MEDIA COMMUNICATIONS AGENCY

2017 INDUSTRY CENSUS

OCTOBER 2015 - SEPTEMBER 2016



Census represents 98% of the MFA member agency population





CONTINUED GROWTH

65% OVER

5 YRS



POPULATION

CANBERRA, ADELAIDE & PERTH



7%

SYDNEY 67%

380 GRADUATES RECRUITED

The number of graduates employed has more than **doubled**

over the last 5 years

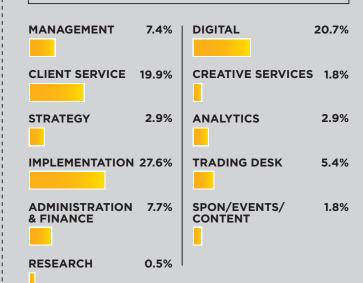
3.9%
INDUSTRY GROWTH
YEAR ON YEAR



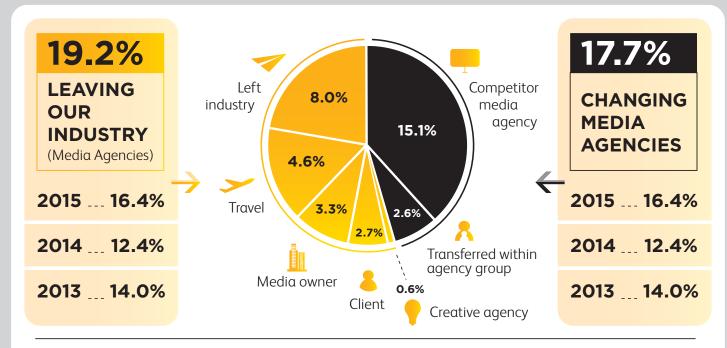
POPULATION / VACANCIES



% BY DEPARTMENT FUNCTION



STAFF TURNOVER



REGRETTABLE LOSS 36.9% | NON-REGRETTABLE LOSS 5.7%

AGE & EXPERIENCE

0-4 YEARS 41%

5-9 YEARS 29%

10+ YEARS 30%

31 YEARSMedian age of the industry



GENDER

WOMEN IN MANAGEMENT ROLES 42%



40%
MALES

GENDER PAY GAP



\$

3%

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



GENDER SPLIT

60%

FEMALES

