

THE PHILIPPINE CREATIVE POOL



*A Key to
Competitiveness*

Department of Labor and Employment

INTRODUCTION

- DOLE joins the current effort to boost the “creative industries” in the Philippines
- DOLE recognizes the creative industry’s potential for employment generation



NATIONAL MANPOWER SUMMIT 2006

- Creative industries highly flexible in meeting global demands
 - Creative industries create employment opportunities
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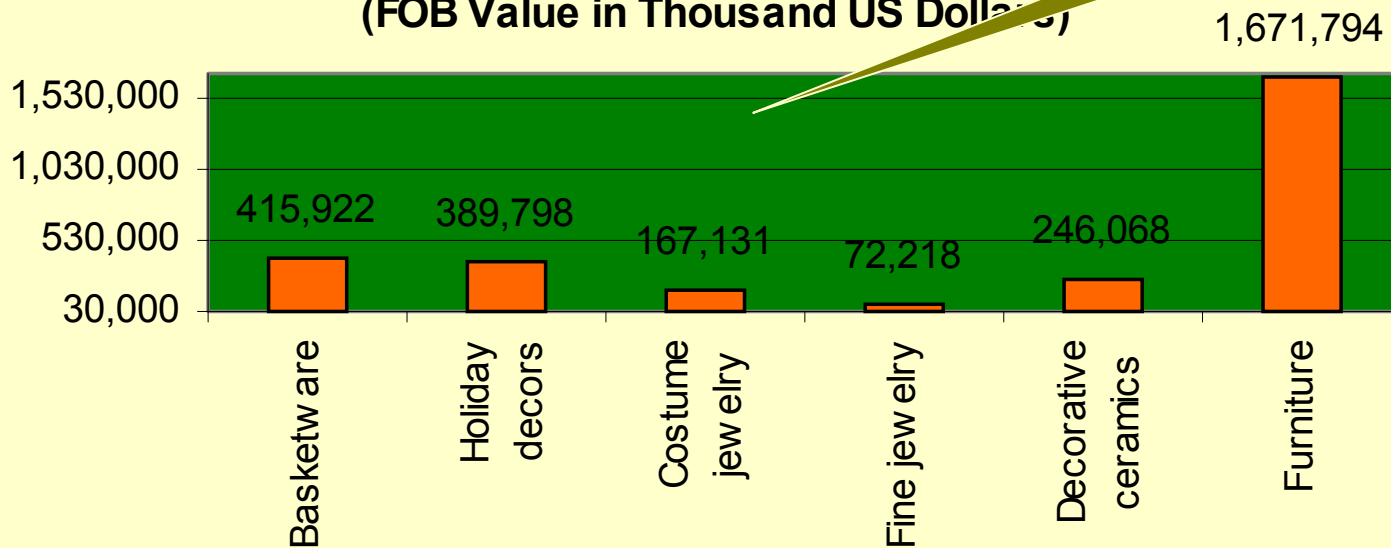
RECOGNIZING EMPLOYMENT POTENTIALS

- Singapore
 - 2.2 of national employment
 - Labor productivity about S\$63,543 (US\$39,015) per worker
 - Hong Kong
 - 3.7% of total employment
 - 4.5% of services employment
 - New Zealand
 - 3.1 % of GDP
 - USD 7.5 billion domestic consumption
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ECONOMIC CONTRIBUTION

US \$ 2.96 B
FOB Value

Chart 1. PHILIPPINE EXPORT PERFORMANCE OF SELECTED CRAFT PRODUCTS, 1997 TO 2001
(FOB Value in Thousand US Dollars)



CREATIVE INDUSTRIES

- Input to other sectors
 - Software development for productivity in business
 - Animation industry
 - Design for manufacturing
 - Tourism development
 - Improvement in the educational system

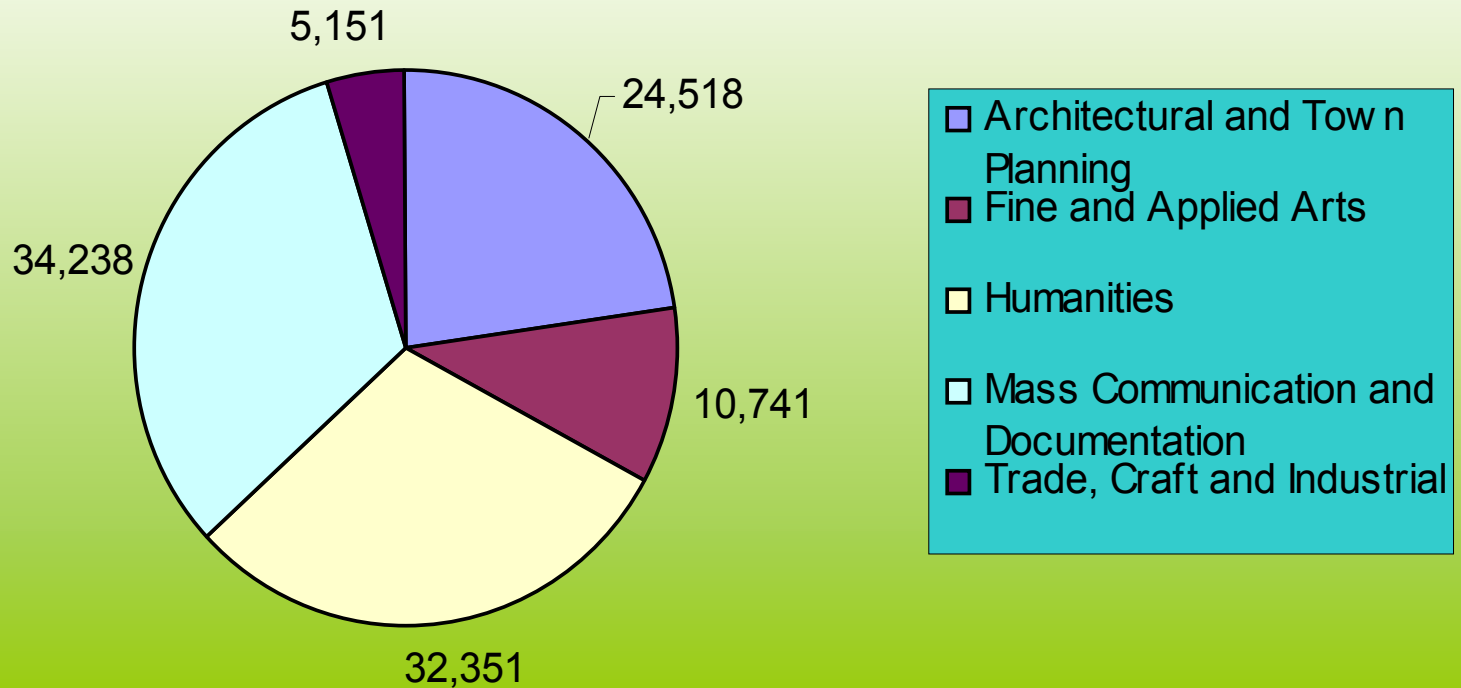


A LOOK AT RP's CREATIVE POOL

- Current stock and projections
 - Graduates from higher learning institutions (HEIs) in courses within these disciplines:
 - Architecture and Town Planning
 - Fine and Applied Arts
 - Humanities
 - Mass Communication and Documentation
 - Trade, Craft and Industrial
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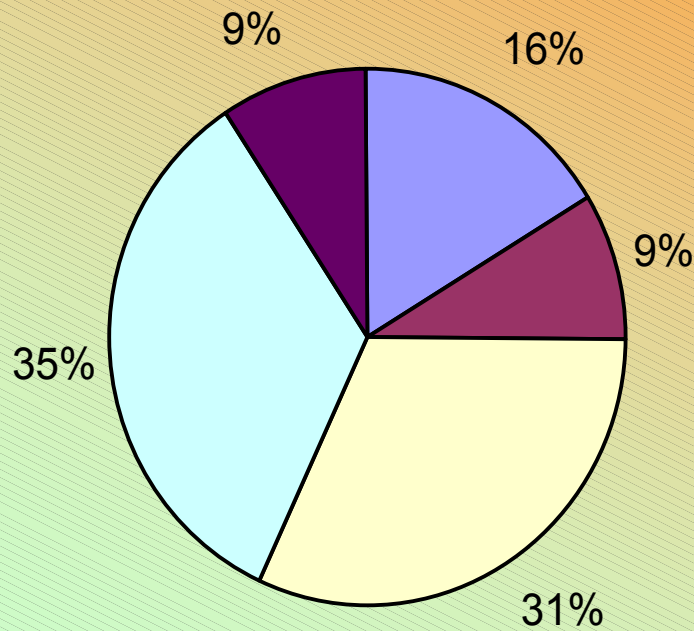
THE CREATIVE POOL: ENROLLMENT

TERTIARY ENROLLMENT PROJECTIONS IN SELECTED DISCIPLINES:
AY 2013-2014



THE CREATIVE POOL:GRADUATES

**TERTIARY GRADUATES PROJECTIONS IN SELECTED DISCIPLINES:
AY 2013-2014**



DEMAND POTENTIALS IN CREATIVE ACTIVITIES

- Employment in crafts
 - 3,000 direct basket manufacturers, 50,000 direct workers, 100,000 indirect workers
 - 140 costume jewelry producers with 10,000 workers
 - More than 100,000 workers in fine jewelry production
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DEMAND POTENTIALS IN CREATIVE ACTIVITIES

- Dance groups, bands and choirs all over the country
- Musical and theatre groups within schools and religious organizations



DEMAND POTENTIALS IN CREATIVE ACTIVITIES

Table 1. Employment, Selected Industries in Community, Social and Personal Services: 1999, 2001 & 2003

Industry	1999	2001	2003
Motion Pictures, Radio, TV, etc.	36,581	35,452	37,086
Library and archives, museums, etc	699	571	557

DEMAND POTENTIALS IN CREATIVE ACTIVITIES

■ Global Market

- Filipino talents in overseas jobs as performing artists
 - 3 out of every 5 Filipino overseas performing artists are composers, musicians and singers
 - 38% are choreographers and dancers
 - Deployment in creative occupations: sculptors, architects and town planners, curators, etc.
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DEMAND POTENTIALS IN CREATIVE ACTIVITIES

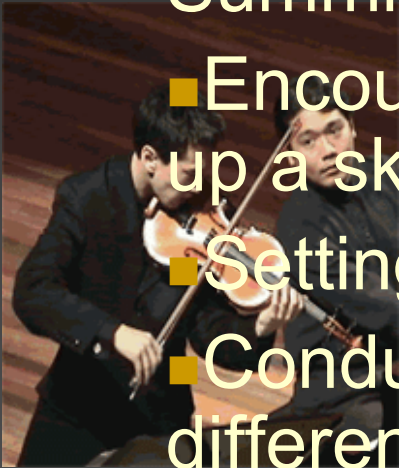
- Global Market
 - Furniture and handicrafts are top export winners
 - Demand for home furnishings to increase to P19 billion
 - 44% increase in trade buyers at Manila FAME international exhibition
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CREATIVE INDUSTRIES: ISSUES

- Difficulty in establishing the economic contribution
 - Need to redefine courses for artists and cultural workers
 - Low domestic consumption of creative products and services
 - Over-regulation of arts
 - Lack of incentives and financial, educational, infrastructure and technology support
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CREATIVE INDUSTRIES: RECOMMENDATIONS

- Comprehensive mapping of individuals or groups involved in creative industries
- Regularly holding a National Manpower Summit
- Encouraging local government units to set up a skills registry
- Setting up an Advisory Board
- Conducting advocacy activities to promote different sectors of creative industries





THANK YOU VERY MUCH!

