Director, Lien Centre for Social Innovation
- All the wonderful participants of Inclusive Spaces

### **Power of partnerships**

Today, we mark the fruits of the engagement and ideas from the second edition of Inclusive Spaces, our community investment initiative for greater accessibility in the built environment. In line with our purpose of 'Inspiring experiences, creating places for good', we want to make a positive impact on the overall quality of life by offering enriching experiences through the places we build and operate.

With Singapore facing an increasingly greying population, the need for spaces and programmes that promote the wellbeing of our seniors is becoming more pressing. Through this initiative, we want to connect our youth to seniors and facilitate an exchange of insights and ideas for the built environment. By encouraging and nurturing empathy in our youth, we hope to tap on their creativity to develop real estate solutions that promote the wellbeing of our Merdeka Generation.

As one of the six judges, I find it heartening to see such brilliant proposals from young minds. We need to respect and nurture the agency of children, especially tapping the creativity and energy they bring to their ideas. It truly underscores the benefit of intergenerational dialogue, which gives youths greater insights into the challenges and aspirations that seniors have for the built environment.

Building an inclusive society require all parties – companies like Frasers Property, the government and the community – to come together to listen, engage and work together. As a real estate developer, we recognise that we are in a position to drive such conversations and help inspire the community to contribute better ideas and better solutions for the built environment.

### **Realising the 15-minute city**

One of the exemplary examples of great partnership between Frasers Property and the community is our shopping mall, Northpoint City. It is Singapore's first mall to house a community club administered by the People's Association. In addition to that and its wide variety of retail and dining options, Northpoint City boasts a public library and a town plaza. The team at the mall also underwent a "Forget Us Not" training programme to equip them with the know-how for providing a safer and comfortable environment for people with dementia and their caregivers.

Communal spaces such as library, open green podiums and themed playgrounds, are also available at Fraser Property retail malls such as Waterway Point, White Sands, Hougang Mall and many more. Our retail focus on malls in suburban locations, offers more Singaporeans of different generations a space to build memorable moments together.

All these have been thoughtfully integrated as part of our efforts to bring the concept of a 15-minute city to life, offering an integrated hub where residents can live, work, play – a shared space to appreciate community bonding.

Across our malls in Singapore, we offer a free wheelchair rental service that aims to improve the independent mobility of wheelchair users. Certainly, there is more that we can do. Hence, our focus for

Inclusive Spaces in 2021 on the elderly. Many, as we learn from their sharing, continue to have productive, purposeful and very active lives.

### **Building a better world**

Our efforts to partner the community in co-creating more accessible and enriching real estate spaces do not stop in Singapore. This, we believe, is integral to our purpose of 'Inspiring experiences, creating places for good'. Inclusive Spaces, as our concept, is planned for more of our key markets. With so much happening with the pandemic, we recognise our efforts at resilience building via Diversity & Inclusion initiatives are so important to business and society.

I would like to take this opportunity to extend my appreciation to everyone who has given their support to Inclusive Spaces.

Thank you MOS for taking precious time to grace the event and encouraging the community to contribute to a more inclusive society. It is good to have you back after we met at the first edition of Inclusive Spaces back in 2019.

To our judges who took the time to review and discuss the submissions, and on behalf of Frasers Property, thank you for supporting this meaningful cause, and even engaging in a fun yet robust discussion to determine the winners and shortlisted finalists.

To the seniors and student participants, teachers, and employee volunteers of Frasers Property, you are the biggest superheroes in this initiative! I hope you have had an enjoyable and enriching experience. Let's continue to innovate and do our part for the community!

I now invite MOS to share a few words. Thank you.

**/END**