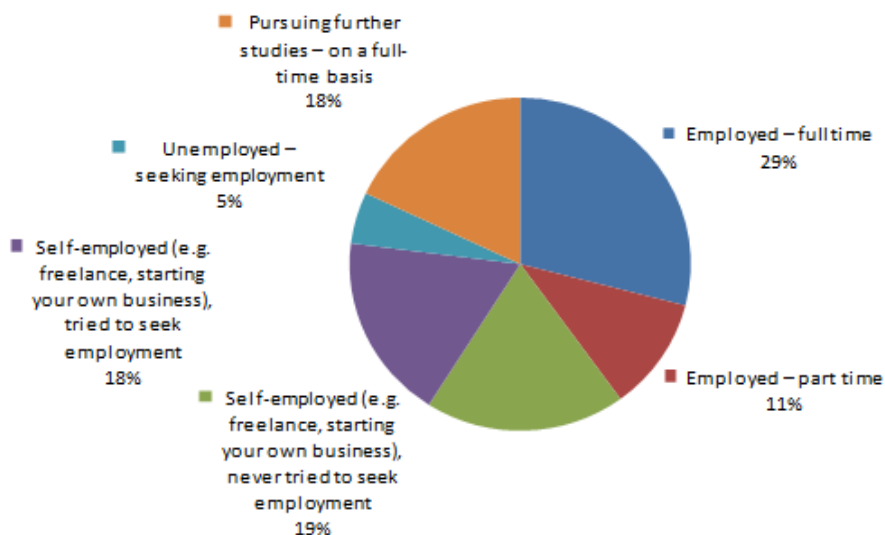


## Graduate Employment Survey 2014 Summary

### Current Employment Status

The overall rate in employment (including employment or self-employment) and full-time further studies are 95%. Around 40% of respondents were “employed”, of which, 29% worked “full time” and 11% worked “part time”. 37% reported that they were “self-employed” at the time of the interviews, of which, 18% had “tried to seek employment” whereas 19% had “never tried to seek appointment”. Meanwhile, 18% respondents were “pursuing further studies on a full time basis”, whereas 5% were “unemployed and seeking employment”.

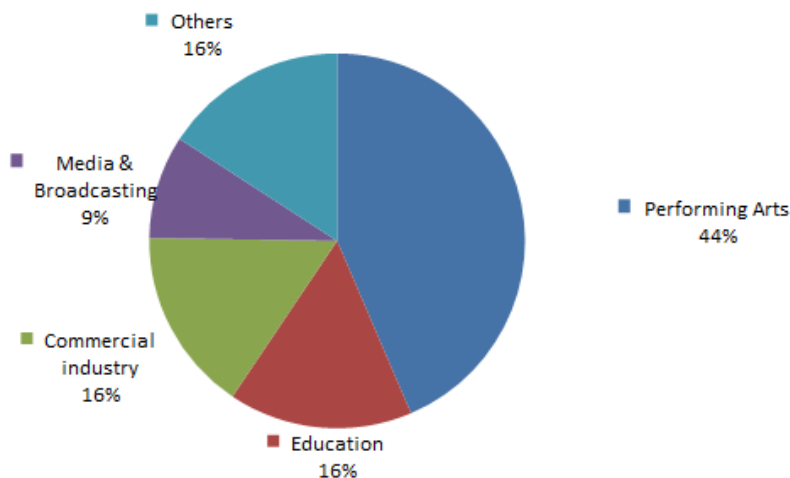


### Self-Employment Details

Results showed that 90% of “self-employed” respondents were “freelancer taking jobs on project basis”, another 6% mainly worked on freelance teaching jobs, while 4% of them formed an art group to put on shows/exhibitions. Freelance and project-based employments are popular options for performing arts graduates as they allow flexibility for engaging in various activities and for further studies.

### Employment Details

As for the sectors the graduates were working in, “performing arts” topped the list with 44% working in this sector at the time of survey, while 32% were in “education” (16%) and “commercial” (16%) sector, and 9% were in “media & broadcasting” sector.



### Average Monthly Income

When asked for their monthly salary (including commission, bonus, etc.) at the time of the survey, 14% of the employed graduates reported they earned lower than HK\$5,000 a month, 21% of them earned HK\$5,000- HK\$9,999 per month whereas 41% earned “HK\$10,000 – HK\$14,999” per month. Meanwhile, another 10% of the sub-sample earned “HK\$15,000 – HK\$19,999” and 14% earned “HK\$20,000 or more” per month. The average monthly salary earned by the graduates was around \$12,000

For graduates undertaking Self-Employment, 7% of these graduates earned “lower than HK\$5,000” per month at the time of the survey, 25% earned “HK\$5,000 – HK\$9,999”, 39% earned “HK\$10,000 – HK\$14,999” and 11% earned “HK\$15,000 – HK\$19,999”. Meanwhile, there are 18% of graduates earned “HK\$20,000 or more”. On average, these respondents earned around \$12,410 per month

### Job-hunting

Results revealed that majority of these respondents had received their first job offer or project contract “within 1 month” (68%) after they started job-hunting. While 11% of these respondents got an offer “within 2 months”, 9% said “within 3 months”, 5% said “within 4 months” and 7% said “5 months or more”. All in all, the average time required for these graduates to get their first job offer or project contract was 1.2 months

As to whether they had a job offer secured before their graduation, those who had (59%) outnumbered those who had not (41%) by 18 percentage points. What’s more, regarding the number of job interviews or auditions these respondents had been invited to, 31% of them had one only, whereas 20% had 2. Then, 9%, 4% and 13% of these graduates respectively reported that they had attended 3, 4, and 5 interviews or auditions, while 2% respondent even said s/he had attended 7 interviews or auditions. Besides, 20% of them have never had any job interview or audition. The average number of interviews or auditions these respondents had been invited to was 2.0.

As for the number of job offers or project contracts they had received so far, 44% respondents had received 1, whereas near a quarter (23%) had received 2. Meanwhile, 12% of these respondents had received 3 offers or project contracts, 7% respondents had received 4 and 2% each had received 5 and 6 respectively. While 2% reported to have received as many as 25 offers or contracts by the time

of the survey, 7% graduates, on the other hand, had received none so far. All in all, the average number of job offers or project contracts these respondents had received was 2.4.

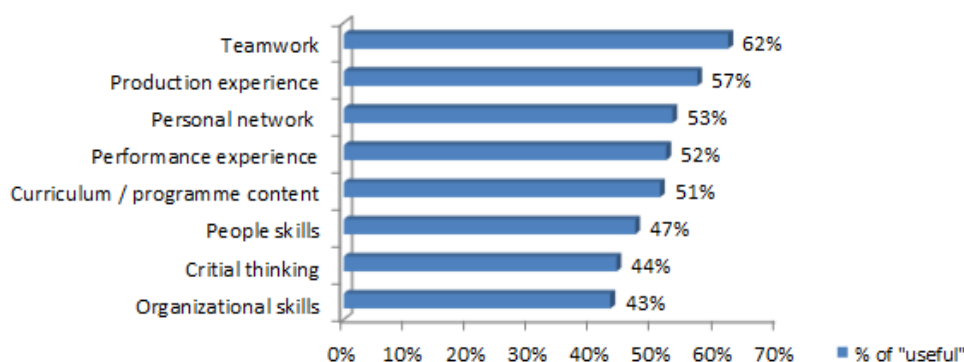
When asked from what sources they learnt about the vacancy of their present jobs or projects, “friends or relatives” (32%) and “recruitment websites” (29%) were the most popular. “Lecturer” (18%), “newspaper / magazine” (15%), “previous employer” (9%) and “employers’ website” (6%) came next as mentioned by 6, 5, 3 and 2 respondents respectively.

Among the self-employed graduates who tried to seek employment or seeking employment or with “others” status at the time of the survey, 58% said they got their idea from “newspaper/magazine”, followed by “friends or relatives” with 25% of respondents mentioning it. “Through performance show(s) by School” closely followed as mentioned by 21% of them, while “employer’s website” and “lecturer” were each mentioned by 13% of these respondents. “Recruitment websites” were cited by 8% of them, while 4% each cited “employment agency”, “HKAPA Talent Search” and “previous employer”.

### Overall Learning Experiences

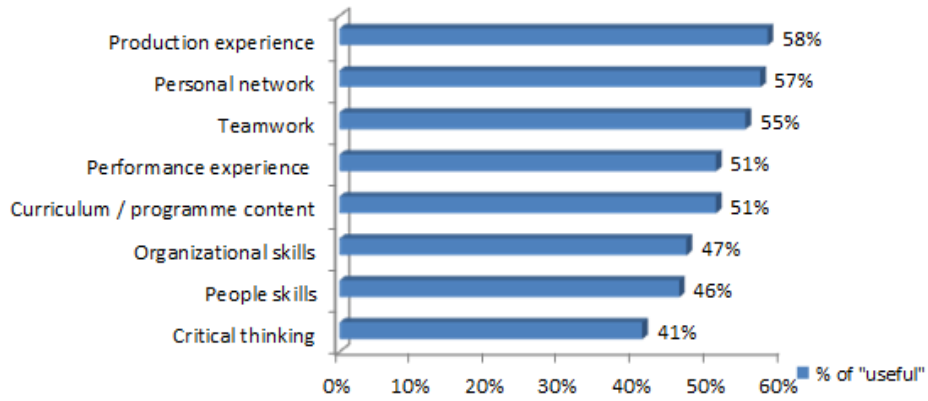
All the respondents were required to evaluate the usefulness of various skills they had learnt during their time at the Academy to their present jobs. Results showed that 62% found the “teamwork” they had acquired from HKAPA “useful” to their present jobs. Meanwhile, over half of the sample each regarded the “production experience” (57%), “personal network” (53%), “performance experience” (52%) and “curriculum or programme content” (51%) “useful” to their jobs.

On the other hand, less than half of the graduates regarded the “people skills” (47%), “critical thinking” (44%) and “organizational skills” (43%) acquired from the HKAPA “useful” to their jobs. On a scale of 1 to 5 where 1 means “not useful at all” and 5 means “very useful”, the average ratings of the above mentioned skills were 3.7, 3.7, 3.6, 3.6, 3.6, 3.5, 3.4 and 3.3 in respective order, meaning somewhere in between “half-half” and “quite useful” in general.



Respondents were asked to appraise how useful these skills they had learnt during their time at the Academy to their future career development. Results revealed that those who considered “production experience”, “personal network”, “teamwork”, “performance experience” and “curriculum or programme content” “useful” to their future career took up 58%, 57%, 55%, 51% and 51% of the sample. Meanwhile, 47%, 46% and 41% respectively found the “organizational skills”, “people skills” and “critical thinking” they had learnt “useful” to their future career development. Again on a scale of 1 to 5 where 1 means “not useful at all” and 5 means “very useful” to their career

development, the average ratings of the above mentioned skills were 3.7, 3.7, 3.6, 3.6, 3.5, 3.5, 3.4 and 3.3 correspondingly, meaning somewhere in between “half-half” and “quite useful” in general.



- END -

The Academy commissioned Public Opinion Programme (POP) at The University of Hong Kong for conducting this Survey.