

Media Communication Industry Census

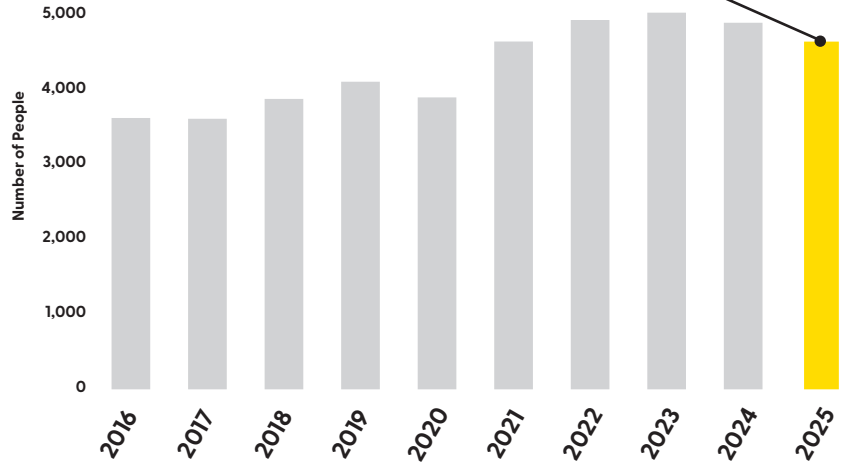
For the period October 2024 to September 2025

2025

Workforce Population

4,411

-5.1%



Distribution by State

Concentration of the workforce on the eastern seaboard

NSW



55%
Sydney

VIC



31%
Melbourne

QLD



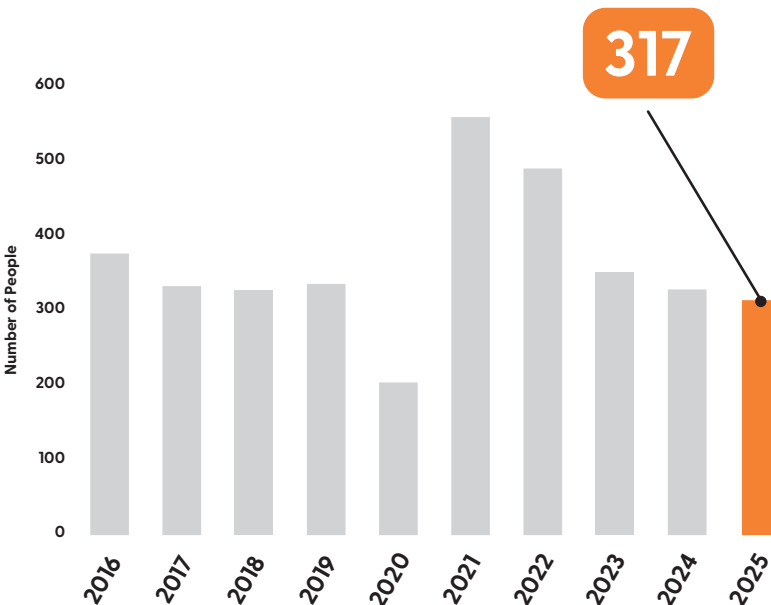
7%
Brisbane

4%
Other

Perth, Adelaide, Canberra, Darwin

3%
National

Number of Entry Level Starters



Average Industry Person

More women and longer tenure

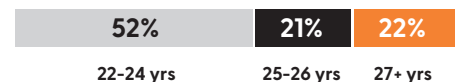
65.0% Women

33 yrs Age

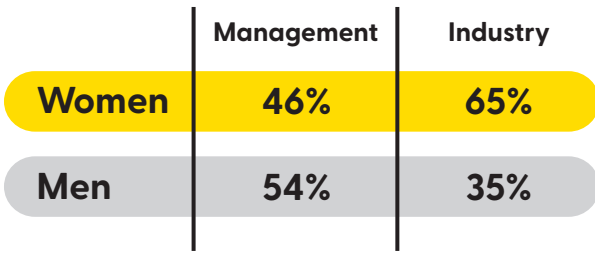
7.6 yrs Experience

4.1 yrs Agency Tenure

Typical Starter Age shifting older



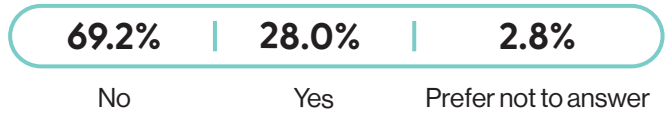
Diversity



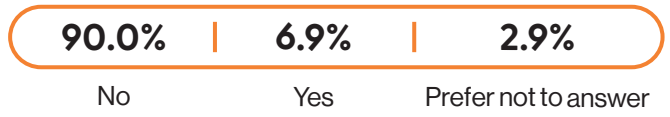
-1.4%

Average female full-time salary compared to males in media agency industry

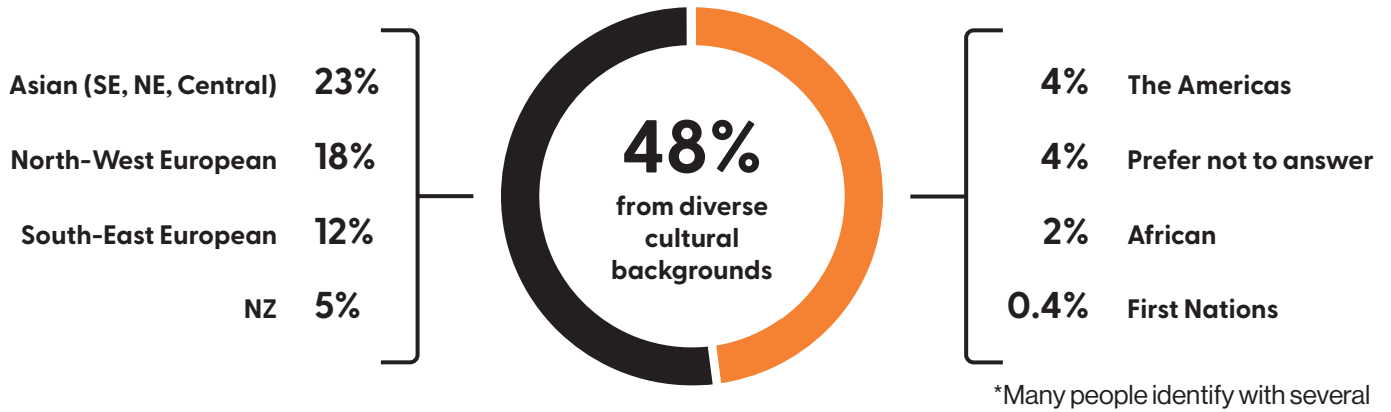
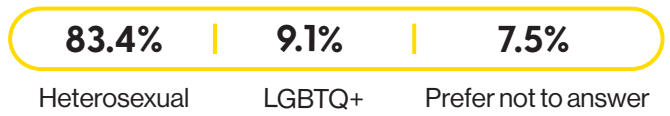
Speak language other than English at home



6.9% Living with diagnosed disability/special need



Sexual orientation you consider yourself to be



Staff Turnover

Regrettable Loss is stable

