



WOMEN
in MEDIA

Women in Media
Industry Insight Report 2023

17 July 2023

Contents

Overview & Summary

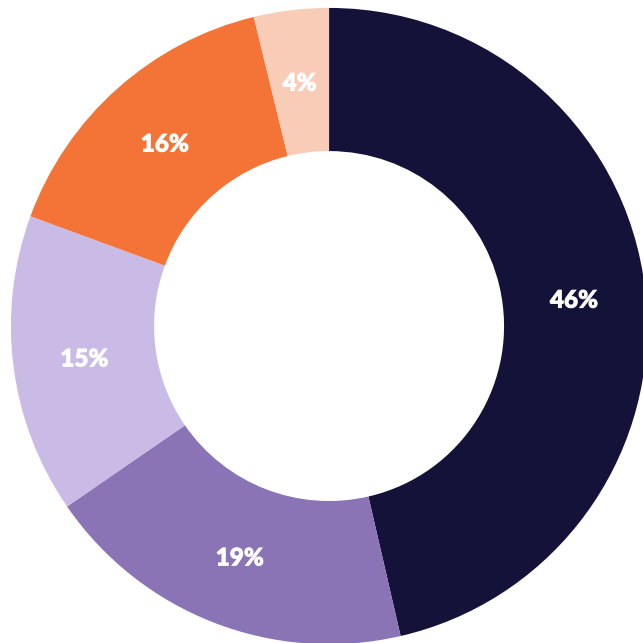
Women in Media Demographics	Page 3
Forward	Page 4
Introduction	Page 5
Summary	Page 6 - 7
Call to Action	Page 8

Research Findings

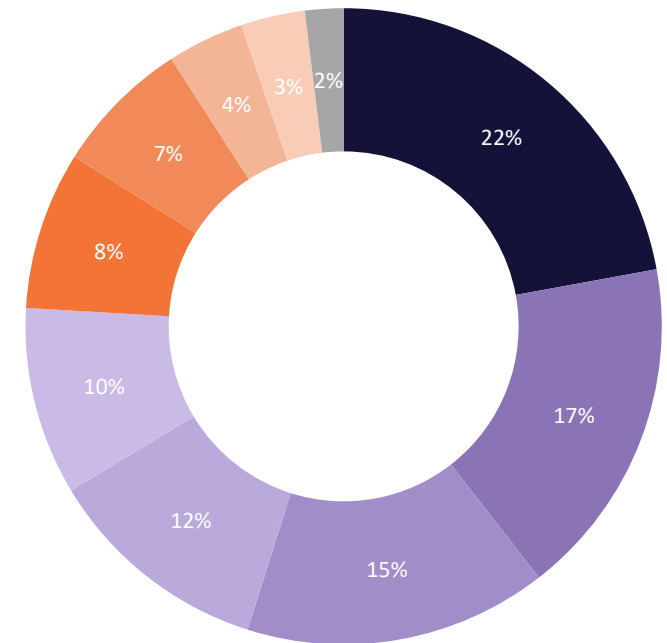
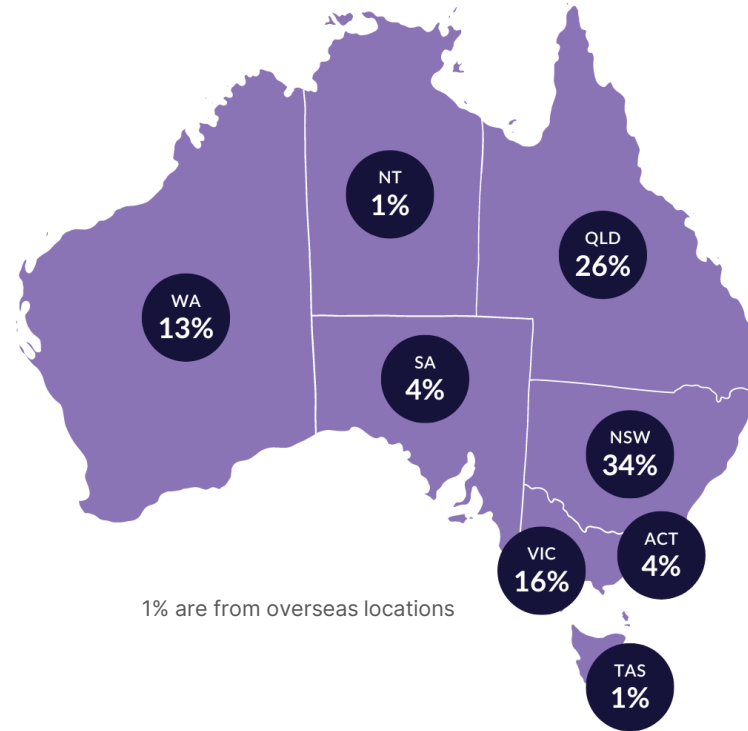
Job Satisfaction	Page 9
Career Progress Ranking	Page 10
Obstacles to Career Progress	Page 11 - 12
Drivers to Leave	Page 13
Drivers to Stay	Page 14
Drivers of Progress	Page 15 - 16
Industry Commitment to Gender Equality	Page 17 - 18
Issues Employers Need to Address	Page 19-20
WGEA Australia and Australian Bureau of Statistics	Page 20
Day-to-day Challenges	Page 21 - 22
Learning & Upskilling	Page 23 - 26
Demographic Shifts	Page 27
Methodology	Page 28
Women in Media Overview	Page 29

Who Are Women in Media?

More than 6000 experienced media professionals in a range of industries across Australia.



- Senior (10+ years)
- Leadership/management
- Mid Career (5-10 years)
- Early Career (1-5 years)
- Other



- Digital
- Print
- Social media
- Marketing
- Media agency
- PR/Comms
- TV/Film
- Radio
- Education
- Other

Foreword

For the second year, the *Women in Media Industry Insight Report* has been released, informing the call for gender equality, pathways for career progress, and access to support and resources for women working in all roles and types of media.

The report is compiled by Women in Media and underpins the organisation's mission to help women excel, learn, contribute, and connect. It aims to draw attention to crucial issues of importance to women working in our sector, which includes journalism, communications, production, public relations, publishing and digital media.

The statistics speak volumes - with an entrenched gender pay gap above the national average and increased bias and discrimination, **nearly one-third of women are considering leaving their jobs in media.**

Women in Media urges media employers to address the factors that impede women's career pathways through the industry. We cannot ignore the consistent barriers faced by women in the media industry, as revealed by the *Women in Media Industry Insight Report 2023*. The findings highlight deep concerns about gender equality and a lack of industry support that continues to hinder women's career progress.



Persistent barriers for women working in media



Victoria Laurie
National Board Member
Acting Co-Chair

As a founding member of Women in Media in Western Australia and acting Co-Chair, Victoria Laurie notes that Women in Media offers essential support to women and the media industry to ensure both thrive.

“Women want to work in environments where they are active contributors, recognised for their achievements and able to progress in their careers. This Report shows continued dissatisfaction, especially at the middle stages of women’s careers, which needs to be addressed,” said Victoria Laurie.

“The data clearly pinpoints where effort can be made to better support women.”



Anita Jacoby AM
National Board Member
Acting Co-Chair

As a board director of Women in Media, Anita Jacoby said the survey is a barometer of female professionals’ views about working in the media industry and the results make for disturbing reading.

“Women in Media believes there are four overarching factors that function as barriers for women over the course of their careers which need to be addressed. First, is the industry actively committing to address gender equality; second, is creating pathways to promotion; third, is providing support from leadership/direct managers and fourth, is employers providing access to upskilling for women to progress in their careers,” said Anita Jacoby.



Summary

The *Women in Media Industry Insight Report 2023* is a call to action for employers to address consistent barriers faced by women in the media industry.

The survey of women working in diverse media roles across Australia found that **54% of women are dissatisfied or unsure about how to advance their career (compared to 56% in 2022)**.

The report shows that the media sector is considered to have a **somewhat weak/very weak commitment to gender equity**.

For the second year in a row, the data highlights a demand for greater transparency about pay and more access to leaders and hands-on learning. Unclear pathways to promotion are hindering career progress, particularly into leadership and management positions.

The Global Gender Gap Report 2023 from the World Economic Forum reinforces these findings across industries noting the hiring rate of women into leadership roles has not only stalled, but it's started to decline in some areas, as women continue to bear the brunt of ongoing economic volatility.



Summary

Pay equity continues to be a significant issue. Australian Bureau of Statistics (ABS) figures indicate that Australian women, on average, make \$255.30 less per week than men, a gap of 13.5%. This rises to a **16% above average weekly earnings gap** in the Information Media & Communications industry.

The *Women in Media Industry Insight Report 2023* examines career roadblocks beyond earnings. It gives women a voice to share the challenges and obstacles they face, and the positive changes that would make them stay and thrive in their careers. The Report looks at issues like workload, retention and skilling efforts, support from leaders and direct managers, and the need for clear pathways to development and promotion.

Women in Media highlights four overarching factors that act as barriers for women over the course of their careers:

1. Industry commitment to address gender equality and pay transparency.
2. Pathways to promotion.
3. Disengagement caused by unchallenging work.
4. Access to upskilling including network building.

85%

(▲ 1%)

Call for **gender pay audits** to be implemented to address pay gaps.

63%

(▲ 22%)

Want **shadowing programs** that provide access to leaders and hands-on learning.

36%

(▲ 32%)

Believe being **engaged or challenged in a positive way** is crucial to their career progression.

44%

(▲ 21%)

Prioritise **building a network** to assist in progressing their career.



Call to action



The *Women in Media Industry Insight Report 2023* is a call to action for the media industry.

The data highlights a demand for transparency and programs that address systemic gender inequity within the media industry.

Structural gender discrimination and entrenched workplace cultures are keeping women in lower paid, less powerful positions.

Employers must more actively embrace gender issues to retain the female talent in their ranks.

The annual survey is run by Women in Media Australia and underpins our mission to help women excel, learn, contribute, and connect.

The Report pinpoints the importance of structural and individual change required in organisations.

Women in Media concludes that if the media industry wants women to thrive and stay, it should adopt:

Gender Pay Audits to address current entrenched higher than average industry pay gaps

Shadowing Programs to provide access to leaders and hands-on learning

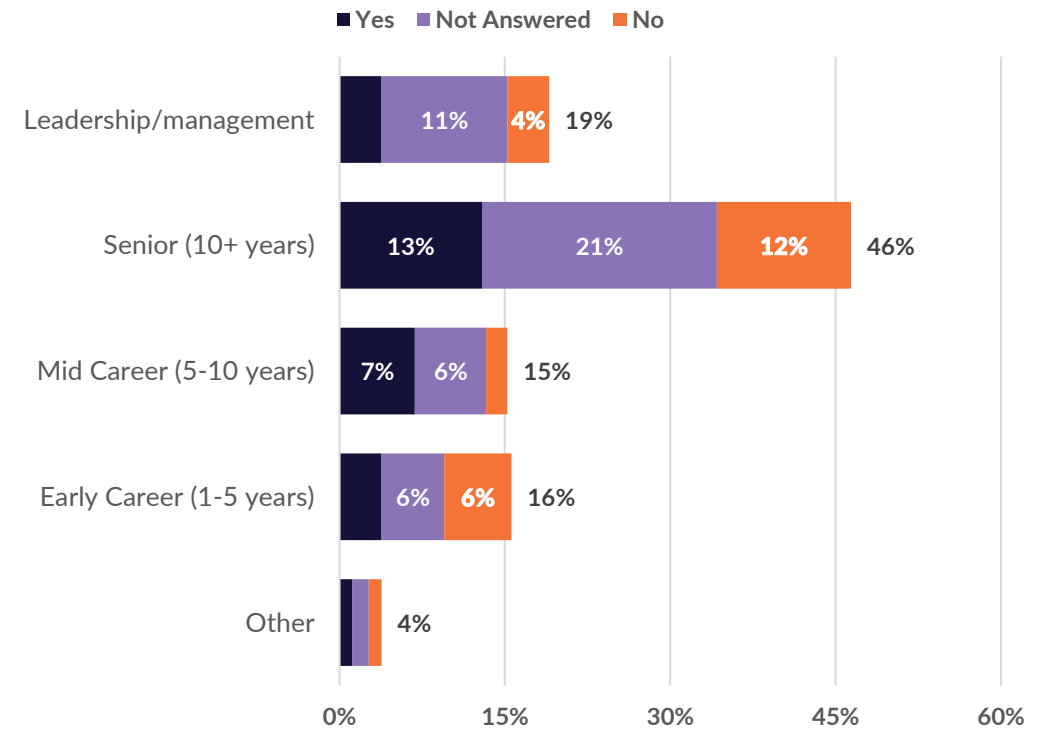
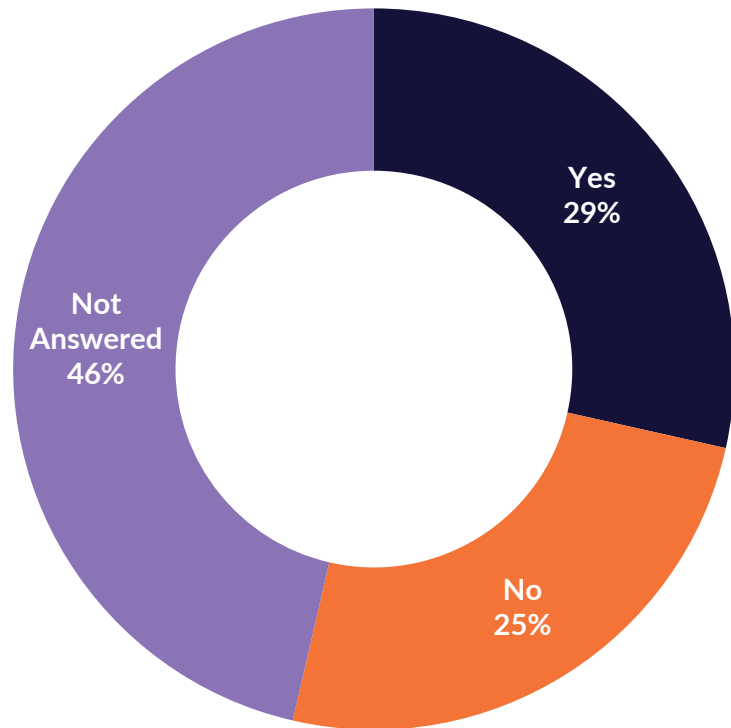
Opportunities for growth and promotion to create pathways to career advancement

Access to learning development to build skills



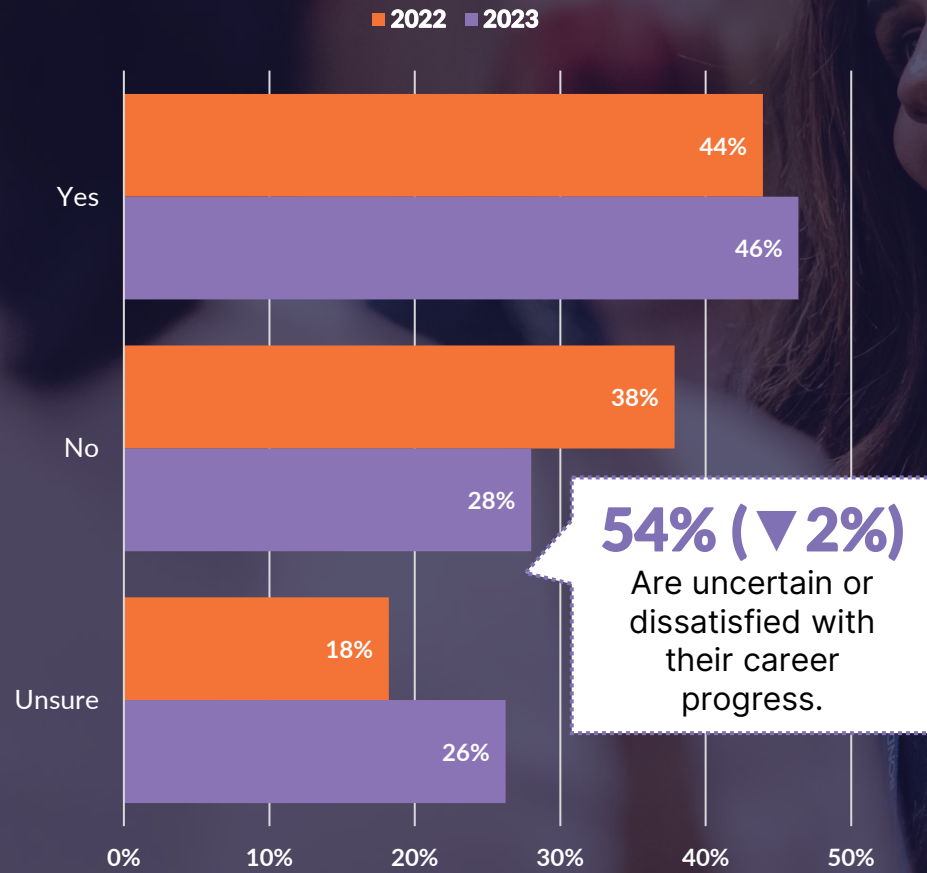
**Nearly one-third of women are thinking about leaving their job (29%).
 Almost half of those that are mid-career do not want to stay for more than 12 months.
 Among women with senior experience, more are considering changing than keeping their current role.**

Looking at respondents' career stages provides deeper insight into the levels of job satisfaction.



Are you thinking about leaving your current role in the next 12 months?

Is your career progressing at the rate you would like?



Less than half of respondents continued to feel that their career was progressing at a good rate.

While there was 10% less dissatisfaction with the rate of career progress year on year, those who expressed uncertainty about their career progress increased by 8% in 2023 compared to 2022.



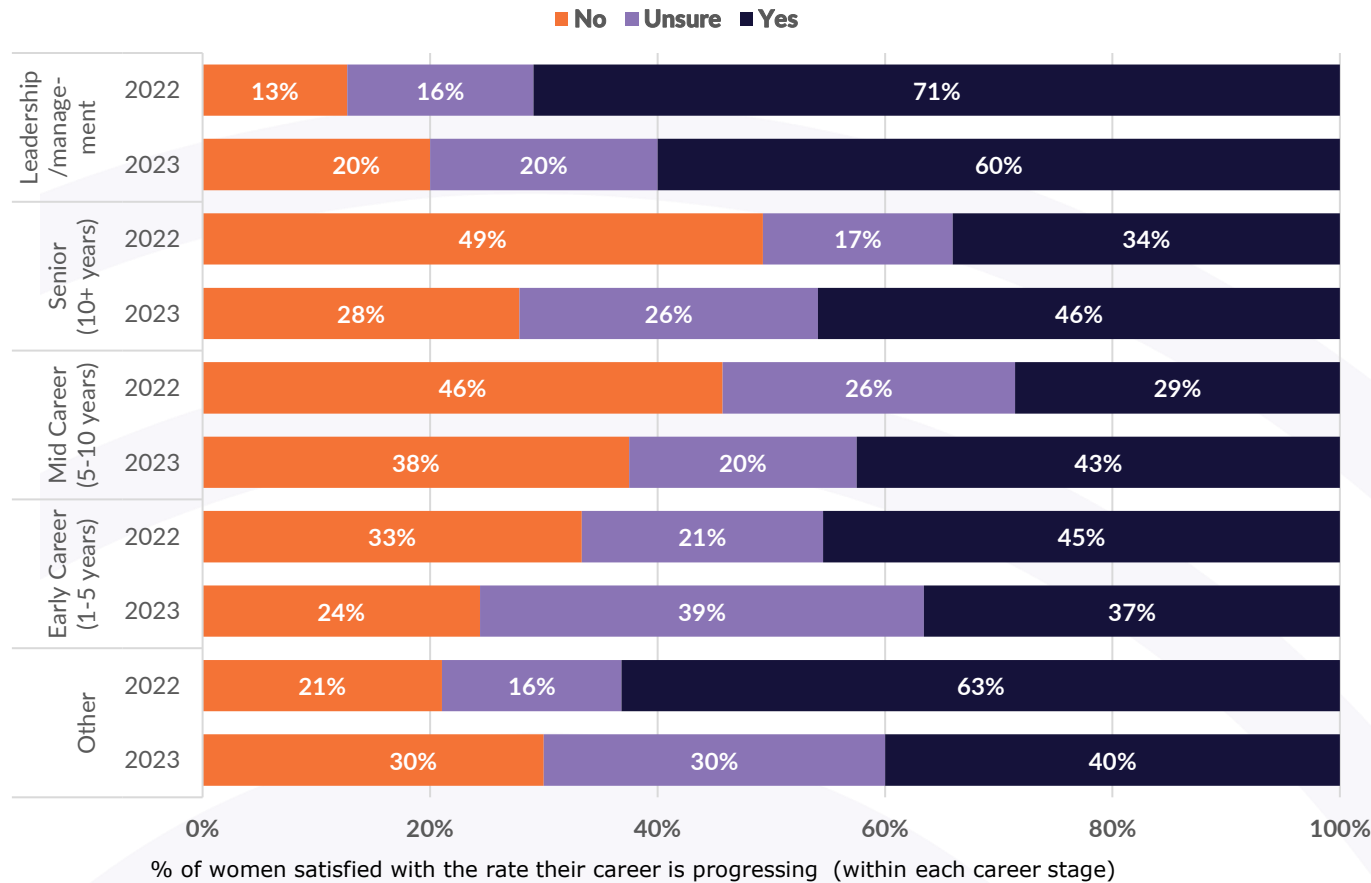
The majority of women are **unsure or explicitly dissatisfied** with the progress of their career.

Pay is the main driver to leave their job. Growth and promotional opportunities are the main driver to stay.



Progress is tangible for women in leadership, but unclear for those with less experience.

Respondents' career stages provide deeper insight into perceptions of progress.



60%
(▼11%)

of the surveyed women in leadership positions say their career is progressing at the rate they would like.

38%

of the surveyed women with 5-10 years of experience said their career was not progressing at the rate they would like, as did 24% of early-career women.

**More than
1 in 5**

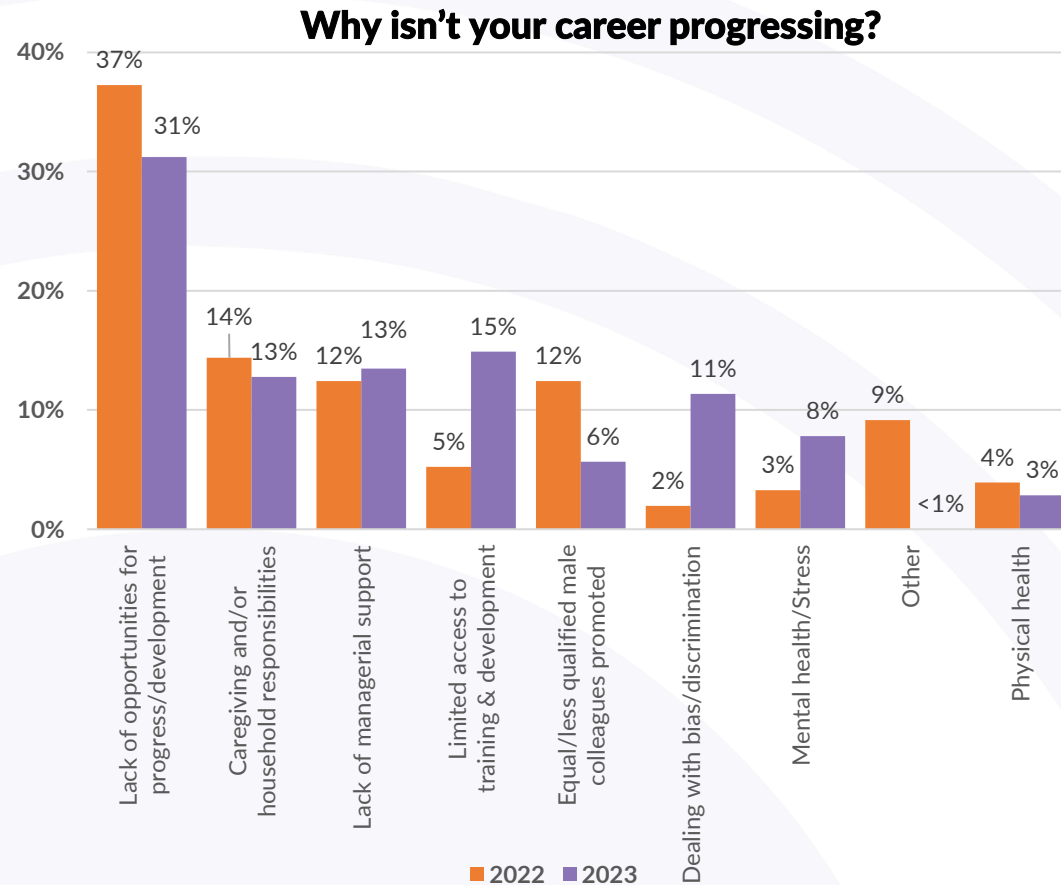
of the women dissatisfied with the rate of their progress say this is due to lack of opportunities.



Is your career progressing at the rate you would like?

Women see lack of opportunities as the **dominant obstacle** to career progress.

For some women, this is a glass ceiling within the organisation, while for others it is due to limited access to training and development and support from managers.



The Top 3 Reasons for Career Stagnation

1. Lack of opportunities.
2. Limited access to training & development.
3. Lack of managerial support.

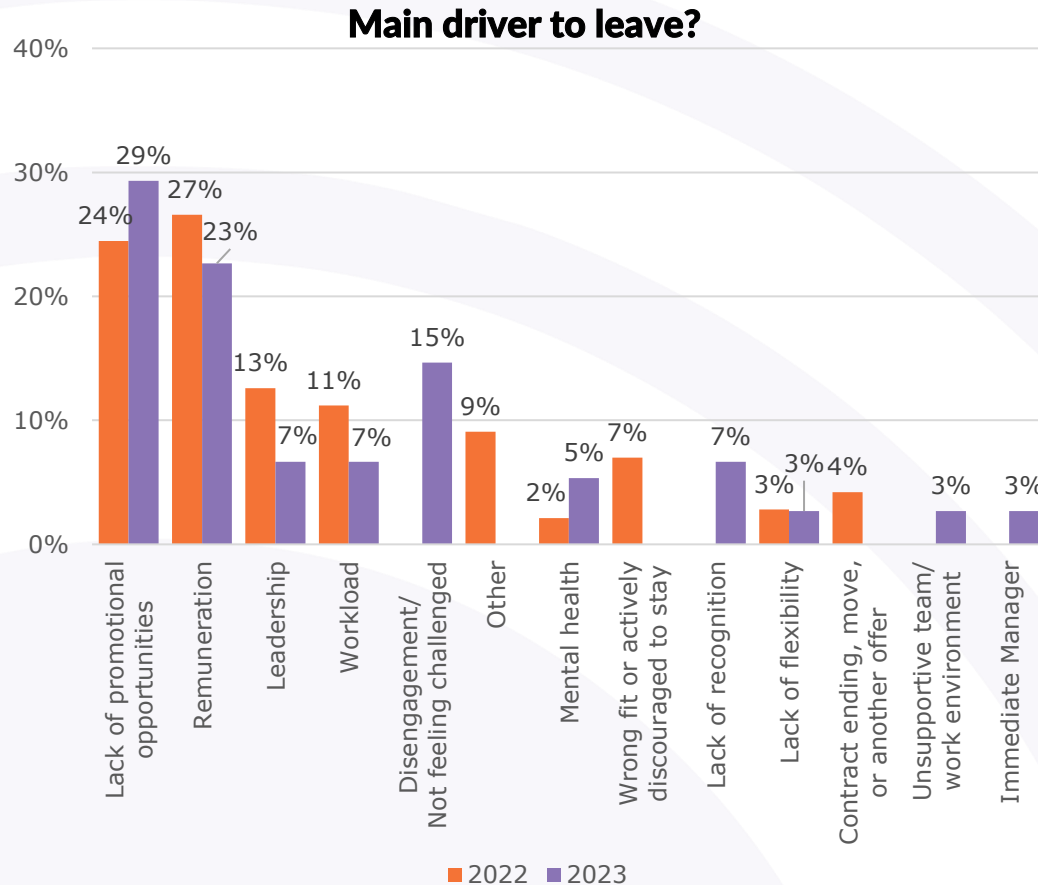


Why isn't your career progressing at the rate you would like?



Opportunities, pay & disengagement are the **main drivers to leave** a job in media.

Lack of opportunities is listed as a key reason for lack of progress, but the list of factors that contribute to career stagnation is not the same as the list of reasons driving women to leave a role.



The Top 3 Reasons to Leave

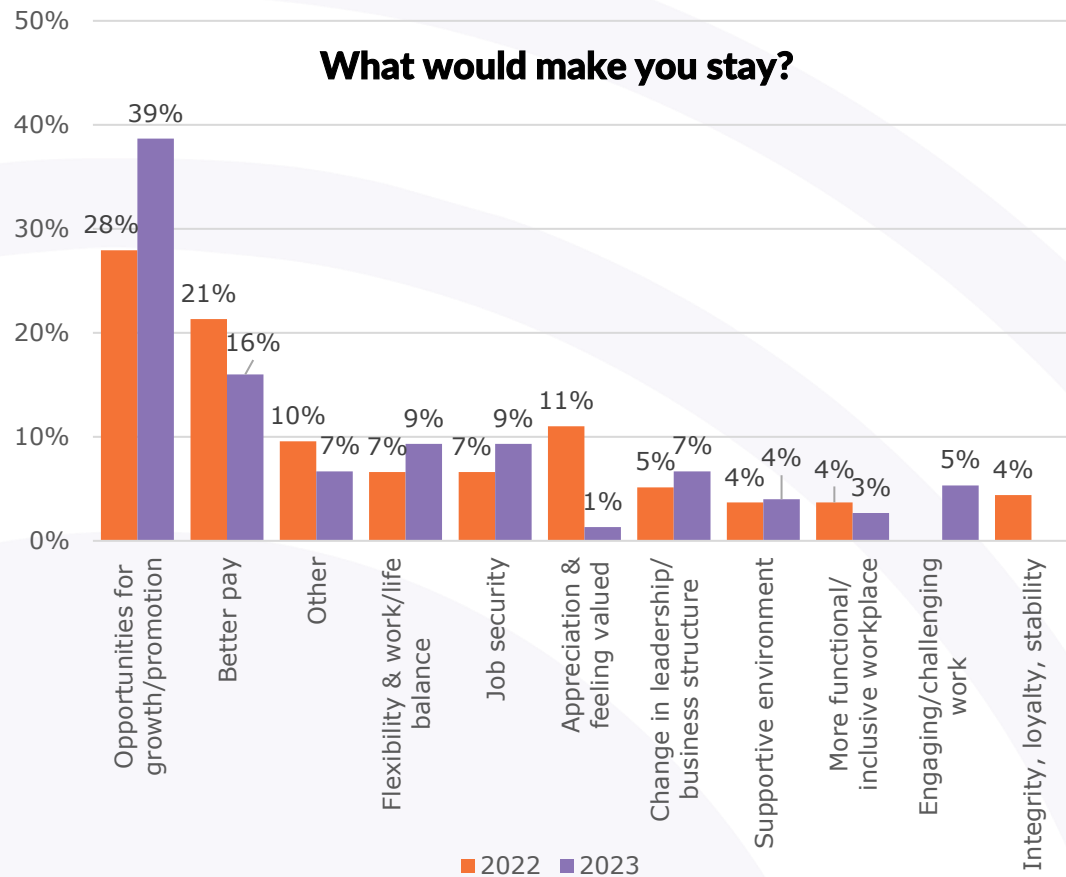
1. Lack of opportunities.
2. Remuneration.
3. Disengagement.



What is the main driver for you to leave your current role?

Opportunities for growth and promotion twice as important as any other factor to remain in a job.

What keeps women in media from leaving is a path to a better professional and financial future, and a job which allows them to have a good work-life balance.



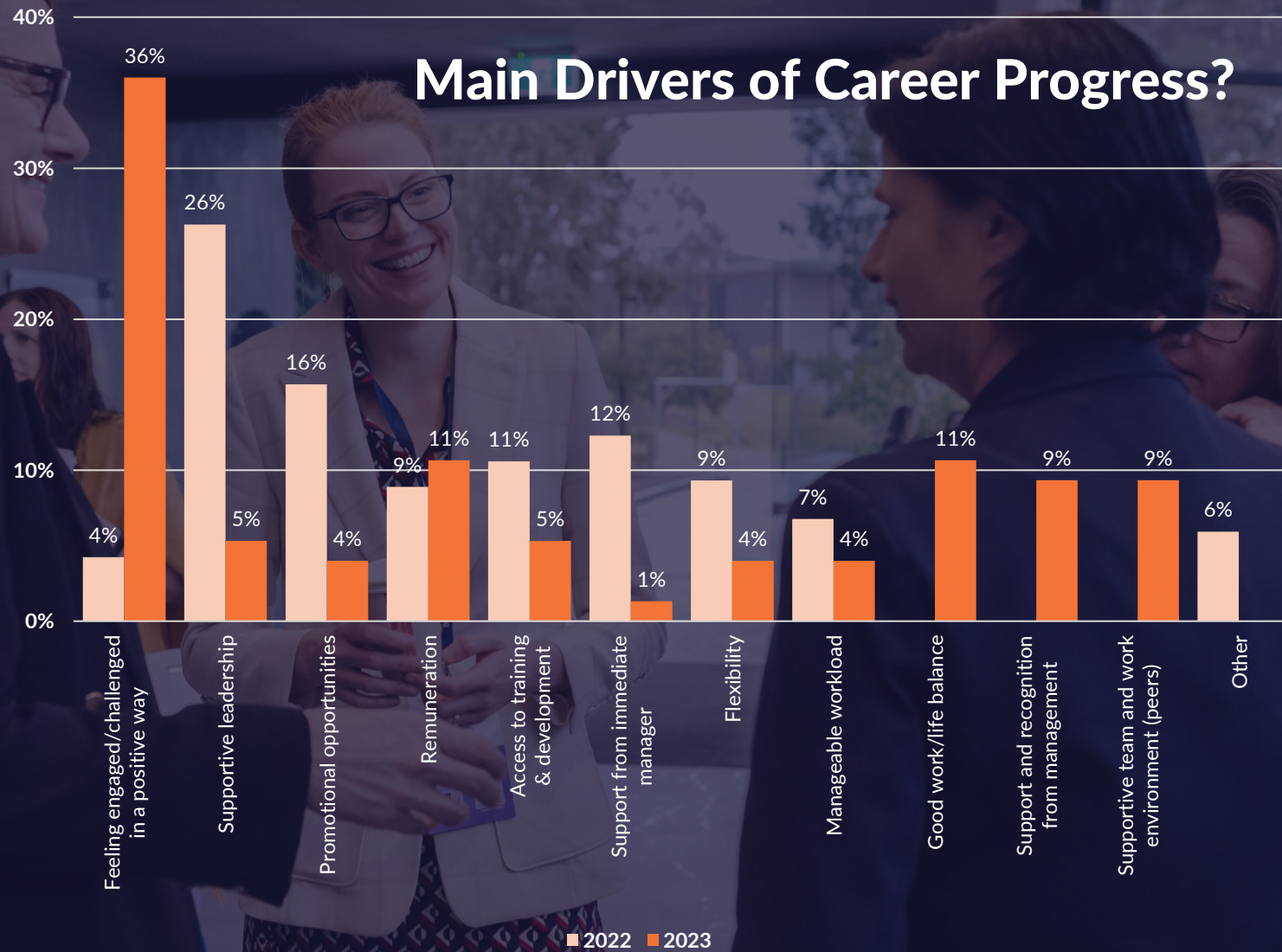
Engagement & challenge

Feeling engaged is important to 5% of the women who shared what would make them stay in their current job. Disengagement is also a potential dealbreaker for those already considering leaving their job (15%).

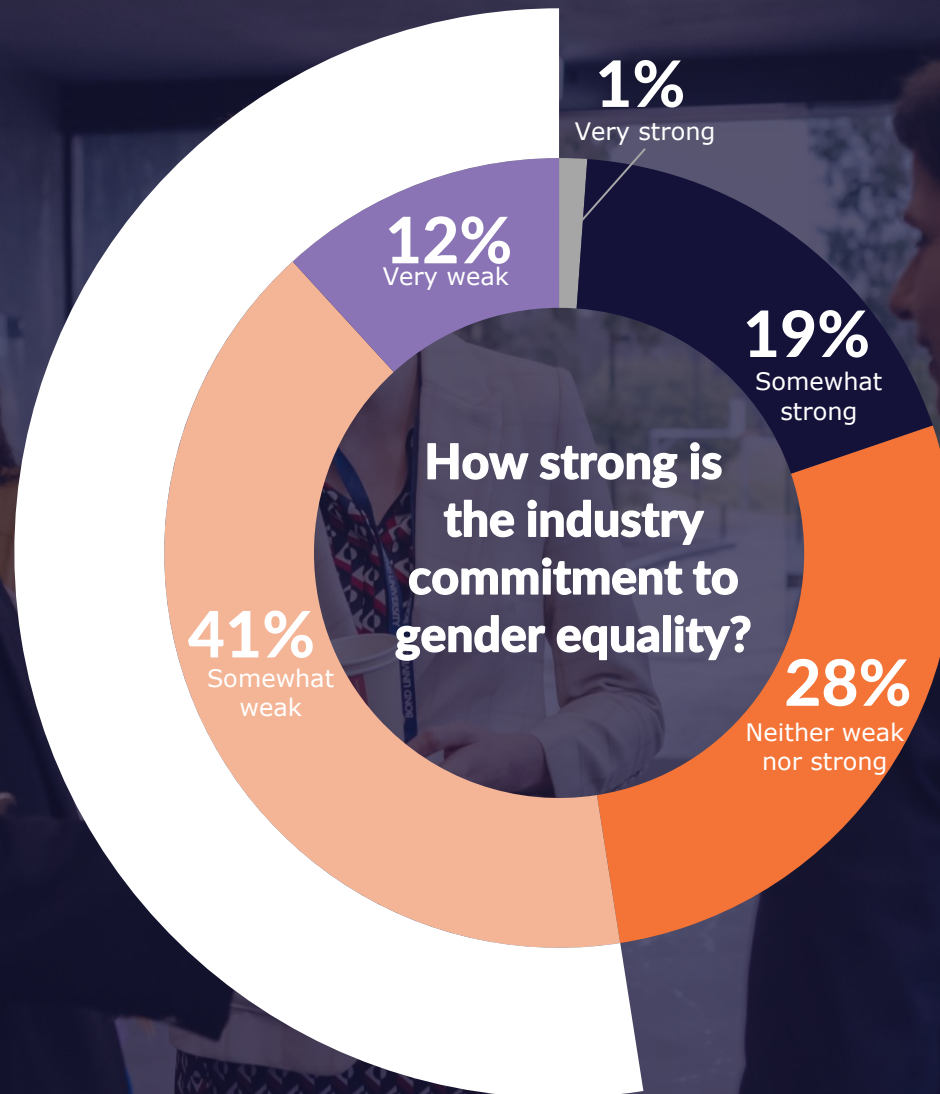


Feeling engaged and challenged in a positive way: the single biggest contributor to career progress.

Main Drivers of Career Progress?



Support & access
to training:
the perfect
combination for
career progress.



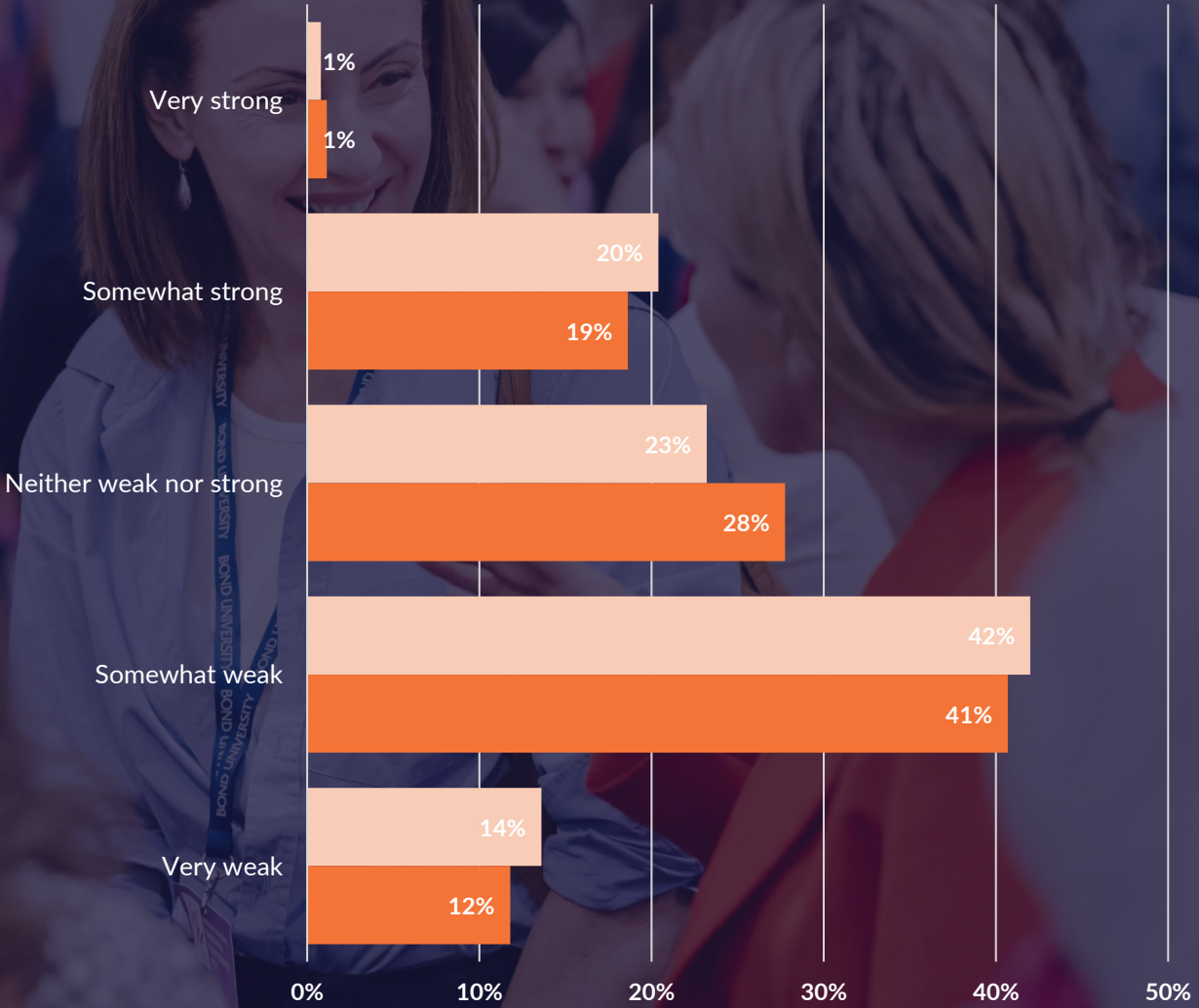
53% (▼ 3%)
see weak commitment
to gender equality in
the industry.

The majority of respondents assessed the current commitment of the media industry to gender equality as either somewhat weak (41%, ▼ 1%) or very weak (12% ▼ 2%).



How strong is the industry commitment to gender equality?

2022 2023



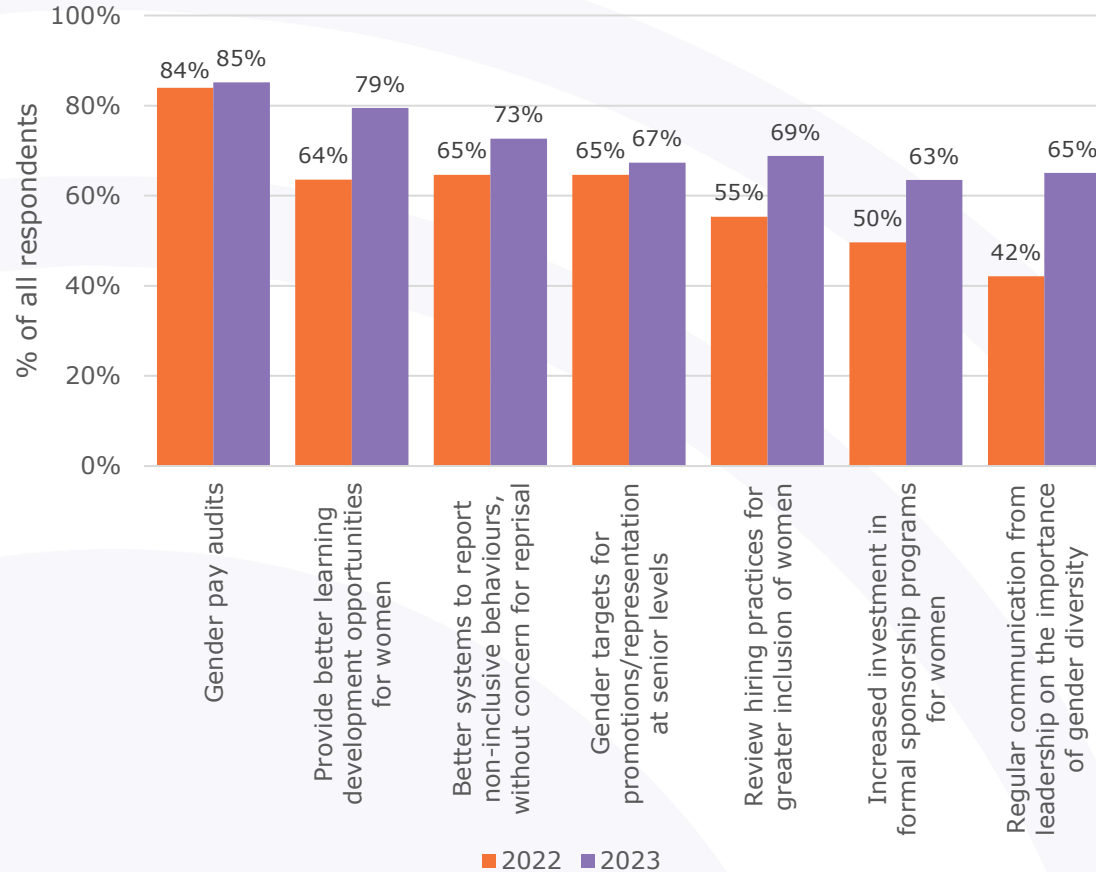
The majority of women surveyed continued to consider the media industry's commitment to gender equality as somewhat weak.

Slightly more uncertainty was expressed this year, with nearly one quarter of respondents unclear about the industry's level of commitment towards achieving this goal.

Q What is your assessment of the media industry commitment to gender equality? 18

Urgency for **pay audits** and **better learning and development**.

When asked about the key issues the industry needed to address, respondents identified gender pay audits, better learning development opportunities and reporting systems.



85%

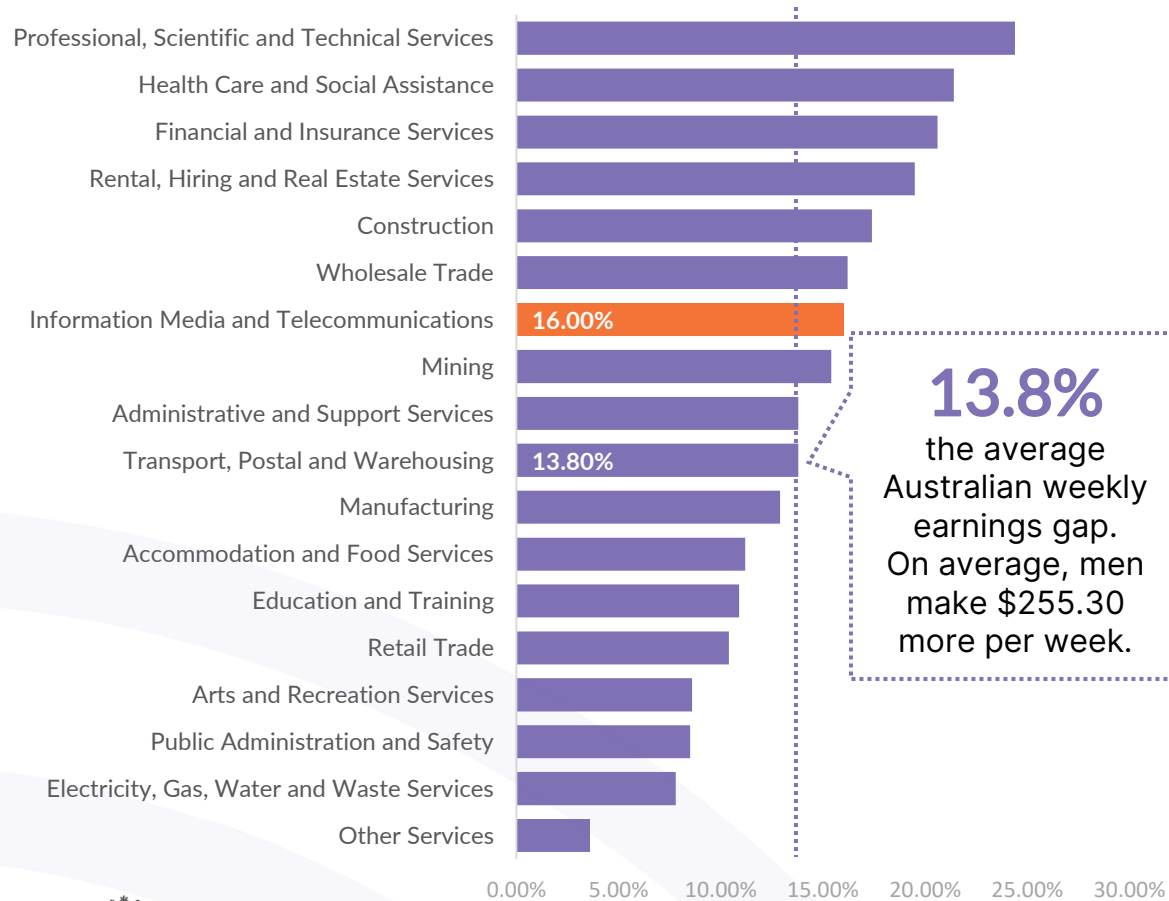
of surveyed women strongly believe that **gender pay audits** are the main issue that employers need to address.

7%

of respondents expressed strong disagreement towards **gender targets**, more than any other measure to address gender imbalance issues.



Australian Bureau of Statistics | % Average weekly earnings gap



Women working in media face an above average weekly earnings gap of 16%.

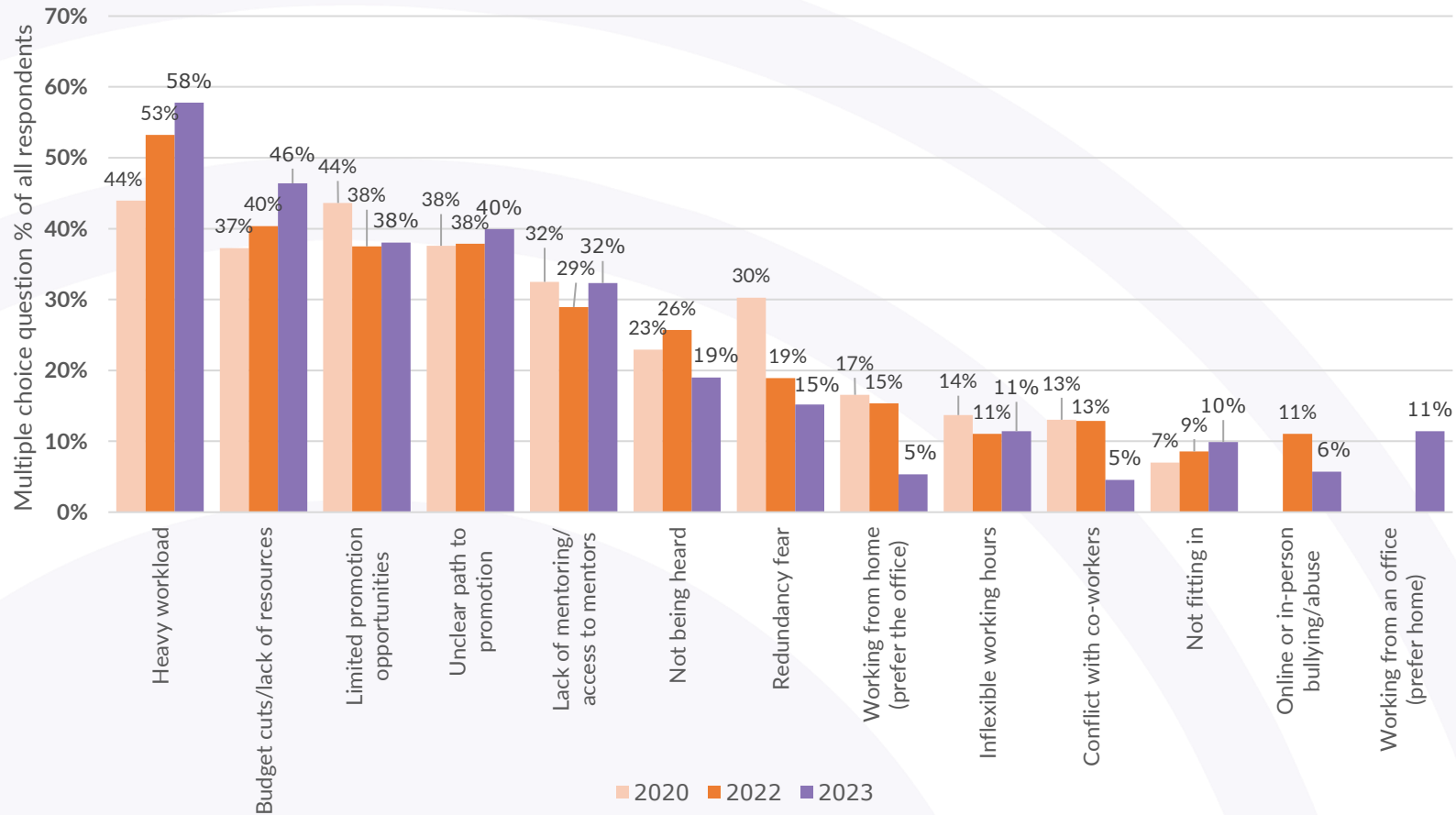
Even though the sector is performing much better than fields like Professional, Scientific & Technical services (where there is a wage gap of 24.4%), there is still significant room for improvement.

16%
the average weekly earnings gap in the **Information Media & Telecommunications Industry.**

42%
of all employees in the Information Media & Telecommunications sector are women.

The reality isn't great for women working in media.

The leading day-to-day issues for women in the industry continue to be balancing a heavy workload with budget cuts and an unclear path to promotion.



58%

(▲ 5%)

of the surveyed women in 2023 see **heavy workload** as the main issue they face on a daily basis.

46%

(▲ 6%)

cite **lack of resources** and budget cuts, compared to 40% in 2022. The fear of redundancy dropped to 15% compared to 30% in 2020.

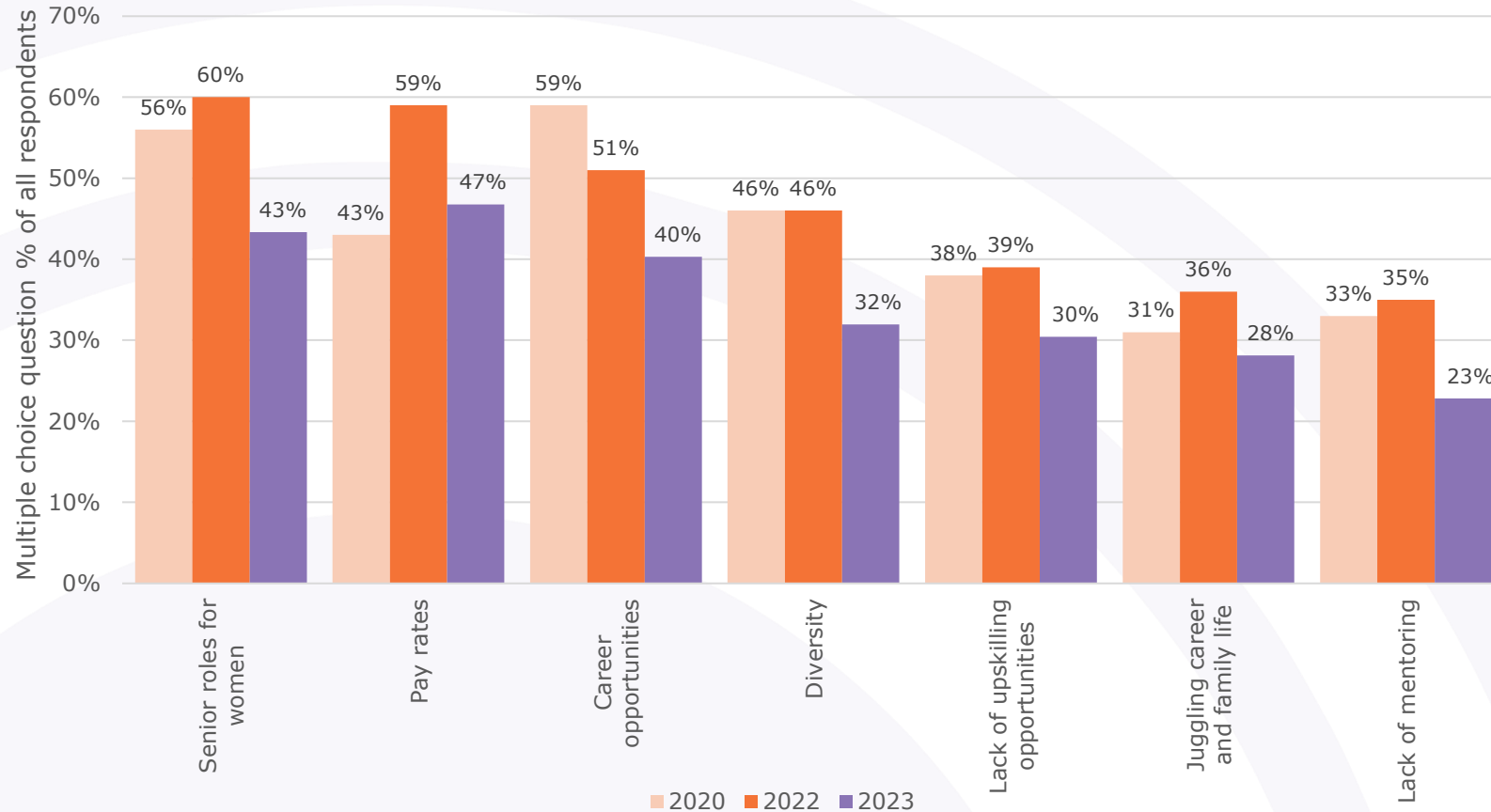
1 in 10 women

find it challenging to work from an office and would **prefer to work from home**.



Opportunity to create pathways to future opportunities.

Pay, senior roles and future opportunities top the list of concerns for respondents.



43%
(▼17%)

expressed concern about the current state of **senior roles** for women in the industry, although it is not as concerning as it was in 2022.

47%
(▼12%)

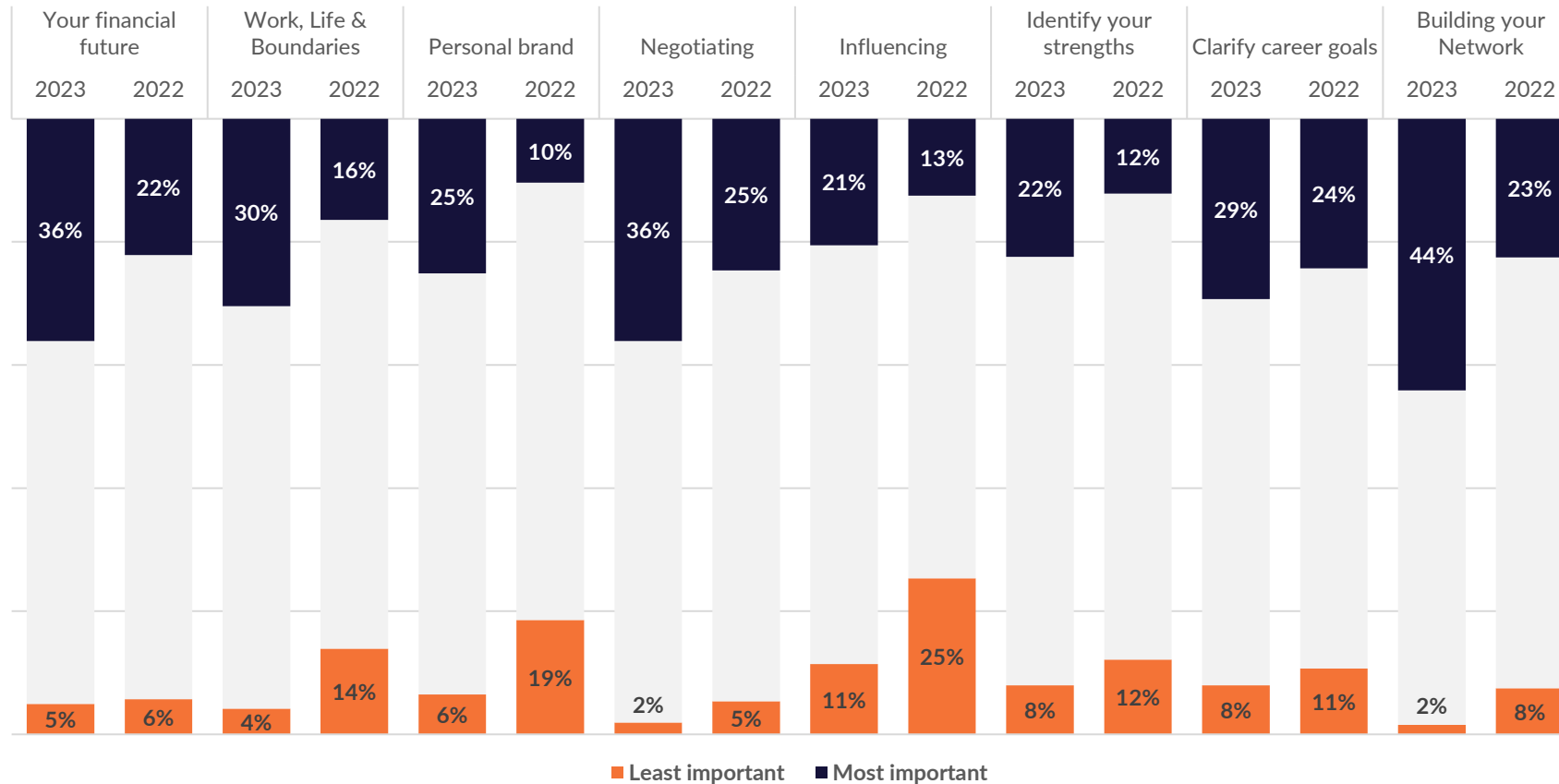
of women are concerned about **pay rates**. This is what concerned women the most in 2023.

Opportunities

Limited career opportunities remained one of the top three concerns for women in the industry and may be linked to other key concerns.

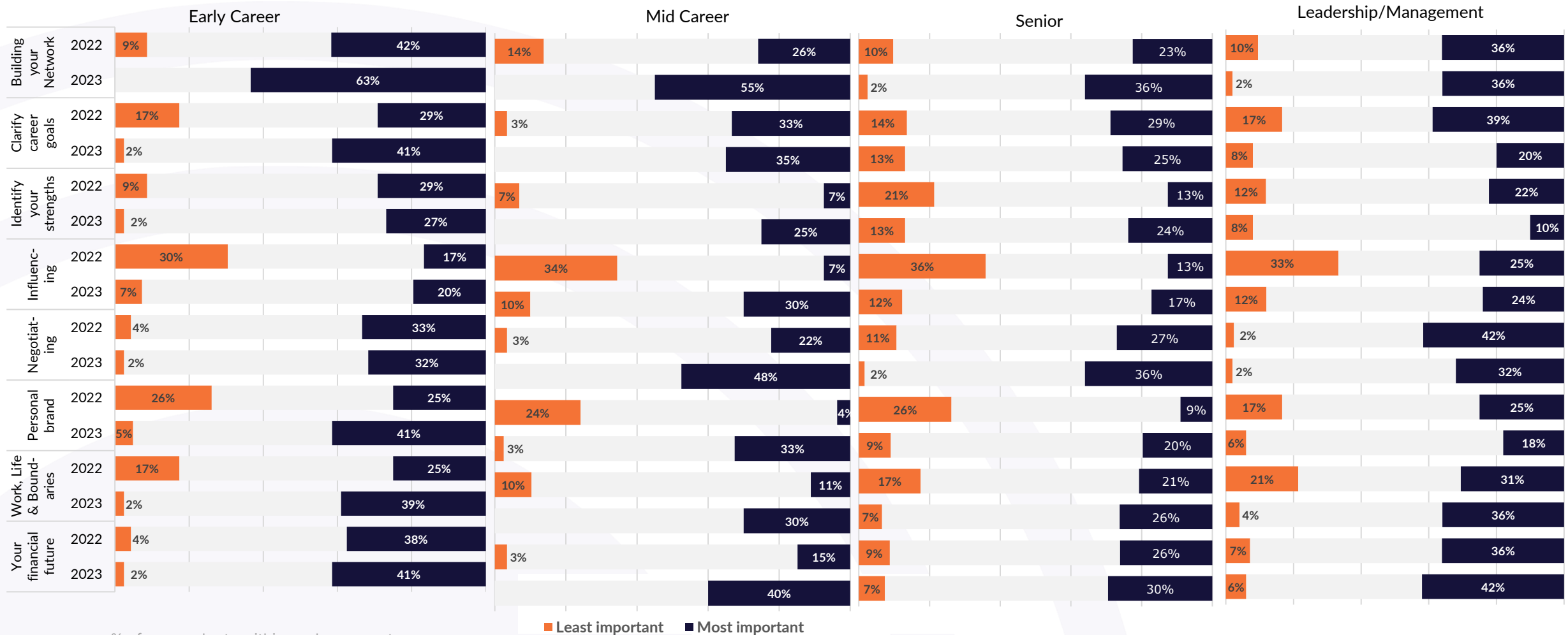


Building a network, a financial future and negotiation are the skills women feel will assist in progressing their career.



Learning priorities vary across career stages

Clarifying career goals has become more important in the early rather than later career stages. Having a good work/life balance and financial future has become a higher priority for women across all career stages.



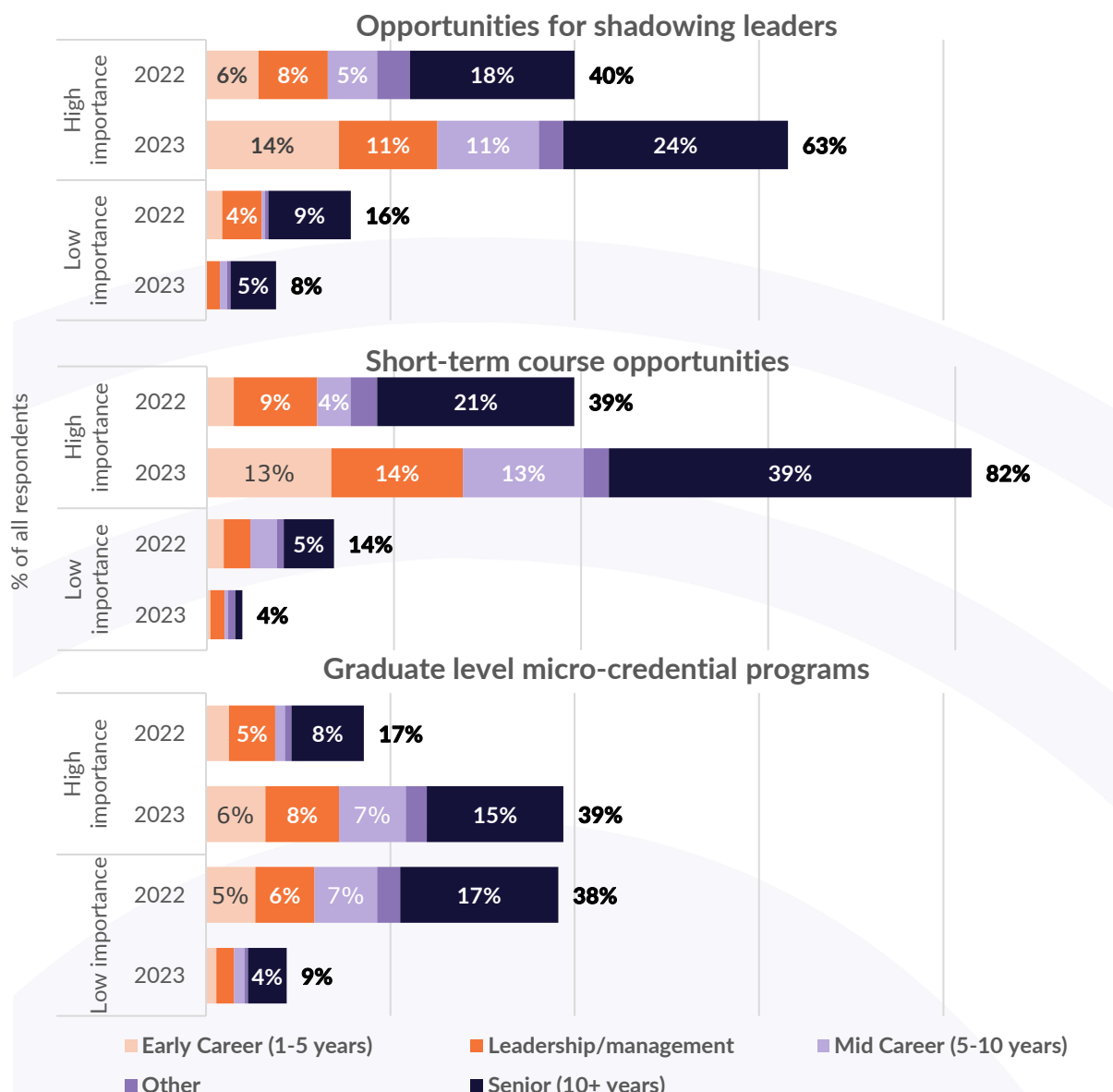
% of respondents within each career stage



WOMEN IN MEDIA INDUSTRY INSIGHT REPORT 2023

2023 n = 122, 2022 n = 138

Q What type of learning will assist in progressing your career?



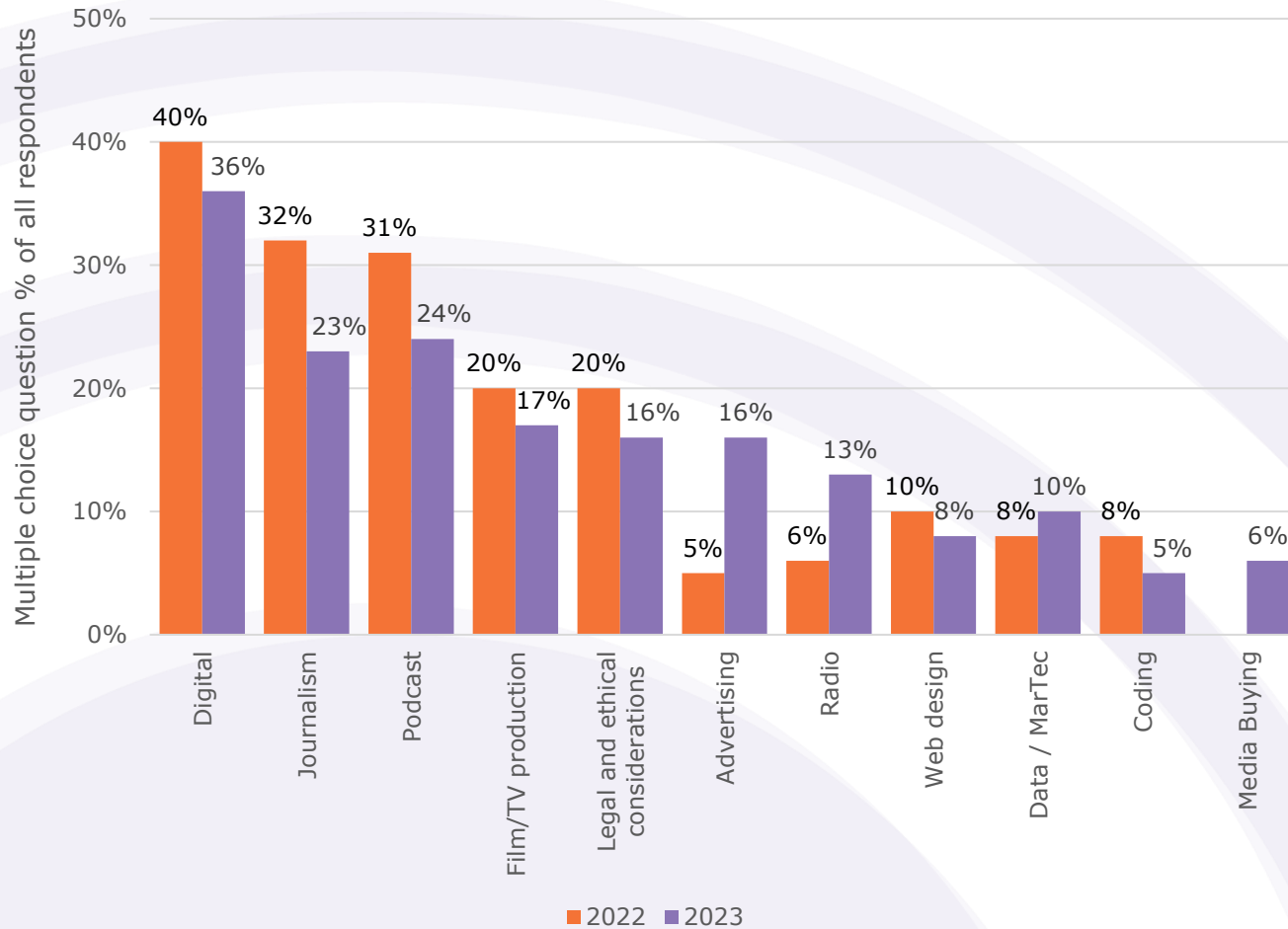
Targeted learning opportunities and shadowing leaders are of higher importance than formal credentials.

A greater number of women, particularly those in senior positions, tend to consider short-term courses and learning by shadowing leaders as opportunities of high importance.

Graduate-level micro-credentials are more likely to be seen as a low-importance opportunity.

Q What learning opportunities are most important to you?

Developing digital skills and increasing knowledge of journalism & podcasting most desired skills to be developed.



Q What are the top skills you want to develop?

36%
(▼4%)

of surveyed women would like to develop their **digital skills**. **Journalism** and **podcasts** are the other areas of choice for nearly one quarter of respondents.

1 in 6

surveyed women are interested in developing knowledge about **advertising** – three times more women than in 2022.

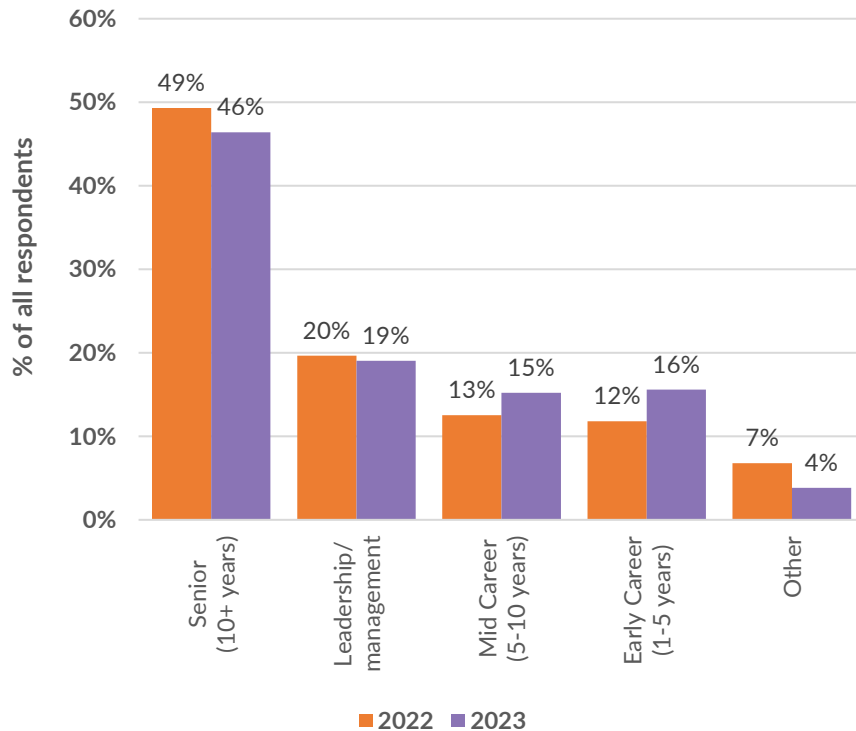
Podcasts on the rise

In 2022, podcast listeners in Australia grew to 8.9 million* (from 8.3 million in 2021). Women in media follow these trends and indicate they are interested in developing podcasting skills.

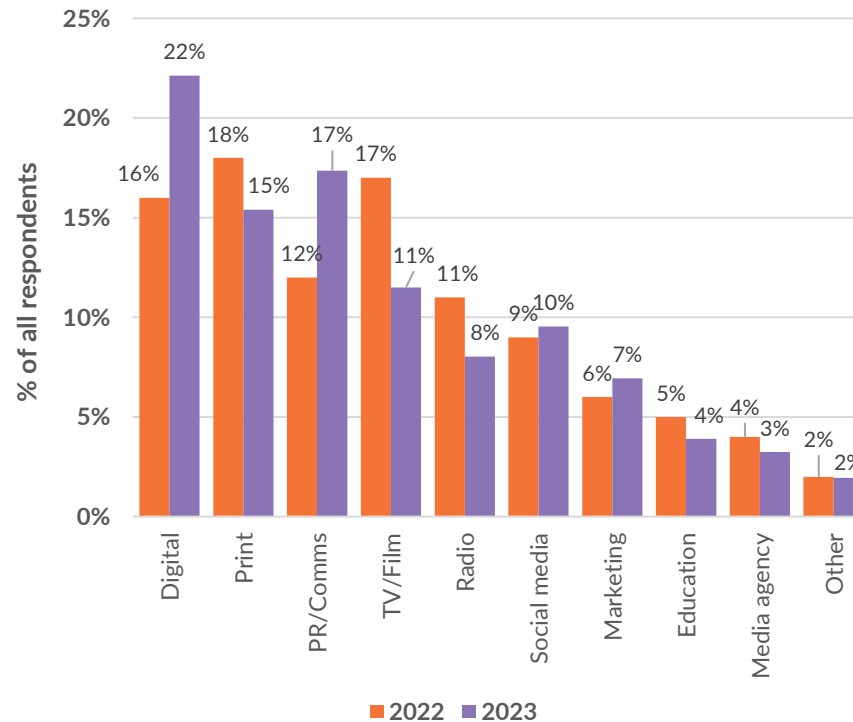
* The Infinite Dial Australia Report (<http://www.edisonresearch.com/wp-content/uploads/2022/06/The-Infinite-Dial-2022-Australia-3.pdf>).

Professional roles within media are shifting to digital, PR/Comms and social media in line with industry changes.

Career Stage



Industry



The type of roles women are filling have shifted in line with broader industry trends.

Jobs in digital journalism, public relations or communications and social media have grown, while traditional sources of media, such as print, television and radio, have declined.

Methodology

The *Women in Media Industry Insight Report* is a barometer of the media industry workforce, providing qualitative and quantitative insights into the industry.

The 2023 report collected responses from 263 members of the organisation from all over Australia. It is a statistically robust national data sample and measures views of women working in media in Australia.

The proportion of survey respondents living in each state did not differ significantly from the population proportions reported in the latest 2021 Australian Bureau of Statistics Census data.

The survey data is based on a voluntary response sample with a margin of error of 5.72%.

Knowledge is power.

The *Women in Media Industry Insight Report 2023* is a call to action for the media industry - highlighting issues that women feel top the list to be immediately addressed by employers.



Women in Media

Women in Media is a not-for-profit registered charity for women working in all forms of media, journalism, communications, production, public relations, advertising, marketing, publishing and digital media.

- 6000+ members nationwide and branches in each state and territory.
- Exists to help women in media excel, learn, contribute, and connect.
- Creates opportunities and connections that are crucial to shaping women's career advancement and recognition.

WOMEN
in MEDIA

We aim to increase gender equality, extend leadership and economic participation opportunities for women, and build a safer more respectful culture in Australian workplaces.



A woman with long dark hair, wearing a white blazer and a name tag that reads "Rhea Abraham", is smiling and looking to her right. She is surrounded by other people at what appears to be a social event or conference. The background is slightly blurred, showing other attendees in various attire.

Join the movement

WOMEN
in MEDIA

womeninmedia.com.au