



Handbook for Members



1 November 2015

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1. BACKGROUND AND INTRODUCTION

The purpose of this handbook is to present members 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:

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

1.1 Vision

The Southern African Communication Industries Association (SACIA) will provide a service to companies and individuals involved in the broadcast, communications and professional AV industry by providing a forum for discussion and by providing information to assist them in their business.

1.2 Mission

SACIA aims to:

- promote the professionalisation 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

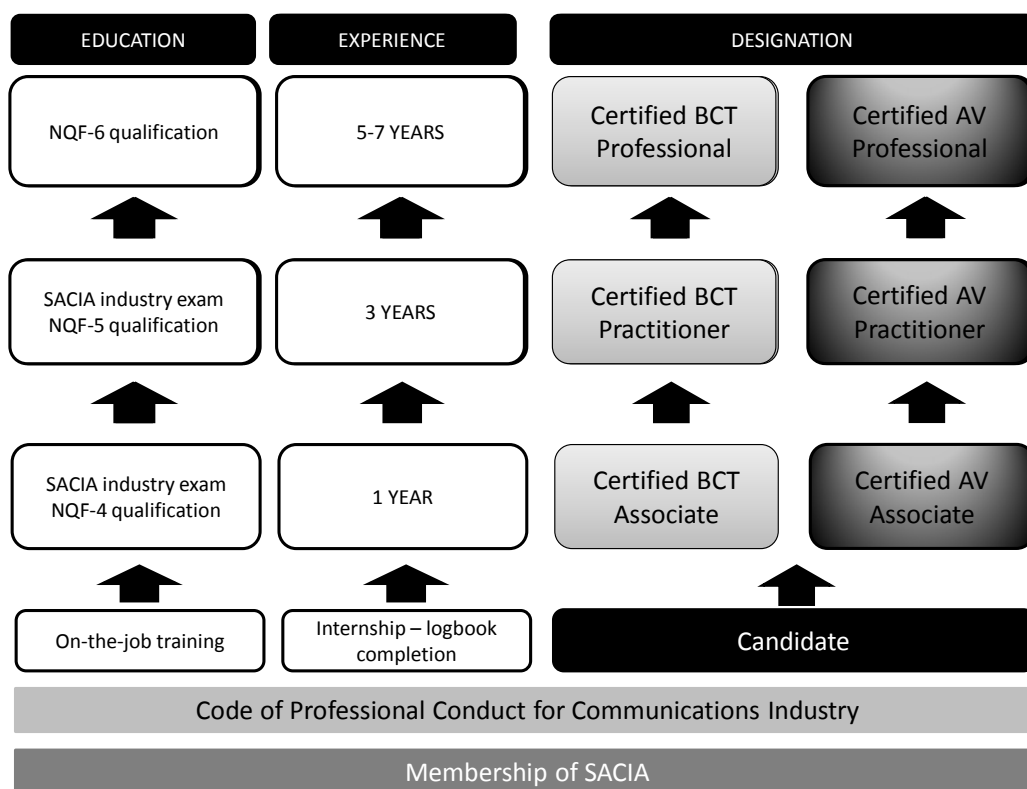
1.3 Values

The values that underpin professional conduct within the broadcast, communications and professional AV industry include:

- Honour
- Integrity
- Reliability
- Honesty
- Accuracy

2. PROFESSIONAL RECOGNITION FRAMEWORK

The professional recognition framework supports the objective of SACIA in professionalization of the broadcast, communications and professional AV industry.



The framework is aligned to two internationally acclaimed bodies in the industry, namely:



- InfoComm – the global trade association for the audio-visual industry. They have certified more than 9000 AV professionals around the world through their CTS certificate. The certificates – CTS, CTS-I (specialist AV installer) and CTS-D (specialist AV Design) are ANSI¹ accredited under the international Organisation of Standardisation (ISO) and the International Electro-technical Commission (IEC) – ISO / IEC 17024: General Requirements for Bodies Operating Certification Schemes of Persons programme.
- IABM – the International Association of Broadcasting Manufacturers is a UK-based trade association posited as “the only international association that represents the broadcast and media technology supply industry worldwide”. Training is delivered through the IABM Academy (and through SACIA in South Africa). The certification scheme is delivered through the IABM Educational Foundation.

South African professional designations included in the SACIA framework align to the certifications offered by these bodies.

2.1 Professional Designations and Certifications

Different types of professional designations are offered by SACIA, including the Associate, Practitioner and Professional designations. However, SACIA recognises that there are two sectors within the industry, namely audio visual (AV) and broadcasting communications technology (BCT). To this end, professional designations are awarded in each area of specialisation:

- Certified AV Associate
- Certified AV Practitioner
- Certified AV Professional
- Certified BCT Associate
- Certified BCT Practitioner
- Certified BCT Professional

¹ ANSI is the American National Standards Institute

Each of these designations is awarded through an assessment of the individual's good standing in the industry, 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 criteria for qualifying 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.

2.1.1 Audio-Visual (AV)

2.1.1.1 Certified AV Associate

Description

The Associate Member is able to demonstrate a broad understanding of 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

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

2.1.1.2 Certified AV Practitioner

Description



The practitioner is able to demonstrate a comprehensive understanding of the audio visual industry.

Benefits

Use the designatory letters (CertAVPrac) 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

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

2.1.1.3 Certified AV Professional

Description

The Professional is able to demonstrate a deep understanding of the AV industry in an area of specialisation of their choice.



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

Continuing professional development (CPD) requirements

Designated members are required to:

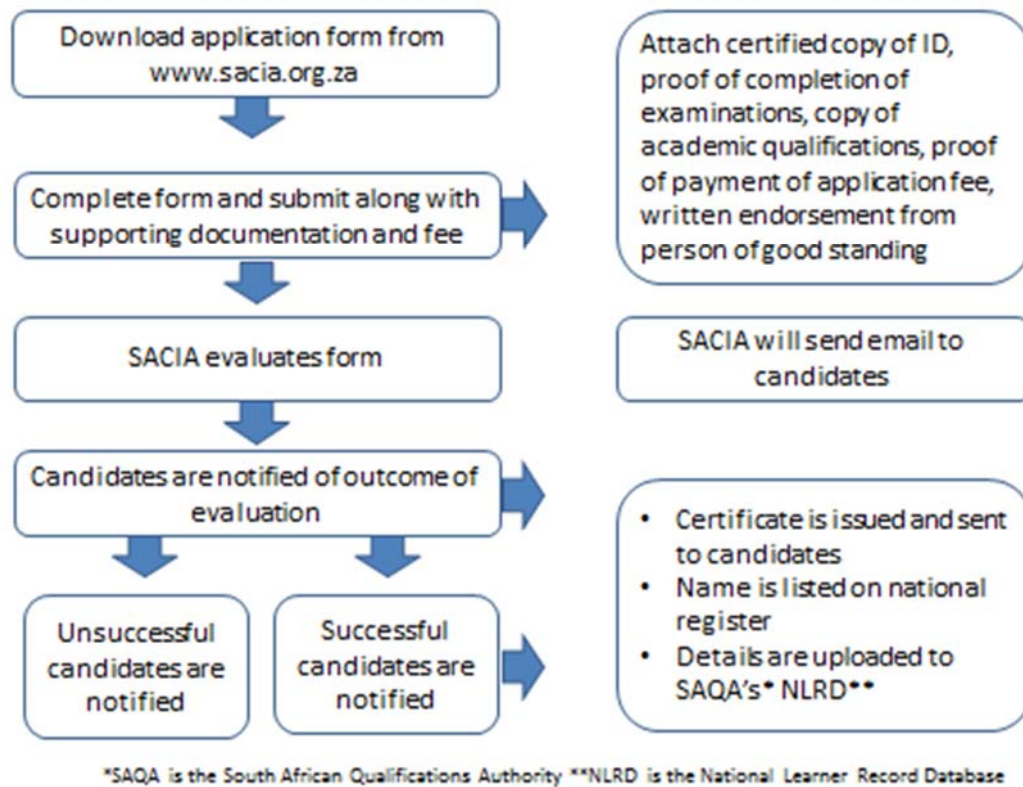
- maintain annual membership of SACIA
- subscribe to the **SACIA code of professional conduct**
- comply with the **CPD requirements** as stipulated by SACIA

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.

2.2 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 and proof of payment of the registration fee.

Candidates are notified of outcome of evaluation. Certification fee² 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 in order 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 in order 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 in AV and BCT**³.

² D – Schedule of Fees

2.3 SACIA Code of Professional Conduct

All certified members must adhere to the **SACIA Code of Professional Conduct**⁴.

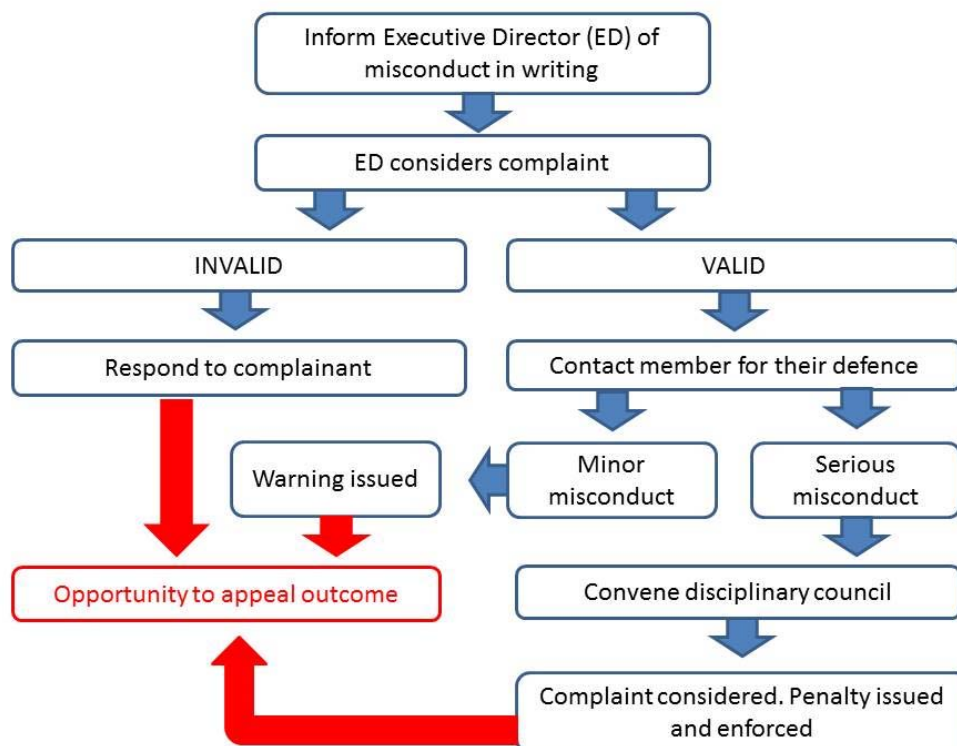
2.3.1 Declaration

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

2.3.2 Disciplinary Process under the SACIA Code of Conduct

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 made up of members of the SACIA board.

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



The process is as follows:

- Complaints are issued in writing by members about members
- Correspondence is addressed to CEO

³ B - National Register for SACIA Certified Associates, Practitioners and Professionals in Audio Visual and Broadcasting and Communications Technology

⁴ C - SACIA Code of Conduct

- CEO considers the complaint:
 - If it is not valid, then CEO communicates in writing to complainant
 - If it is valid, then CEO contacts the member for their defence
 - appeal can be lodged should the applicant be dissatisfied with the response from the CEO
- Disciplinary committee convenes
- Complaint is presented to disciplinary committee
 - Committee convenes after investigating allegations
 - Disciplinary hearing is called with complainant and defendant invited to participate
- Penalty is issued

Appeals:

There are various opportunities to appeal the outcome of the process, including:

- Outcome of initial submission
- Outcome of warning issued to applicant
- Outcome of penalty issued to defendant

Penalties can include any one of the following:

- Suspension from membership
- Revoke designation
- Issue fine
- Issue warning

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

2.4 Membership of SACIA

Membership of SACIA is available to individuals and companies active within the communications, broadcast and pro-AV industry in Southern Africa. Admission to membership is at the discretion of the Executive Committee.⁵

⁵ This is specified in SACIA's Constitution on page 2.

3. CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

SACIA members that 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.

Each individual 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 2012 – 28 Feb 2014, cannot claim points for workshops attended before 1 March 2012.

3.2 Types of CPD activities

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

<p>Employment Max: 18 CPD points</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>Training attended or presented Max: 60 CPD points</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"> • 1 hour – 1 CPD point • ½ day – 3 CPD points • full day – 5 CPD points • 2 days or more – maximum of 7 CPD points <p>CPD points are awarded to all relevant training attended by the practitioner. However, 50 of the CPD points claimed for training need to be gained through participation in SACIA validated training programmes.</p>
<p>Publications, books and articles Max: 5 CPD points</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>Conferences or seminars or workshops Max: 10 CPD points</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.</p>
<p>Mentoring and coaching Max: 20 CPD points</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>

3.3 Recording of CPD activities

The **SACIA CPD record card**⁶ 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 mentee 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.

4 Grandfather clause

In awarding professional designations SACIA recognises that there may be experienced professionals worthy of a designation who do not hold an underlying NQF-level 6 qualification.

SACIA will consider the award of a Certified BCT Professional designation to recognised industry professionals who can demonstrate 14 years of relevant professional experience and are endorsed by two certified professional members in good standing.

SACIA will consider the award of a Certified AV Professional designation to recognised industry professionals who can demonstrate 10 years of relevant professional experience and are endorsed by two certified professional members in good standing.

This grandfather clause will only apply for a limited time and is designed specifically to establish our professional designations.

⁶ E – SACIA CPD record card

5 Partial or full exemption of fees

5.1 Retired members

SACIA certified professionals aged between 55 and 70 who are retired and who do not receive income from work relating to the broadcast or audio visual profession amounting to more than 30 hours per month qualify for a discounted annual fee. Contact accounts@sacia.org.za for more information on discounts that apply.

5.2 Unemployed members

Registered persons who are unemployed at the date of renewal of their membership may apply for a discounted annual fee. Contact accounts@sacia.org.za for more information on discounts that apply.

ANNEXURES

ANNEXURE A: APPLICATION FORM

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

- Full curriculum vitae
- Certified copies of certificates
- Certified copy of ID
- 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

--

Required for SAQA reporting:

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

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

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.

Please refer to page 25 of the SACIA Membership Handbook for full fee structure.

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

Please contact the Executive Director at 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

[Letterhead]

Certification Council

SACIA

[date of application]

[name of representative]

[position]

[place]

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 of representative]

Mobile: [mobile number]

Email: [email address]

SACIA membership no.: [number] (although this is recommended, it is not a requirement that the person supporting the nomination be a SACIA member)

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

2. EMPLOYMENT HISTORY

Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held
Key Responsibilities:		
Year	Company Name	Position Held

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



Schedule of Fees: 2015

1. Individual membership

	FEE TYPE	COST
Once-off registration fee	REG	R570.*
Annual membership fee (no designation):	MEM	R570.*
Annual Membership Fee: Associate	ASSOC	R1,140.*
Annual Certification Fee: Practitioner	PRACT	R1,596.*
Annual Certification Fee: Professional	PROF	R2,052.*

**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.

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



SACIA CPD record Card

Name	
Surname	
SACIA membership no.	
Professional Designation	

Please note:

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

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

CPD Activity	Date	Duration	Name of company / trainer / event / publication	Description / reference to evidence of participation
Max: 10 CPD points				
Mentoring and coaching 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.

Signed:

Name & Surname:

Date:
