

Registration of new *Content Creation* skill standard

Toi Mai Workforce Development Council has developed one new skill standard in the *Content Creation* domain.

Date new versions published

May 2024

Planned review date

December 2029

Summary

This skill standard covers introductory skills in podcasting, as well as more basic competencies around digital literacy and practical communication. It was developed in response to demand for these skills. This is consistent with findings from the review of qualifications in Journalism and Radio Broadcasting in 2022. These indicated a changing media landscape where there is now a need to be able to create and publish content across a range of platforms, as well as opportunities to independently create and publish content.

The skill standard was developed by Toi Mai WDC in conjunction with subject specialists currently involved with informal training in the podcasting space. The development took place in February and March 2024, after which the draft standard was distributed for consultation with key stakeholders in training and industry as well as on the Toi Mai WDC website. All feedback was considered and actioned where appropriate.

Main changes

- Skill standard 40153 was registered in new domain *Content Creation*.

Detailed list of standards – classification, title, level, and credits

All changes are in **bold**.

Arts and Crafts > Electronic Media > Content Creation

| ID | Title | Level | Credit | Review Category |
|-------|--|-------|--------|-----------------|
| 40153 | Create an interview podcast for social media | 2 | 5 | New |