

2014 Media Communications Agency Industry Census

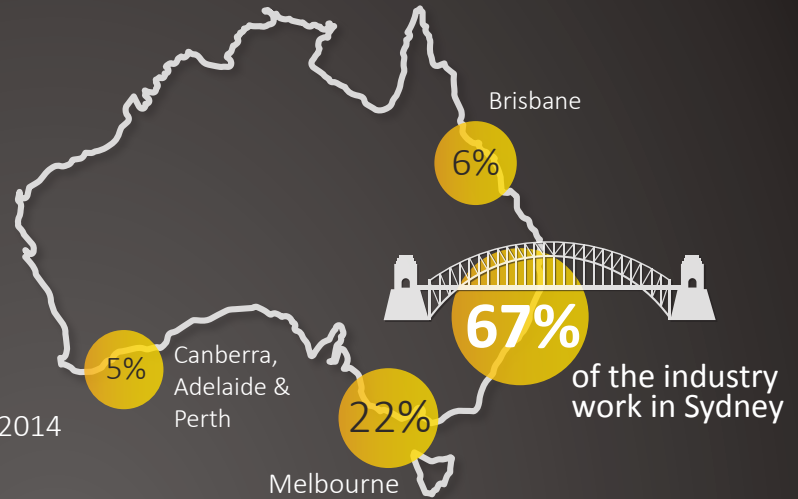


Industry Population Growth **8.5%** (year on year)

POPULATION

3,056 people

Census represents 98% of MFA member agency population



362 graduates recruited in 2014

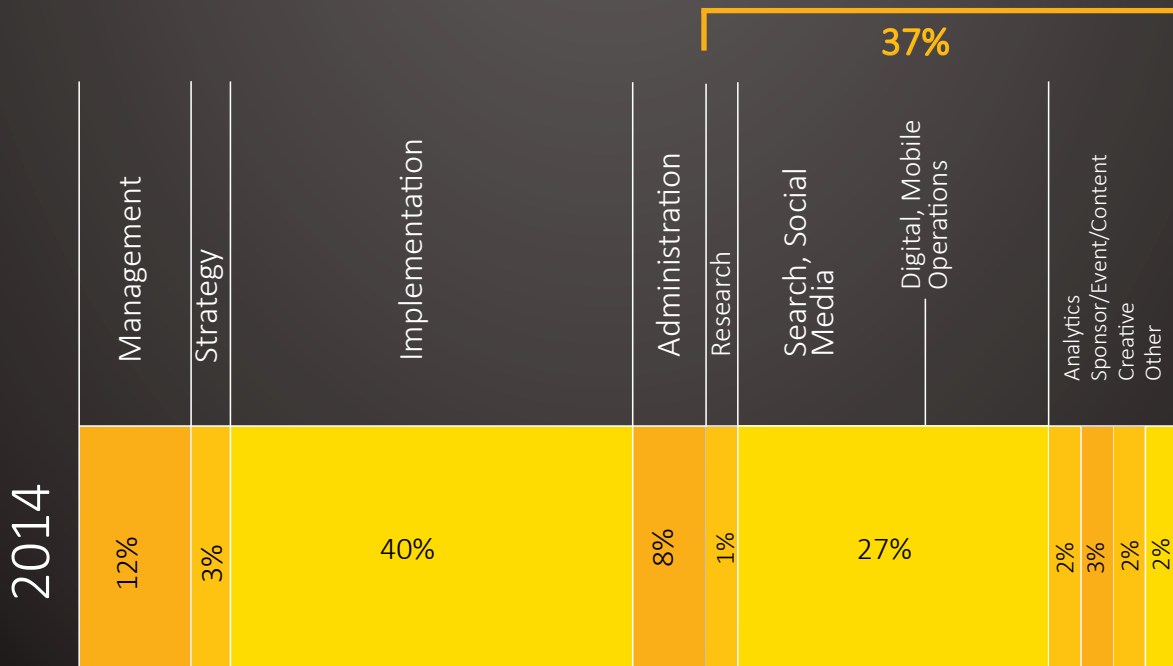
The number of graduates employed has **doubled** over the last 5 years

Media Agency businesses continue to transform



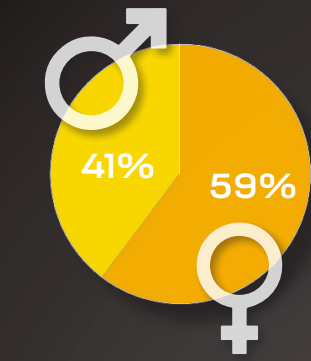
37% of our people now deliver non-traditional media services

INDUSTRY PROFILE

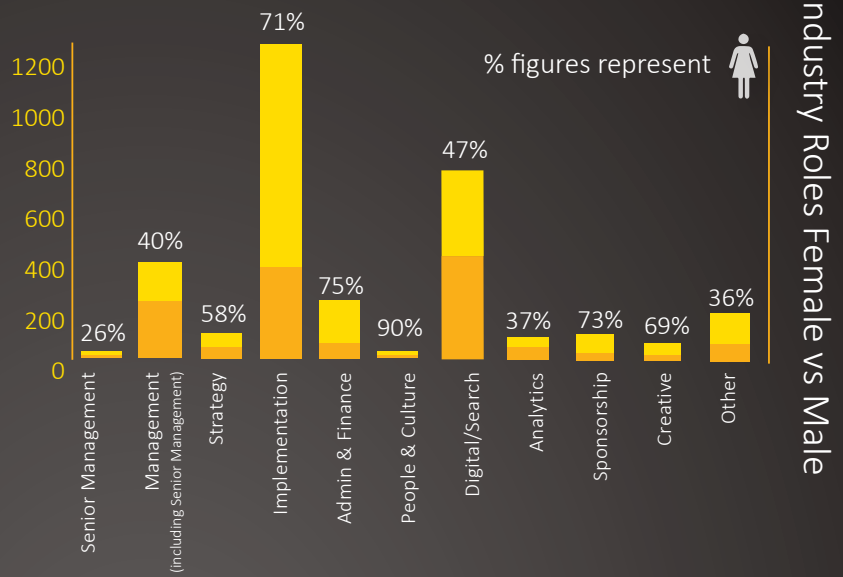


championing a dynamic and thriving industry

GENDER SPLIT



40% of management roles are filled by women



AGE & EXPERIENCE

0-4yrs	53%
5-9yrs	24%
10+yrs	23%



Median age of the industry is **29yrs**

Regrettable loss down 14 points since 2008, now **26.8%**



Left the industry permanently:



Non-regrettable loss **6.4%**

TURNOVER

Key driver of regrettable loss – moving to a competitor media agency

	Competitor Media Agency	13%
	Transferred/moved within parent group	1.4%

	Media Owner	2.4%
	Client	2.6%
	Creative Agency	0.2%
	Travel	2.3%
	Return to study	0.6%
	Left industry	4.3%