

MEDIA RELEASE**Monday 16 January 2023**

SAE and Value Imagery give film students the skills for industry

Local Northern Rivers video production company, Value Imagery have been nurturing film students through a partnership with SAE Creative Media Institute. Creative Director, Alexander Sharkey discussed how he supports students, and SAE film graduate Charlotte Morrow-Smith, who now works at the Channel 7 Network in Sydney, explained the importance of industry experience and the skills she learnt at the production company.

Following an international career in creative media, Alexander Sharkey founded Value Imagery on the north coast of NSW in 2015, after seeing an intrinsic need for affordable film production for small businesses in the region.

“Having had a background in film production, I soon realised there was a gap in the market, where a lot of production companies were based in the major cities, or weren’t geared towards helping small or medium sized businesses with limited budgets,” Alexander said.

Value Imagery offers a range of services including video production for television and social media, corporate photography, and online marketing. Some of their clients include Seven Mile Brewery, Kimberley Kampers, Nimbin Valley Dairy, Ampfibian, Oz Grom Open, plus Byron and Tweed Shire Councils.

As an industry partner of SAE Byron Bay, Alexander has nurtured and supported students on real life client projects as part of the work placement unit for the Bachelor of Film.

“Students work on all aspects of pre and post production, and in some instances this has led to paid work after their placement has finished,” Alexander explained. “I’ve had SAE students who have done paid work as assistants, camera operators, and editors on a variety of video production projects from advertisements to documentaries.”

Alexander added SAE’s students have brought a wealth of new ideas to his business and clients - something which he has welcomed: “With most students being in their late teens and early 20s, it really does give a fresh perspective on creative ways to achieve projects. I always like to hear ideas from younger people, while keeping them involved and hands-on in the creative process.”



ANIMATION



AUDIO

CREATIVE
INDUSTRIESCREATIVE
TECHNOLOGIES

DESIGN



FILM



GAMES



MUSIC

One of Alexander's former editors was SAE graduate, Charlotte Morrow-Smith who has since taken up a new production role at the Channel 7 Network in Sydney. Charlotte was a paid editor at Value Imagery for six months, where she got the chance to sharpen her skills, cutting commercials and documentaries.

"SAE gave me the tools and knowledge I needed in the industry, and Alexander helped me to evolve and master that knowledge," Charlotte said.

Charlotte revealed the key attributes she learnt during her studies, which have given her the confidence to excel in the pressurised environment of live commercial television.

"Being fast, accurate, organised and communicating clearly within a team environment are the skills I use everyday in my career," she explained. "Working in broadcast television, I'm required to provide edits within minutes of them being written - SAE and Value Imagery helped prepare me for that."

SAE Creative Media Institute provides students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

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About Value Imagery

Value Imagery helps businesses create engaging content that connects with their target market and sustainably grows their business. Specialising in video production, corporate photography, and online marketing strategy, no problem is too big, no budget too small, nor idea too grand to achieve. We work with filmmakers, creative thinkers, listeners, and problem solvers. Based in the Northern Rivers, NSW and ready to travel to any part of Australia. Find out more at valueimagery.com

About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. Find out more at sae.edu.au.

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