



## Certification Handbook for Members



22 January 2017

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# 1 BACKGROUND AND INTRODUCTION

The purpose of this handbook is to present members active within the animation community with all the information that they need to know about how to become a certified individual member of the Southern African Communications Industries Association (SACIA).

The various aspects of membership include:

- certification programmes offered by SACIA
- SACIA code of professional conduct
- disciplinary process under the code of conduct
- continuing professional development (CPD)

## 1.1 Vision

In November 2016 Animation SA was recognised as an affiliate body by the Southern African Communication Industries Association (SACIA). In terms of this affiliate agreement, individual members of Animation SA are eligible to apply for the SACIA CertBCT designations registered with SAQA. SACIA grant a reduction in the annual membership fee payable by certified members who are also members of a SACIA affiliate body. The objective of both bodies is to promote the adoption of professional standards and ethical business practices within the animation community, and to recognise excellence in all aspects of our profession.

## 1.2 Mission

Animation SA and SACIA aim 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 within the region
- endorse appropriate trade shows and facilitate travel packages to international events
- negotiate preferential services for the benefit of members – including medical benefits, insurance and savings plans
- develop an industry-specific bursary programmes and promote the development of the broadcast and pro-AV industry in the region
- organise, support, promote or participate in award functions, ceremonies and events that encourage excellence in communications, broadcasting and the professional AV industry
- promote diversity and transformation in such a manner as to ensure that the Association reflects the population demographics of South Africa

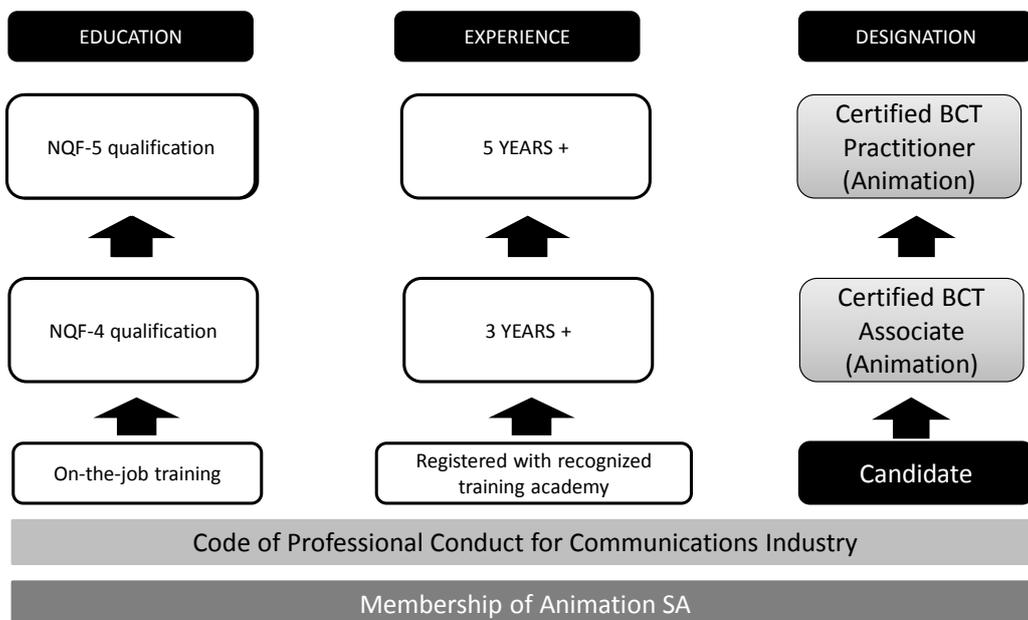
## 1.3 Values

The values that underpin professional conduct within the animation industry include:

- Honour
- Integrity
- Reliability
- Honesty
- Accuracy

## 2 Professional Recognition Framework

The professional recognition framework supports the objectives of both Animation SA and SACIA in professionalization of the animation industry.



### 2.1 Professional Designations and Certifications

Different types of professional designations are offered by SACIA, including the Associate and Practitioner designations.

- Certified BCT Associate (Animation)
- Certified BCT Practitioner (Animation)

Each of these 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, 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 CertBCT Assoc (Animation) should be able to demonstrate a broad understanding of the content production process, and a comprehensive understanding of the art and craft of animation.

### Benefits

Use the designatory letters for Certified Broadcasting Communications Associate (CertBCT Associate) behind their name

Offer employers and colleagues assurance of commitment to the adoption of professional standards in the animation industry

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

### Qualifying criteria

Applicants must have:

- At least 3-year experience in the animation industry.
- Matric certificate (National Senior Certificate, NQF 4) or equivalent
- Provide a portfolio of evidence supporting their application
- Gained an endorsement from a person of good standing within the animation 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 any recognised affiliate body. For individuals applying for a Cert BCT designation with a specialisation in animation, membership of Animation SA is recommended.
- pay an annual certification fee to SACIA
- 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 CertBCT Pract (Animation) should be able to demonstrate a comprehensive understanding of the animation process, including admin 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.

### Benefits

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

Offer employers and colleagues assurance of commitment to the animation 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
- Gained an endorsement from a person of good standing within the animation 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:

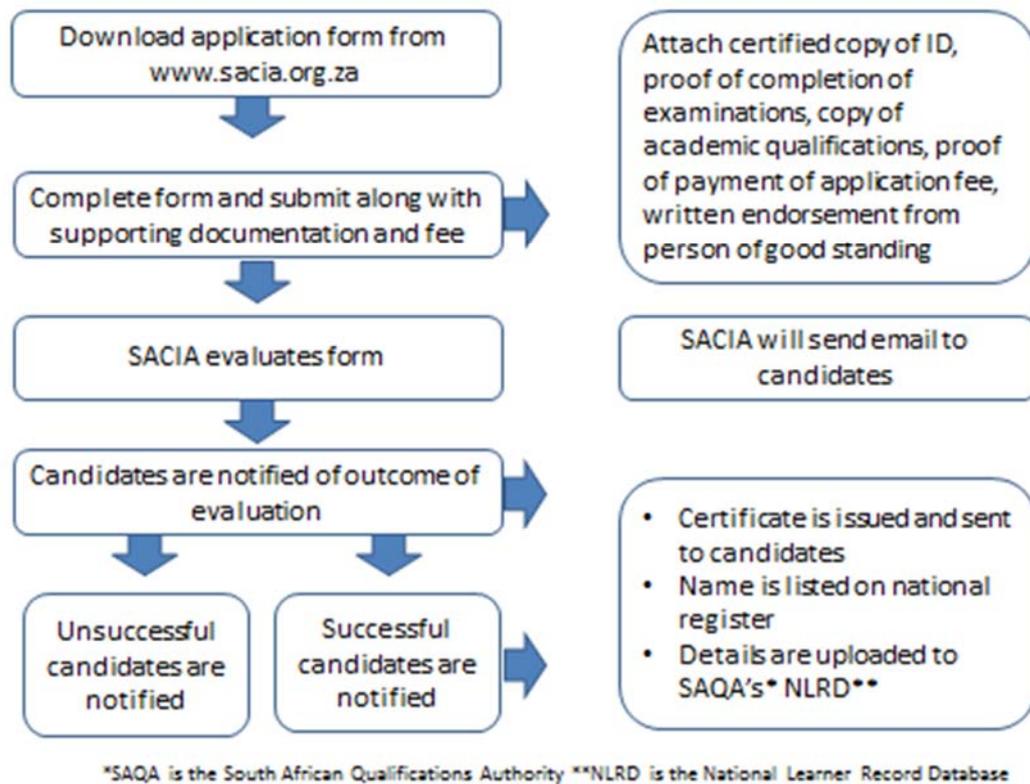
- maintain annual membership of SACIA or any recognised affiliate body. For individuals applying for a Cert BCT designation with a specialisation in animation, membership of Animation SA is recommended.
- pay an annual certification fee to SACIA
- subscribe to the ***SACIA code of professional conduct***
- 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; and,
- Certificates issued by SACIA remain the property of SACIA and must be returned should the individual for any reason lose their status as designee.

## 2.3 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. This includes proof of membership of Animation SA and the required certification fee.

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.

<sup>1</sup> D – Schedule of Fees

Successful candidates are certified and their name is added to the **SACIA National Register of Certified Associates, Practitioners and Professionals in AV and BCT**<sup>2</sup>.

## 2.4 SACIA Code of Professional Conduct

All certified members must adhere to the **SACIA Code of Professional Conduct**<sup>3</sup>.

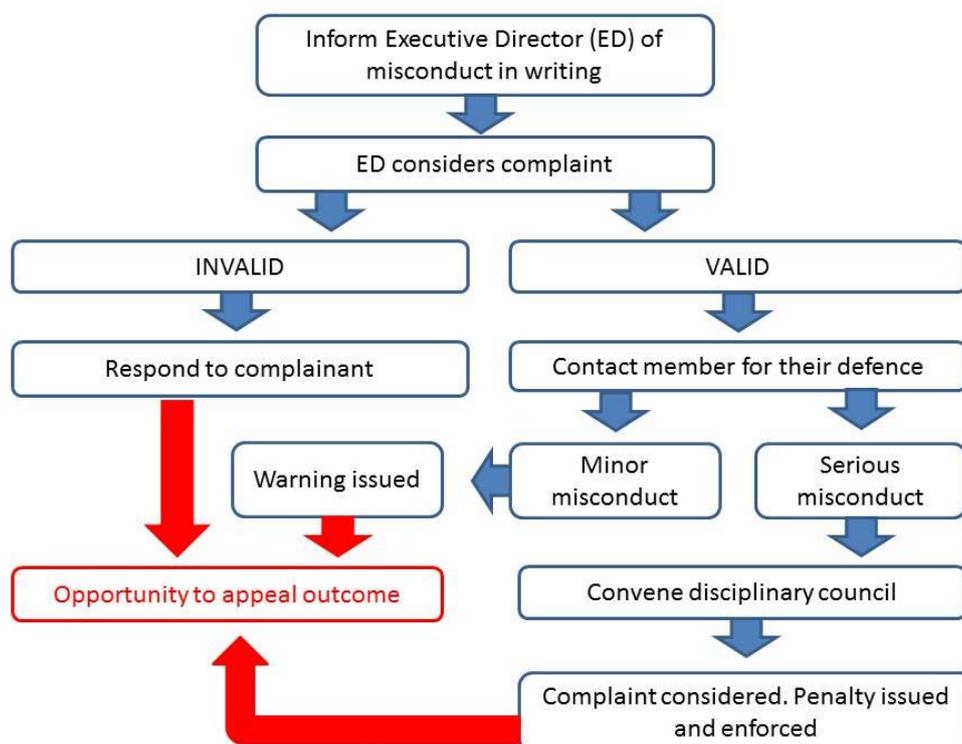
### 2.4.1 Declaration

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

### 2.4.2 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:



<sup>2</sup> B - National Register for SACIA Certified Associates, Practitioners and Professionals.

<sup>3</sup> C - SACIA Code of Conduct

Penalties can include any one of the following:

- Suspension from membership
- Revoke designation
- 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 and Animation SA 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 70 points in the three-year period, as determined by 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.

It is also 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> <b>Max: 18 CPD points</b></p>	<p>This is calculated at 6 points per year of relevant employment within the industry.</p> <p>Employment that is not relevant to the designation will not be considered part of the CPD programme.</p>
<p><b>Training attended or presented</b> <b>Max: 60 CPD points</b></p>	<p>A designee is awarded CPD points based on relevant training attended, or training offered in their capacity as facilitator or trainer.</p> <p>CPD points are allocated as follows:</p> <ul style="list-style-type: none"> <li>• 1 hour – 1 CPD point</li> <li>• ½ day – 4 CPD points</li> <li>• full day – 8 CPD points</li> <li>• 2 days or more – maximum of 16 CPD points</li> </ul> <p>CPD points are awarded to all relevant training attended by the designee. However, 50 of the CPD points claimed for training need to be gained through participation in SACIA validated training programmes.</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, with a maximum 50 CPD credits claimed within an evaluation period.</p>
<p><b>Publications, books and articles</b> <b>Max: 5 CPD points</b></p>	<p>1 CPD point is awarded for relevant articles published in industry related publications.</p> <p>CPD points are also allocated to the reading of industry related material. ½ CPD point is allocated per 2 hours of reading time.</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>Conferences or seminars or workshops</b> <b>Max: 10 CPD points</b></p>	<p>2 CPD points are allocated per participation in relevant industry conferences, association events, workshops or seminars. However, SACIA may award specific CPD points for specific events and attendance at endorsed trade shows</p>
<p><b>Mentoring and coaching</b> <b>Max: 20 CPD points</b></p>	<p>A designee can participate as a mentor or mentee in a formal mentoring or coaching process. Evidence of meetings, communications and telephone logs need to be included in the CPD report to validate claims.</p> <p>1 CPD point can be claimed for every content-bearing hour of engagement.</p>
<p><b>Volunteer activities</b> <b>Max: 20 points</b></p>	<p>SACIA 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

The **SACIA CPD record card**<sup>4</sup> is used to record CPD activities. This should be kept up to date by the designee. The CPD record card should also be accompanied by documentation validating the activities included in the record card.

Documentation includes

- 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 protégé confirming mentoring relationship

### 3.4 CPD record card submissions

Submissions are made on the dates specified by SACIA. Dates are communicated to designees during the CPD period. These submissions are made electronically via email to [cpd@sacia.org.za](mailto:cpd@sacia.org.za).

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<sup>4</sup> E – SACIA CPD record card

## 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 and qualifications
- Certified copy of ID
- Proof of membership of Animation SA
- Nomination letter - Proof of payment of registration fee – this is non-refundable

### PERSONAL DETAILS

Titles (Mr/ Mrs/Ms/Other)	_____	Name of Company (where applicable)	_____
Surname	_____	VAT No. (of company)	_____
First Names	_____	Home Address	_____
Known as	_____		
Date of Birth	_____		
Nationality	_____	Code	_____
ID No.	_____		
Alternative ID No.	_____	Postal Address	_____
Alternative ID Type	_____		
SACIA Membership No.	_____	Code	_____

Male	
Female	

Province

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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 **R570.00** (incl. VAT) as well as the appropriate certification fee (see page 22).

SACIA - First National Bank

Branch: Wierda Valley

Code: 260 950

Account: 62257021304

Please contact the Executive Director at [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 remember that for Professional designations the candidate is required to demonstrate a deep understanding in an area of specialisation of their choice and it would be appropriate for your nomination to reference there specialisation].

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 A(ii): Curriculum Vitae

Full name			
Surname			
ID number		Age	
Postal address	Code:	Email address	
Mobile no.		Tel no. (W)	

### 1. EDUCATIONAL HISTORY

#### 1.1 List of Qualifications

Date of registration / graduation	Name of institution	Qualification gained

#### 1.2 List of Training Completed

Date	Training company name	Name of training course



### 3. OTHER INTERESTS / HOBBIES / INDUSTRY AWARDS

(Only include what is relevant to this application)


### 4. REFERENCES

Name & Surname	Company	Contact Details

## ANNEXURE C: SACIA Code of Professional Conduct

Members of SACIA who are practitioners and professionals practicing in the broadcast, communications and professional AV 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 - 2017



### 1. Individual membership

	FEE TYPE	COST
Once-off registration fee	REG	R570.*
Annual membership fee <i>Does not apply to members of Animation SA or any other recognised affiliate body</i>	MEM	R570.*
Annual Certification Fee: Associate	ASSOC	R1,140.*
Annual Certification Fee: Practitioner	PRACT	R1,596.*

\*All amounts incl. VAT

#### 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

## ANNEXURE E: SACIA CPD RECORD CARD

<b>Name</b>	
<b>SACIA membership no.</b>	
<b>Professional Designation</b>	

**Please note:**

- submit electronic copy to [cpd@sacia.org.za](mailto:cpd@sacia.org.za)
- submission to be made in word or excel for ease of evaluation
- supporting documentation also to be submitted electronically in PDF format
- ensure that confirmation email from SACIA is kept on record

<b>CPD Activity</b>	<b>Date</b>	<b>Duration</b>	<b>Name of company / trainer / event / publication</b>	<b>Description / reference to evidence of participation</b>
<b>Employment</b> Max: 18 CPD points				
<b>Training attended or presented</b> Max: 60 CPD points				
<b>Publications, books and articles</b> Max: 5 CPD points				
<b>Conferences or seminars or workshops</b> Max: 10 CPD points				
<b>Mentoring and coaching</b> Max: 20 CPD points				
<b>Volunteer Activity</b> Max: 20 CPD points				

I hereby acknowledge that the content of this CPD record card is a true reflection of my CPD activities that I have completed in the past 3 years.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_