



# **Is the professional fees in your country competitive, or determined by market forces?**

9<sup>th</sup> & 10<sup>th</sup> September 2025

Incheon, South Korea

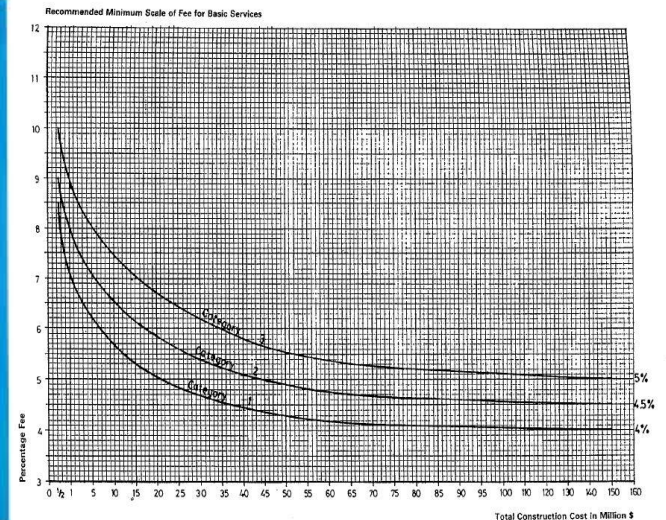
# SIA Scale of Fees & Singapore Competition Act

1

## 1990 - 2004

### Regulated Fee Structure

Singapore Institute of Architects maintained standardized professional fee scales, providing predictable pricing frameworks for architectural services across the industry.



2

## 2005 Onwards

### Market-Driven Competition

Implementation of Singapore Competition Act eliminated standardized fee scales, introducing free market competition and fundamentally reshaping professional service pricing dynamics.





# Why SIA developed the Value Articulation Framework Blueprint?

## Post-Competition Act Challenges

### Market Pressures

Absence of fee benchmarks led clients to prioritize lowest-cost proposals, creating unsustainable pricing pressures.

### SME Vulnerability

Small and medium enterprises struggled to justify professional fees, facing increased risk of undercutting and commoditization.

## VAF Strategic Response

01

### Value Communication

Emphasize quality, sustainability, risk management, and community impact over pure cost considerations.

02

### Outcome Focus

Shift client attention from initial cost to long-term project outcomes and value delivery.

03

### Competitive Differentiation

Enable competition based on expertise and specialized knowledge rather than price alone.

**BLUEPRINT**  
An Evolving Document.

The blueprint leverages on existing SIA Documents.

Clear mechanism for stakeholder engagement.

**What is the Blueprint**

- 01 Comprehensive Overview
- 02 Clarity on Responsibilities
- 03 Clear Mechanism
- 04 Better Forecasting

**Structural Overview of Blueprint**

- Design Expertise
- Contract Administration
- Compliance & Liabilities

**Key Properties of Blueprint**

- Common Ground**: Used as a common framework to connect between consultants & clients.
- Non-Exhaustive**: Intended as a starting point for discussions, we welcome feedbacks to make the document more effective.
- Evolving Document**: To evolve with the industry, and update progressively.
- Plug and Play**: Encouraged to mix & use parts according to the types and needs of projects.



# Value Articulation Framework (VAF) Blueprint

## Value Articulation

Systematically communicate architectural and design value to stakeholders across industries, government, and society.

## Advocacy Support

Support policy initiatives ensuring architectural services are recognized, valued, and fairly compensated in the marketplace.



## Performance Metrics

Provide clear metrics and strategic frameworks demonstrating architects' contributions to economic, social, and environmental outcomes.

## Professional Enhancement

Elevate professional standing through structured engagement with clients, developers, and key decision-makers.

# Additional SIA Support Measures

SIA provides comprehensive member support through strategic professional development initiatives:



## Standard Contracts

Standardized forms of contract ensuring clarity on project scope, deliverables, and professional responsibilities.



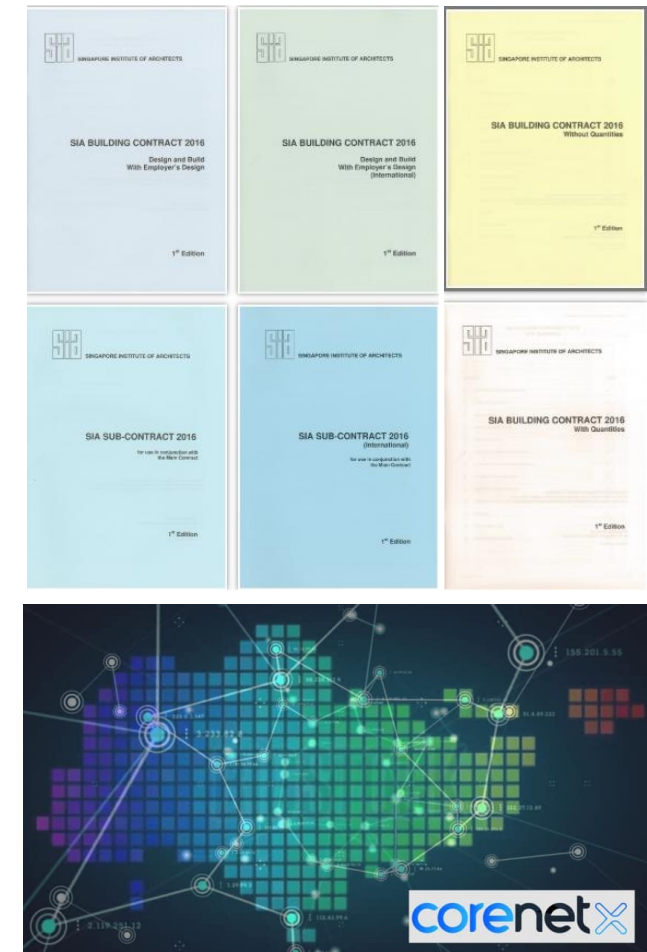
## Best Practice Advisory

Comprehensive notes on good practices helping members negotiate fairer terms and conditions with clients.



## Professional Development

Capability building programs equipping architects with advanced skills in sustainability, digital design, and CorenetX platforms.





**Thank you.**