

# Certification Handbook

3 JULY 2018

PROFESSIONAL DESIGNATIONS FOR INDIVIDUALS WORKING IN  
BROADCAST, FILM, AV & ENTERTAINMENT TECHNOLOGY



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# 1 Background & Introduction

The purpose of this handbook is to present members with information on professional designations awarded by the Southern African Communications Industries Association (SACIA). The various aspects of membership include:

- Professional designation awarded by SACIA
- SACIA code of professional conduct
- disciplinary process under the code of conduct
- continuing professional development (CPD)

## 1.1 Designations

The Southern African Communications Industries Association (SACIA) is a SAQA-registered professional body who currently award ten designations to industry professionals working in the broadcast, live event, content creation and professional AV industry.

<b>Designation</b>	<b>Designation Title</b>	<b>Core Activity</b>
594	Certified AV Associate	Audio-visual
595	Certified AV Practitioner	Audio-visual
596	Certified AV Professional	Audio-visual
597	Certified BCT Associate	Broadcast & Communications Technology
598	Certified BCT Practitioner	Broadcast & Communications Technology
599	Certified BCT Professional	Broadcast & Communications Technology
800	Certified TLE Associate	Theatre & Live Events
823	Certified TLE Professional	Theatre & Live Events
824	Certified TLE Practitioner	Theatre & Live Events
857	SASC - Professional Cinematographer	Content Creation

## 1.2 Mission

SACIA aims to:

- promote the professionalization of the industry through the education, training and development of individual members.
- present industry specific training programmes, conferences and workshops.
- foster closer relationships between learning centres, broadcasters, communications professionals, and AV professionals throughout the SADC region.
- promote diversity and transformation in such a manner as to ensure that the Association reflects the population demographics of South Africa.

## 1.3 Values

The values that underpin professional conduct within the media and communications industry include:

- Honour
- Integrity
- Reliability
- Honesty
- Accuracy

## 2 Professional Recognition Framework

The professional recognition framework supports the objectives of SACIA in professionalization of the communications industry. Designations are based on an assessment of an individual's education, work experience and workplace ethics. Individuals applying for a designation also need to complete an examination or assessment and provide a portfolio of evidence supporting their claim of competence.

Bearing in mind the diverse nature of our designations, different requirements are established for each designation.

### 2.1 Professional Designations and Certifications

Each of the designations is awarded through an assessment of the individual's good standing, educational qualifications and experience within the industry.

Each designation is defined by different requirements. These are included as the guiding principles against which the designations are awarded. This section also provides an overview of the qualifying criteria for each designation, the process used by SACIA to award the designation, the requirements to maintaining the designation and the benefits of being awarded the designation. It is important to note that Professional designations are awarded at the discretion of the SACIA board. In considering the award of a professional designation, the SACIA Board will be advised by our various Councils and affiliate partners who will evaluate both the breadth and depth of a candidate's skillset.

1. A candidate with **broad knowledge** should demonstrate minimum required knowledge/ skill to comply with standards. In general, work with low level of complexity is performed. The individual can work on his/her own but requires guidance with more complex situations.
2. A candidate with **comprehensive knowledge** should demonstrate more than average knowledge/ skill in areas of specialization. He/she should be able to perform more complex assignments without supervision.
3. A candidate with **deep knowledge** should demonstrate extended/ progressed knowledge/ skill in specialised areas that usually comes with years of experience.

## 2.2.1 Certified BCT Associate

### Description



An individual applying for the Cert BCT Assoc should be able to demonstrate a broad understanding in any field aligned to the broadcast or communications sector, and demonstrate comprehensive understanding in an area of specialisation related to that field.

For example, a camera operator should be able to demonstrate a broad understanding of the content production process, and a comprehensive understanding of the art and craft of cinematography in the film/ video environment.

This designation could apply to camera operators, video technicians, audio and video editors, studio and lighting technicians, IP and transmission engineers, etc.

### Benefits

Use the designatory letters for Certified Broadcasting Communications Associate (Cert BCT Assoc) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the broadcast, communications and professional AV industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

### Qualifying criteria

Applicants must have:

- At least 3 years' experience in the broadcasting and communications industry.
- Matric certificate (National Senior Certificate, NQF 4) or equivalent
- Provide a portfolio of evidence supporting their application, or pass a qualifying examination
- Gained an endorsement from two people of good standing within the broadcast and communications industry

### Portfolio of evidence

There is no definitive list of documents that might be included in the Portfolio of Evidence, but it would generally include a detailed list of work undertaken, copies of course and training certificates received, testimonials and letters of recommendation supporting an individual's claim of comprehensive knowledge, experience and competence and a list of any awards or commendations received.

Individuals applying for a designation in content creation (such as animators, editors and camera operators) should provide a showreel reflecting the breadth and depth of work undertaken. Extracts from recent productions that demonstrate the breadth and depth of their work should be uploaded to Vimeo as an H264 Quicktime file, 25 fps constant frame rate, 720p HD (1280 x 720 px) at a bit rate of 5000 and no more than 10,000kbit/s. Y

They should also provide an accompanying document, with a short statement describing the technical and creative challenges addressed in the extracts and clips provided.

**Continuing  
professional  
development (CPD)  
requirements**

Designated members are required to:

- maintain annual membership of SACIA or a recognised affiliate body
- subscribe to the SACIA code of professional conduct
- comply with the CPD requirements as stipulated by SACIA

## 2.2.2 Certified BCT Practitioner

### Description



An individual applying for the Cert BCT Practitioner should be able to demonstrate a comprehensive understanding of any field aligned to the broadcast or communications sector, as well as a deep understanding in an area of specialisation. They should also be able to demonstrate a comprehensive understanding of the business and administration systems related to that specialisation.

For example, an operations manager in a broadcast environment would have a broad understanding of all aspects of broadcast operations and workflows, including origination, broadcasting and archiving. They'd have a comprehensive understanding of most aspects of the origination process, as well as a deep understanding of at least one specialisation.

A camera operator should be able to demonstrate a comprehensive understanding of the content production process, and an in-depth understanding of the art and craft of cinematography in the film/video environment.

### Benefits

Use the designatory letters for the Certified Broadcasting Technology Practitioner (CertBCT Prac) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the broadcast, communications and professional AV industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

### Qualifying criteria

Applicants must have:

- completed 5 years of industry related experience
- have gained an NQF registered qualification at NQF 5 or equivalent
- Provide a portfolio of evidence supporting their application, or pass a qualifying examination
- Gained an endorsement from two people of good standing within the broadcast and communications industry

### Portfolio of evidence

There is no definitive list of documents that might be included in the Portfolio of Evidence, but it would generally include a detailed list of work undertaken, copies of course and training certificates received, testimonials and letters of recommendation supporting an individual's claim of comprehensive knowledge, experience and competence, and a list of any awards or commendations received.

Individuals applying for a designation in content creation (such as animators, editors and camera operators) should provide a showreel reflecting the breadth and depth of work undertaken. For specialist camera operators, the showreel should demonstrate how lighting, composition and camera movement have been used to achieve a visual objective.

An animators showreel should demonstrate a comprehensive understanding of the animation process, including administrative and management systems associated with animation. They should also be able to demonstrate a deep understanding of animation workflows and processes, as well as the creative skills associated with the art and craft of animation.

Extracts should be uploaded to Vimeo as an H264 Quicktime file, 25 fps constant frame rate, 720p HD (1280 x 720 px) at a bit rate of 5000 and no more than 10,000kbit/s. You should also provide an accompanying document, with a short statement describing the technical and creative challenges addressed in the extracts and clips provided.

**Continuing  
professional  
development (CPD)  
requirements**

Designated members are required to:

- maintain annual membership of SACIA or a registered affiliate body
- subscribe to the ***SACIA code of professional conduct***
- comply with the **CPD requirements** as stipulated by SACIA



### 2.2.3 Certified BCT Professional

#### Description



An individual applying for the CertBCT Prof designation should be able to demonstrate both a broad and comprehensive understanding of the entire broadcast chain, along with a deep understanding of a specialist field.

For example, a media/ archive manager would be expected to have a broad understanding of all aspects of broadcast operations, engineering design and maintenance issues. They'd have a comprehensive understanding of broadcast operations, engineering design and maintenance in so far as these relate to the archiving process, and they'd have a deep understanding of the IT infrastructure required to manage the ingest, quality and metadata issues related to his/her activities.

#### Benefits

Use the designatory letters for Certified Broadcasting and Communications Technology Professional (CertBCT Prof) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the broadcast, communications and professional AV industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

#### Qualifying criteria

Applicants must:

- have gained an NQF registered qualification at NQF 6 or equivalent
- Gained an endorsement from a person of good standing within the broadcast and communications industry
- Provide a portfolio of evidence supporting their application, or pass a qualifying examination
- completed at least 8 years of industry related experience

#### Portfolio of evidence

There is no definitive list of documents that might be included in the Portfolio of Evidence, but it would generally include a detailed list of work undertaken, copies of course and training certificates received, testimonials and letters of recommendation, articles from trade and other publications, and a list of any awards or commendations received.

#### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the ***SACIA code of professional conduct***
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.4 Certified TLE Associate

### Description



An individual applying for the CertTLE Associate designation should be able to demonstrate a broad understanding of the technology used in the theatre and live events industry. They should also demonstrate their broad understanding of safety issues related to this field, as well as the regulatory framework that applies to the theatre and live events industry.

### Benefits

Use the designator (Cert TLE Assoc) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the professional AV industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

### Qualifying criteria

Applicants must have:

- Matric certificate (National Senior Certificate, NQF 4) or equivalent
- At least 1-year relevant experience working in the theatre or live events sector
- Gained an endorsement from a person of good standing within the theatre and live-events industry

### Assessment

Applicants should complete an online examination (TLE001) that will test both the breadth and depth of their knowledge across a range of competencies specific to theatre and live events industry.

### Recognition of Prior Learning

SACIA's certification council recognize that many applicants for this designation will not hold an underlying NQF-level 4 qualification. The Council will encourage individual's lacking such a qualification to apply for a professional designation if they can demonstrate at least 2 years' relevant work experience in the theatre and live events industry. Their portfolio of evidence should also demonstrate their understanding of the technology used in the theatre and live events industry. An assessment will be conducted by a body of subject matter experts.

### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the SACIA Code of Professional Conduct
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.5 Certified TLE Practitioner

### Description



An individual applying for the CertTLE Practitioner designation should be able to demonstrate a comprehensive understanding of the technology used in the theatre and live events industry. They should also demonstrate their comprehensive understanding of safety issues related to this field, as well as the regulatory framework that applies to the theatre and live events industry.

### Benefits

- Use the designator (CertTLE Prac) behind their name
- Participate in SACIA events at discounted rates
- Offer employers and colleagues assurance of commitment to the theatre and live events industry
- Subscription to the SACIA code of Professional Conduct
- Participation in a CPD programmes – as prescribed by SACIA
- Be listed on the **National Register for SACIA Certified Associates, Practitioners and Professionals.**

### Qualifying criteria

The candidate must:

- be in good standing in the industry
- have at least 3 years' experience working in the theatre and live events industry
- be a member of SACIA
- have gained an appropriate NQF registered qualification at NQF 5 or equivalent
- Gained an endorsement from a person of good standing within the theatre and live events industry

### Assessment

Applicants should complete an online examination (TLE002) that will test both the breadth and depth of their knowledge across a range of competencies specific to theatre and live events industry.

### Recognition of Prior Learning

SACIA's certification council recognize that many of the existing and future applicants for this designation will not hold an underlying NQF-level 5 qualification. The Council will encourage individual's lacking such a qualification to apply for a professional designation if they can demonstrate at least 6 years' relevant work experience in the theatre and live events industry. Their portfolio of evidence should also demonstrate the candidates understanding of the technology used in the theatre and live events industry. An assessment will be conducted by a body of subject matter experts.

### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the SACIA Code of Professional Conduct
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.5 Certified TLE Professional

### Description



An individual applying for the CertTLE Professional designation should be able to demonstrate a deep understanding of at least one core technology used in the theatre and live events industry. They should also demonstrate their deep understanding of safety issues related to this field, as well as the regulatory framework that applies to the theatre and live events industry. They should also have an in-depth understanding of the management and administrative functions associated with technical production in the theatre and live events sector.

### Benefits

- Use the designator (CertTLE Prof) behind their name
- Participate in SACIA events at discounted rates
- Offer employers and colleagues assurance of commitment to the theatre and live events industry
- Subscription to the SACIA code of professional conduct
- Participation in a CPD programmes – as prescribed by SACIA
- Be listed on the ***National Register for SACIA Certified Associates, Practitioner and Professionals***

### Qualifying criteria

The candidate must:

- be in good standing in the industry
- Gained an endorsement from a person of good standing within the theatre and live events industry
- have gained an NQF registered qualification at NQF 6 or equivalent
- completed 5 years of industry related experience

### Assessment

Applicants should complete an online examination (TLE002) that will test both the breadth and depth of their knowledge across a range of competencies specific to the theatre and live events industry AS WELL AS a specialist online examination (TLE003 upwards) that tests their understanding of management and health & safety issues relating the live events sector. In addition, they should provide a portfolio of evidence that demonstrates their deep understanding of an area of specialisation in the theatre and live events industry. Individuals claiming deep knowledge of video & display (exam TLE004), audio (TLE005) and IT & networks (TLE006) can write a written examination.

Individuals claiming deep knowledge in any other field should provide a Portfolio of Evidence in support of their claim. There is no definitive list of documents that might be included in the Portfolio of Evidence, but it would generally include a detailed list of work undertaken, copies of course and training certificates received, testimonials and letters of recommendation, and a list of any awards or commendations received.

**Continuing  
professional  
development (CPD)  
requirements**

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the *SACIA code of professional conduct*
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.7 Certified AV Associate

### Description



The Associate Member can demonstrate a broad understanding of the science and technology used in the professional AV industry.

### Benefits

Use the designatory letters (CertAVAssoc) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the professional AV industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

### Qualifying criteria

Applicants must have:

- Matric certificate (National Senior Certificate, NQF 4) or equivalent
- At least 1 year experience working in the audio visual sector
- Pass a qualifying examination
- Gained an endorsement from a person of good standing within the professional audio-visual industry

### Assessment

Applicants should complete an online examination (AVA001) that will test their breadth of knowledge across a range of competencies and technologies specific to the audio-visual industry.

### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the SACIA Code of Professional Conduct
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.8 Certified AV Practitioner

### Description



The practitioner can demonstrate a comprehensive understanding of the science and technology used in the audio-visual industry.

### Benefits

Use the designatory letters (Cert AV Prac) behind their name  
Participate in SACIA events at discounted rates  
Offer employers and colleagues assurance of commitment to the broadcast, communications and professional AV industry  
Subscription to the SACIA code of Professional Conduct  
Participation in a CPD programmes – as prescribed by SACIA  
Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals.***

### Qualifying criteria

The candidate must:

- be in good standing in the industry
- have at least 3 years' experience working in the audio-visual industry
- be a member of SACIA
- have gained an appropriate NQF registered qualification at NQF 5 or equivalent
- Gained an endorsement from a person of good standing within the professional audio-visual industry

### Assessment

Applicants should complete an online examination (AVP002) that will test their breadth and depth of knowledge across a range of competencies and technologies specific to the audio-visual industry.

### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the SACIA Code of Professional Conduct
- comply with the **CPD requirements** as stipulated by SACIA

## 2.2.9 Certified AV Professional

### Description



The Professional can demonstrate a deep understanding of the science and technology used in the audio-visual industry, with a deep knowledge in any area of specialisation.

### Benefits

Use the designatory letters (CertAVProf) behind their name

Participate in SACIA events at discounted rates

Offer employers and colleagues assurance of commitment to the broadcast, communications and professional AV industry

Subscription to the SACIA code of professional conduct

Participation in a CPD programmes – as prescribed by SACIA

Be listed on the ***National Register for SACIA Certified Associates, Practitioner and Professionals***

### Qualifying criteria

The candidate must:

- be in good standing in the industry
- Gained an endorsement from a person of good standing within the professional audio-visual industry
- have gained an NQF registered qualification at NQF 6 or equivalent
- completed 5 years of industry related experience

### Assessment

Applicants should complete an online examination (AVP003) that will test their depth of knowledge across a range of competencies and technologies specific to the audio-visual industry.

They should also provide a portfolio of evidence that demonstrates their deep knowledge in any area of specialisation.

### Continuing professional development (CPD) requirements

Designated members are required to:

- maintain annual membership of SACIA
- subscribe to the ***SACIA code of professional conduct***
- comply with the **CPD requirements** as stipulated by SACIA



## 2.2.10 SASC – Professional Cinematographer

### Description



An individual applying for the SASC acronym should be able to demonstrate a deep understanding of the entire content production process, including an in-depth understanding of the management and administration systems that apply to cinematography. The candidate should also demonstrate an in-depth understanding of the art and craft of cinematography in the film/ video environment.

### Benefits

Become a member of the SA Society of Cinematographers and use the designatory letters SASC behind their name

Offer employers and colleagues assurance of commitment to the film and video industry

Be listed on the ***National Register for SACIA Certified Associates, Practitioners and Professionals***

### Qualifying criteria

Applicants must have:

- completed at least 8 years of industry related experience
- have gained an NQF registered qualification at NQF 6 or equivalent
- Provide a portfolio of evidence demonstrating their in-depth understanding of the art and craft of cinematography in the film/ video environment.
- Gained an endorsement from three people of good standing within the film and video industry

### Preparing a portfolio of evidence

There is no definitive list of documents that should appear within the portfolio but generally it would include:

- A detailed list of screen credits
- Testimonials and letters of recommendation supporting an individual's claim of deep knowledge, experience and competence
- A list of any awards or commendations received
- Extracts from qualifying productions that demonstrate how lighting, composition and camera movement have been used to enhance the story and mood of work submitted. (extracts should be uploaded to Vimeo)
- an accompanying document, with a short statement about the style and intention of the lighting and framing of the submitted material.

### Recognition of Prior Learning

The SASC Board of Governors and the SACIA Certification Council recognise that many competent individuals may not hold an appropriate NQF qualification and will consider an application from competent individuals who meet all other criteria and have at least 15 years' relevant experience in the film and video industry.

## **Application Process**

The **Application Form** is completed and submitted to SACIA for processing, together with the required supporting documentation. This includes the registration fee.

Candidates are notified of outcome of evaluation

Successful candidates are Certified, and their name is added to **National Register for SACIA Certified BCT Professionals**

## **Continuing professional development (CPD) requirements**

Designated members are required to:

- maintain annual membership of SACIA or SASC
- pay an annual certification fee to SACIA
- subscribe to the **SACIA code of professional conduct**
- comply with the **CPD requirements** as stipulated by SACIA

### ***It is important to note that:***

- Professional designations are awarded at the discretion of the SACIA board;
- SACIA reserves the right to check the records of applicants as part of the application process;
- Certificates issued by SACIA remain the property of SACIA and must be returned should the individual for any reason lose their status as designee.
- In instances where a candidate does not hold an appropriate qualification, recognition of workplace learning, and extended work experience will be considered in an evaluation.

## 2.3 Testing Process

For both the AV and TLE professional designations, candidates are required to write an online examination that tests both the breadth and depth of their knowledge. All examinations are administered using ClassMarker's secure, professional web-based testing service. There is charge of R575. (including VAT) to write the online examination – this provides access to the examination for a period of 24 hours. Payment can either be made through the SACIA office, or online using PayPal. If you fail the exam, up to two retests are allowed within the 24-hour period without any additional charge.

The exams are accessed through the SACIA website at [www.sacia.org.za](http://www.sacia.org.za). The exam presents each question with four response alternatives (A, B, C and D). One of these represents the single best response and credit is granted only for selection of this response.

Candidates are required to answer 100 questions in 120 minutes. The exam questions are based upon a list of competencies detailed in the tables below. Questions are written in a format that evaluates a candidate's ability to perform their job tasks rather than solely based on knowledge recall or memorization of facts.

Exam questions are written by individuals certified by SACIA, or deemed subject matter experts. They are also reviewed and validated by both test development experts and other subject matter experts.

## 2.3.1 Exam content outline – Theatre & Live Events

Individuals wanting to earn a professional TLE designation are assessed on their understanding of 15 core competencies.

Competency	TLE Associate/ Practitioner	TLE Professional
		<b>Practitioner exam + Professional assessment</b>
Questions at the Associate level are designed to test an individual’s broad competence, while questions at the Practitioner level explore a greater depth of knowledge.	<b>Number of questions</b>	<p>An individual applying for the CertTLE Professional designation needs to demonstrate a broad understanding of the technology used in the theatre and live events industry, as well as a deep understanding of at least one core technology. They should also demonstrate their deep understanding of safety issues related to this field, as well as the regulatory framework that applies to the theatre and live events industry. They should also have an in-depth understanding of the management and administrative functions associated with technical production in the theatre and live events sector.</p> <p>Individuals claiming a deep knowledge in (1) audio; (2) video and display; or (3) Signal Management can write the standard TLE002 exam, as well as a 100-question multiple choice exam that covers Health &amp; Safety (25 questions), Management (25 questions) and Core Competence (50 questions).</p> <p>Individuals claiming a deep competence in any other area are required to write the standard TLE002 exam, as well as a 50-question multiple choice exam (TLE003) that covers Health &amp; Safety (25 questions) and Management (25 questions). They will also be invited to engage in a “Competency Conversation” with a body of expert practitioner’s active in that field.</p>
Audio	12	
AV Operations	8	
Cabling & Signal Management	6	
Display	12	
Event Power	6	
Health & Safety	6	
Laser	2	
Lighting	10	
Management	3	
Pyro	2	
RF	2	
Rigging	10	
Stage craft	6	
Temporary Structures	3	
Video	12	
<b>Total</b>	<b>100</b>	

## 2.3.2 Exam Content Outline – Audio Visual

Individuals wanting to earn a professional AV designation are assessed on their understanding of 15 core competencies.

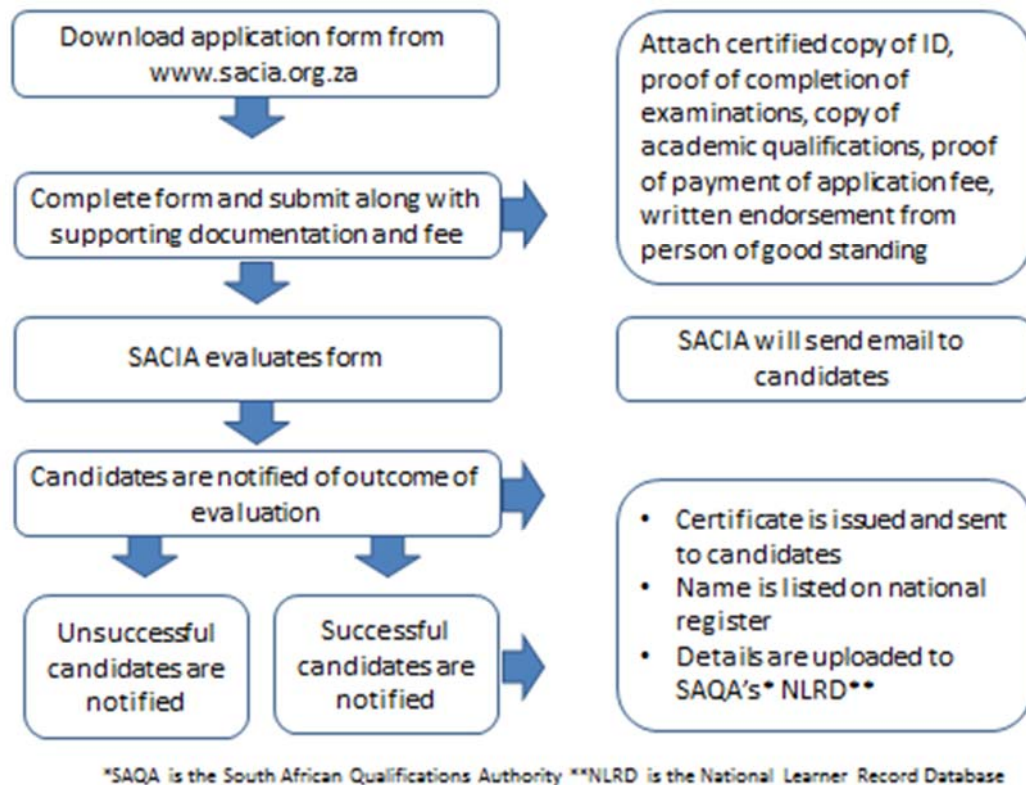
<b>Competency</b>	<b>AV Associate</b>	<b>AV Practitioner</b>	<b>AV Professional</b>
Audio	12	12	10
AV Design			12
AV Generic	6	6	2
AV Install	6	6	6
AV operations	6	6	4
AV Project management	-	-	8
AV Troubleshooting	12	12	6
Cabling & Signal Management	12	12	6
Control Systems	6	6	2
Display	12	12	10
Health & Safety	6	6	6
Lighting	6	6	4
Management	3	3	10
Power	6	6	4
Video	10	10	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

## 2.3.3 Scoring process

The minimum passing score for each examination is 65%. On completion of the examination a “Pass” or “Fail” report will be issued to you. Candidates who pass the exam will be invited to apply for the relevant professional designation. In addition to their exam results, an individual will need to provide supporting documentation relating to their work experience, as well as certified copies of the qualifications, ID book, etc.

## 2.4 Application Process

The application process is similar for all the SACIA professional designations:



The **Application Form** is completed and submitted to SACIA for processing, together with the required supporting documentation. Candidates are notified of outcome of evaluation. Certification fee<sup>1</sup> needs to be paid before the certificate can be issued.

Recognition of Prior Learning (RPL) assessment is used to award the designation. This occurs at two levels:

- **Qualification** - an RPL assessment is applied to evaluate the equivalence of the competence of an individual who might not have the required qualification. This assessment is currently a desktop evaluation that is performed for the candidate to access the certification process and does not result in the awarding of an NQF registered qualification; and,
- **Evaluation of application** – the methodology used to evaluate an application is aligned to RPL practices and takes formal, informal and non-formal learning into consideration when awarding the designation.

Successful candidates are certified, and their name is added to the **SACIA National Register of Certified Associates, Practitioners and Professionals**.

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<sup>1</sup> D – Schedule of Fees

## 2.5 SACIA Code of Professional Conduct

All certified members must adhere to the *SACIA Code of Professional Conduct*<sup>2</sup>.

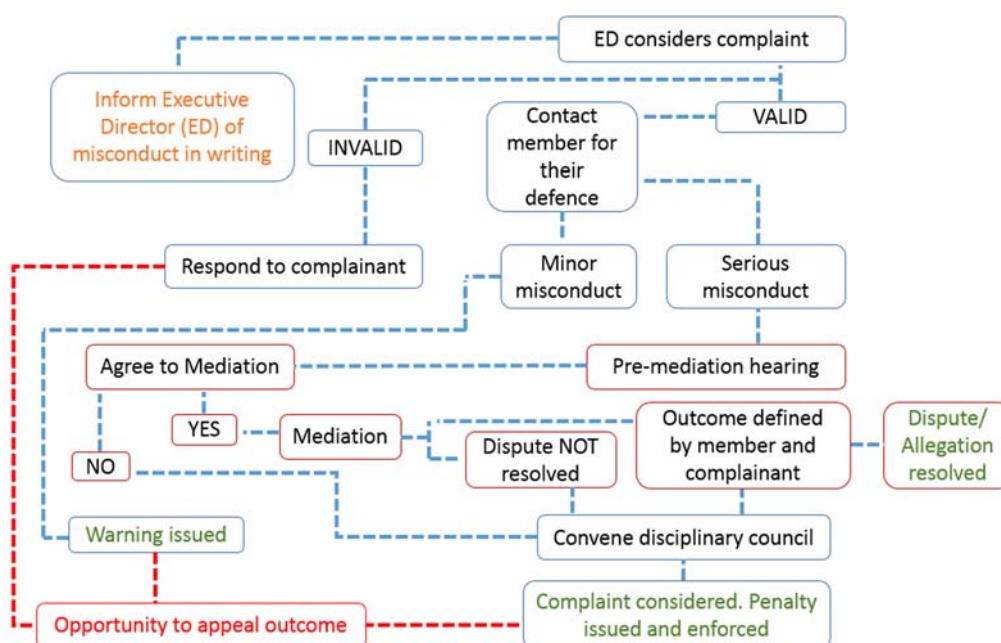
### 2.5.1 Declaration

This requires that a declaration be signed and submitted annually to SACIA together with membership renewal.

### 2.5.2 Disciplinary Process

The code of conduct is applicable to all individual members of SACIA. The code of conduct requires the members who are found guilty of misconduct under this code to present their case to the Disciplinary Committee. The committee is chaired by SACIA's legal counsel and the disciplinary process is outlined in the Disciplinary Code and Procedures document that is available as a download from the SACIA website.

A summary of the process used to manage allegations of misconduct is presented in the figure below:



Penalties can include any one of the following:

- Suspension from membership
- Revoke designation

<sup>2</sup> C - SACIA Code of Conduct

- Issue fine
- Issue warning

However, the Disciplinary Council reserves the right to issue a penalty that adheres to the seriousness of the case.

### **3 Continuing Professional Development (CPD)**

Members of SACIA who have been awarded a professional designation are required to comply with the requirements for continuing professional development (CPD) set out in this section of the Handbook.

Everyone is required to submit a declaration of the undertaking to participate in CPD annually. However, SACIA only requires the submission of a CPD record card once every 3 years. This is part of the re-certification process and failure to submit the CPD record card could result in the revoking of your status as certified member.

#### **3.1 CPD requirements**

Each designee is required to acquire a total of 45 points in the three-year period, starting at the date of award of the professional designation.

CPD points are awarded based on relevant content bearing activity in which the candidate has participated. Usually 1 CPD point is awarded for every hour of activity. Where this is not so, a note has been added to the description of activities.

SACIA will recognise a range of training activities, including participation in academic and vocational programmes; professional development courses; coaching and mentorship programmes; learning activity in workshops, conferences and seminars; experiential learning and on-the-job training; and self-study initiatives. We also award CPD points for volunteer activity on a Board, Council or task group.

It is important to note that CPD points can only be awarded to activities completed within the CPD period. For instance, a designee who needs to report on CPD activities during the period 1 March 2016 – 28 Feb 2019, cannot claim points for workshops attended before 1 March 2016.



## 3.2 Types of CPD activities

A variety of activities make up the CPD programme and include:

<p><b>Employment</b> (Maximum 21 points)</p>	<p>SACIA recognise that learning takes place at many different levels, including experiential learning that takes place in the workplace. We therefore award CPD points for continued employment. We recognise that many professionals work on a freelance basis and award 7 CPD points per year of relevant (full-time) employment within the industry. Freelance contractors will earn 1 CPD credit for every 15 days work completed, up to a maximum of 7 CPD points in any given year. Employment that is not relevant to the designation will not be considered part of the CPD programme.</p>
<p><b>Accelerated experiential learning</b> (Maximum 12 points)</p>	<p>We recognise that experiential learning is accelerated when individuals are working on projects that stretch production and/or creative boundaries. Individuals working on such projects can claim an additional 3 CPD points per project when they are able to demonstrate their participation. Documentation supporting their claim should be included within a portfolio of evidence.</p>
<p><b>Mentoring and coaching</b> (Maximum 15 points)</p>	<p>We recognise that on-the-job training through mentorship and coaching is key to knowledge transfer in the communications industry. Certified industry professionals sharing their knowledge with a protégé can claim 1 CPD credit for every hour of relevant engagement.</p> <p>In addition, proteges participating in mentorship programmes can earn 1 CPD credit for every hour of engagement. Evidence of mentorship activity needs to be logged and included within the portfolio of evidence.</p>
<p><b>Training attended or presented</b> (Maximum 33 points)</p>	<p>A designee is awarded CPD points based on relevant training attended, or training offered in their capacity as facilitator or trainer. This includes training offered through registered academic or vocational training providers, as well as professional development training validated by a SAQA-recognised professional body. It also includes conferences, seminars and workshops relevant to the industry.</p> <p>1 CPD point is allocated for every hour of training completed. CPD points are awarded for all relevant training attended but <b>50% of the CPD points claimed for training need to be gained through participation in training programmes validated by a recognised Quality Council or Professional Body.</b> For more information on Quality Councils or Professional Bodies please visit <a href="http://www.saqa.org.za">www.saqa.org.za</a></p> <p>Trainers or facilitators delivering a SACIA validated CPD course will earn 2 CPD credits per course hour delivered. Trainers can only claim one delivery per course within a six-month period.</p>

<p><b>Self-study</b> <b>Max: 5 CPD points</b></p>	<p>We recognise that many individuals will engage in self-study programmes – reading industry-related material or viewing online video content. ½ CPD point is allocated per 2 hours of reading/viewing time.</p> <p>In addition, 1 CPD point is awarded for relevant articles published in industry related publications (both print and online)</p> <p>CPD points can also be awarded for books written. Special application needs to be made for CPD points in this instance.</p>
<p><b>Exhibitions and other events</b> <b>Max: 12 CPD points</b></p>	<p>2 CPD points are allocated per participation in relevant industry exhibitions and events that do not include a training component. However, SACIA may award specific CPD points for specific events.</p>
<p><b>Volunteer activities</b> <b>Max: 21 points</b></p>	<p>Volunteers serving on a Council, Task Group or Board will earn 1 CPD credit for every hour of voluntary service</p>

### 3.3 Recording of CPD activities

Individuals are responsible for tracking their own CPD activities and are encouraged to keep documentation that may include:

- confirmation of participation in events – such as certificates of attendance or emails confirming attendance
- confirmation of presentations – such as emails from the organizers thanking the presenter
- letter of employment or letter from employer confirming employment status
- copies of articles published
- letter from mentor or protege confirming mentoring relationship

## ANNEXURE A: APPLICATION FORM

Please complete the application form. Submit the application form to the CEO, SACIA at [ceo@sacia.org.za](mailto:ceo@sacia.org.za) . The application must be accompanied by:

- Full curriculum vitae
- Certified copies of certificates/ qualifications
- Certified copy of ID
- Nomination letter
- Proof of payment of registration fee – this is non-refundable
- Proof of membership of the SACIA or affiliate body
- Portfolio of Evidence supporting claim of knowledge and competence
- Test results

### PERSONAL DETAILS

Designation to be assessed:

\_\_\_\_\_

Titles (Mr/ Mrs/Ms/Other)

\_\_\_\_\_

Name of Company (where applicable)

\_\_\_\_\_

Surname

\_\_\_\_\_

VAT No. (of company)

\_\_\_\_\_

First Names

\_\_\_\_\_

Known as

\_\_\_\_\_

Home Address

\_\_\_\_\_

Date of Birth

\_\_\_\_\_

\_\_\_\_\_

Nationality

\_\_\_\_\_

Code

\_\_\_\_\_

ID No.

\_\_\_\_\_

Alternative ID No.

\_\_\_\_\_

Postal Address

\_\_\_\_\_

Alternative ID Type

\_\_\_\_\_

\_\_\_\_\_

SACIA Membership No.

\_\_\_\_\_

Code

\_\_\_\_\_

Male	
Female	

Province

--

Required for SAQA reporting:

African		Phone No. _____ Fax No. _____ Cell No. _____ Email _____
Indian / Asian		
Coloured		
White		
Other		

<b>Residential Status</b>	South African		<b>Socio-Economic Status</b>	Employed	
	Other			Unemployed	
	Dual:		<b>Disability Status</b>	None	
	Permanent Resident			Sight	
	Other			Hearing	
<b>Home Language</b>	English			Communication	
	Afrikaans			Physical	
	siSwati		Intellectual		
	TshiVenda		Emotional		
	seSotho		Multiple disabilities		
	isiXhosa		Unspecified		
	sePedi		Other		
	xiTsonga		<b>Highest School Qualification</b>		
	isiNdebele			<b>Training currently enrolled for</b>	
	seTswana				
isiZulu					
Other					

Incomplete applications will be returned to the sender. This will slow down the processing of the application and cause delays. Please ensure that the application and supporting documents are complete.

Applications must be accompanied by a proof of payment for the non-refundable registration fee of **R575.00** (incl. VAT) **as well as the appropriate membership and/or certification fee.** (see page 33)

SACIA - First National Bank  
Branch: Wierda Valley  
Code: 260 950  
Account: 62257021304

Please contact [accounts@sacia.org.za](mailto:accounts@sacia.org.za) to request an invoice. Include the following information in your request:

- Name of person the invoice should be made out to
- Company name
- VAT no.
- Billing address

*Receipt of your application will be acknowledged by means of an email. The application will then be processed, submitted to the SACIA board for ratification and the outcome thereof communicated to you via email.*

## ANNEXURE A(i): Template for Nomination letter

[To be printed on Letterhead]

Certification Council  
SACIA

[date]

Dear Sirs

**APPLICATION FOR [NAME OF CERTIFICATION]: [name and surname of candidate]:[ID number]**

I hereby nominate [name and surname of candidate] for certification as a [Name of Certification]. I have known [name of candidate] for the past [no. of years] years at [name of company].

S/he is a suitable candidate for this professional designation because of their [insert relevant statement related to candidate's applicability for the awarding of the designation – please reference the criteria being assessed and ensure your nomination is aligned with the required competencies. An individual being considered for a designation also needs to demonstrate they embrace the values (Honour, Integrity, Reliability, Honesty and Accuracy) embedded within the Code of Conduct, as well as the principles associated with membership in the Association (Avoiding conflict of interest, Building and enhancing relationships, and upholding the safety, health and welfare of the public)].

Please do not hesitate to contact me should you require any additional information in this regard.

Yours sincerely

[Name]

Mobile: [mobile number]

Email: [email address]

## ANNEXURE C: SACIA Code of Professional Conduct

Members of SACIA who are practitioners and professionals practicing in the communications and entertainment industry are required to subscribe to the code of professional conduct.

Five **values** underpin this code, namely:

Honour	Showing respect for myself, my organisation, my industry and the community of clients that I serve by behaving in a manner that reflects favourably on my profession. Acting above reproach. Avoiding compromise of professional judgement by conflicts of interest.
Integrity	Acting with honesty and openness. Displaying trustworthiness. Showing consistent good behaviour over time. Ensuring that my words and actions correspond.
Reliability	Undertaking what I am competent to do and fulfilling commitments that I have made to my organisation, my industry and the community of clients that I serve
Honesty	Being truthful and accurate when executing my job even when it sometimes might be difficult. Not misrepresenting my own or my associate's academic or professional qualifications. Only undertaking assignments that I am competent to perform by way of my education, training and experience.
Accuracy	Ensuring that what I say, do and write are correct and reflect the information that is required to complete the job. Where this is not possible, ensuring that my organisation or my client understand the factors that could influence the accuracy of the information I have provided.

SACIA identifies that a practitioner interacts with various stakeholders when delivering their services. To this end, it is important that professional conduct be upheld when engaging with colleagues, peers, employers as well as industry role-players. To this end, a practitioner needs to uphold certain **principles** when practicing in this industry, namely:

Avoiding conflict of interest	This means understanding when a conflict of interest arises and speaking up to the parties present about the possible conflict to ensure that my integrity and honesty are not brought into question. This includes opportunities when I might be given information that I could use to my own advantage, but that could undermine my integrity and honesty.
Building and enhancing relationships	When acting in the best interest of my client, my focus is on building and enhancing long term relationships that are built on trustworthiness and reliability.

Upholding safety, health and welfare of the public      As a competent practitioner who is proficient in what I do, I have the required insight and understanding into the laws, codes and principles governing safety, health and welfare of the public within my area of responsibility. I therefore ensure that the work I complete is compliant with these laws, codes and principles to ensure the well-being of my client, as well as the public that I affect.

Remaining in good standing      As a practitioner in this industry, I need to remain in good standing in terms of the laws governing South Africa. I also need to ensure that I abide by the codes set out by international counterparts within this industry.

Finally, it is important that I realize that the certificates, logos and marks entrusted to me as a member of SACIA remain their property. Should, for any reason, our relationship be terminated, I am responsible to return this property to their care.

I, \_\_\_\_\_ (full name) (ID No.: \_\_\_\_\_)  
do hereby agree to abide by the SACIA Code of Professional Conduct.

Signature \_\_\_\_\_ Date \_\_\_\_\_



## ANNEXURE D: SCHEDULE OF FEES - 2018



### 1. Individual membership

	FEE TYPE	COST
Once-off registration fee	REG	R575.*
Annual membership fee <i>Does not apply if applicant is paid-up member of recognised affiliate body (SASC, IPO, Animation SA, SABA, SWIFT)</i>	MEM	R575.*
Annual Certification Fee: Associate	ASSOC	R1,150.*
Annual Certification Fee: Practitioner	PRACT	R1,610.*
Annual Certification Fee: Professional / SASC	PROF	R2,070.*

\*All amounts incl. VAT @ 15%

#### Reference number

All payments **MUST** be accompanied by the reference. This includes your initial, surname and fee type. Without this reference number payments are very difficult to reconcile.

Please email proof of payment to [accounts@sacia.org.za](mailto:accounts@sacia.org.za).

#### Banking Details

Name of account holder	SACIA
Bank	First National Bank
Branch Code	260 950
Branch	Wierda Valley
Account no.	62257021304