

MEDIA COMMUNICATIONS AGENCY 2017 INDUSTRY CENSUS

OCTOBER 2015 – SEPTEMBER 2016

3442 PEOPLE

Census represents
98% of the MFA
member agency
population



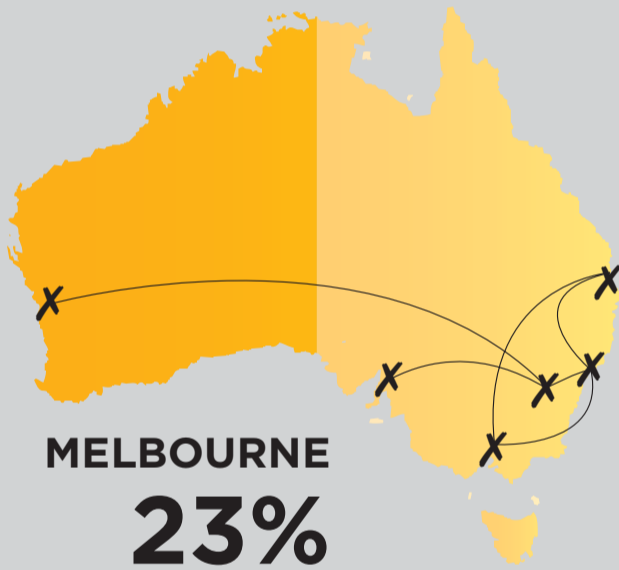
CONTINUED GROWTH

65% OVER 5 YRS



POPULATION

CANBERRA,
ADELAIDE
& PERTH
3%



MELBOURNE
23%

BRISBANE
7%

SYDNEY
67%

380 GRADUATES RECRUITED

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

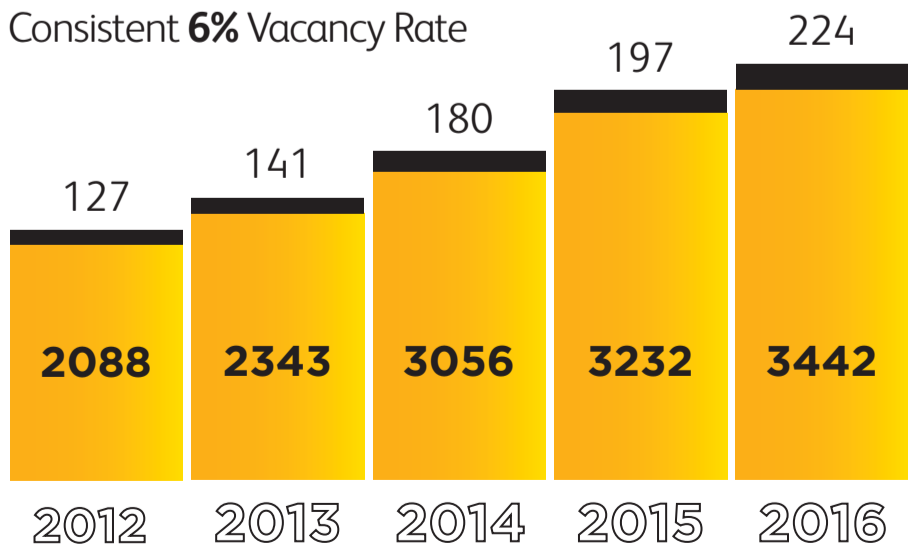


3.9% INDUSTRY GROWTH YEAR ON YEAR



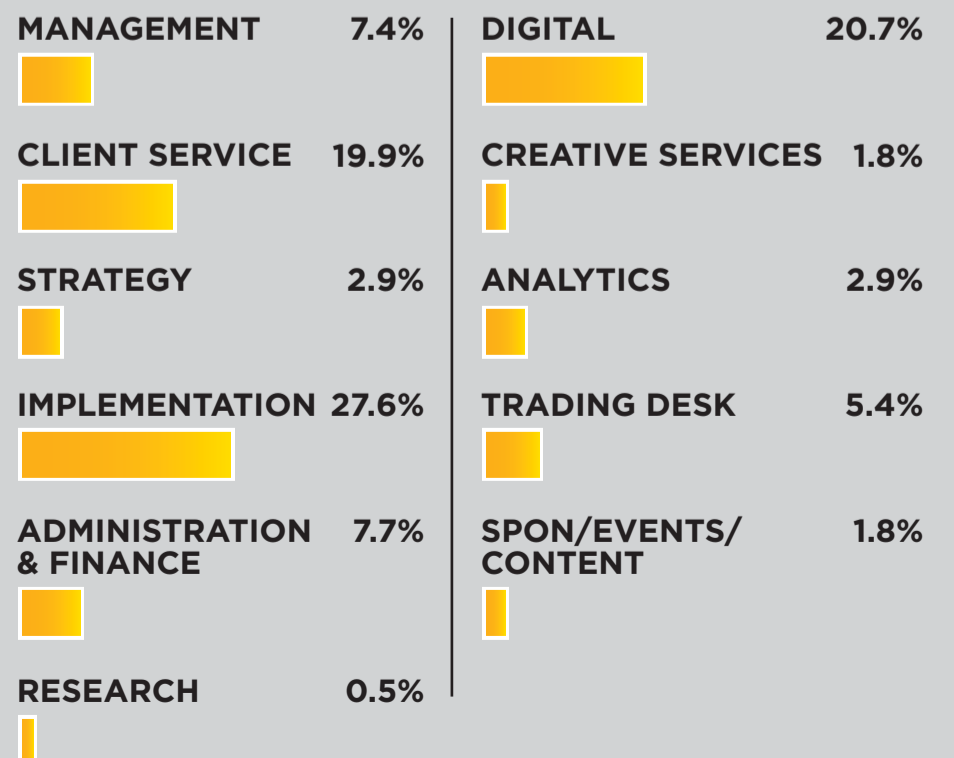
POPULATION / VACANCIES

Consistent **6%** Vacancy Rate



KEY: ■ Vacancy

% BY DEPARTMENT FUNCTION



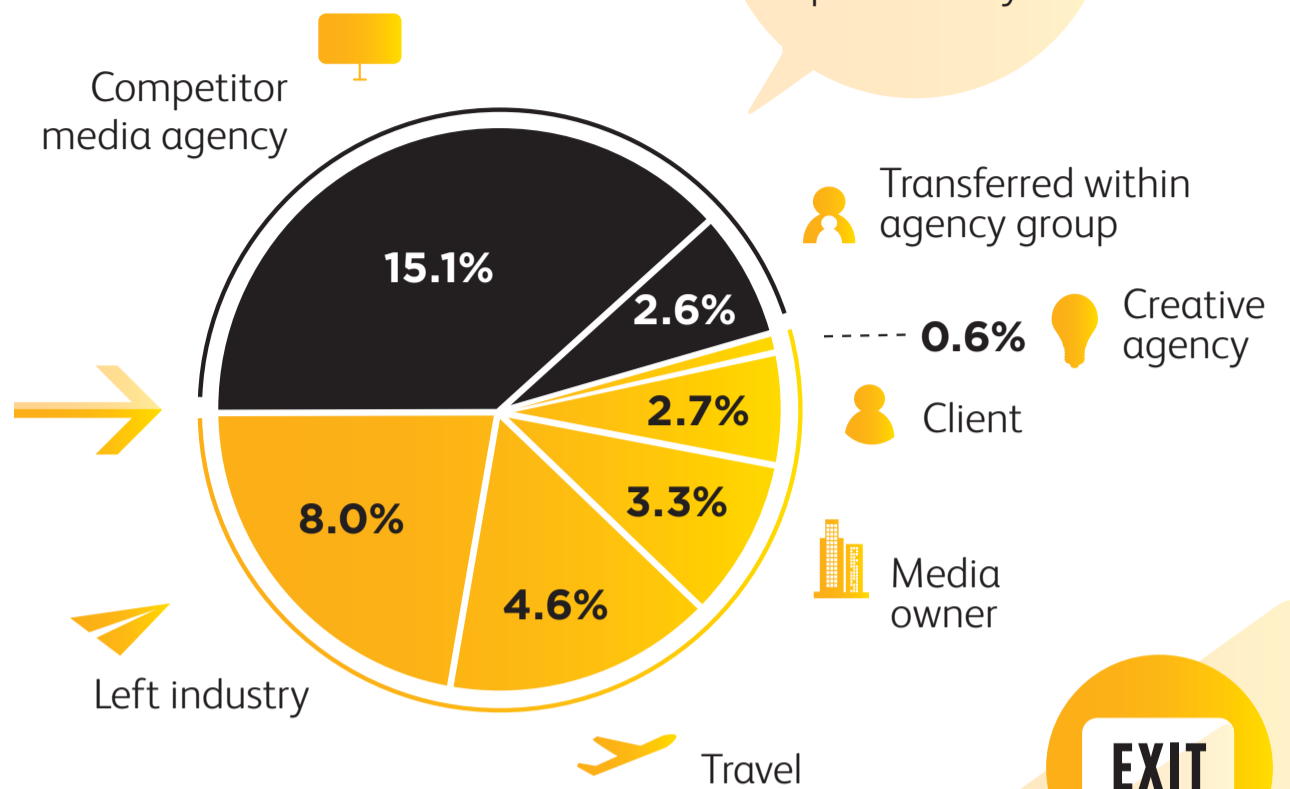
STAFF TURNOVER

DRIVERS OF REGRETTABLE LOSS

36.9%

REGRETTABLE LOSS

2015	31.0%
2014	26.8%
2013	28.5%



NON-REGRETTABLE LOSS 5.7%

AGE & EXPERIENCE

0-4 YEARS

41%

5-9 YEARS

29%

10+ YEARS

30%

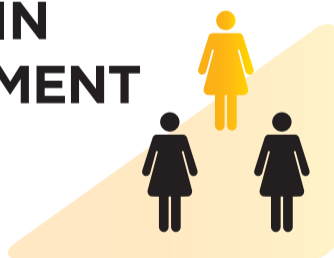
31

YEARS

Median age of the industry

GENDER

WOMEN IN MANAGEMENT ROLES
42%



GENDER PAY GAP



3%

Women's average full time salary is 3% less than men's



GENDER SPLIT

40% MALES

60% FEMALES