

MEDIA COMMUNICATION AGENCY

2018 INDUSTRY CENSUS

October 2016 - September 2017



Championing a dynamic and thriving media industry

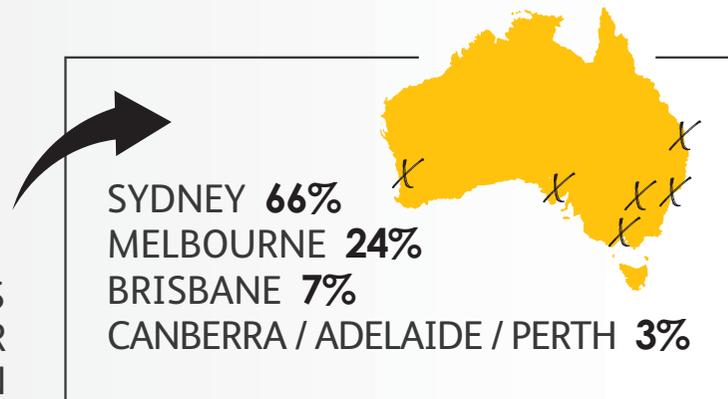


POPULATION



3432 PEOPLE

CENSUS REPRESENTS 98% OF MFA MEMBER AGENCY POPULATION

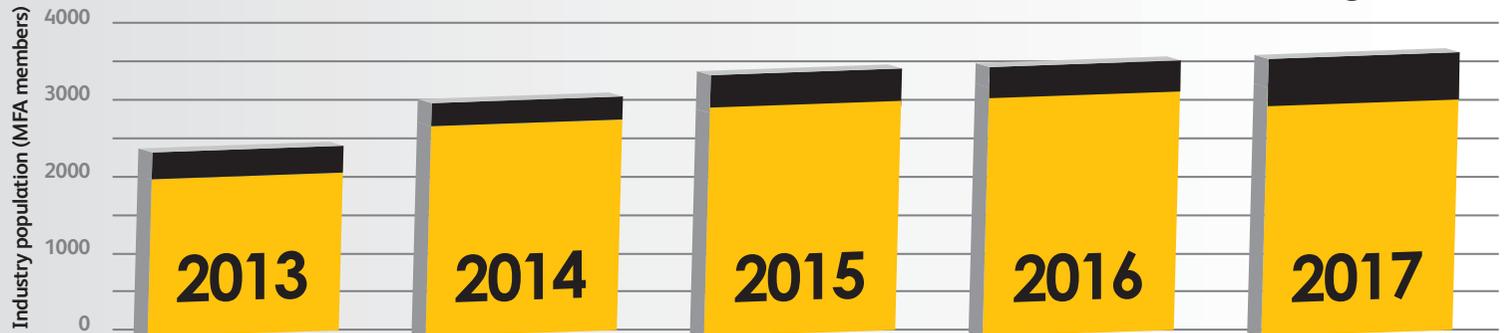


EMPLOYEE BASE HAS NOT GROWN FOR FIRST TIME IN

15 YRS

If VACANT ROLES were filled, population would have GROWN by

+2.2% YEAR ON YEAR



INCREASED VACANCY RATE FROM 6.5 % TO...

9.2%

CANDIDATE SHORT MARKET...

Driven by **SKILLS DEFICIT**

INCREASED number of DIGITAL & TECH roles

+5.0% DIGITAL

+58.0% TRADING DESK

2013 6.0%

2014 5.9%

2015 6.1%

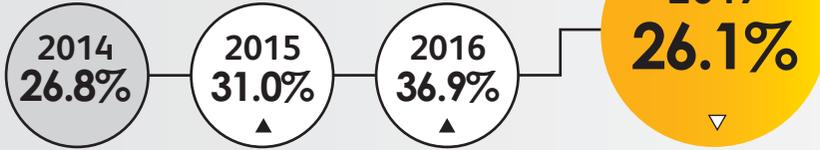
2016 6.5%

2017 9.2%



STAFF TURNOVER

REGRETTABLE LOSS



NON-REGRETTABLE LOSS



GENDER

GENDER SPLIT

MALES 37%
FEMALES 63%



GENDER PAY GAP

6.0% LESS

THE AVERAGE FEMALE FULL TIME SALARY COMPARED TO A MALES

42.0% WOMEN IN MANAGEMENT ROLES



12.0%

LEAVING THE INDUSTRY



MEDIA OWNER	1.9%
CLIENT	2.5%
CREATIVE AGENCY	0.3%
TRAVEL	2.6%
LEFT INDUSTRY <i>(Lifestyle / Career Change / Study / Retirement)</i>	4.7%
TOTAL	12.0%



14.1%

MOVING TO COMPETITOR AGENCY OR WITHIN PARENT GROUP

THE AVERAGE INDUSTRY PERSON

3.1 YEARS
AGENCY TENURE



7.9 YEARS
EXPERIENCE



31.2 YEARS



63%