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Why are media pay gaps still above 20 per cent?



Kevin Perry 4 March 2026



Lydia Feely, General Manager of TrinityP3 and Darren Woolley Global CEO of TrinityP3 (image - supplied)

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New Workplace Gender Equality Agency data reveals persistent gender pay gaps across Australia's media and advertising sectors despite improvements at some major employers.

Fresh figures from the Workplace Gender Equality Agency (WGEA) have again placed the spotlight on pay disparities across Australia's advertising and media sectors, with new data for 2024-25 revealing ongoing gaps despite signs of improvement among some major employers.

The annual release — now in its third consecutive year — covers private sector organisations with 100 or more employees. According to analysis by marketing management consultancy TrinityP3, while several high-profile companies have reduced their gender pay gaps, significant disparities remain across both media owners and advertising agencies.



Among those identified as showing improvement were Foxtel, Nine Publishing and Seven West Media, based on this year's data. However, TrinityP3 said the broader industry picture continues to highlight the need for stronger action from executive teams and boards.

The consultancy reviewed submissions from more than 30 major employers across media and advertising, publishing comparative charts alongside links to company employer statements.

WGEA's latest figures show the national mid-point for employer gender pay gaps across all industries sits at 11.2 per cent, a decline of 0.9 percentage points from the previous year. Within media and advertising, however, average gender pay gaps were reported as high as 26.2 per cent in some major media companies, with a number of multinational advertising agencies recording gaps exceeding 20 per cent.

Lydia Feely, General Manager of TrinityP3, said that while the annual disclosure had increased visibility, progress remained uneven.

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

"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 pointed to a decline in the number of organisations publishing detailed employer statements or standalone pay gap reports to accompany their WGEA submissions, referencing statements from **News Corp**, **Nine** and **REA** as examples of companies providing additional context.

"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."

According to **TrinityP3**, organisations that actively benchmark themselves against comparable competitors tend to perform better over time.

"We know that companies who benchmark and track their performance do better in areas such as the gender pay gap," said Feely.

"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."

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The consultancy's analysis also found that companies with clearly articulated pay gap policies and those conducting regular payroll analysis reported stronger outcomes in the data.

Darren Woolley, CEO of **TrinityP3**, said the issue of pay equity is increasingly influencing client decision-making during agency pitches.

"Pay equity is an issue that impacts both men and women," said Woolley.

"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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Kevin Perry

<https://perryxca.com/>

Kevin Perry brings over two decades of expertise in media and television journalism to his role as Senior News Editor and Co-Owner of TV Blackbox, where he has become a trusted voice in the industry. Known for his insight into production, sport and streaming services, Kevin combines editorial leadership with a passion for uncovering the stories behind the screen, helping audiences navigate the ever-changing landscape of broadcast and digital entertainment. Media enquiries please Call or Text 0428-275-111



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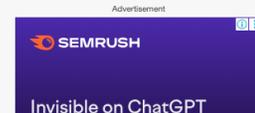
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