

2016 media COMMUNICATIONS AGENCY INDUSTRY CENSUS

OCTOBER 2014 - SEPTEMBER 2015

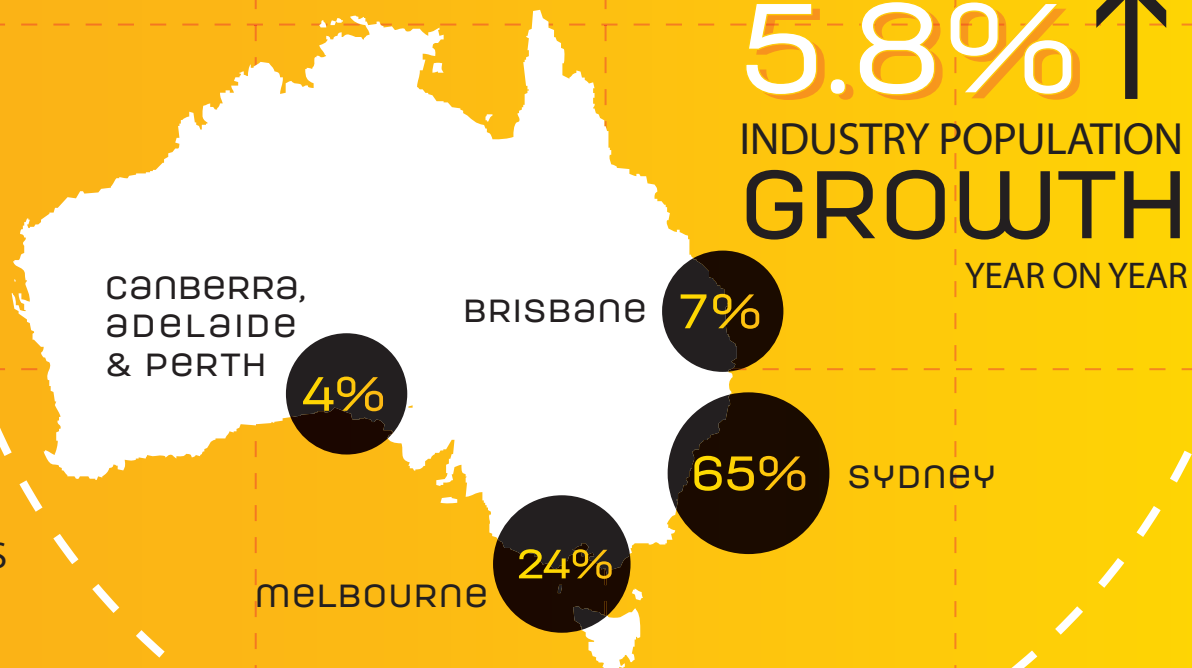


POPULATION

FAST PACE GROWTH
86% OVER 5 YEARS

3232 PEOPLE
CENSUS REPRESENTS 98% OF THE
MFA MEMBER AGENCY POPULATION

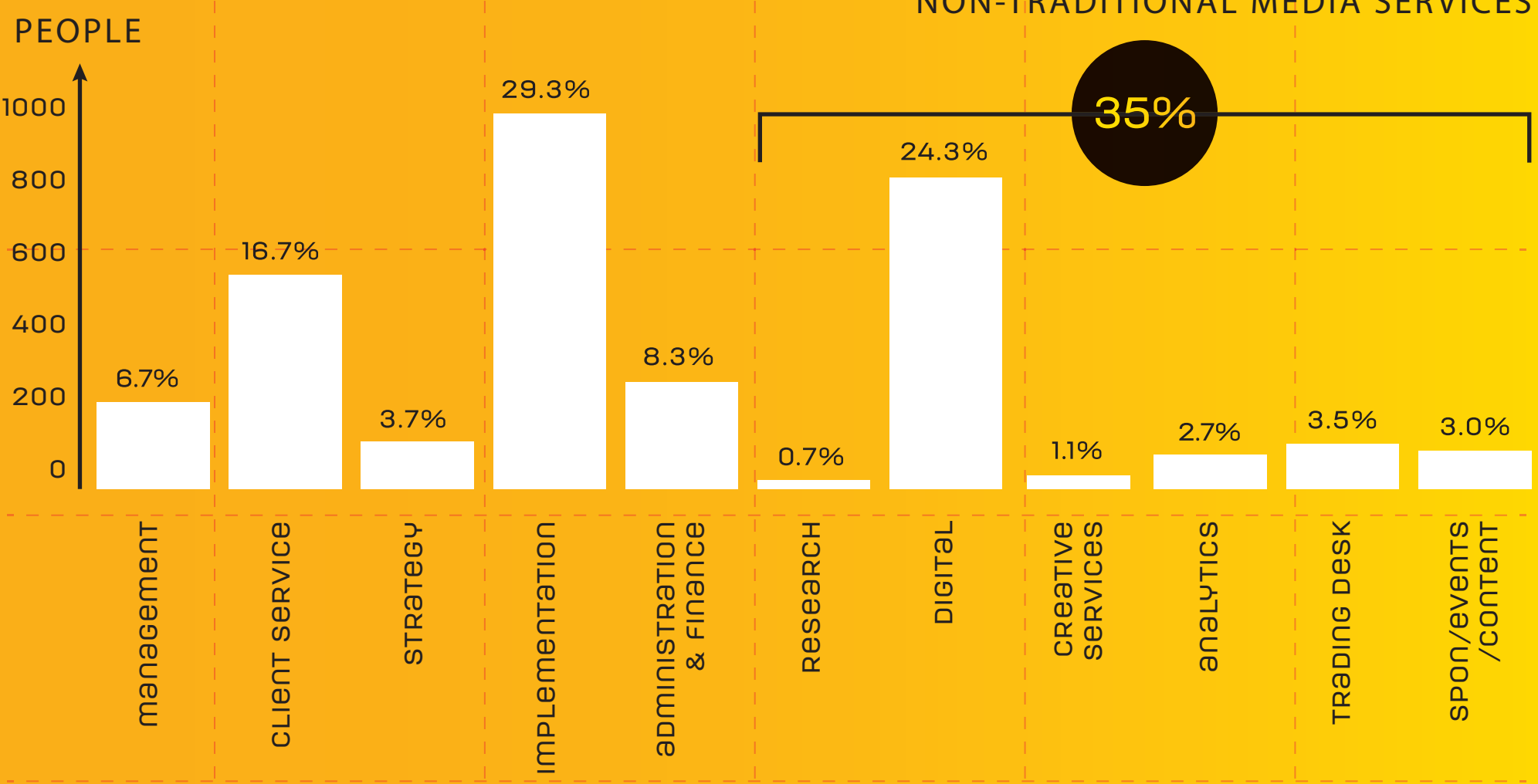
378 GRADUATES RECRUITED
THE NUMBER OF GRADUATES EMPLOYED HAS
MORE THAN DOUBLED OVER THE LAST 5 YEARS



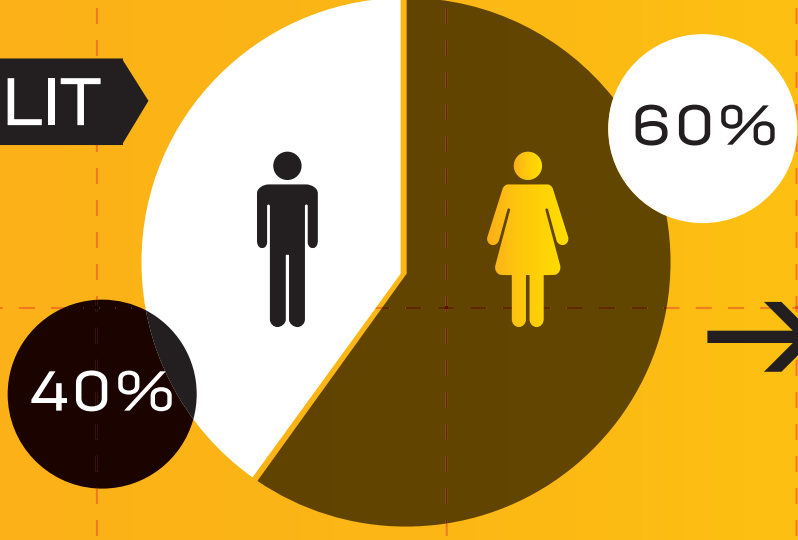
INDUSTRY PROFILE

media agency businesses
CONTINUE TO TRANSFORM

35%
OF OUR PEOPLE DELIVER
NON-TRADITIONAL MEDIA SERVICES

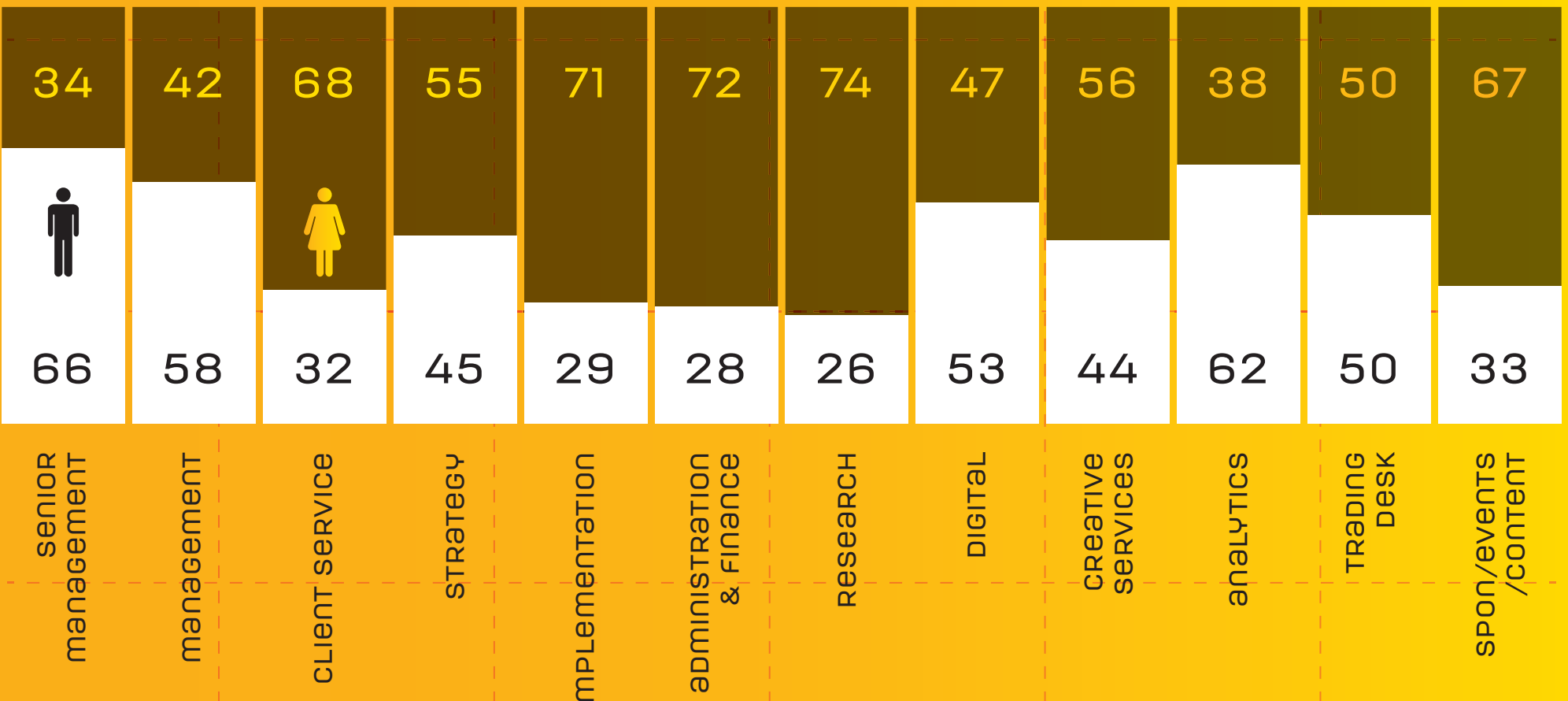


GENDER SPLIT



women
IN MANAGEMENT ROLES
NOW **42%**

FIGURES REPRESENT % SPLIT



AGE & EXPERIENCE

median age of the
INDUSTRY IS 29 YRS



10+ YRS 26%
5-9 YRS 26%
0-4 YRS 48%

TURNOVER

3.5% NON-REGRETTABLE LOSS

31% ↑
REGRETTABLE
LOSS

2014	26.8%
2013	28.5%

DRIVERS OF REGRETTABLE LOSS

