



PRESS RELEASE

MFA CENSUS REVEALS GROWTH IN INDUSTRY POPULATION, TENURE, FLEXIBILITY & WOMEN LEADERS

3 March 2019: The 2019 MFA Industry Census has delivered a robust health check of the media agency industry, revealing that media agencies are experiencing strong growth across a number of important measures, including the number of jobs and women in leadership roles.

Released today, the annual Census reveals that staff numbers in media agencies are up 5.6% year-on-year, with MFA agency members employing 3,902 people. This represents the fifth-consecutive year of **jobs growth** in the industry. If all current vacant roles were filled, the industry population would rise to 4,156 people.

Equally important is the **growing level of experience** across media agencies, with a year-on-year increase in the number of personnel with six to 10 years' experience while the number of people with 20+ years' experience has doubled in the past three years. As a result, the number of agency personnel with less than five years' experience has dropped to 46% of the industry (from 49% the year prior). Overall, the average industry experience is now 8.1 years, up from 7.7 years the year prior. Agency tenure is also up, at 3.4 years.

The MFA is also pleased with the industry's continued commitment to pay parity, with the Census once again revealing a **zero pay gap** between men and women's average annual salary. By comparison, [the Australian national pay gap remains at 13.9%](#), as measured by the Workplace Gender Equality Agency (WGEA).

Significantly, the proportion of **women leaders** has risen to 44% of all management roles held by women (up from 37% the year prior).

The representation of women in leadership positions within the industry is higher than the average in the Australian workplace as compared to [figures](#) by the Federal Government's Workplace Gender Equality Agency (WGEA), which shows that women hold 30% of key management positions.

Flexible working has continued to rise in prominence, with the opportunity to work from home available to 98% of media agency employees (up from 94%), and 8% of the workforce employed part time.

Importantly, part-time work is spread across all levels of seniority in agencies, from entry-level roles to executives, allowing for studying, side hustles or other life commitments.

Staff turnover has remained stable, with regrettable loss at 27.2% and non-regrettable loss dropping to 6.7% (from 9.0%).

View an infographic of the Census data on the [MFA website](#).

Peter Horgan, MFA Chair & CEO of Omnicom MediaGroup, said: “The MFA’s annual Census provides an important snapshot of the health of media agencies, and it’s encouraging to see such a positive picture emerge. I believe the continued growth of media agencies in the face of increased business pressures demonstrates the diligent effort we’ve put in as an industry to evolve the media agency model and better meet our clients’ needs. It’s great to see the hard work delivering results.”

MFA CEO Sophie Madden added: “I am very more pleased with the results of the Census. From the growing population to greater experience, more flexibility and more women coming up the ranks, there are so many positive outcomes in our annual health check. It demonstrates that our members are listening to what is important, to both their staff and their clients.”

The 2019 Media Communications Agency Industry Census is free to MFA members.

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ABOUT THE MFA

Established in 1997, the MFA is the peak body representing media communication agencies to government, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia.

<https://www.mediafederation.org.au/>