

THE DATA IS CLEAR: MEDIA WOMEN CALL FOR COMMITMENT AND TRANSPARENCY TO GENDER EQUALITY



(Sydney, August 15, 2022) Women in Australian media are calling for greater transparency and commitment to gender equality to enable better pay, career satisfaction and opportunities to thrive in senior management, according to an inaugural report.

The *Women in Media Industry Insight Report 2022* released today shows that 56% of women surveyed are either unsure or explicitly dissatisfied with the progress of their careers.

With a pay gap above the national average*, compounded by increasing workloads and a lack of resources, workforce outcomes for women in the media are stagnating.

The Report's key findings include:

- 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;
- 40% urge “micro-learning” to build digital skills in line with changing consumer habits; and
- more than one in two women rate the media industry's commitment to gender equality as “somewhat weak/very weak”.

Women in Media National Board member Anita Jacoby AM says the survey highlights the opportunity for the industry to step-up.

“Media organisations need to take the voices of women on board, making equality a priority. Failure to do so ultimately hurts women and their families and isn't good for business.

“A majority of journalism graduates are women. But only a handful are found in senior media leadership roles. Our members have identified solutions to help media organisations retain female talent and support them to thrive in their careers.”

In response to the survey, 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 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. 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.

*Australian Bureau of Statistics figures show that women on average make \$255.30 less per week than men, a gap of 13.5%. However, in the information, media and communications industry, women face an above average weekly earnings gap of 16%.

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](#) 0438 532569