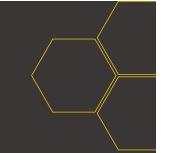
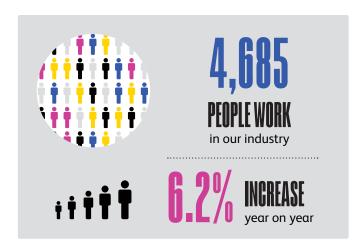


MEDIA COMMUNICATIONS AGENCY

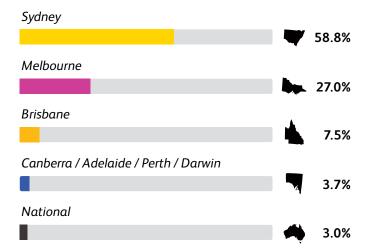
# 2022 INDUSTRY CENSUS OCTOBER 2021 - SEPTEMBER 2021



#### **POPULATION**

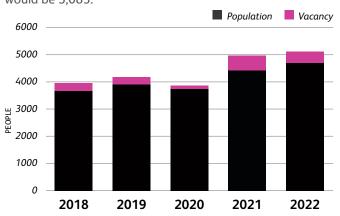


## **Population Distribution**

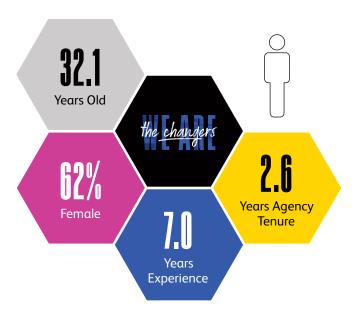


## Population including Vacancy

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.

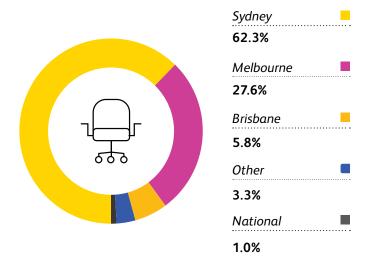
8.5% 2022







## **Vacancy Distribution**





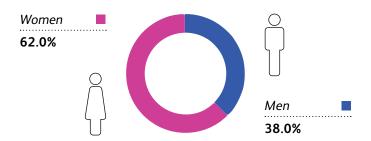
MEDIA COMMUNICATIONS AGENCY

## 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

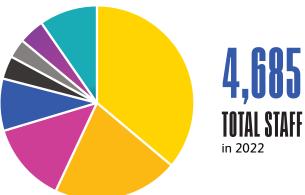
Average female full time salary compared to male

-22.8%

Australian Average 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

Move between agencies

Leave

media agency industry

media agency	11.9%
Transferred/moved within agency group	3.4%

Media owner 1.4% 3.2% Client Creative agency 0.3% Travel 0.9%

Left media agency industry (Lifestyle, Career change, Study, Retirement)

## Non-Regrettable Loss







11.5%