

Got News?

An evolving Al project from Mi3 I Automation with Editor curation. And oversight. Always



Editors' Note: Many Fast News images are stylised illustrations generated by Dall-E. Photorealism is not intended. View as early and evolving Al art!





WGEA reveals pay gaps up to 26% in Australia's major media companies

The Workplace Gender Equality Agency (WGEA) has revealed pay gaps as high as 26% in some of Australia's major media companies and a gap between 13% and 18% for most of the large multinational advertising holding groups.

For the first time, the WGEA has published data outlining the gender pay gap among private sector employers with a workforce of 100 or more employees. Data from almost 5000 Australian private sector employers is reflected in the figures. The national gender pay gap across all industries was 21.7%.

TrinityP3 analysed the submissions of over 30 media and adland employers and charted their results, noting that the media and marketing industry continues to struggle with female representation in their senior ranks, particularly a the board and senior management level.

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 to WGEA.

TrinityP3 Global Marketing Management General Manager, Lydia Feely, said: "Today's release of the employer gender pay data is an important moment in understanding the ongoing disparity of pay for women in the workforce. The data shines a real light of transparency on the pay gap."

Feely further noted the gender imbalance in senior roles. "This gap isn't surprising when you look at both the senior management level and boards of major media and advertising companies, in particular in key roles like Key Management Personnel, Heads of Business or General Managers. The dominance of men in these roles remains startlina."

She emphasised the need for tangible policies to support both men and women. "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."

TrinityP3 CEO, Darren Woolley, said: "TrinityP3 was really proud two years ago to move to lift the bar, in our industry, on some of these key issues."

Feely said there was a need for a collective focus on this issue. "This is an area that needs all of us to focus more on it. We all want a workplace where we are paid equitably and also feel included, supported and safe. Most business leaders want to do the right thing but it's not always easy or simple and we have to support them in doing so. The new data today is a good first step that will hold business leaders accountable but there is also a lot more to do."

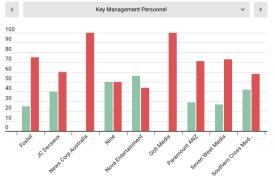
OOh!Media was one of multiple out-of-home companies, alongside JCDecaux, that reported results that deviated from the industry trends, with a negative gender pay gap that saw female employees earning 2.2% more than their male counterparts on average. That figure does not include CEO salary data, which will not be mandatory for WGEA reporting until April 2024.

Women account for 48% of oOh!'s workforce of 800, and 50% of senior leadership. The company has implemented several initiatives to address gender equality, including additional gender pay equity analysis for the Board, its subcommittees and CEO annually, measures to reduce bias in performance reviews, promotion processes and recruitment, targeted individual development plans for women, and investment in industry programs such as NGEN and Future Women.

"oOh! strives to maintain an industry leading position in Diversity, Equity and Inclusion (DEI). Beyond this result, we remain focussed on driving positive change for women, which will continue to support our position on gender pay equity," said oOh!media CEO, Cathy O'Connor.

"One of the drivers of this positive result is oOh!'s salesforce, which is traditionally a male-led profession. We have strong female representation in this part of our business, and as someone who started and built their career in media sales, I understand there's so much opportunity for women to grow and develop in this space. We have seen just how women are bringing in revenue and driving strong pay outcomes, and it is important for businesses to mentor and support this talent."

Gender Leadership Representation
Key Management Personnel & Board of Major Media Companies



Key Management Personnel - Women Key Management Personnel - Men

Made with infogram

Want your daily shot of #Al powered, human curated news? Become a member of Mi3 Australia and ensure you get our Fast News daily newsletter straight to your inbox here.

Got news you want to share with Mi3 Fast News? Email your media announcements with either Word or PDF attachments plus images to fastnews@ai.mi-3.com.au.

Partner Content from Salesforce

7 Best Practices to Take Customer Support From Good to

Al Isn't Taking Your Job — It's Setting You Up For a Better One (Here Are 12)



Get the exclusive from five agency leaders



Partner Content from ThinkNewsBrands

Fresh readership figures show written news retaining its broad reach, with 97% of Australians aged 14+ consuming news in any given month. Get the facts

Choose your News: All News Marketing Campaigns & Strategy Media Tech Agencies & Consulting



IMAA concludes inaugural Female Leaders of Tomorrow

Posted 06/05/2024 10:27am



Suntory BOSS Coffee launches new brand identity via It's

Posted 06/05/2024 10:15am



Clemenger BBDO appoints Adrián Flores as chief creative



Federal government fast-tracks privacy legislation reform to August; marketing, advertising cited



Houston bolsters creative team with new appointments

QMS expands NSW network with Australian Turf Club partnership



Qantas to pay \$20 million to customers over cancelled flights, \$100m penalty hangs in the balance



VMO wins out of home contract for Stockland shopping centres

Optus appoints NBN boss as new CEO

Want More?







About Mi3

Mi3 is designed to be different in its conversations bridging consumer trends, brands, marketing, agencies, media, CX, martech, e-comm and adtech.

News Analysis Industry Contributor

Market Voice

Video + TV

© 2024 Mi3. All rights reserved