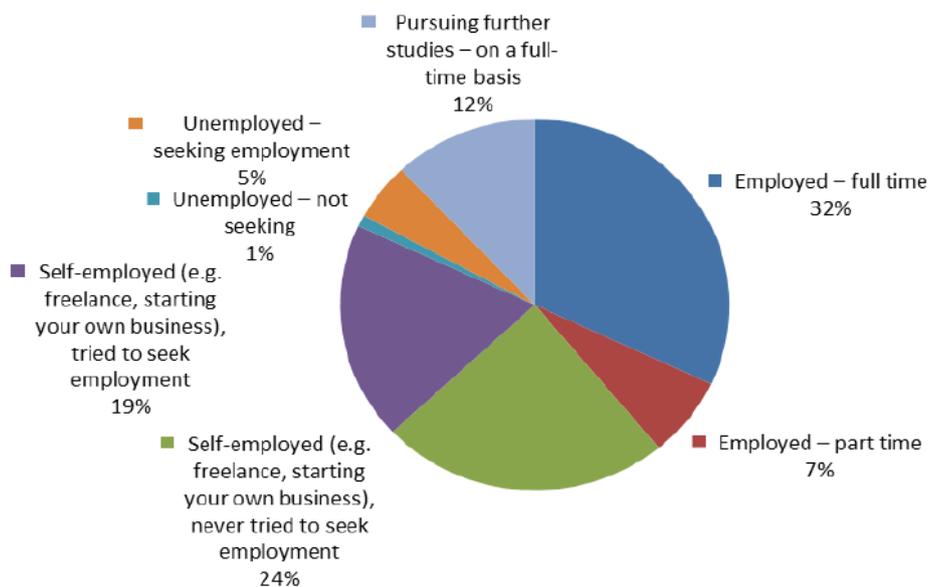


## Graduate Employment Survey 2013 Summary

### Current Employment Status

The overall rate in employment (including employment or self-employment) and full-time further studies are 94%. Around 39% of respondents were “employed”, of which, 32% worked “full-time” and 7% worked “part-time”. Over 40% reported that they were “self-employed” (43%) at the time of the interviews, of which, 19% “tried to seek employment” whereas 24% “never tried to seek appointment”. Meanwhile, 12% respondents were “pursuing further studies on a full time basis”, whereas 5% were “unemployed and seeking employment” and 1% were “unemployed but not seeking employment”.

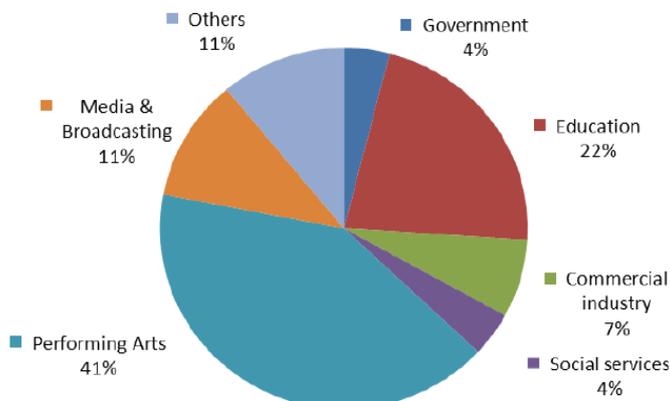


### Self-Employment Details

Results showed that all responded graduates but 1 were “freelancer taking jobs on project basis” (97%). 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

The most popular sector graduates were working in was “performing arts” (41%), while “education” (22%) came next. Those who worked in “media & broadcasting” and “commercial industry” amounted to 11% and 7% of the sample respectively. At the same time, 8% of graduates worked in the government and social services sectors.



### Average Monthly Income

When asked for their monthly salary (including commission, bonus, etc.) of graduates undertaking Employment at the time of the survey, two-thirds (66%) earned “HK\$10,000 – HK\$14,999” per month, 14% earned “HK\$15,000 – HK\$19,999”. Meanwhile, 3 each earned “less than HK\$10,000” (i.e. HK\$5,000 – HK\$9,999, 14%) and “HK\$20,000 or more” (10%) per month. The average monthly salary earned by the graduates was around \$13,500.

For graduates undertaking Self-Employment, 10% of these graduates earned “lower than HK\$5,000” per month at the time of the survey, 37% earned “HK\$5,000 – HK\$9,999”, 30% earned “HK\$10,000 – HK\$14,999” and 17% respondents earned “HK\$15,000 – HK\$19,999”. Meanwhile, there are only 7% earning “HK\$20,000 or more”. On average, these respondents earned around \$11,000 per month.

### Job-hunting

Results revealed that majority of the respondents had received their first job offer or project contract “within 1 month” (66%) after they started job-hunting. While 11% of these respondents reported “within 2 months”, 5% said “within 3 months” and 18% said it took them “5 months or more”. All in all, the average time required for these graduates to get their first job offer / project contract was 1.5 months.

As for whether they had a job offer secured before their graduation, those who said “yes” (55%) outnumbered those who said “no” (45%) by 10 percentage points. What’s more, regarding the number of job interviews or auditions these respondents had been invited to, 29% of them had one only, whereas 24% had 2. Those who had attended 3, 4, and 5 interviews or auditions amounted to 12%, 5% and 17% respectively, while another 2% of the respondents even said s/he had attended 10 interviews or auditions. Besides, over one-tenth (12%) of them have never had any job interview or audition. The average number of interviews or auditions these respondents had been invited to was 2.4.

As for the number of job offers or project contracts they had received so far, 23% respondents had received 1, whereas one-fifth (20%) each had received 2 and 3. Meanwhile, those who received 4, 5 and 6 offers or project contracts accounted for 26% respondents. Besides, 11% of these respondents have not received any job offer or project contract so far. All in all, the average number of job offers or project contracts these respondents had received was 2.5.

When asked from what sources they learnt about the vacancy of their present jobs or projects, “friends or relatives” (56%) topped the list as picked by more than half of the respondents who were employed or seeking employment at the time of the survey, followed by “employers’ websites” (25%) and “recruitment websites” (13%). Then, “Student Affairs Office”, “through performance show(s) by school” and “lecturers” came next with 6% each opting for them respectively.

Among the self-employed graduates who tried to seek employment or seeking employment or with “others” status at the time of the survey, 60% indicated that they got the idea of starting up their current business from “friends or relatives” (60%). Meanwhile, 27% said the idea was from their “previous employers”, 13% from “employment agencies” and 13% from “employers’ websites”. “Lecturer” (7%) and “through performance show(s) by School” (7%) were both named.

### Overall Learning Experiences

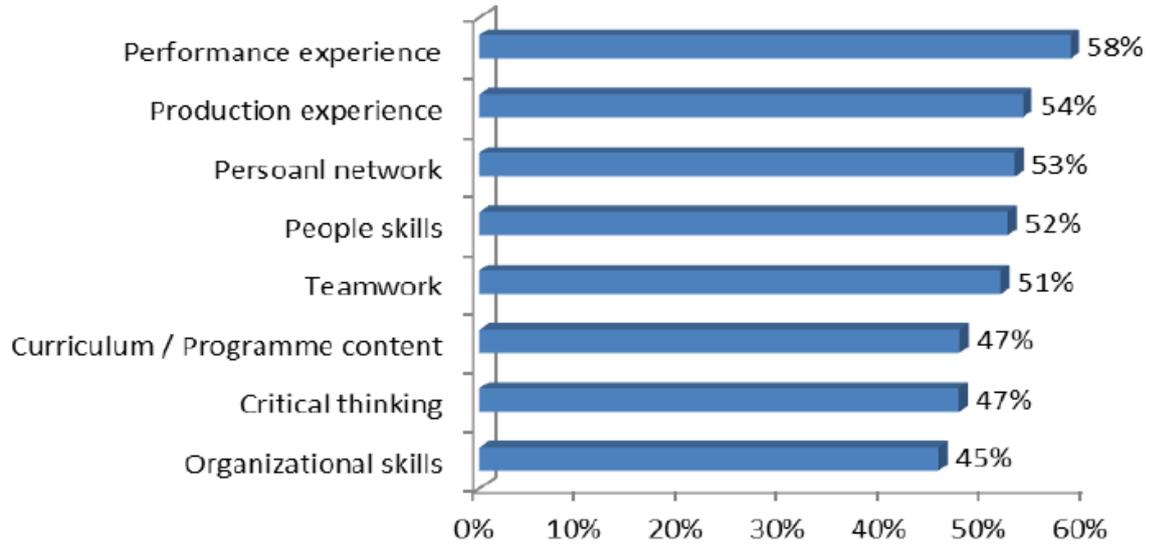
All the respondents were required to evaluate the usefulness of various skills they had learnt during their time at the Academy to their present jobs. Results showed that 60% or more respectively found the “performance experience” (64%), “production experience” (64%), “teamwork” (63%) and “personal network” (60%) they had acquired from the Academy “useful” to their present jobs.

Meanwhile, over half of the sample each regarded the “curriculum or programme content” (57%), “critical thinking” (52%) and “people skills” (51%) “useful” to their jobs, whereas only less than half regarded the “organizational skills” (48%) they developed “useful”. 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 3.9, 3.9, 3.8, 3.6, 3.7, 3.4, 3.4 and 3.3 respectively, 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. Result revealed that those who regarded “performance experience”, “production experience”, “personal network”, “people skills” and “teamwork” as “useful” to their future career took up 58%, 54%, 53%, 52%, 51% of the sample. Meanwhile, 47%, 47% and 45% respectively found the “curriculum or programme content”, “critical thinking” and “organizational skills” 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, 3.6, 3.4, 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.