Media Communications Industry 2023 Industry Census

October 2022 to September 2023





Population including Vacancy

If vacant roles were filled, the potential industry population would be **5,120**.



Vacancy

2022

Typical Industry Professional

7.8yrs

Experience

Female

62% of

population

Industry vacancy has reduced to **7.2% vs 8.5%** in the previous year. The vacancies hardest to fill are in the Sydney market.



2021

2.8yrs

Agency

Tenure

2020

X

32.7

Years

Old





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Industry Gender Profile



Industry Profile by Job Description



Source: MFA Census



October 2022 to September 2023

Industry Diversity

Cultural & Ethnic Backgrounds



1. Australian	52%
2. North-West European	20%
3. Southern & Eastern European	12%
4. South-East Asian	9%
5. North-East Asian	7%
6. Southerm & Central Asian	6%

7. New Zealand	4%
8. People of Americas	4%
9. North African & Middle Eastern	2%
10. Sub-Saharan African	2%
Prefer not to answer	4%







Source: Media i November 2023