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What the Workplace Gender Equality Agency (WGEA) figures say about the media industry



by Amy Shapiro

Posted on 27 February 2024



"Companies are going to be taking a long, hard look at where they stand against the market."

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The **Workplace Gender Equality Agency (WGEA)** has released **its gender pay gap figures for private sector employers with a workforce of 100 or more employees**. The findings from WGEA highlight an ongoing struggle within the media and advertising sector to address the underrepresentation of women in key leadership positions, notably within boards and senior management roles.

The **WGEA data shows significant pay gaps within Australia's major media firms, reaching up to 26%, with gaps ranging between 13% and 18% for most multinational advertising holding groups.**

Darren Woolley, founder and global CEO of Trinity P3 Marketing Management Consultants, told **MediaWeek** that while the numbers suggests many media companies and "some" of the agencies are aware of the gender pay gap, and are taking steps to address it, "it's still patchy, and there's still a long way to go."

"I think that this initiative is really going to help by driving transparency around who's performing well and who isn't," said Woolley.

Equal Remuneration:

The Gender Pay Gap of Major Media & Advertising Companies

Source: WGEA Data Explorer - Charts prepared by TrinityP3 Marketing Management Consultants

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Gender Pay Gaps
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The WGEA publications mark a significant shift from the government **statutory agency's** previous practice of publishing an aggregate total remuneration gender pay gap for all Australian private sector employers with 100 or more employees over the last decade.





For the first time, these figures now disclose individual employer gender pay gaps. The release includes data on base salary and total remuneration, median gender pay gaps, as well as the gender composition per pay quartile.

Woolley continued: "I think what we're going to see over the next couple of weeks or months is people really diving into this data. This is the first round, so there could be some anomalies in how people have self-reported. There could be changes that occur over time.

"Companies are going to be taking a long, hard look at where they stand against the market, and start to perhaps implement some of their policies in a much more meaningful way."

In a statement to the media, **Lydia Feely**, general manager at TrinityP3 said the gap "isn't surprising" when looking at the senior management level and boards of major media and advertising companies, particularly key roles and management personnel, such as heads of business or general managers.

"The dominance of men in these roles remains startling," said Feely.

She continued: "The reality is there is still a significant disparity. It has improved in recent decades but without a strong focus from the senior ranks, the gap won't close any further.

"This is about having tangible policies to support both men and women when it comes to things like parental leave, flexible working but also workplaces looking at their pay policies, value contribution and ensuring they aren't systematically paying men more than women for the same level of work."

See also: **Woolley Marketing: Does DE&I matter or not?**

Top Image: **Lydia Feely & Darren Woolley**

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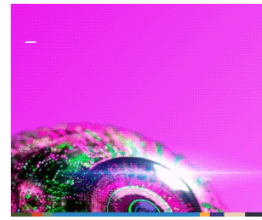
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"Big opportunities": ARN's iHeart blows out four birthday candles

By **Tess Connery**
Posted on 27 February 2024





Corey Layton: "Australia is set to continue leading podcast growth."

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This week, **ARN's** iHeart celebrated its fourth birthday. Since launching on February 25th 2020, the network has been named top Podcast Publisher for 45 consecutive rankers, and forged partnerships with publishers including Clubby Sports, Channel 7, TED, The New York Times, Audioboom, and Sony.

Reflecting on the last four years, **Corey Layton**, ARN head of digital audio told *Mediaweek*, "When we launched, core to our strategy was leading a step change that overcame several shortcomings and gaps felt by creators, advertisers, and audiences alike.

"From the day we launched to now, we have retained our position as Australia's #1 Podcast Publisher for 45 consecutive rankers. It's a position we don't take for granted and one we're privileged to hold."

Layton says that the iHeart team are "incredibly fortunate to work with many of the best creators in the country," with podcasting continuing to be a major platform for advertisers.



Corey Layton

"According to the IAB Australia Online Advertising Expenditure Report, **investment into podcast advertising increased 21.7% in 2023, outpacing every other digital ad format.**" Layton said.

"Further ahead is listening, which saw a 33% YoY increase in January, with over 90m downloads last month. With enhanced podcast audience profiling, effectiveness, and attribution all in place, podcasts are no longer an optional medium."

For the podcast hosts themselves, this investment shows in the way that the iHeart team work with brands.

Zara Seidler, co-founder of *The Daily Aus* and host of the publication's daily news podcast tells *Mediaweek* **"It's been really heartening to work with partners that believe in our vision,** and believe in providing helpful and educational advice to young people.

"We've been able to work with government departments to communicate important health messaging around cervical cancer screening, for example. It's those sorts of partnerships that we really enjoyed doing, and our audience, certainly from the feedback, has enjoyed listening to."

It's a message backed up by author, presenter, and **BlakCast** network advisor **Jamila Rizvi**.

"The podcasting world is just exploding, and I think the potential of the podcasting world

