

Trends and Insight

Latest WGEA Data Reveals Adland Gender Pay Gaps as Big as 26%

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The release of the 2024-25 Workplace Gender Equality Agency (WGEA) pay gap figures has highlighted the ongoing pay equity gap within Australia's advertising and media industries.

Leading marketing management consultancy TrinityP3 says this year's data shows some notable improvements (for example, Foxtel, Nine Publishing, and Seven West Media), but the annual data release underscores the persistent pay gap across both advertising agencies and media owners. It further highlights the need for management and corporate boards in these organisations to take greater steps to close the gap.

Today marks the third consecutive year that the WGEA has released figures on the gender pay gap for private sector employers with a workforce of 100 or more employees.

The annual data drop has revealed that there are average gender pay gaps as large as 26.2% in some of Australia's major media companies and an average pay gap of 20%+ in a number of big multinational advertising agencies.

Pay Gap in Media & Adland

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

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 Publishing)	50%	7.5%	6.4%

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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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For the third year in a row, TrinityP3 has analysed the submissions of more than 30 major media/adland employers.

WGEA's latest figures show the mid-point for employer gender pay gaps across all industries was 11.2% – down 0.9 percentage points from last year. While many of Australia's highest-profile media and adland businesses were following this trend and working to close the pay gap, Lydia Feely, general manager of TrinityP3, says there remains an insufficient focus on the issue within the industry.

"After three years of this data, it is clear that the annual pay gap numbers release has definitely elevated this issue," said Lydia. "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."

Lydia also noted the decreasing number of companies who have published their own pay gap reports – see below for statements or reports from News Corp, Nine, and REA – which are designed to provide far greater context to the WGEA figures.



"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.

"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 says that adland and media players should do more, including actively benchmarking themselves, to ensure they aren't moving backwards on the pay gap.

"We know that companies who benchmark and track their performance do better in areas such as the gender pay gap," said Lydia. "When companies establish where they are, they also then need to look at what other 'like-for-like' players are doing and look for the opportunities to improve."

TrinityP3 notes the WGEA numbers have shown that companies that had clear policies on the gender pay gap and who undertook regular payroll analysis performed better when it came to the gender pay gaps they reported.

The consultancy also includes pay equity as a major topic in its annual 'State of the Pitch' report which looks at the state of pitching and what clients are looking for in their agency and media partners.

Darren Woolley, CEO of TrinityP3, said, "Pay 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. This is why we make it a key part of our 'State of the Pitch' research and why we are not also asking for it in our agency register. A growing number of corporations are rightly prioritising this issue across their own businesses and their suppliers.

"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."

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CHIEF EXECUTIVE OFFICER
Darren Woolley

GENERAL MANAGER
Lydia Feely



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