Singapore has one of the highest cinema-going populations in the world. Recently, there has been a growing interest in the local film industry. This is further fuelled by the success of two locally produced films; *Money No Enough* and *Forever Fever*. Particularly the latter, which rakes in S$4.5 million during its run here in Singapore. However, a look at our local film industry shows that even though we have one of the highest cinema-going populations in the world, our industry has managed to produced only about 2 local movies a year since 1995.

Therefore, in order to further encourage and sustain the growth of the local film industry, this thesis proposes the setting up of The Singapore Film Academy with the following objectives:

a) To Promote Film Culture and Film Appreciation to the Public.

b) To Train Professionals in Various Aspects of Film-Making from Directing to Script-Writing in Order to Stimulate and Support the Growth of the Film Industry in Singapore.

c) To give recognition to the people in the local film industry.