

2013 Plans for Women Policies in the Sector of Culture
(Ministry of Culture, Sports and Tourism, Republic of Korea)

1. Policy Condition and Prospects

□ Women's participation in cultural activities has increased in various areas, ranging from enjoyment of culture, arts and sports to the use of related facilities.

* Percentage who attend culture and art events: Female 70.7%, Male 68.5%

Percentage who intend to attend culture and art events: Female 79.5%, Male 76.7%

□ The arts, culture and tourism sector needs to increase its support for female employment and leadership in the field.

○ Female students significantly outnumber male students in university departments related to arts and culture. Moreover, within the sector, female employees typically have a higher educational background than males.

* Rate of graduates in arts and culture departments: Female 65.33%, Male 34.67%
(Survey of 518 higher educational institutions, '2010 Statistical DB of Cultural Human Resources' for each gender, Ministry of Culture, 2010)

□ Given the unique working conditions of female cultural artists, greater efforts must be made to support their needs for childcare.

* Due to their unique working conditions, cultural artists often have great difficulty satisfying their childcare needs through conventional nursery facilities.

* In many cultural fields (e.g. publishing, video, broadcasting, communication, information service, art, sports, leisure-related services), women are subject to severe instability and discontinuity. ('Women employment status and policy issues in service industry', Korean Women's Development Institute, 2011)

□ Public awareness of gender equality must be raised through greater female inclusion in culture, arts, broadcasting and media.

○ However, the concern exists that some efforts to promote inclusion may be interpreted as gender discrimination, thus offering a distorted view of gender stereotypes.

2. 2013 Main Policy Plans

□ Establish a strong foundation for gender equity policies and participation in culture, arts and tourism.

○ Increase support and promotion of 'Beautiful Storyteller Grandmother' project. (386 applicants in 2012 → 940 expected applicants in 2013)

○ Increase support for childcare services in public cultural facilities.

○ Implement quarterly policy meetings to vitalize the Cultural Policy Committee for Gender Equality.

□ Support training of female professionals in culture, arts and tourism.

○ Encourage network-building among female cultural artists.

- Introducing 'Cultural Woman of the Year', to be awarded by the minister.

- Arrange unions to allow women to share experiences in culture and arts sector.

- Support customized childcare service for cultural artists by promoting research on relevant issues, such as reducing the childcare burden of female performance artists.
- Implement training for future women leaders (8 special lectures and 1 workshop in a year)
- Promote and explain gender equity in the contents of culture, arts, broadcasting and media sector.
 - Establish ethics code for private organizations to reinforce self-regulation with regards to sensational media coverage.
 - Develop online education programs to promote the creation of gender equity media contents. (Cyber Broadcasting and Video Academy)