

FACT SHEET

LAUNCH OF THE TRAINING AND ADULT EDUCATION INDUSTRY DIGITAL PLAN

Background

1. The Training and Adult Education (TAE) industry plays a key role in supporting the pursuit of skills mastery and enhancing the capabilities of Singapore's workforce. TAE is a diverse sector¹, which includes both publicly-funded and private training institutions, as well as self-employed trainers. With over 1,000 organisations in the industry, of which 98% are SMEs, the TAE industry employs over 20,000 of Singapore's workforce.
2. Just as companies in Singapore's economy are transforming through digital and technological advancements, the TAE sector can also exploit such technologies for greater productivity and a stronger value proposition. Digital technology is thus an important enabler for companies in the TAE sector to expand training modalities, streamline processes, and enhance their competitiveness.

TAE Industry Digital Plan

3. Aligned to the TAE Industry Transformation Map (ITM), the TAE Industry Digital Plan (IDP) is part of the SMEs Go Digital programme² that aims to make going digital simple for SMEs.

¹ These include the Private Education Institutions, Post-Secondary Education Institutes, Institutes of Higher Learning, Business Training Consultancy Organisations, Public Sector Training Institutions, Associations and Professional Bodies' Training Arms/Functions

² www.imda.gov.sg/SMEsGoDigital



INFOCOMM MEDIA DEVELOPMENT AUTHORITY | SMEs GO DIGITAL

3 STEPS TO GO DIGITAL

1 | Is your business digital-ready?
Find out using the Industry Digital Plan (IDP) for your sector.

2 | How do you get started?
Take up pre-approved solutions with grant support.

3 | Where can you get help?
Contact your nearest SME Centre for support.

For more information
Scan the QR code or visit www.imda.gov.sg/SMEsGoDigital

Support available

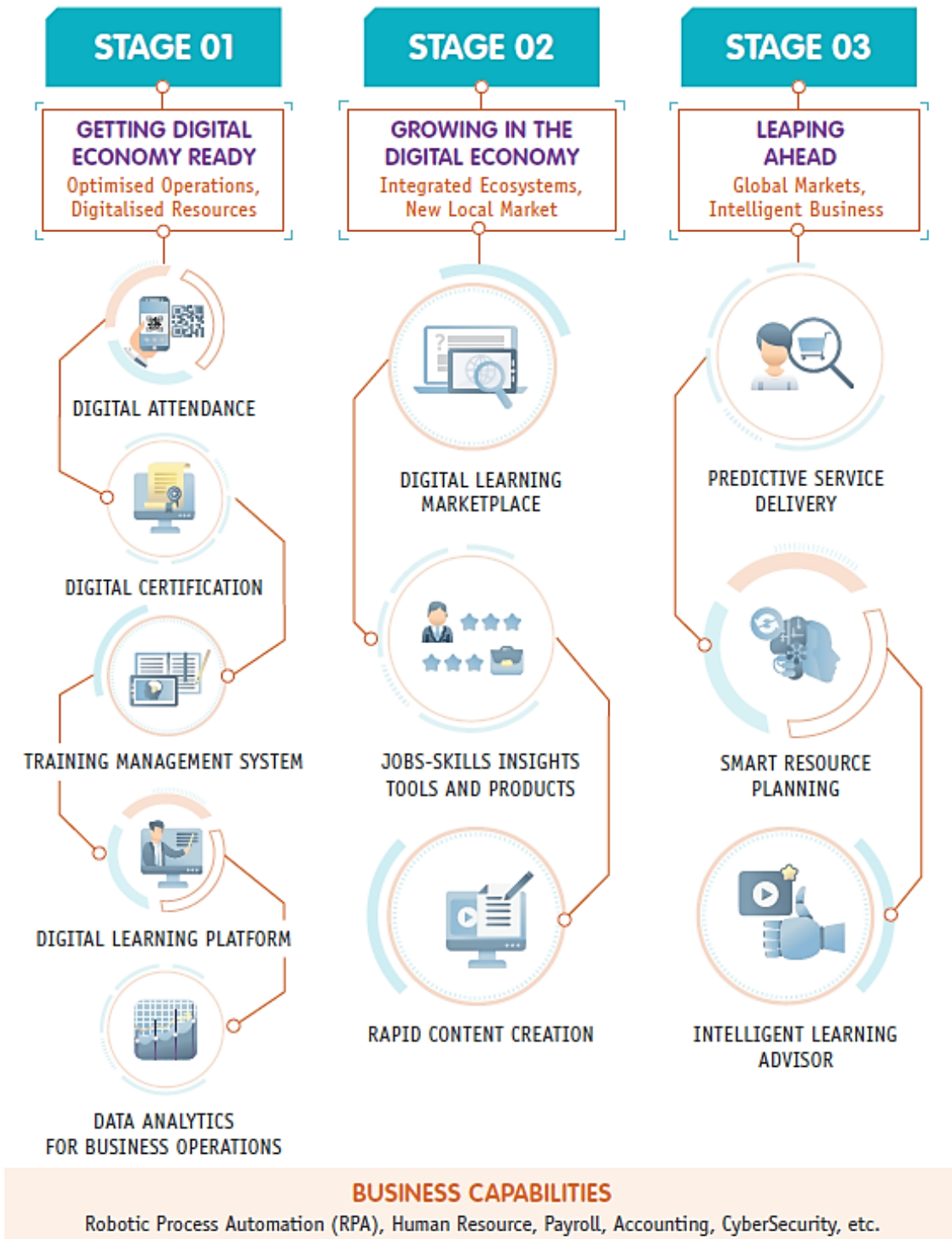
- Pre-Approved Solutions
- Start Digital Pack
- Grow Digital
- Consultancy Services (SME Digital Tech Hub)
- Government Grants (e.g. Productivity Solutions Grant (PSG); SkillsFuture Enterprise Credit (SFEC))
- Digital Resilience Bonus
- Digital Project Management Services

4. The Infocomm Media Development Authority, in partnership with SkillsFuture Singapore and the industry, jointly developed the TAE IDP to guide SMEs in their digital transformation efforts. It provides SMEs in the TAE sector with an easy-to-use, step-by-step guide on the digital solutions to adopt at each stage of their growth. The IDP will be updated over time as the industry progresses and newer, more relevant technologies are introduced.
5. The three-stage digital roadmap of the IDP charts out the digital solutions that SMEs in the TAE industry can adopt at each stage of their growth. Larger enterprises in the TAE industry can also use the digital roadmap to guide their digital journey.

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DIGITAL ROADMAP

Providing guidance to TAE institutions to leverage digital solutions.



- **Stage 1: Getting Digital Economy Ready.** The initial stage aims to help SMEs get ready for the digital economy with basic digital solutions that enable SMEs to kick start their digital journey, optimise operations and channel digitalised resources into providing higher-value work.
 - **Stage 2: Growing in the Digital Economy.** The second stage highlights digital solutions that enable SMEs to participate in integrated ecosystems to maximise resources and open access to new local markets.
 - **Stage 3: Leaping Ahead.** The third stage identifies advanced digital technologies that SMEs can adopt to extend their services and product offerings globally.
6. The IDP also includes a Digital Roadmap on Training to ensure that the industry's workforce is adequately equipped with the necessary skills to adopt digital solutions, and ready for changes that come with digital transformation.

DIGITAL ROADMAP ON TRAINING

	STAGE 01	STAGE 02	STAGE 03
<p>"TECH BASICS"</p> <p>All employees in Industry</p>	<p>GETTING DIGITAL ECONOMY READY</p> <ul style="list-style-type: none"> • SkillsFuture for Digital Workplace • Approaches to Blended Learning • Digital and Agile Transformation • Cybersecurity Awareness 	<p>GROWING IN THE DIGITAL ECONOMY</p> <ul style="list-style-type: none"> • Essentials of Digital Marketing • Trade and Business in the Digital Marketplace 	<p>LEAPING AHEAD</p> <ul style="list-style-type: none"> • AI & Machine Learning Awareness • Introduction to Blockchain Technology and Smart Contract
Vendor-specific Solutions Training			
<p>"TECH ADVANCED"</p> <p>Employees who use or explore advanced tech in their work / organisation</p>	<ul style="list-style-type: none"> • Creating Interactive eLearning • Workplace Learning Design • Data Protection Management • Digital Payment • Data Analytics and Visualisation • User Experience and Design • Blockchain Developer 	<ul style="list-style-type: none"> • Mobile Video Creation • Visual Learning Creation • Big Data Analytics • Squared Online Certificate in Digital Marketing 	<ul style="list-style-type: none"> • Deep Learning and Applications • Applied Artificial Intelligence with Python • Analytics and Computational Modelling • Machine Learning Driven through Data Science
These training programmes are aligned to Skills Framework and emerging areas under SkillsFuture Series			

Course Directory: <https://www.myskillsfuture.sg/content/portal/en/training-exchange/course-landing.html>



7. SMEs can also use the online checklist to assess their digital readiness and identify opportunities to go digital based on their current business operations, level of digitalisation and business expansion plans. For more information on the TAE IDP, visit: <https://www.imda.gov.sg/programme-listing/smes-go-digital/industry-digital-plans>

SMEs Go Digital

8. The sector-specific IDPs are central to the SMEs Go Digital programme. The programme also comprises the following:

- **Pre-Approved Solutions**

To make it easy for SMEs to adopt digital solutions recommended in the TAE IDP, IMDA provides a list of pre-approved solutions assessed to be market-proven, cost-effective and supported by reliable vendors. SMEs can visit GoBusiness Gov Assist (<https://govassist.gobusiness.gov.sg/productivity-solutions-grant/>) for the contact information of the pre-approved solution providers. If funding support is required, SMEs can apply for the Productivity Solutions Grant (PSG) on the Business Grants portal, before purchasing and implementing digital solutions.

SMEs can also participate in digital projects that are initiated jointly by IMDA and industry leaders. Such projects pilot new digital solutions or platforms that have the potential to uplift the whole sector.

- **Consultancy Services**

For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**³ for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cybersecurity, will be referred to the Principal Consultants at the **SME Digital Tech Hub**⁴. These digital consultancy services are provided at no cost to SMEs.

³ List of SME Centres can be found [here](#)

⁴ For more information, visit: www.digitaltechhub.sg

- **Digital Project Management Services**

SMEs can consider engaging **Digital Project Management Services**⁵ to support them in the implementation of digital solutions. The project managers can help with business process re-engineering and job redesign to get the maximum benefits and have more sustainable outcomes from going digital.

- **Start Digital**

For SMEs that are just starting their business or are new to digital technology, they can take up a **Start Digital Pack**⁶ to begin their business right with foundational and competitively-priced digital solutions. New SMEs can take up any two solutions free for at least six months with a minimum 18-month contract period from five categories: Accounting, Human Resources Management & Payroll, Digital Marketing, Digital Transactions and Cybersecurity. The solutions are pre-approved by IMDA and offered by Start Digital Partners like DBS, M1, Maybank, OCBC, Singtel and UOB.

- **Grow Digital**

For SMEs that are willing and ready to seize business opportunities in overseas markets, they can tap on Grow Digital to get a head start in going global. It connects SMEs to Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms pre-approved by IMDA that have regional or global reach. These platforms, pre-approved by IMDA and ESG, have strong networks with complementary business service providers (e.g. logistics and financing), good track record and experience in operating in multiple markets.

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⁵ Digital Project Management Services can be accessed [here](#)

⁶ www.imda.gov.sg/StartDigital

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

About SkillsFuture Singapore (SSG)

SkillsFuture Singapore (SSG) drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture of lifelong learning and promotes a quality ecosystem of adult education and training in Singapore. Through a holistic system of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG also works with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce.

For more information, visit www.ssg.gov.sg.

For media clarifications, please contact:

IMDA:

Jacqueline Cai (Ms)
Assistant Manager, Communications and Marketing, IMDA
Email: Jacqueline_Cai@imda.gov.sg

Chloe Choong (Ms)
Assistant Director, Communications and Marketing, IMDA
Email: Chloe_Choong@imda.gov.sg

SSG:

Sarah Lua (Ms)
SkillsFuture Singapore
DID: 9625 8878
E-mail: sarah_lua@ssg.gov.sg