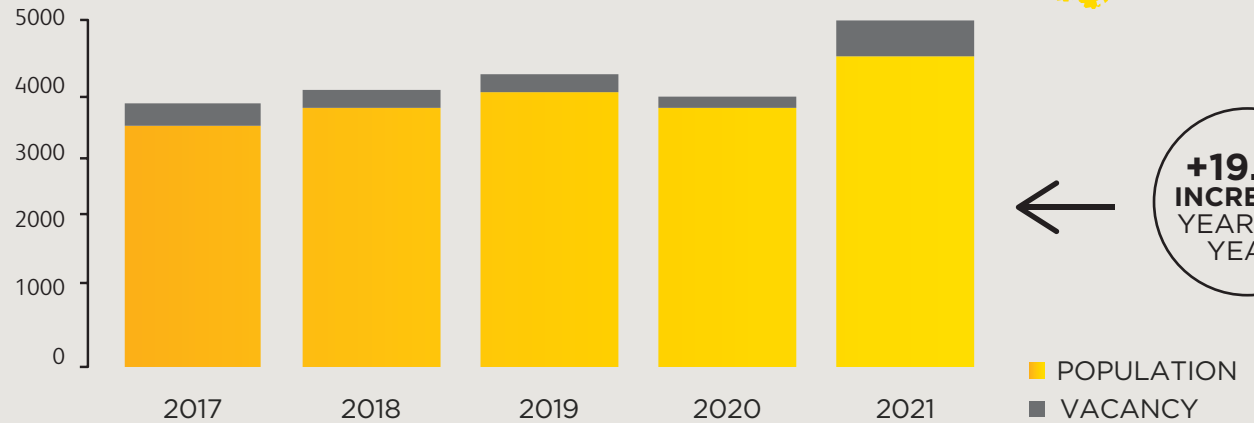


# 2021

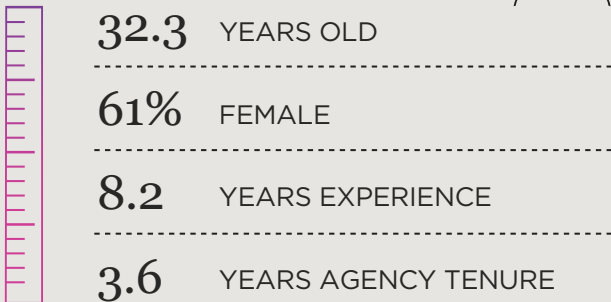
MEDIA COMMUNICATIONS AGENCY  
**INDUSTRY CENSUS**  
October 2020 - September 2021\*

## POPULATION

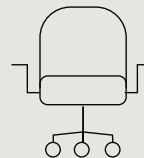
**4,412**  
PEOPLE WORK IN  
OUR INDUSTRY



## AVERAGE INDUSTRY PERSON



## VACANCY



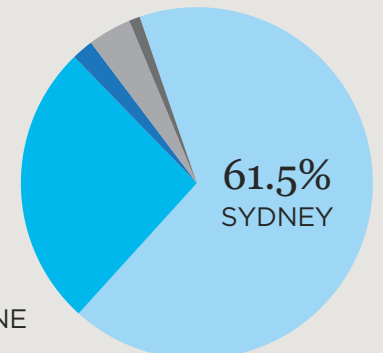
**6.5%**  
2019

**4.1%**  
2020



**12%**  
2021

- **5.7% NATIONAL**
- **1.7% OTHER**
- **5.1% BRISBANE**
- **26% MELBOURNE**

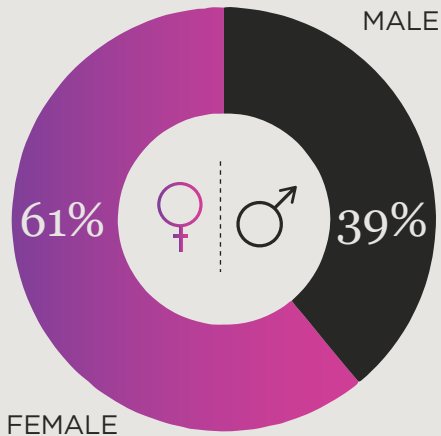


## GENDER

43%

WOMEN IN  
MANAGEMENT  
ROLES

## GENDER SPLIT



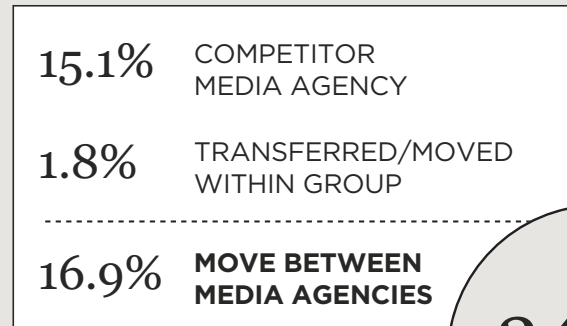
## GENDER PAY GAP



Average female full time salary compared to male

## STAFF TURNOVER

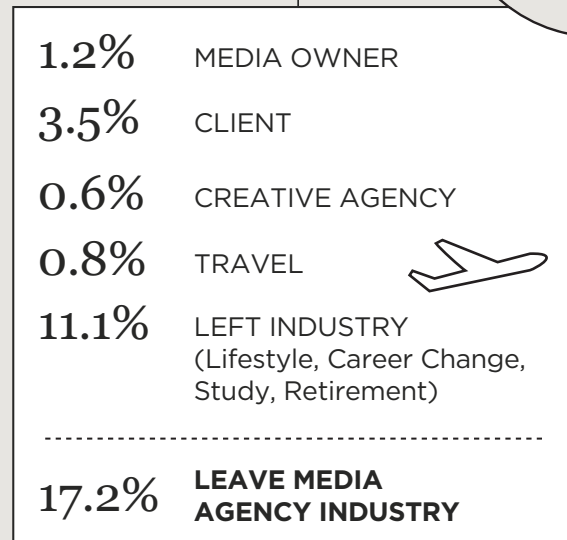
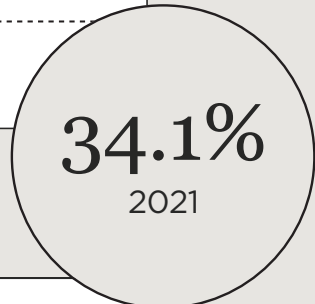
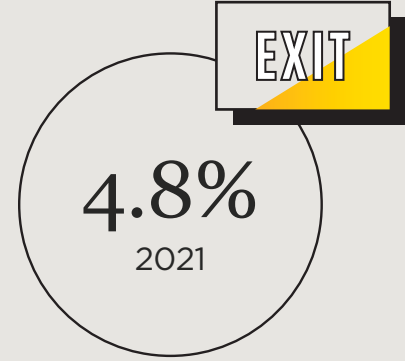
### REGRETTABLE LOSS



### NON-REGRETTABLE LOSS

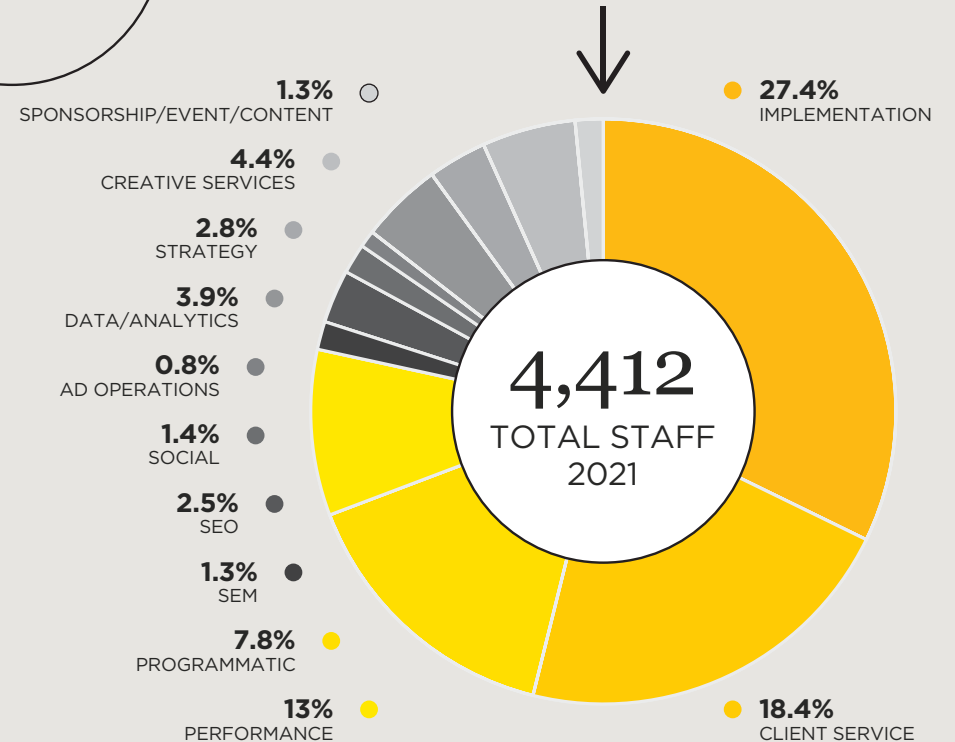
6.7%  
2019

12.5%  
2020



## INDUSTRY PROFILE BY JOB DESCRIPTION

67% of agency positions are Implementation, Client Service, Performance and Programmatic



CHAMPIONING A DYNAMIC AND VALUED MEDIA INDUSTRY

\*Based on data as of September 2021, MFA Census Report released December 2021