

Interview with Suzana Trajkovska

Suzana is Project Consultant for the Macedonian Association for Game Developing (MAGDA).

Talent Matching: suggested questions for VET organisations

(Artistic or cultural training organisations that work with non-graduate entry level young people, including any organisation that works in some relevant way with young people to train or educate them to access training or work in the creative industries)

VET CONTEXT

- Does your organisation provide specialist Vocational and Educational Training (VET) exclusively for the Creative and Cultural Industries (CCIs) or does it provide more general cross-sectoral training?

VET in CCI – game development: Programming, 3D modeling,

VET cross sectoral: Business development (from idea to realization, usage of public funds, project management, Music for video games, Storytelling – scenario writing

- Do you think that the CCIs have specific employability and training needs that are distinct from other sectors? Where are the gaps?

Problem rises when they go to mainstream training providers (programming in some languages, and regular 3 D modeling) where they get techniques but don't get **problem solving and connect and combine the knowledge** from more key subject like mathematics, drawing, geometry.

Do the VET systems and institutions in your country provide training and support that is relevant to these needs?

Partially.

- Do you think vocational mentoring advice for the CCIs is best provided by CCI specialist mentors and training organisations or is it best provided by cross-sectoral VET organisations and advisers?

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Cross-sectoral VET organisations and advisers could provide cross sectoral mentoring for cross sector issues like business planning, fund raising for business ideas.

CREATIVE AND CULTURAL INDUSTRIES

- What different kinds of individuals does your organisation work with (e.g. young people, adult unemployed, disabled people, migrants, others)?

Young people, usually introvert, addicted to technology and screens. So this activity is basically socializing them and unfolding creative potential and provides income generation.

- What are the different challenges when trying to support these different groups to build a career in the creative industries?

The challenge is then the public awareness is inexistent or for these type of business activity, there are no start up funds and business ideas are difficultly assessed by usual funding option, bank loans. Products are intended for the international market where the completion is huge, no regulation on that market so the game can be stolen. There is no knowledge to for crowd funding, no support to attend international promotional fairs. No gender balance.

- What are the attitudes of creative employers to these different groups? What barriers do they face in finding work?

Work force fluctuation. Young people are searching for them selves in the carrer and look for challenges and progress, they get board fast. The employers are limiting the scope of their activity and creativity. Working hours are usually at night so regular working hours don't function.

- Does your organisation work with other agencies/intermediaries to help with talent matching in the CCIs? Please give examples.

Yes we work with the Faculty FICT – Bitola, GAUSS as NGOS, SEAVUS as training provider (3 D modeling), GG MK – internet live streaming emission specialised for game developers and game users.

- What makes a good CCI Talent Matching adviser/vocational mentor?

Practical experience, positive attitude, the mentor is part of the team working with the young people. To make journal of the process of game development with registered

opportunities and problem and decision made, for participative facing of problems in the game development. The CCI mentor should facilitate that process.

To have skills to make space for creativity process maturing – in communication terms not pressing concepts, schemes framing etc. (responsibility issue...)

- Does your organisation deliver programmes that use creativity and creative skills to help these different groups build a career and find work, for example through building soft skills and transferable skills? Can you give examples?
 - Business planning
 - Business plan Canvas
 - Networking
 - In plan Communication skills and Building and functioning of teams
 - Trends update on game world
 - Marketing information
 - Creating marketing plan and marketing strategy (global platforms registration and promotion) creating PR creating community that will support their games.

Need for Elevator Peech Peeching – present a project to an investor.

- Does your organisation use a specific framework/pedagogical approach to develop employability and entrepreneurship through creativity? Please give details.

There are developed Training Curricula for employability and entrepreneurship through creativity. Above the trainers are also reference for employability known in the network of employers.

- Are there qualifications available to accredit these skills? How appropriate are they? Is there a need to develop new, more relevant qualifications?

These training are accredited – not registered through COV. But Petar and the other members are part of Advisory board of the FICT – Bitola where employers define their needs for employees. There are special gaming courses on the Faculty. MAGDA is basically space for practical implementation of theoretical knowledge of the FICT.

- What are the most significant entry routes to the CCIs for new entrants with little or no work experience?

In case of MAGDA there are open doors for any young to access teh gameing development world beign supported by teh fellow members (young people0 and teh teh traniners.

- How does your organisation follow up and support individuals after they have found employment or started a business? What works to increase retention?

www.hive.mk is platform for the MAGDA community. In order to make relation MAGDA makes sure to have competing international or national, workshops, open day, visit schools, promoting success stories.

- Do you think the “Journey of Change” model is relevant to your context? How might it need to be adapted to fit the circumstances and context in your organization?

MAGDA is NGO that provides space HIVE for socializing and helping unfolding creativity in young people that are mostly isolated because of focused on their interest (games) but not at the edge of the society.

TRAINING AND QUALIFICATIONS FOR VOCATIONAL MENTORS

- What professional qualifications does a vocational mentor in your country need to have?
- Is there any requirement to be formally licensed or registered to perform the role of Talent Matching in the CCIs?

No.

- What are the main (a) skills (b) knowledge (c) experience that a CCI Talent Matching adviser needs to have?

(a) skills – tolerant, positive, good communication skills, asses the level for communication accepting attitude of young people, provide freedom, setting tasks according to their preferences

(b) knowledge – to know cross sectoral subjects besides typically CCI specialised knowledge

(c) experience – to have network

- Are there specific qualifications or professional training that are specifically relevant for Talent Matching advisers in the CCIs? If not, do you think there is a need for such qualifications/training?

There is no but is needed. To make mapping of the gaming industry, mapping of other IT industry that can participate in gaming industry, adequate tests to evaluate the skills of the young people, CCI mentors would need.

- Are the qualifications and training that are currently available appropriate for the career patterns and employment needs of the CCIs? If not, how could they be improved?

They are appropriate but need to still progress,

Like online tutoring, game development guidance (e.g. toolbox), online bloggers for gaming industries (followers usually to pick up on trends and inspiration)

- What are the success indicators for a Talent Matching adviser in the CCIs? Are these appropriate and relevant?

Indicators #:

Developed commercial product game

Creating team to become a start up

Competent Individuals that can join IT companies