

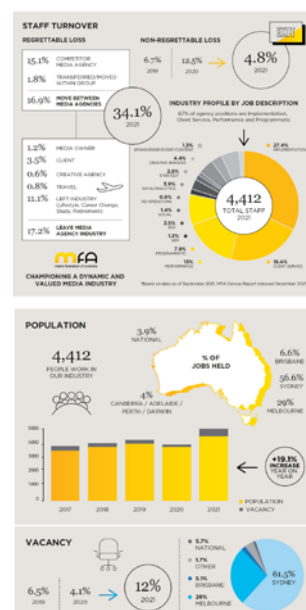
MFA Industry Census: going beyond the headlines

The annual MFA Industry Census, completed by MFA member agencies in September 2021, revealed a massive 19.1% increase in the industry population, and higher-than-normal vacancy levels of 12%. If all roles were filled, the media agency population would be close to 5,000 people.

Overall, the Census paints a positive picture of the health of the media agency industry, despite the challenge of an acute talent shortage, a reality for all industries globally.

► Read the **full press release** [HERE](#) and view an infographic of the **key Census stats** [HERE](#).

While it is concerning that 17.2% of media agency employees (a total of 759 people) left the industry in 2021, it is important to note that this would have been compounded by people not moving in 2020. Looking at previous years, the percentage of people leaving the industry was 12.4% in 2020, 18.1% in 2019, and 15.3% in 2018. Our conclusion is therefore that this figure has remained relatively steady, although our goal remains to see it drop below 11%.



It's encouraging to see many MFA members tackling the talent shortage and industry churn figure with many new initiatives as well as a ramping up of existing programs in the areas of retention, training and development, and career support. Among the more recent initiatives are training programs designed to fast-track and assist individuals and their careers, such as **Zenith Australia's Zen Academy** and **Dentsu Australia's Dentsu Basecamp**.

At the MFA, we will continue to support our members and our industry's people by providing training, development and initiatives to ensure media agency professionals are equipped with the right skills to perform their jobs and advance their careers, as well as expanding our work to attract new talent.

Programs such as the successful MFA e-learning program will be expanded this year (with a new **How to Buy TV** course launching in Q2 2022), and we will continue to facilitate the MFA Tertiary Scholarship program, completed by the first cohort of 30 scholars last month.

In addition, a brand new **NGEN Bootcamp** will launch as a regular event throughout the year, supporting newcomers to thrive in our industry with the right tools, knowledge and mentoring they need to succeed. The longstanding **Lecture the Lecturers** event will continue to train university lecturers, ensuring their students have access to the most up-to-date industry information.