

FOR BUSINESS SAKE ... MEDIA INDUSTRY MUST STEP UP GENDER EQUALITY



(Sydney, August 15, 2022) A majority of women rate the media industry's commitment to gender equality as weak, according to the inaugural *Women in Media Industry Insight Report 2022* released today.

Women in Media is calling on employers to implement gender pay audits in their organisations, an increase in follow-the-leader 'shadowing' programs to upskill future bosses, as well as on-going training in digital skills.

According to the member organisation, the impact of gender equality in the media industry has broader implications for Australian business.

"If our industry – which reports regularly on issues such as gender equality – cannot step up, we can hardly criticise other sectors for the same discrimination," said Victoria Laurie, Women in Media Patron and National Board member.

Key findings of the Report include:

- more than one in two women rate the media industry's commitment to gender equality as "somewhat weak/very weak";
- "84% of respondents call for their organisations to implement gender pay audits to address wage gaps;
- 41% want follow-the-leader "shadowing programs" to provide women with more access to leaders and hands-on learning;
- 38% believe support from leaders and managers is crucial to create pathways to promotion; and
- 40% urge "micro-learning" to build digital skills in line with changing consumer habits

"The majority of graduates starting out their careers in the media are women, yet their numbers drop off dramatically as their careers progress and by the time they reach senior ranks, men vastly outnumber women. According to the *Women in Media Industry Insight Report 2022* the problem lies in an inherent lack of transparency and commitment to gender equality in the industry," said Laurie.

"The Report is a litmus test of fairness in an industry that society would expect is prioritising gender equality – however the majority of our members say pay is an issue, and career advancement is problematic. Our members feel overwhelmingly dissatisfied with their current career prospects."

In response to this data, Women in Media believes there are 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. Support from leadership/direct managers
4. Access to upskilling

Women in Media encourages industry employers to more actively embrace gender issues to retain the talent in their ranks. Research has shown for some time that companies with gender balanced workplaces have higher profitability, better decision-making processes, and stronger value propositions. We look forward to continued discussion on the issues raised in the Report and how we all can better support women working in media.

ABOUT WOMEN IN MEDIA

Women in Media is a not-for-profit organisation that exists to help women in media excel, learn, contribute, and connect. With over 6000 members nationwide and branches in each state and territory, members work in all facets of the media including journalism, communications, production, public relations, publishing and digital media.

Women in Media strives to be part of the solution to addressing gender inequity in the media landscape, empowering women to secure jobs, progress in their careers and thrive at work. For more information visit womeninmedia.com.au.

NOTES TO EDITORS

Hashtags

#womeninmedia

#wimindustryinsightreport2022

#wimsurvey

Download the full Report and summary [HERE](#)

Access media assets, including social graphics and spokesperson headshots [HERE](#)

Available for interview:

Anita Jacoby, Women in Media National Board Member

Victoria Laurie, Women in Media Founder, Patron and National Board Member

Catherine Fox, Workplace Gender Equality Expert

Media Contact: [eckfactor](mailto:info@eckfactor.com) 0438 532569