

FACTSHEET

MOU SIGNING CEREMONY AMONG SINGAPORE WORKFORCE DEVELOPMENT AGENCY (WDA), SINGAPORE MEDIA ACADEMY PTE LTD (SMA), AND Ngee ANN POLYTECHNIC (NP)

1. BACKGROUND OF THE MEDIA INDUSTRY

The media sector hires approximately 6,900 workers with a total value-add (VA) of \$876 million or approximately \$127,000 VA per worker (2006 figures from Department of Statistics). The sector includes the film, television, radio, and new media industries¹.

The media sector is a fast changing one with the advent of new media and HD technologies. The ways in which information is transmitted and consumed are revolutionising the way business operates and the way people work. The same TV, video, and radio content can now be accessed over several devices such as the phone, the personal computer, and other mobile stations, and frequently on a simultaneous basis. Globally, platform owners have also sealed joint agreements to exploit business opportunities made possible by new media.

In Singapore, the Media Development Authority (MDA) has been actively promoting Singapore as media hub under its Media 21 plan where it aims to anchor Singapore as a leading media hub and increase GDP share from 1.5 per cent to 3 per cent in 10 years, creating 10,000 jobs.

2. THE OBJECTIVES OF MEDIA CET CENTRE

Workers will need new skills to operate in this new environment and keep up with technological advancements. To respond to this trend, we have put in place an industry-aligned CET infrastructure to facilitate the following objectives:

(i) Increase manpower to support industry growth

With the current employment strength, the local media industry is facing a tight manpower situation supporting concurrent international productions. The impending hosting of major events in Singapore such as the Youth Olympics in 2010 and the commencement of the Integrated Resorts in late 2009 will make the need to attract, train and develop more media manpower even more pressing.

(ii) Raise industry's training capability and enhance capacity.

The media industry's first training programme for media professionals began in 1989 when Ngee Ann Polytechnic started to offer Singapore's first Diploma in Film and Media Studies. Jobs in many of the media disciplines are currently filled by people who have been trained "on-the-job" and whose skills are not formally

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.

recognised. There is a clear need for a media industry based CET system that is open and accessible for media professionals to seek industry relevant training such as in audio technology, video technology, camera operations, lighting management and script writing.

(iii) Create open and more affordable access to industry-relevant training to help existing media workers and professionals including freelancers to stay employable.

Establishing a media CET centre will bring about better access for media professionals and freelancers, which accounts for about 30 per cent of the media workforce, to upgrade and update their competencies.

3. THE CONTENT OF THE MOU

Both NP and SMA identified strongly with WDA's intent to establish a CET Centre for the Creative (Media) Industries to serve the CET needs of the media workforce. The development of the CET Centre, which is targeted to commence in 2011, will adopt a Build-Own-Operate Model (BOO) with WDA funding 100 per cent of the physical infrastructure. Under the BOO model, WDA will appoint NP to build and own the Media CET Centre while SMA will operate and maintain the facility, develop the curriculum, provide training, and partner with NP and other leading media institutions supported by WDA, to build a vibrant media training ecosystem in Singapore.

Under the MOU, NP will research on and plan for the infrastructural requirements of the Media CET Centre.

In collaboration with NP, other media institutions, and key employers, SMA will tailor and develop training programmes that are contextualized for the local media industry. As a CET Centre, SMA will work closely with the government to customise post training schemes for effective job placements.

WDA's role is to develop the governance structure of the CET Centre in consultation with NP and SMA. It will serve as the funding agency *cum* strategic policy owner of the CET Centre to help Singapore achieve a more vibrant media training ecosystem and enhance the skills competitiveness of locals and the media industry. The goal is to enhance the quality of local media CET to meet world-class standards.

4. THE SIGNIFICANCE OF THE MOU

In epitomising the true meaning of the CET concept, the Media CET Centre will be:

- (i) Industry-led
 - The standards were validated by employers and employers' inputs will be sought as a continuing process to keep the standards updated and relevant;
 - SMA, as a subsidiary of MediaCorp who is Singapore's largest media employer, is well-positioned to understand the skills needs of the industry and will tap on its wide industry networks for training programme development.

- (ii) Open access
 - enrolment requirements are non-academic biased as training is based on the WSQ system which is competency based
 - course fees are subsidised for all Singaporeans and PRs, including independent practitioners (freelancers), so training is made more affordable

- (iii) Quality assured
 - courses are subject to an accreditation, quality assurance and monitoring process
 - NP, as the first local institute of higher learning to offer media training, will impart its experience and best practices in training and curriculum development to enhance the rigor of the training programmes

- (iv) Worker centric
 - Career advisory and post-training services are available from the CET centre to ensure workers enroll into suitable courses and can be placed after the training into areas of need

- (v) Government supported
 - MICA and MDA will play an active role by taking up strategic Board seats of the CET Centre
 - programmes are tailored to meet the manpower needs as encapsulated in the Media 21 vision.