

FOR IMMEDIATE RELEASE

18 November 2009

WDA and Singapore Media Academy unveil new CET facility to train media professionals

Singapore Media Academy (SMA) opens its new premises at Clarke Quay, Riverside Point today, to provide best-in-class training at highly subsidised rates for aspiring talents and working professionals seeking to embark on a career in the vibrant media industry.

2 Covering an extensive area of 12,500 square feet, the academy is fully equipped with the latest equipment to help Singaporeans working in the media industry stay abreast of the cutting edge technology that keeps the industry vibrant and dynamic. The suite of top-of-the-line training facilities include:

- a) a High Definition (HD) TV production studio – the first in Singapore to be used for training purposes;
- b) a 5.1 Surround Sound audio production laboratory and a video editing suite, and
- c) a customised radio production console which allows for presentational, operational and maintenance training all within the confines of the same studio.

3 Commenting on SMA's new facilities, Mr Chan Heng Kee, Chief Executive of WDA said "The rapid pace of change in the media industry demands that its professionals stay abreast of technological advancements and experiment with new techniques and skills. A well equipped continuing education and training centre offering rigorous Singapore Workforce Skills Qualifications (WSQ) programmes plays an important role in addressing this need. We hope to see new and existing media professionals upgrading their skills at the Singapore Media Academy."

4 Building on partnerships with local and overseas media specialists, such as Elasticity, BBC, and the International Institute for Television Leadership, SMA will offer an immersive environment based on hands-on and experiential learning for trainees. The comprehensive list of offerings includes WSQ media production courses in HD Cinematography, Film/TV Direction, Lighting and Sound Operations, as well as media professional courses in IPTV Creative Design, Broadcast Journalism, New Media Sales and Scriptwriting. These areas are critical to ensure the success of the Government's plans to nurture a pool of local talents over the next few years for Singapore's media industry

5 "SMA is a bridge for trainees to interact and collaborate with both homegrown talent and foreign industry experts, to compete globally and reach international standards. Our WSQ courses will play a pivotal role in transforming Singapore into a Global Media Hub," said Mdm Chua Foo Yong, MD of Singapore Media Academy.

6 The media sector in Singapore hires approximately 7,200 workers and contributes to about 1.5% of Singapore's Gross Domestic Product (GDP). To kick-start Singapore's transition to become the "Trusted global capital for new Asia media", the Singapore Media Fusion Plan (SMFP) was launched in June 2009, with plans for the sector to generate \$10 billion in value-add by 2015.

7 SMA was appointed by WDA in October 2008 as a media Continuing Education and Training (CET) centre to offer Workforce Skills Qualifications (WSQ) training under the Creative Industries WSQ (CI WSQ) framework developed to address manpower and training needs of the media industry.

For more information on the media industry in Singapore and courses available at SMA, please refer to the factsheet at Annex A.

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About the Singapore Workforce Development Agency

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives. For more information, please visit <http://www.wda.gov.sg>

About Singapore Media Academy

Singapore Media Academy is a wholly-owned subsidiary of MediaCorp, the national broadcaster of Singapore, offering training, educational and consultancy services to address the needs of the local and regional media industries.

Singapore Media Academy embraces partnerships with international partners who share the same mission to enhance the professional competencies of media companies and industry talents.

As part of Singapore's vision to be a leading Media Hub, the Singapore Workforce Development Agency (WDA), the Ministry of Information, Communications and the Arts (MICA) and Media Development Authority (MDA) have developed a Creative Industries Workforce Skills Qualifications (CI WSQ) system to sharpen the competitive edge of our media professionals. In 2008, WDA officially appointed the Singapore Media Academy as the Continuity Training and Education (CET) centre for the local media industry to offer a suite of programs aligned to the nationally recognized CI WSQ standards.

For more information, please visit <http://www.eSMA.sg>