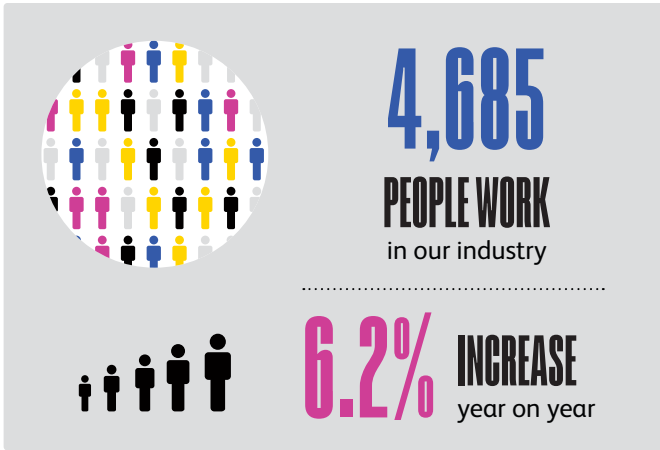
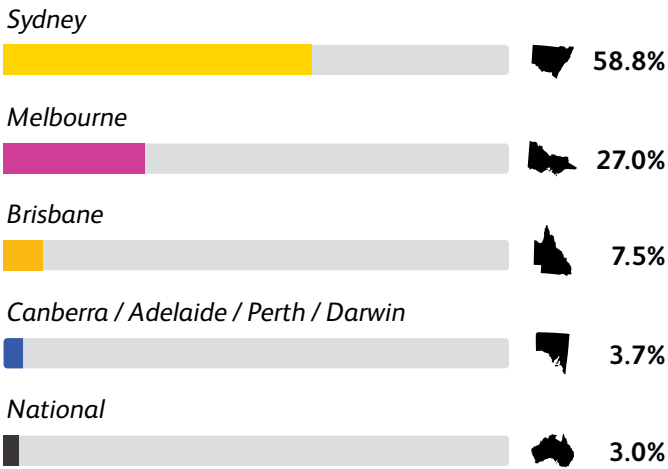


POPULATION

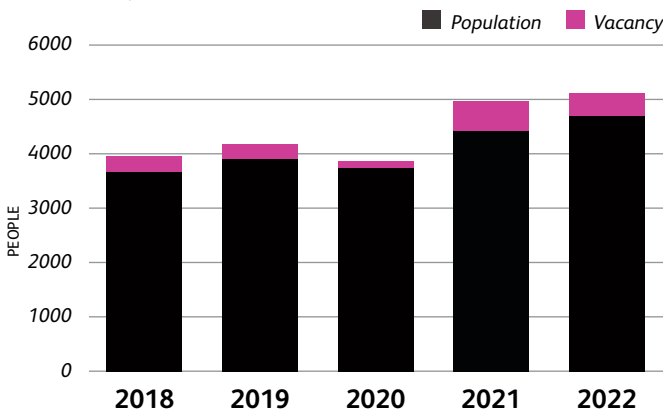


Population Distribution

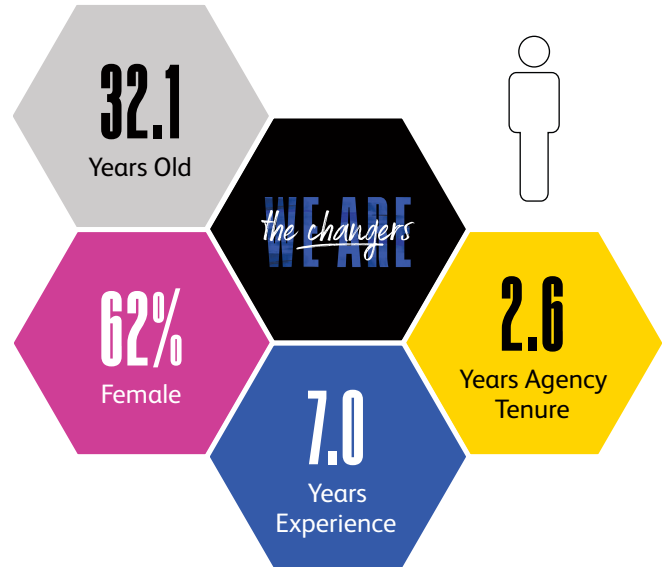


Population including Vacancy

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



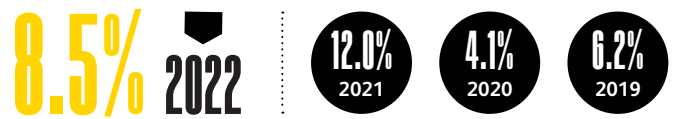
AVERAGE INDUSTRY PERSON



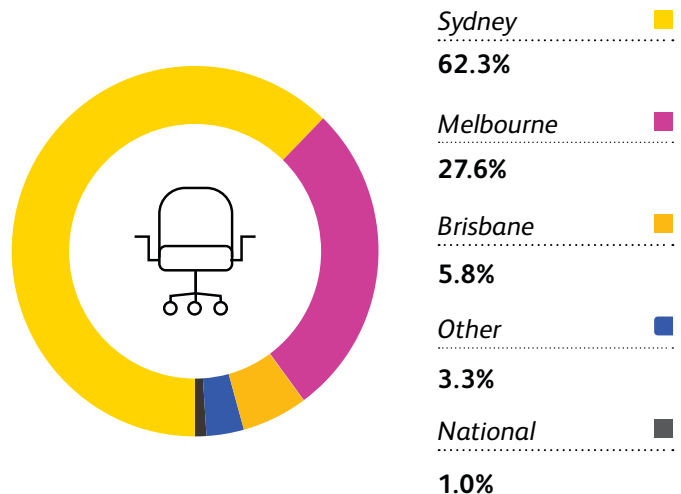
VACANCY

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.

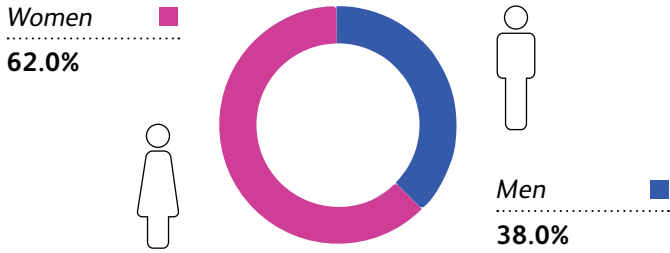


Vacancy Distribution



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 %.

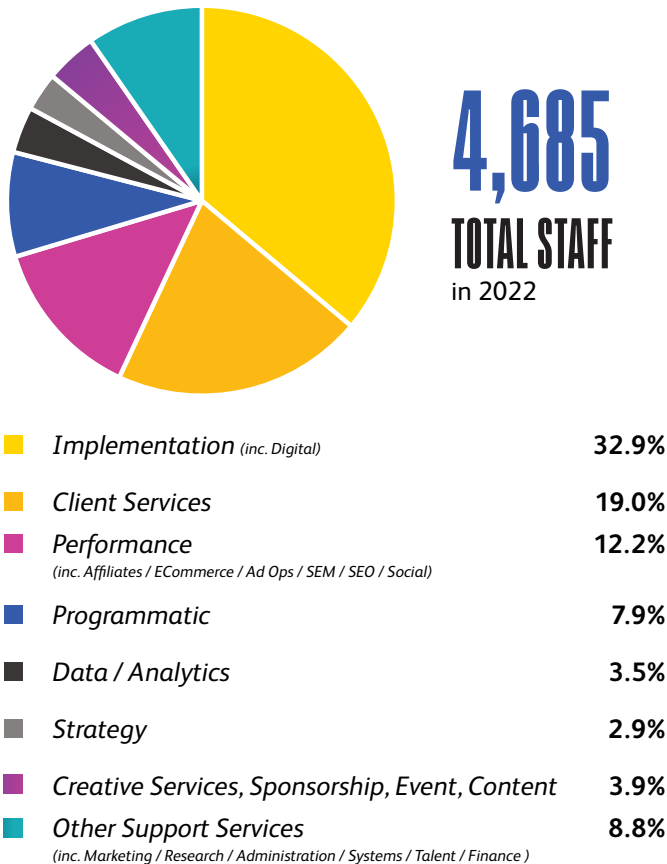


Gender Pay Gap **-4.0%** Average female full time salary compared to male

-22.8% Australian Average WGEA (Dec 2022)

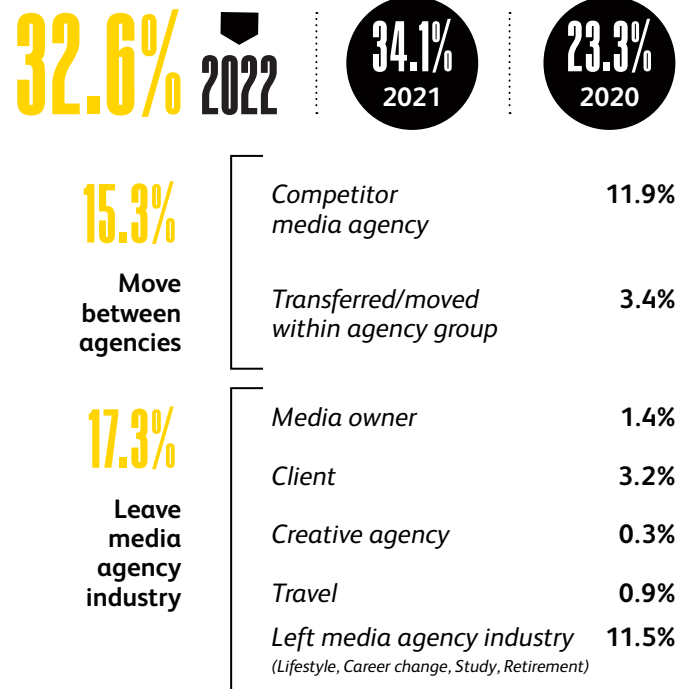
INDUSTRY PROFILE BY JOB DESCRIPTION

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

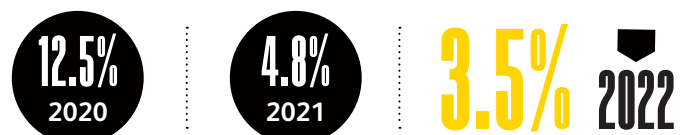


STAFF TURNOVER

Regrettable Loss



Non-Regrettable Loss



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