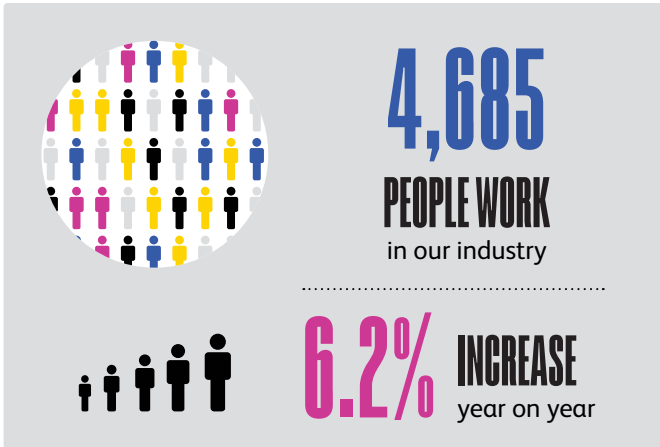
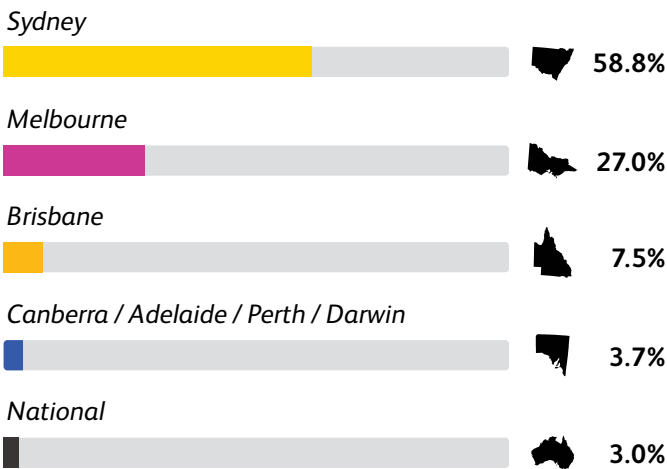


## POPULATION

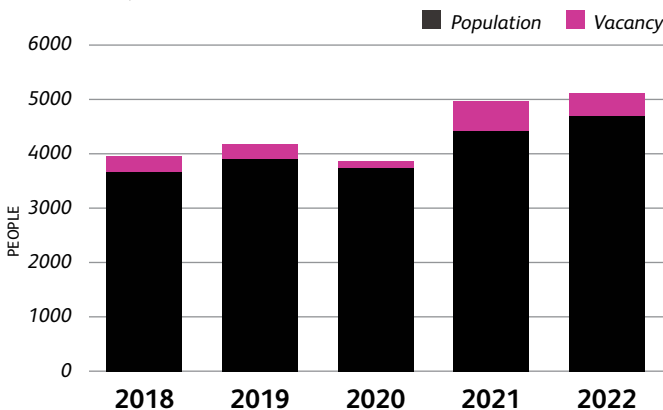


### Population Distribution

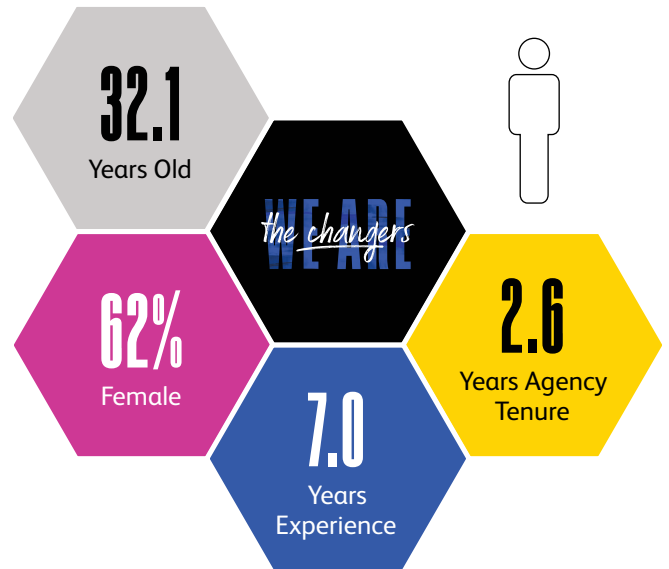


### Population including Vacancy

If vacant roles were filled, the potential industry population would be 5,083.



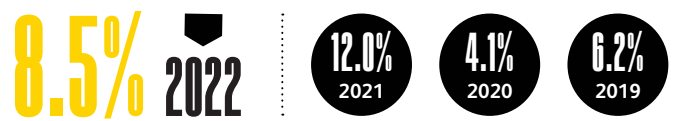
## AVERAGE INDUSTRY PERSON



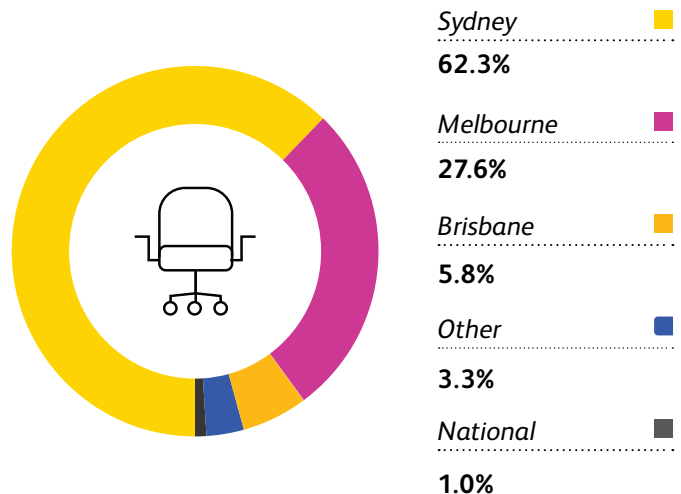
## VACANCY

### Vacancy Rate

Industry vacancy has reduced to 8.5% versus 12% in the previous year. The vacancy rate remains high, despite the 29% year on year decline, with vacancies hardest to fill in the Sydney market.

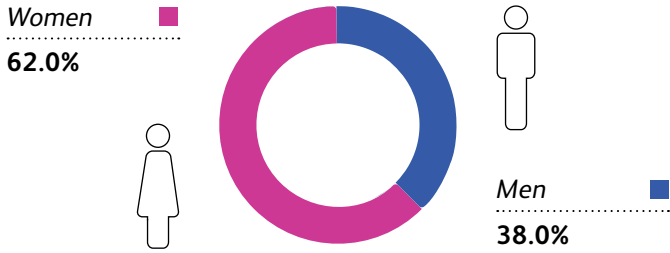


### Vacancy Distribution



## GENDER

**Gender Split** Overall, the industry profile continues to skew female – now 62 % (was 61 %) and the percentage of female leads has grown to 46 %.

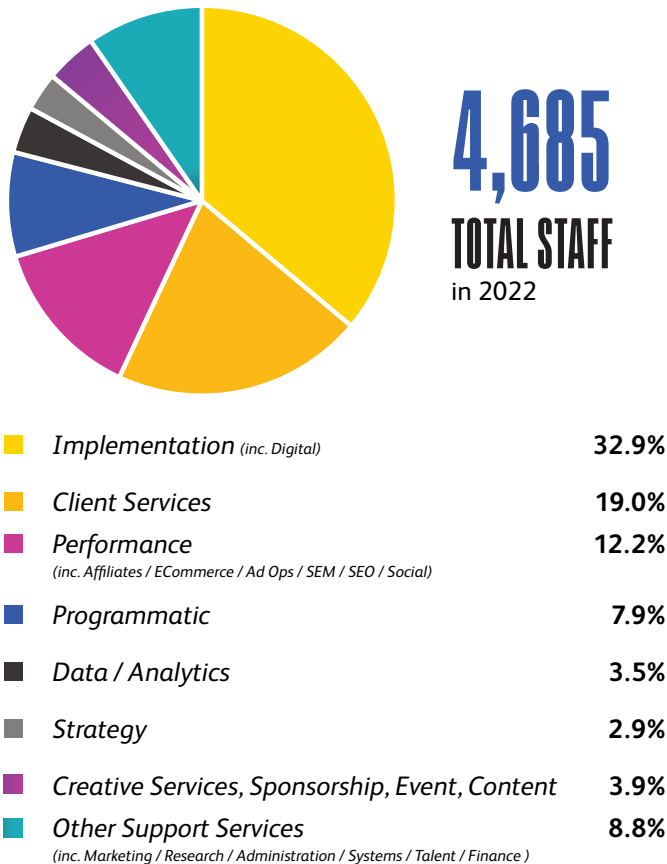


**Gender Pay Gap** **-4.0%** Average female full time salary compared to male in media agency industry

**-22.8%** Average Australian female full time salary compared to male WGEA (Dec 2022)

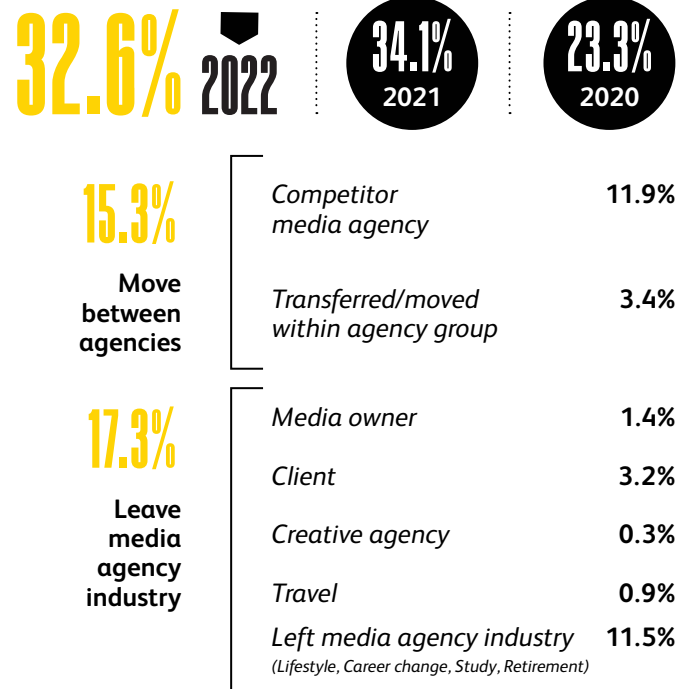
## INDUSTRY PROFILE BY JOB DESCRIPTION

72% of agency positions are Implementation (including Digital), Client Service, Performance and Programmatic.

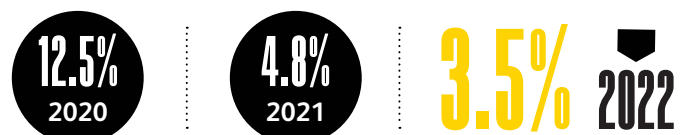


## STAFF TURNOVER

### Regrettable Loss



### Non-Regrettable Loss



\*Based on data as of September 2022. MFA Census Report released January 2023.