



PRESS RELEASE

AUSTRALIAN MEDIA AGENCIES SHOW RESILIENCE & ADAPTABILITY, 2024 MFA INDUSTRY CENSUS REVEALS

11 March 2025: The media agency industry continues to demonstrate resilience and adaptability in an evolving economic landscape, according to the annual MFA Media Communication Industry Census released today.

Providing a comprehensive overview of the industry's health, the Census reveals that as of September 2024, MFA agency members employ 4,650 people – a drop from 4,778 people in 2023. While this represents a 2.7% decrease from the previous year, the industry performed well in a softer market in 2024, impacted by global economic uncertainty, reduced media spends, and the continued adoption of AI.

MFA Chair Mark Coad acknowledged the workforce decline but emphasised that it aligns with broader economic conditions and industry trends. “The Census shows that the shape of our industry is evolving. As technology, automation, and new ways of working redefine roles, we’re seeing a shift in skill sets and specialisations rather than a loss of capability. The industry remains strong, agile, and well-positioned for the future.”

Encouragingly, employee tenure has seen a notable increase, with the average agency tenure rising to 3.8 years from 2.8 years in the previous year – an encouraging sign of stability and retention.

Progress in gender diversity also continues, with female leadership in media agencies rising to 48% of all management roles, up from 47% in 2023, while an equal 50:50 gender split was achieved among Leads and Heads of departments.

Another standout shift is in parental leave, with a record-breaking 216 primary carers – 4.8% of all employees – taking leave in 2024, the highest figure in a decade of measurement. Additionally, 82% of primary carers returned to work, reinforcing a positive shift in workplace support for parents.

The industry continues to adapt to changing client needs, with Implementation, Activation, SEO, and Assistant roles making up 50% of the workforce, though these categories have declined by 6.5%. Meanwhile, state-based management roles have grown by +18.5% and client service roles by +6.5%, reflecting shifting industry demands.

Vacancy rates have improved, dropping to 4.9% from 7.2% in the previous year. Sydney

accounts for the largest share of vacancies (67.5%), with Manager, Executive and Director roles proving the hardest to fill.

Regrettable loss has remained stable at 25.3% (a slight dip from 26%) and entry-level recruitment was also steady, with 342 new professionals entering the industry. Notably, 15% of these are over 27 years old, indicating a rise in career changers transitioning into media agencies.

Other noteworthy employee profile statistics:

- 64% of employees are women (up from 62% in 2023).
- The average age remains 32.7 years old.
- Average industry experience increased slightly to 7.9 years (from 7.8 years in 2023).
- Employment remains heavily concentrated in Sydney, Melbourne, and Brisbane, collectively making up 96% of all roles.

A [full infographic](#) of the Census data, including the Media Diversity & Inclusion Survey results, is available on the MFA website.

MFA CEO Sophie Madden said: “Media agencies demonstrated strength in tough trading conditions, while evolving in response to client needs. The growth in management and client service roles, along with more career changers entering the industry, is a positive sign of industry appeal and opportunity.

“Likewise, steady growth in female leadership, stable entry-level recruitment, and consistent retention rates highlight the impact of our commitment to talent development and diversity. This shows that our industry initiatives are fostering stability and strengthening pride in our profession.”

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About the MFA

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA’s vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.