

People Management Association of the Philippines (PMAP)

PMAP Board Meeting
Dusit Thani Hotel, Makati City, Philippines
August 26, 2015

1. Current economic and political situation in the country

A. Economy and labour market situation

On the Economy

According to the 2015 Q1 Performance of the Philippine Economy Report by the National Economic and Development Authority (NEDA), the 5.2-percent GDP growth in the first quarter released by the Philippine Statistics Authority (PSA) is lower than what the government and the market expected for the period.. Still, the 4.7 percent growth in government consumption is much faster than in the first quarter of 2014, driven by the 19.2-percent increase in disbursements for maintenance and other operating expenses primarily on social protection programs, bottom-up budgeting projects, and the country's hosting of the Asia-Pacific Economic Cooperation meetings.

Economy-at-a-Glance			
Indicator	Latest	Previous	Year Ago
Gross National Income	4.7% (Q1 2015)	5.7% (Q4 2014)	6.6% (Q1 2014)
Gross Domestic Product	5.2% (Q1 2015)	6.6% (Q4 2014)	5.6% (Q1 2014)
Exports	US\$5.281 billion (Jun 2015)	US\$4.899 billion (May 2015)	US\$5.461 billion (Jun 2014)
Imports	US\$ 4.390 billion (May 2015)	US\$ 4.677 billion (April 2015)	US\$ 5.069 billion (May 2014)
Headline Inflation Rate	1.2 (Jun 2015)	1.6 (May 2015)	4.4 (Jun 2014)
Core Inflation Rate	2.0 (Jun 2015)	2.2 (May 2015)	2.8 (Jun 2014)
Underemployment Rate	17.8% (April 2015)	17.5% (Jan 2015)	18.2% (April 2014)
Unemployment Rate	6.4% (April 2015)	6.6% (Jan 2015)	7.0% (April 2014)
Indicator	Latest	Previous	Year Ago

Source: National Economic and Development Authority (NEDA)

On the labour market

PSA also reported that the country's unemployment rate significantly decreased to 6.4 percent in July 2015 from 7.0 percent of the same month in 2014. This translates to 495,000 more employed Filipinos and reduced the total number of unemployed to 2.7 million. Moreover, majority of the labor force who are employed in more remunerative and stable work increased by 1.9 percent, reaching 22.6 million in Q2 2015. They now comprise 57.8 percent of total workers, slightly higher than their 57.5 percent share from a year ago.



B. Political situation

Political analysts see support is beginning to drain away from the Philippine President Benigno S. Aquino, as attention shifts to preparations for the May 2016 General Election. Underscoring this trend, Vice President Jejomar Binay resigned from Pres. Aquino's cabinet on June 22nd. Nevertheless, the President commits to focus on infrastructure development and employment generation during his final year in office gearing the economy to expand by 6.3% in 2015, led by strong growth in private consumption.

Meanwhile, the Aquino administration priority initiative Bangsamoro Basic Law (BBL), the draft law intended to establish the Bangsamoro political entity in the Philippines and provide for its basic structure of government, which will replace the existing Autonomous Region in Muslim Mindanao, remains unclear if it will be passed into law before the end of his term next year due to oppositions from different sectors.

2. HR challenges

The main challenges facing the HR profession in Philippines at present are:

A. Solving the Challenges in Talent Development

Job mismatch has been a perennial lament of both business and academe. Hiring managers grapple with unfilled vacancies; this in spite of the millions of unemployed in the country today.

B. Effective Hiring and Retention Strategies

Companies needs to craft innovative techniques and solutions in retaining critical talent by identifying reasons why employees stay, and propose creative yet practical solutions to drive down discontent and attrition in the workplace.

C. The concept of Green HR

From an emerging issue to a current imperative, Green HR is an approach that has yet to receive a common understanding from HR practitioners. Green HR can be a vehicle for change management and examine the concept's relevance to employees, overall business results, and the greater community. Is it about environment-saving measures often seen as an avenue for Corporate Social Responsibility (CSR)? Or is it a philosophy of sustainability anchored on pressing business needs?

D. Promotion of Equal employment opportunity (EEO)

EEO is about equality in the workplace. It is the right of every person to work and advance on the basis of merit, ability and potential regardless of gender, age, religion, educational background and disabling condition. Sadly, many companies in the country indirectly practice discrimination in hiring workers by imposing age limit, educational background preferences and other requirements to job seekers.

3. PMAP projects and initiatives

Major PMAP activities include the following:

A. PMAP Awards Program

Institutionalized in 1977, the PMAP Awards Program gives recognition to outstanding achievers whose leadership, dynamism and professionalism set apart some corporations and individuals as a breed all their own. Corporate and Individual Awards – the most coveted of which are the “Employer of the Year” and the “People Manager of the Year” – are given annually for remarkable achievements that measure up to the high standards of PMAP. Past winners of these awards include some of the most respected organizations and individuals from Philippine business. The 39th PMAP Awards ceremonies will be held at Marriott Grand Ballroom Manila, Pasay City on October 13, 2015.

B. Annual Conference (AC)

This is an annual convention of the entire membership of the Association that brings together the wealth of the country's HRM expertise. Also open to non-member HRM practitioners, government sector representatives, and the members of the academe, the AC aims to chart the directions and strategies to be taken in addressing common and critical issues in HRM. The AC is usually held out of Metro Manila and combines socials, sports and fellowship activities with comprehensive and in-depth technical sessions.

C. General Membership Meetings (GMMs)

Alternately sponsored by different industry groups and PMAP committees, monthly luncheon meetings give members a chance to get first-hand information on current issues from the leaders and policy-makers in industry, government, and society, in general. At the same time, the GMMs provide a venue where members can enhance their professional network and personal friendships with their colleagues from the HRM profession. The PMAP GMMs are held every last Wednesday of the month.

D. Symposia and Executive Fora

Combining the benefits of individualized orientation in a group setting, these professional development activities offer privileged information related to HRM functions and concerns. Aside from symposia on the latest HRM and IR issues, lecture series and other learning fora give members a first-hand

account of valuable experiences of companies on specific HR concerns, and the latest HR trends and practices as rendered by local and international experts.

E. Professional Fellowship

Fellowship within the context of the organization has a two-pronged objective: 1) to enhance the individual practitioner's professional growth; and 2) to build the PMAP family spirit and commitment. Appropriate and wholesome activities during monthly meetings, the annual conference, and special fellowship and sports activities are designed to develop an atmosphere of social interaction, acquaintance and a sense of belonging among members.

F. Corporate Social Responsibility

PMAP is continuously doing its share in promoting and advancing the concept of Corporate Social Responsibility (CSR) among its members through workshops and seminars on developing and implementing CSR programs. The Association also embarks on its own CSR and community relations programs focusing on immediate need areas such as livelihood development, environmental protection, employment generation, educational scholarship, and social service linkages.

G. Consultancy Service

Members benefit from PMAP's effective response to specific personnel management and employee relations problems requiring the expertise of senior HRM practitioners. An advisory bureau or consultants pool, composed of seasoned IR practitioners and lawyers, are available for free consultation either through telephone, written or face-to-face queries. A free service exclusive to members, the main objective of the consultant's pool is to assist members in finding answers or lead them to other sources of information.

H. Surveys

Benchmark surveys and mini-surveys or spot surveys are also conducted during monthly meetings or through circulars to respond to the needs of PMAP members and the Board. These are used for a better analysis of industry and cross-industry trends, sentiments, and practices by the PMAP general membership.

I. Workshops and Trainings

The Asian Institute of Human Resource Management (AIHRM) serves as the training and development arm of the Association. The AIHRM plans, conducts and evaluates the training and professional development programs of PMAP, in response to the needs of HRM executives and managers, officers and staff of member-companies, and independent HRM practitioners. Throughout the year, PMAP presents a varied menu of development programs focusing on specific areas of HRM practice. Non-curricular programs are the training seminars and workshops conducted on a monthly basis by expert HRM practitioners from the ranks of PMAP members. Whether for professional or personal development, members enjoy substantial discounts on all AIHR programs and other development activities. Curricular programs, on the other hand, are the certificate courses conducted in PMAP-partner schools, and which lead to the completion of a Diploma in HRM (DHRM) degree.

J. Society of Fellows

The Philippine Society of Fellows (PSOF) in People Management is an affiliated body in PMAP that offers opportunities for further professional growth of individual HRM practitioners. Through its Accreditation Council, the PSOF bestows the titles of Diplomate in People Management (DPM), Fellow in People Management (FPM), and Associate Fellow in People Management (AFPM) to individual HRM practitioners in recognition of their level of professional competence.

K. PMAP Foundation

The PMAP Human Resources Management FOundation, Inc. (PMAP Foundation) was created to promote the transcendent purpose of the People Management Association of the Philippines by way of (a) Good corporate citizenship in the member companies; (b) Mutual assistance; (c) People Development projects; and (d) Sustainability of the Foundation through fund raising strategies.

4. Scheduled Conferences

- 52nd PMAP Annual Conference

Theme: HR Pilipinas: People Agenda and Beyond

Venue: Marriott Grand Ballroom Manila, Pasay City

Date: October 14 - 16, 2015

HR Pilipinas: People Agenda and Beyond puts Human Resources at the core, not just as a function but as a force who make up the primordial component of organizations. For more information, please contact the PMAP Secretariat at tel. no. 726-1532, email pmap@pmap.org.ph, visit www.pmap.org.ph or "Like" www.facebook.com/PMAP1956.

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