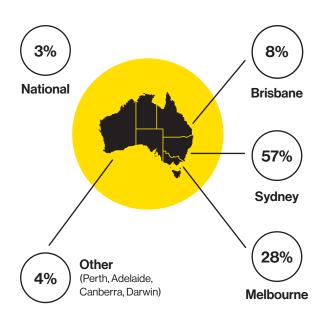


2024 Media Industry Census

Communication

Distribution by State

Concentration of workforce on eastern seaboard.



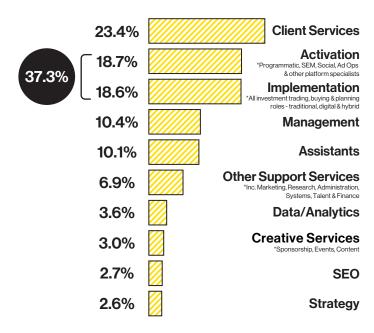
Average Industry Person

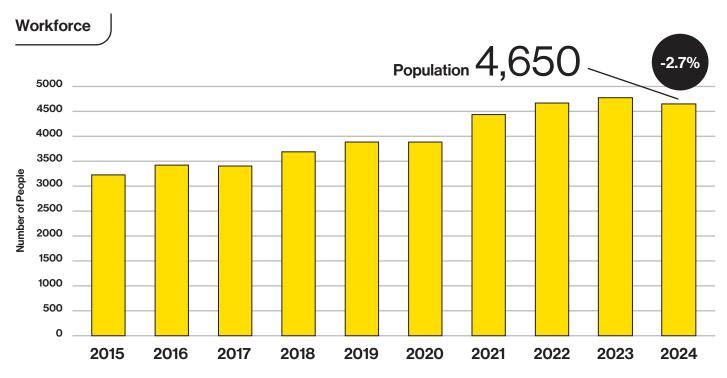
More females and longer tenure.



Distribution by Department

More than 1/3 in Activation and Implementation roles.



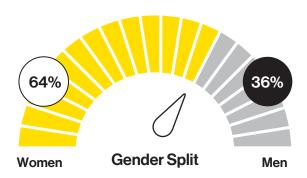


Gender Diversity

Increased women representation in management.



Women in management roles



-2.8%

Average female full-time salary

*Compared to male in media agency industry

Cultural Diversity

49% from diverse cultural backgrounds (many people identify with several).

Australian

23% — Asian (SE, NE, Central)

18% — North-West European

12% ——— **South-East European**

4% ——— **African**

4% -NZ

3% -The Americas

Prefer not to answer

0.5% — **First Nations**

Diversity

28.3% Speak language other than English at home



5.7% Living with diagnosed Disability or Special Need



Sexual orientation you consider yourself to be



69.1%

No





Prefer not to answer

91%

No

5.7%

Prefer not to answer

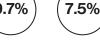
3.3%



Straight or Heterosexual



LGBTQ+



Prefer not to answer

Staff Turnover

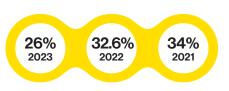
Regrettable loss is stable.





8.8% Competitor media agency

0.4% Transferred/ moved within agency group



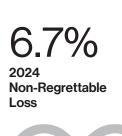
Leave media agency industry

16.1%

Media Owner 1.0% 2.1% Client 0.3% Creative Agency

2.9% Travel 9.9%

Left Industry (Lifestyle, Career Change, Study, Retirement)





4.8% 6.5% 3.5%