

FACT SHEET

Singapore Media Academy and Singapore Workforce Development Agency unveil the new training premises at Riverside Point

1 OVERVIEW OF THE MEDIA INDUSTRY IN SINGAPORE

The media sector hires approximately 7,200 workers with a total value-add (VA) of \$1.03 billion or approximately \$142,000 VA per worker (2007 figures from Department of Statistics). The sector includes the film, television, radio, and new media industries¹.

The government has been taking a very proactive step in developing the media sector in Singapore. MDA is working with JTC, IDA, and the industry to develop Mediapolis@onenorth, as an icon for the media sector, with a world-class sound stage complex, networks and facilities to support media production and distribution.

MDA's goal was to develop Singapore as a "Trusted global capital for new Asia media" and to generate \$10 billion in value-added by 2015 under the Singapore Media Fusion Plan (SMFP).

2 SINGAPORE MEDIA ACADEMY (SMA) AS WDA'S APPOINTED MEDIA CONTINUING EDUCATION AND TRAINING (CET) CENTRE

For the media industry to keep pace with technological changes and be at the forefront of content innovation, we need workers who are similarly inspired to keep track of the trends and up-skill themselves to take advantage of them.

In November 2008, WDA appointed the Singapore Media Academy as the Media Continuing Education and Training (CET) Centre for the Media Industry to provide industry-driven training programmes to help the local workforce acquire new media competencies and upskill.

Courses delivered at SMA are based on the Creative Industries Workforce Skills Qualifications (CI WSQ) Framework

As a media CET centre, SMA will be offering a range of customized media technical and professional courses which are aligned under the Creative Industries Workforce Skills Qualifications (CI WSQ) framework. The CI WSQ framework encapsulates work competencies and career progression pathways

¹ MDA defines media as film, television, video, radio, publishing, music, games, animation, and interactive digital media. In Creative Industries (CI) WSQ, media is defined as TV/Film/Radio and New Media.

that are defined by the industry and it serves as a guide for creative individuals, employers, trainers and assessors to obtain information on industry-relevant training and development needs.

The CI WSQ framework was developed jointly by WDA, the Ministry of Information, Communications and the Arts (MICA) and MICA agencies (MDA, NAC, DSg, NHB, NLB) with the aim to professionalise and uplift the skills standards of our creative workforce.

The training programmes offered by SMA under the CI WSQ framework are non-academic biased as the system is competency based. These training programmes are subsidized by the government and an individual pays a net fee when they sign up for their desired courses in SMA. Therefore, regardless of whether the individual is an employee or a free-lancer, works in a big company or a small studio, they will have the same opportunities to access the training programmes.

WSQ Courses and CET Services Available at SMA

SMA's new centre is well-equipped with the latest technologies to support a wide range of specialist training programmes in:

- (i) WSQ Media Production
 - Film/TV Direction
 - Production Management
 - Camera Operation and HD Cinematography
 - Sound Operation
 - Lighting
 - Video Editing

- (ii) WSQ Media Professional Courses
 - Scriptwriting
 - IPTV Creative Design
 - New Media
 - Leadership
 - Journalism
 - Radio Production and Presentation
 - Sales and Marketing

See [Annex A](#) for list of WSQ courses offered by SMA.

The centre will be a one-stop facility providing an integrated suite of services from WSQ training and assessment, to post training career counseling, job matching and placement services. Individuals aspiring to join the media industry can come to the media CET centre to get training and career advice before

embarking on a WSQ programme. Those who need assistance to secure job placements after training can tap onto SMA's CET services to link up with prospective employers. The new training centre will also be a platform for professionals, employers and media owners to network, exchange media ideas, collaborate and source for talents.

3 THE TRAINING FACILITIES AT SMA

Video Post Production Studio	Training Facilities <ul style="list-style-type: none"> • 13 x Final Cut Pro Workstations • 2 x Avid Workstations
	Training Purpose <ul style="list-style-type: none"> • Non-Linear Video Editing Training • Visual Effects Training
Audio Post Production Studio	Training Facilities <ul style="list-style-type: none"> • Dubbing and Foley Suite • 2 x Digital Audio Workstation Suites • 12 x ProTools LE • 1 x ProTools HD
	Training Purpose <ul style="list-style-type: none"> • Dubbing & Foley SFX Training • Audio Editing & 5.1 Mixing Training
Radio Studio	Training Facilities <ul style="list-style-type: none"> • On-Air Studio • Production Studio
	Training Purpose <ul style="list-style-type: none"> • Radio Presentational Training • Radio Production and Operational Training • Maintenance Training
HD Production Studio	Training Facilities <ul style="list-style-type: none"> • Production Control Room • Sound Room • Studio Floor • Equipment Room
	Training Purpose <ul style="list-style-type: none"> • Camera Operation Training • Studio Operation Training • Lighting Training • Cinematography Training • Sound Recording Training • Art Direction Training • Broadcast Journalism Training • Visual Mixing Training

	<ul style="list-style-type: none"> • Maintenance Training
Multi-Purpose Classrooms	Training Facilities <ul style="list-style-type: none"> • 3 Classrooms equipped with standard AV facilities • 1 dance studio
	Training Purpose <ul style="list-style-type: none"> • Production Planning Related Training • Sales and Marketing Training • Management Training • New Media Training • Writing Training • Performance Training

4 MAKING HEADWAYS WITH MEDIA CET

SMA started to roll out their training programs since February 2009. SMA has delivered training in new media sales, IPTV, scriptwriting, video editing and production assistance. At the onset of the economic recession, WDA worked with SMA to roll out 6 Professional Conversion Programmes (PCPs) to save jobs and create new career opportunities for Singaporeans, who were keen to transit across sectors. 13 employers have pledged support to the PCPs by opening up their workplaces to provide apprenticeship opportunities for the PCP trainees. To date, SMA is training a total of 195 media professionals. (See Annex B for list of employers)

One of the PCP trainees, Ms Jean Sim, who is currently undergoing a PCP in IPTV Creative Design, has expressed gratitude as a beneficiary. Jean was previously working as a Graphic Designer. She had always wanted to pick up motion graphics. The PCP gave her an invaluable opportunity to undergo a structured WSQ course and an immersive environment to gather direct on-the-job experience. Her PCP host employer was so pleased with her performance and offered her a job. Jean is now appointed as the project leader of a commercial project. This story was the result of the collaboration between WDA and SMA to roll out training programs to cater to the diverse learning needs within the media industry.

5 NEW INITIATIVE FOR THE INDUSTRY – CREATIVE VIDEO AWARD

To celebrate the opening of SMA's new training centre, and with the aim to inspire & nurture the creative talents, SMA is launching a new initiative - The Creative Video Awards.

The Awards will start calling for entries on 18 Nov 2009, and will be judged by 5 top media professionals from the local industry. 4 categories of Awards will be announced and presented on 22 January 2010.

Formats / specifications

Video Entry must be no longer than 2-3 minutes, including credits and any intro sequence. The video theme is Learn Media Live Media, and all clips must be either original work or clips that are entitled to use, without an infringement of copyright.

Application & submission deadline / announcement dates

Opening Date: 18 November 2009 at 10am

Closing Date: 04 December 2009 at 5pm

Submission Date: 04 January 2010

Announcement of Results: 22 January 2010

Rewards

Overall Best Video - S\$ 3,000

Best Story - S\$ 1,000

Best Picture – S\$ 1,000

Best Audio - S\$ 1,000

Singapore Media Academy Contact Details

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For course enquiry or enrolment, please contact SMA:

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