



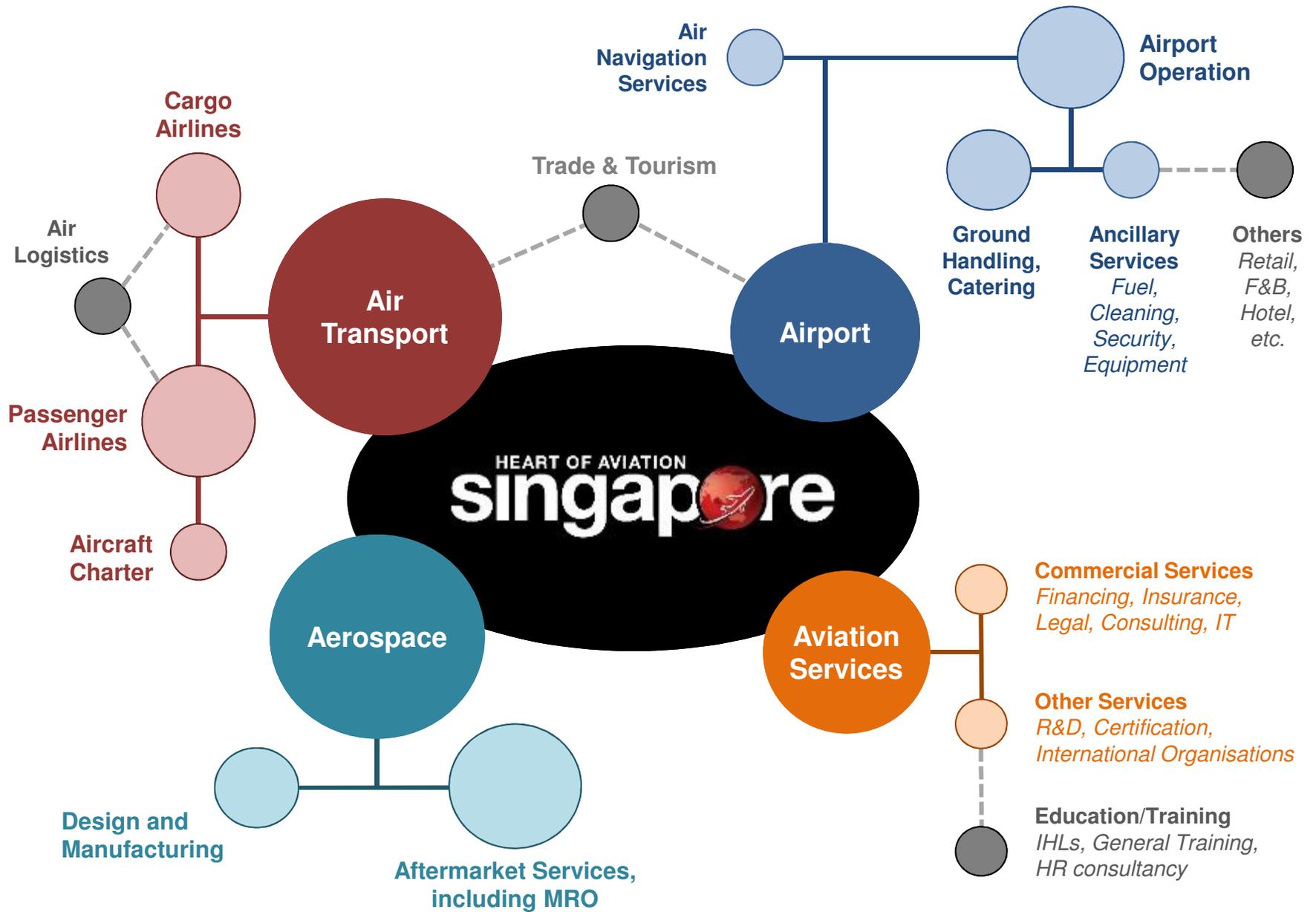
Developing and Promoting Aviation Careers in Singapore

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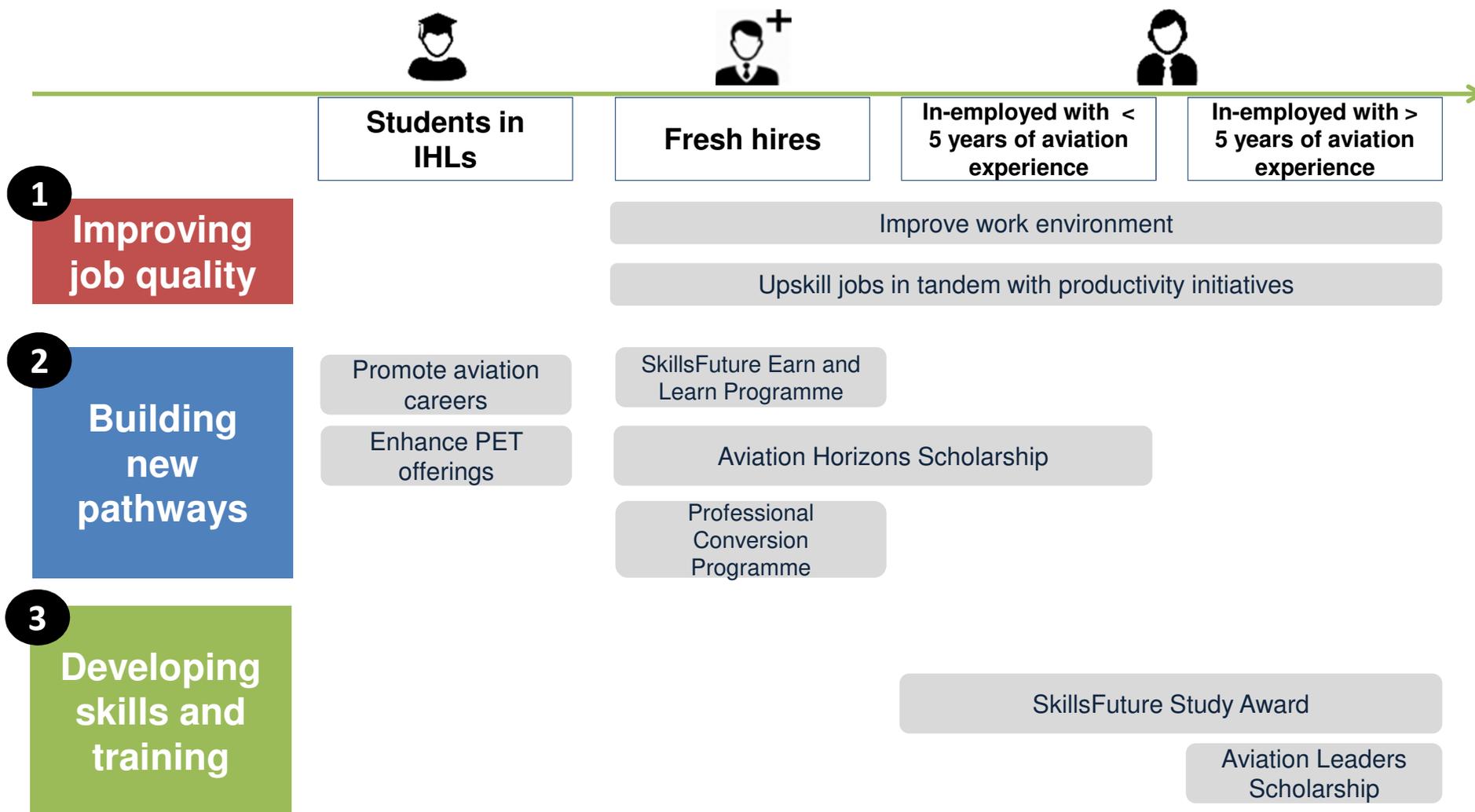
28 November 2017

CAAS

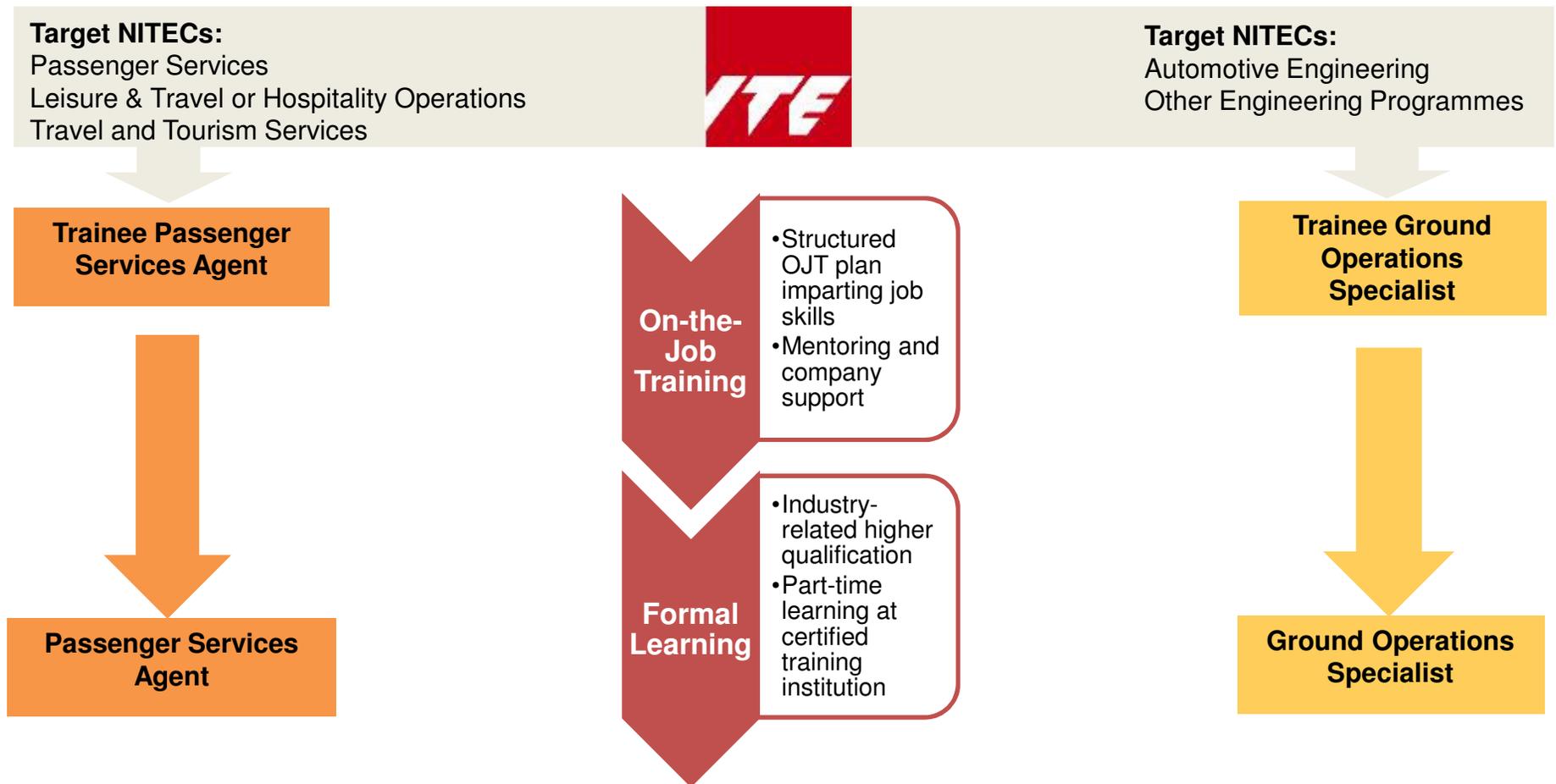
Civil Aviation Authority of Singapore



We adopted a life cycle approach to develop the workforce



Two SkillsFuture Earn and Learn Programmes in the Air Transport Sector for young workers



* Excludes allowances and overtime pay

An integrated system of education and training



Students in IHLs



Fresh hires



Mid career entrants & in-employed workers

Air Transport Skills Framework to standardise skills and professionalise jobs



Industry Specific Training

ITE

- **Current** Higher NITEC in Passenger Services
- **Higher NITEC in Airport Operations**
- * New/expanded pipeline for jobs in key airport processes

Polytechnic

- **Current** Diploma in Aviation Management

University

- **Current** private degrees in aviation
- **Planned air transport degree** *
Upgrading option for diploma graduates

SkillsFuture Earn and Learn Programmes (ELP)

2 ELPs leading to part time Diploma in Engineering

Company Specific Training

Enhanced internships

In-house training

- Skills training for productivity initiatives

Bringing in mid-careers

Initiative

Professional Conversion Programme for Air Transport

Target audience

Professionals, Managers and Executives from non Air Transport sector

6 months training programme

Professional
Certificate in
Air Transport



In-house
Classroom
Training



In-house
structured on-the-
job-training (OJT)

Benefits to workforce

- Move PME into hiring companies
- Obtain industry-recognised qualifications
- Have a confirmed job placement with a competitive salary and career progression

Promoting Aviation Careers



OBJECTIVES

- *To develop a passion in our youth*
- *To educate youth about Singapore aviation and its careers*



**Aviation
Learning
Journeys**



**Aviation
Open House**



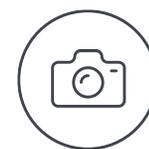
Air Scouts



**Inspiring
Aviators Talk**



**Engaging
youth via
social media**



**Media
campaign**



Aviation Learning Journeys



For secondary & tertiary students



Over 10,000 have experienced ALJ



Interactive overview of aviation industry students



Site visits to aviation company / IHL



Aviation Open House



For secondary & tertiary students



Held once every two years



Recruitment and career booths by aviation companies



Aviation courses exhibition by IHLs



Air Scouts



Partnership with
Singapore Scouts
Association



For primary and
secondary schools,
ITEs and polytechnics



Aviation-themed
learning experiences
for other Scout units



Inspiring Aviators Talk



Prolific aviation professionals are invited to share their personal experiences with students



Held twice a year, targets mainly tertiary students already in aviation



Previous guest speakers included Ms Nancy Graham, former ICAO Director of the Air Navigation Bureau



Social media engagement



www.facebook.com/WEAREAVIATORS

- Provide a platform for the youth to engage each other on their common passion in aviation
- Over 57,000 following We Are Aviators FB page



Media campaign

- Media campaign enables mass outreach to enhance branding of aviation and its careers
- Features in-service aviation workers and true stories to showcase real people and situations behind Singapore aviation and their stories
- Outdoor advertising at locales with high youth footfall: bus stop posters near schools and wall display at train station frequented by youths
- Most of the campaign was conducted via precision targeting through digital and online platforms used frequently by students: Facebook, YouTube, Google etc

Thank you