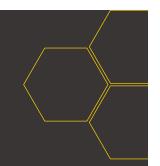
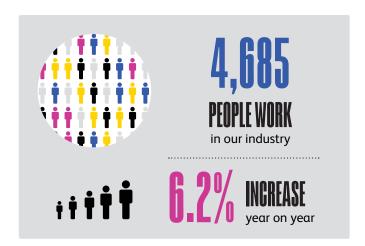


MEDIA COMMUNICATIONS AGENCY

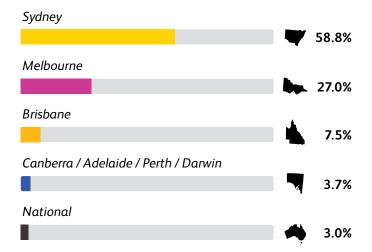
CTRY OLIVOUS OCTOBER 2021 - SEPTEMBER 202



POPULATION

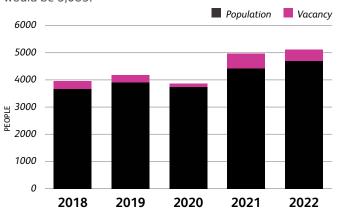


Population Distribution

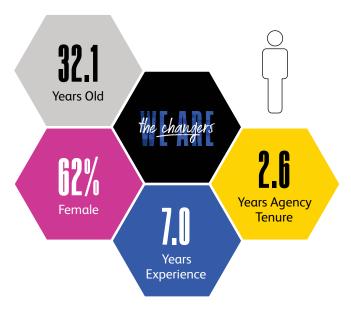


Population including Vacancy

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



AVERAGE INDUSTRY PERSON



VACANCY

Vacancy Rate

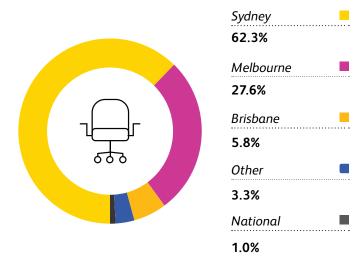
Industry vacancy has reduced to 8.5% versus 12% in the previous year. The vacancy rate remains high, despite the 29% year on year decline, with vacancies hardest to fill in the Sydney market.







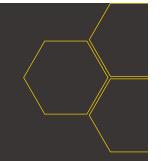
Vacancy Distribution





MEDIA COMMUNICATIONS AGENCY

STRY GENGUS OCTOBER 2021 - SEPTEMBER 2021



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%.





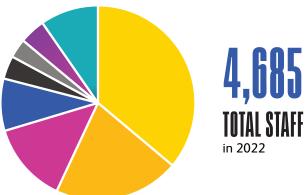
Gender Pay Gap

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.



Implementation (inc. Digital)	32.9%
Client Services	19.0%
Performance (inc. Affiliates / ECommerce / Ad Ops / SEM / SEO / Social)	12.2%
Programmatic	7.9%
Data / Analytics	3.5%
Strategy	2.9%
Creative Services, Sponsorship, Event, Content	3.9%
Other Support Services (inc. Marketing / Research / Administration / Systems / Talent / Finance)	8.8%

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

STAFF TURNOVER

Regrettable Loss

Competitor

11.9%

Move between agencies

Leave media agency industry

media agency	
Transferred/moved within agency group	3.4%

Media owner	1.4%
Client	3.2%
Creative agency	0.3%
Travel	0.9%
Left media agency industry (Lifestyle, Career change, Study, Retirement)	11.5%

Non-Regrettable Loss





