media 2016 communications



POPULATION

Fast pace growth 86% OVER 5 YEARS

MFA MEMBER AGENCY POPULATION

378

MORE THAN DOUBLED OVER THE LAST 5 YEARS

INDUSTRY PROFILE

media agency businesses

CONTINUE TO TRANSFORM

Canberra, BRISBane adelaide & PERTH

YEAR ON YEAR

INDUSTRY POPUL

SYDNEY

melbourne

OF OUR PEOPLE DELIVER

NON-TRADITIONAL MEDIA SERVICES **PEOPLE** 29.3% 1000 35% 24.3% 800 600 16.7% 400 8.3% 6.7% 200 3.7% 3.5% 3.0% 2.7% 1.1% 0.7% 0 CREATIVE SPON/events /content apministration & Finance management **CLIENT SERVICE SOITYICS** IMPLementation Research TRADING DESK STRategy DIGITAL

Gender Split

60% 40%

NOW

FIGURES REPRESENT % SPLIT

34	42	68	55	71	72	74	47	56	38	50	67
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66	58	32	45	29	28	26	53	44	62	50	33
senior	Janagement	lent service	STRƏTEGY	ementation	ninistration & Finance	Research	DIGITAL	CREATIVE	analytics	TRADING	spon/events /content

оде

IMPL

age & experience

median age of the INDUSTRY IS 29 YRS

26%

5-9YRS

0-4YRS

TURNOVER 3.5% NON-REGRETTABLE LOSS



2014 26.8% 2013 28.5%

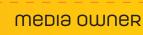
DRIVERS OF REGRETTABLE LOSS













LEFT INDUSTRY



2.6%



CLIENT



TRavel

TRansferred/moved

WITHIN PARENT GROUP





CREATIVE AGENCY

RETURN TO STUDY

0.3%

0.2%

