

MEDIA ALERT

Monday 13 February, 2017

SAE Sydney opens doors to new \$12m creative media campus

SAE Creative Media Institute has opened the doors on **Sydney's largest dedicated creative media education institute**, welcoming new and current creative media students for first week of studies for 2017.

Located at 39 Regent Street, in the inner-city creative and cultural hub of Chippendale and next to Central Station, the **\$12 million seven-story campus** has been purpose-designed to provide a modern and technically interactive teaching and learning space where students can master their creative skills. Features include a rooftop recreational space for students to relax and network while enjoying 360-degree skyline views across the city.



Photo: SAE Sydney main reception

General Manager of SAE Australia, Lee Aitken, said the new campus was built to accommodate a growing demand for creative media programs in disciplines such as audio, film, animation, games, design and web/mobile.

“The new campus has been fitted out with the best facilities and industry-standard equipment to support hands-on learning in small class environments,” said Aitken.

“Our focus is on giving students access to the types of technology and equipment they’ll be using in the workplace, and equipping them with both the technical and soft skills needed to kickstart successful careers from day one of their studies.”

In 2014 the Australian creative industries were valued at \$33 billion, and the entertainment and media market is predicted to grow to almost \$40 billion by 2018.

“The creative industries represent a huge employment growth opportunity for our students, particularly in areas such as interactive gaming which is Australia’s largest growing consumer sector,” Aitken said.



Photo: NEVE Audio Studio

The SAE Sydney campus was designed by Phillips Smith Conwell, with director and principal architect Andrew Holmes charged with redesigning the 1920s ‘Berlei Building’.

“The building’s new design is a direct response to the dynamic and evolving nature of the creative media industry and meets the highly technical requirements of studio spaces,” Holmes said.

“The studios on the upper levels were designed with a high degree of acoustic awareness. A chilled beam cooling system was developed to offer silent cooling in preference to more common fan-driven systems.”



Photo: Energy Groove Radio, SAE's Global Broadcast Partner

The original character of the building was exposed in its structure and enhanced by a complimentary palette of raw materials. To add color and life to the interior, SAE commissioned a wall art mural by Sydney artist Beastman (Bradley Eastman).

As the world's leading global specialist in creative media education, with a 40-year history of delivering work-ready creators, SAE Institute has 53 campuses in 27 countries, offering government-approved and internationally recognised Degrees, Associate Degrees, Diplomas and Certificates, in the areas of Audio, Film, Animation, Games, Design and Web & Mobile.

SAE Institute is part of Australian global education leader, Navitas.

For more information on the new SAE Sydney campus visit: sae.edu.au/campuses/sydney/

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About SAE

SAE Australia offers Higher Education and VET education opportunities to about 3,000 students, including certificate, diploma and degrees across the following major fields of study; audio, film, games, animation, photography, web & mobile and design. SAE is also one of the world's leading creative media institutes, with 53 campuses in 27 countries. SAE is a part of the Navitas group. Further information about SAE is available at www.sae.edu.au.

About Navitas

Navitas is an Australian global education leader providing pre-university and university programs, English language courses, migrant education and settlement services, creative media education, student recruitment, professional development and corporate training services to more than 80,000 students across a network of over 120 colleges and campuses in 31 countries. Navitas is an ASX Top 100 Company. Further information about Navitas is available at www.navitas.com.

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