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AGENCIES MEDIA

INDUSTRY'S GENDER PAY GAP CONTRAST 'SHOULD BE A SOBERING SIGNAL FOR LEADERS'



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Published on: 4th March 2026 at 10:37 AM

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As the national gender pay gap marginally improves, the media and advertising industry is in retreat, in spite of nearly 60 per cent of the workforce made up of women.

Yesterday's Workplace Gender Equality Agency (WGEA) data dump, which accounts for FY25, release shed light on the lack of progress of adland compared to the Australian workplaces, albeit using data that is nearly a year old.

Despite a 0.7 per cent improvement in the national gender pay gap (down from 21.8 per cent to 21.1 per cent), the media services industry experienced a 0.5 per cent increase year-on-year, rising from 14 per cent to 14.5 per cent.

The gap is now equivalent to \$19,000 per annum on the average national salary.

While the average industry salary increased annually from \$133,000 to \$142,000, the average increase for female employees (\$9,000) was approximately \$1,000 less than the average increase received by male employees (approximately \$10,000), according to EvenBetter analysis of advertising agencies shared exclusively with B&T.



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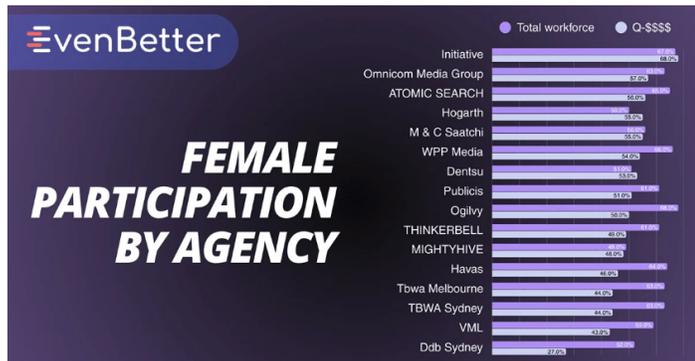
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For agencies, VML (23.1 per cent), Publicis Communications (22.5 per cent) and TBWA Sydney (22.3 per cent) had the widest average gender pay gaps, while Ogilvy (27.6 per cent), TBWA Sydney (22.4 per cent) and DDB Sydney (19.1 per cent) had the widest median gender pay gaps.

CHEP (18.2 per cent in favour of women) led the charge for average pay gaps and median pay gaps (11.6 per cent). Since the data was collated (FY 25), Chep merged with Clemenger and, subsequently DDB.

“After three years of this data, it is clear that the annual pay gap numbers release has definitely elevated this issue,” TrinityP3 general manager Lydia Feely said.

“Our challenge is: how do we get employers to care about the pay gap the other 364 days of the year? While we have definitely seen some improvements among some players, there is still not enough being done.”



Feely also noted the decreasing number of companies who have published their own pay gap reports.

“It really surprises me that, in the third year of this reporting, so many companies are still allowing these complex and important numbers to go out without taking the opportunity WGEA gives you to make an employer statement or report,” she said.

“Making a statement and providing context demonstrates – to current employees, potential recruits, and to the wider industry – that you are taking this issue seriously.” TrinityP3 chief executive Darren Woolley said that equity is an issue that impacts both men and women.

“Each year we see around half of all pitches ask potential partners how they are addressing gender equality and the pay gap,” he said.

“If our industry is committed to the principles of fairness and inclusiveness, then closing the ongoing gender pay gap must be a high, year-round priority. We need to see an ongoing focus on this by everyone from the board, C-suite, and shareholders down.”

Pay Gap in Media & Adland

The Gender Pay Gap of Major Media & Advertising Companies 24-25

Company	Media	Agencies	Digital & Classifieds
	Women as a share of workforce	Average gender pay gap	Median gender pay gap
Ace Radio	45%	23.5%	19.1%
Are Media	81%	11.7%	8.9%
ARN (Australian Radio Network Pty Limited)	56%	16.1%	8.2%
Bloomberg	39%	14.4%	18.3%
Fairfax Digital Australia & New Zealand	65%	27.1%	39.2%
Fairfax Media (Nine)	50%	7.5%	6.4%



Publishing)			
Foxtel	41%	15.9%	11.5%
JC Deceaux	48%	13.4%	-4.1%
Mamamia	89%	-4.6%	1.4%
News Corp Australia (Nationwide News Pty Ltd)	52%	17.4%	9.6%

Source: WGEA Data Explorer - Charts prepared by TrinityP3 Marketing Management Consultants
 Note: Some companies have multiple entries in WGEA data for subsidiaries etc

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