

# MEDIA COMMUNICATIONS AGENCY 2017 INDUSTRY CENSUS

OCTOBER 2015 - SEPTEMBER 2016

## 3442 PEOPLE

Census represents  
**98%** of the MFA  
member agency  
population

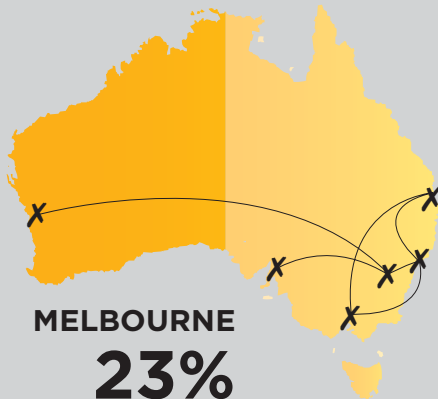


## CONTINUED GROWTH 65% OVER 5 YRS



## 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



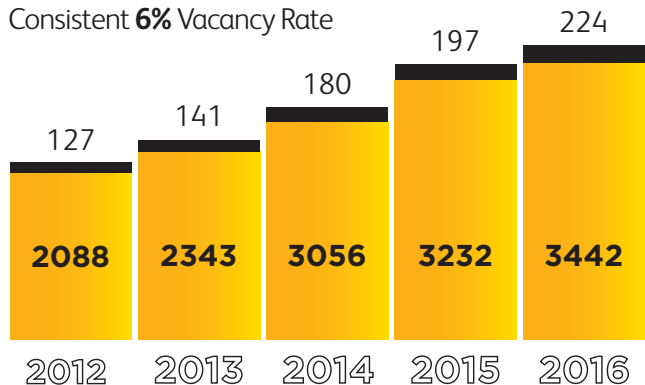
## 3.9% INDUSTRY GROWTH YEAR ON YEAR



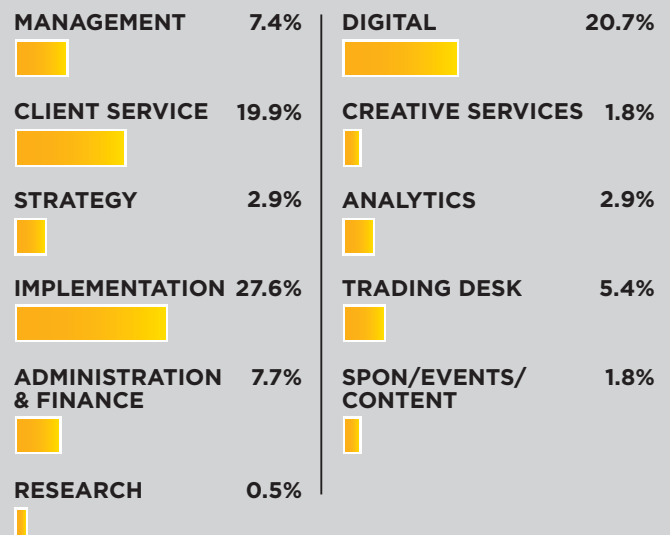
## % BY DEPARTMENT FUNCTION

## POPULATION / VACANCIES

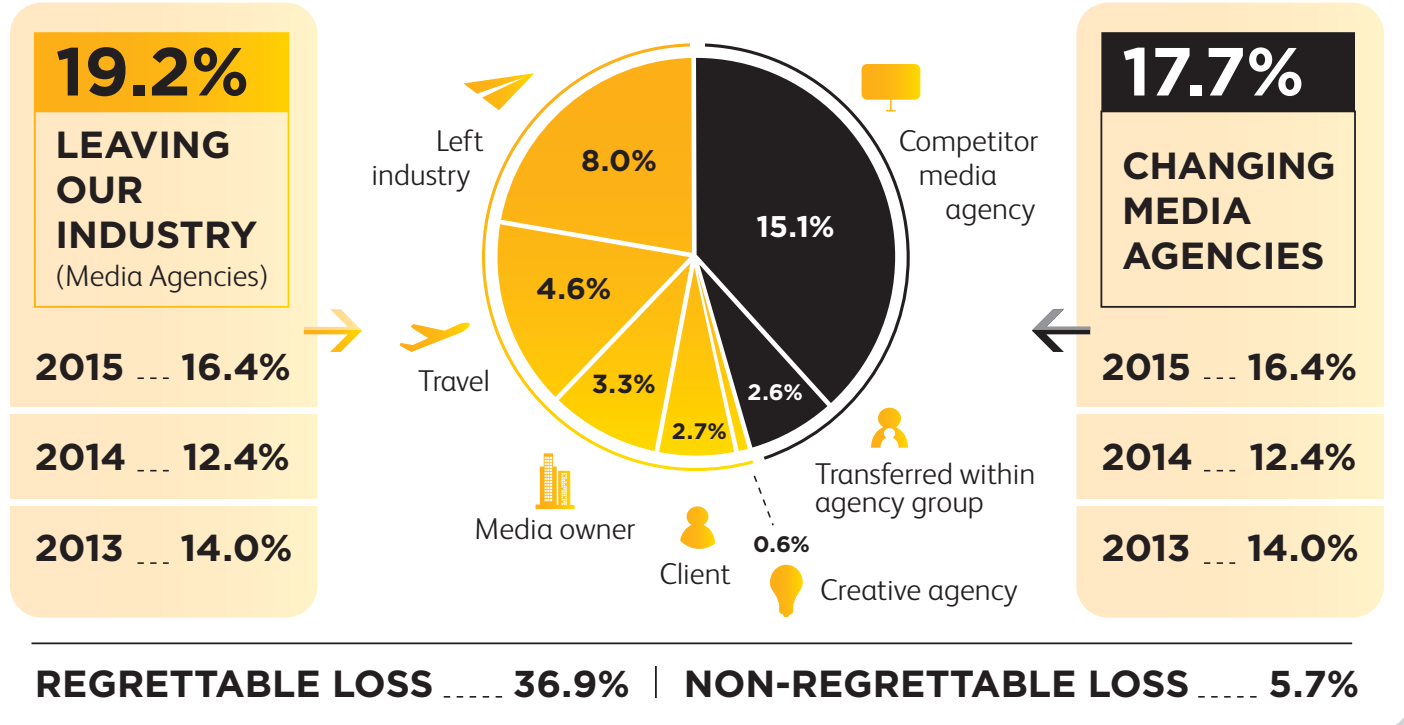
Consistent **6%** Vacancy Rate



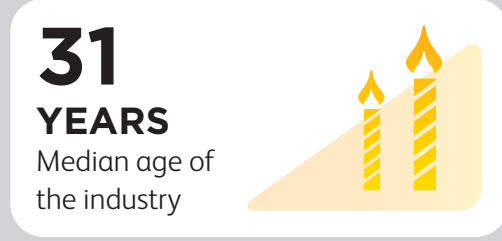
KEY: Vacancy



# STAFF TURNOVER



# AGE & EXPERIENCE



# GENDER

