



WOMEN
in MEDIA

Women in Media
Industry Insight Report 2024

June 2024

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Foreword

For the third consecutive year, the **Women in Media Industry Insight Report** offers critical insights into gender equality, career progression pathways, and access to support and resources for women across all media roles.

The report is compiled by Women in Media and underpins the organisation's mission to help women excel, learn, contribute and connect. This report serves as an essential resource for understanding and addressing the challenges faced by women in the media sector including journalism, communications, production, public relations, publishing and digital media.

The data presented in the report is both illuminating and concerning. Career dissatisfaction is at record levels, with financial pressure and limited promotional opportunities driving women to consider quitting.

For the media industry to thrive, it is imperative to address these challenges head-on. Media employers must actively work to dismantle the barriers that impede women's career advancement.

The Women in Media Industry Insight Report is a clarion call for the industry to recognise and address the persistent obstacles that hinder women's career progress. By prioritising gender equality and support for women in media, we can cultivate a more inclusive, innovative and dynamic industry. The findings underscore the critical need for systemic change to ensure that women not only remain in the media workforce but also thrive and lead within it.



Women at breaking point: 2024 research reveals record-high career dissatisfaction.



Petra Buchanan
Strategic Advisor
Women in Media

Research author Petra Buchanan, the strategic advisor to Women in Media, emphasised the urgency for employers to address entrenched issues impacting the careers of women in the media workforce.

“Increased levels of anxiety and dissatisfaction are evident in this year’s Women in Media Industry Insight Report. Career aspirations are being overshadowed by concerns about pay and lack of opportunities.”

She added: “The financial pressures being felt across various sectors of the economy currently are starkly reflected in these findings, with inadequate remuneration topping the list of grievances. Increasingly, senior and mid-career women are considering quitting their jobs driven by worry about the availability of senior roles and increased fear of redundancy. The report highlights recommendations for employers to address inequalities women face in the media industry.”

Summary

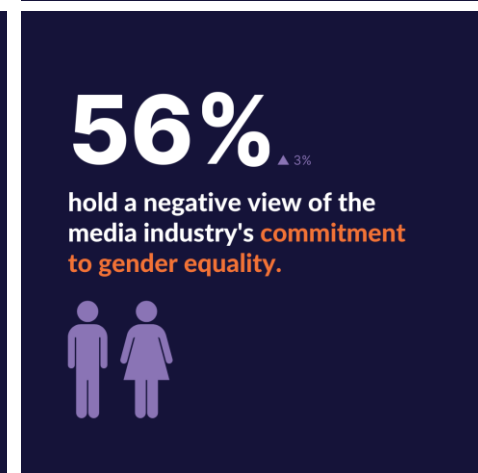
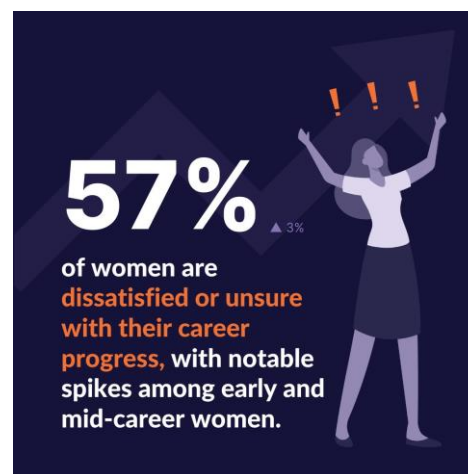
The *Women in Media Industry Insight Report 2024* is a call to action for employers to address consistent barriers faced by women in the media industry.

The survey of 329 women working in diverse media roles across Australia found that career dissatisfaction is at a three-year high. **57% of women are dissatisfied or unsure about how to advance their career (compared to 54% in 2023)** with notable spikes among early and mid-career women.

The report shows the majority of women surveyed have a negative view of the media's commitment to gender equality. **56%** (up 3% from 2023) consider the industry to have a **somewhat weak/very weak commitment to gender equity**.

The latest research reveals women have concerns about pay and a lack of promotional opportunities, with **over one-third contemplating leaving their jobs**. These issues are hindering women's career progress, particularly into management and leadership positions.

This is supported by WGEA data that highlights women's participation in the media industry steadily declines as their career progresses. Women comprise 53% of the industry workforce in the early career stage but this rate progressively and consistently drops to 29% of the most senior positions.



Summary

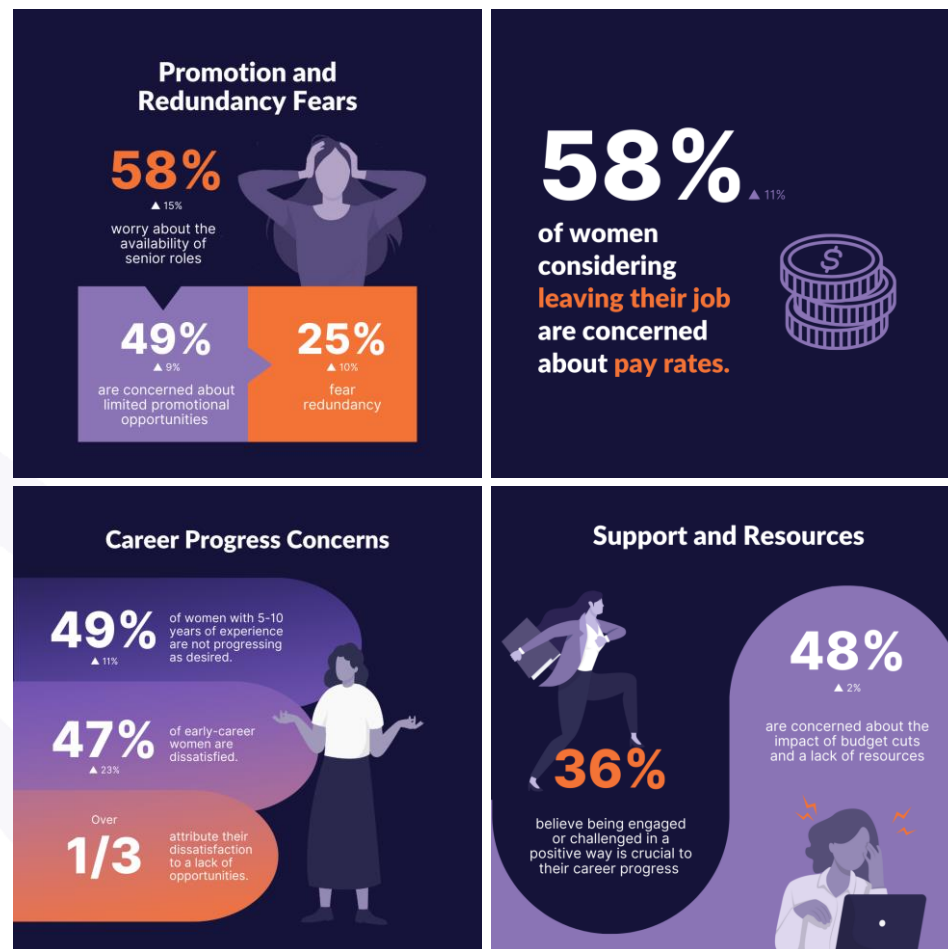
Pay equity continues to be a significant issue. Australian Bureau of Statistics (ABS November 2023) figures indicate that, on average, Australian women make \$268.95 less than men per week, a gap of 7%.

This rises to a **pay gap of 9% on average weekly earnings (\$409.40) for women** working in the Information Media & Communications industry.

The *Women in Media Industry Insight Report 2024* examines career roadblocks, with earnings topping the list as a main concern. 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 such as workload, retention and upskilling, support from leaders and direct managers, and the need for clear pathways to development and promotion.

Barriers for women over the course of their careers:

1. Industry commitment to address gender equality
2. Pay
3. Pathways to promotion
4. Lack of managerial support
5. Caregiving/household responsibilities.



Call to action



The *Women in Media Industry Insight Report 2024* is a call to action for the media industry.

Women in Media is committed to driving ongoing discussions and initiatives to support women in the Australian media industry.

The data underscores the need for transparency and programs to address systemic gender inequity in the media sector.

Structural gender discrimination and ingrained workplace cultures are confining women to lower-paid, less influential positions.

Employers must more proactively address gender issues to retain female talent within their organisations.

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

Employers can take these steps to better support women:

STEP 1

Commitment to Gender Equality

Enhance transparency and commitment to gender equality in the workplace, including pay.

STEP 2

Clear Pathways to Promotion

Define and communicate career opportunities to aid women's progression.

STEP 3

Managerial Support

Foster an environment where women feel engaged and positively challenged.

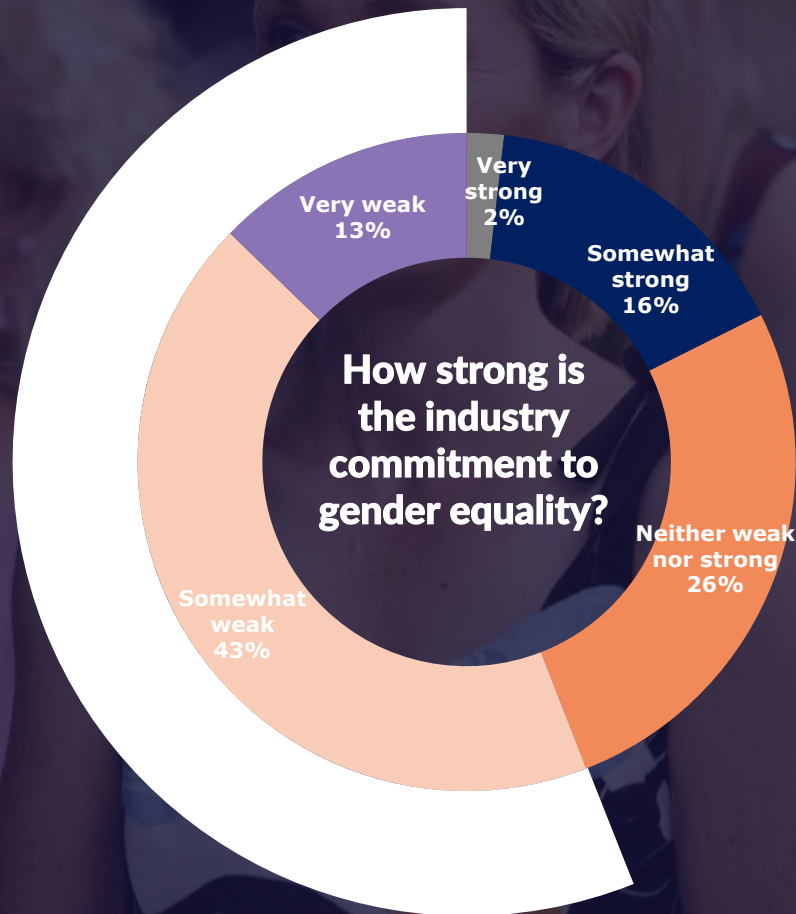
STEP 4

Access to Upskilling

Focus on providing training in AI, podcasting, and digital technology.



There is a **pervasive negative perception** of the media industry's commitment to gender equality.



56% (▲ 3%)
see **weak**
commitment to
gender equality in the
media industry.

The majority of respondents assessed the current commitment of the media industry to gender equality as either somewhat weak (43%, ▲ 2%) or very weak (13% ▲ 1%).

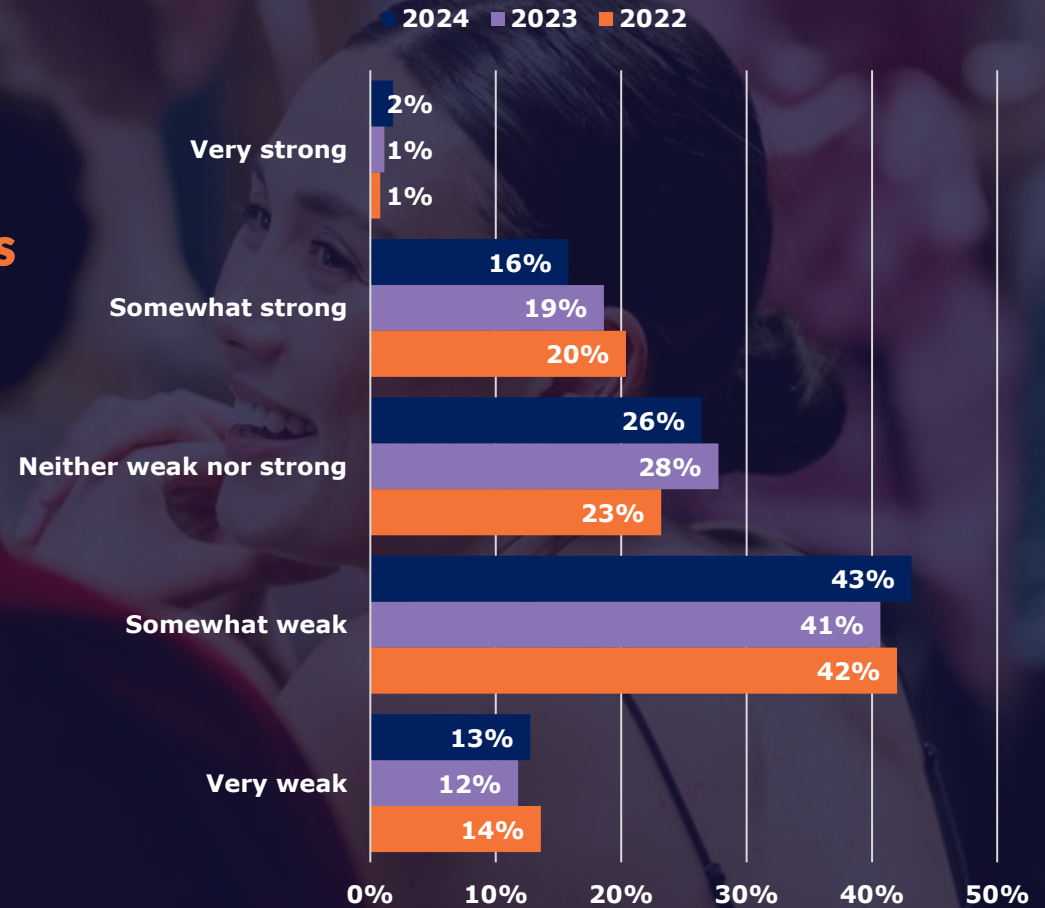
Q What is your assessment of the media industry commitment to gender equality?

2024 n = 329, 2023 n = 263, 2022 n = 250 (not all survey respondents provided an answer to this question in 2022)

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

A similar level of uncertainty was expressed in last year's survey, and this year nearly one-quarter of respondents remained unclear about the industry's level of commitment towards achieving the goal of gender equality.

How strong is the industry commitment to gender equality?



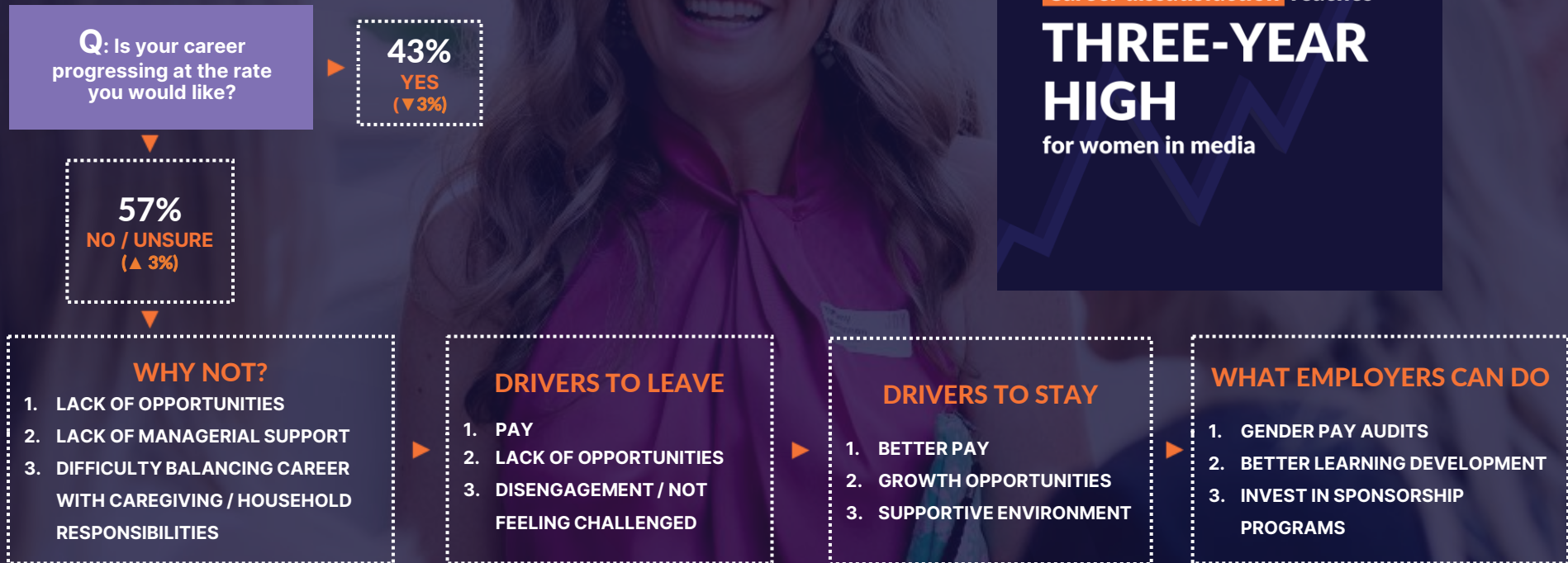
Q What is your assessment of the media industry commitment to gender equality?

2024 n = 329, 2023 n = 263, 2022 n = 250 (not all survey respondents provided an answer to this question in 2022)

Career Dissatisfaction hits a three-year high.

Most women 57% (▲ 3%) are **unsure or explicitly dissatisfied** with the progress of their careers.

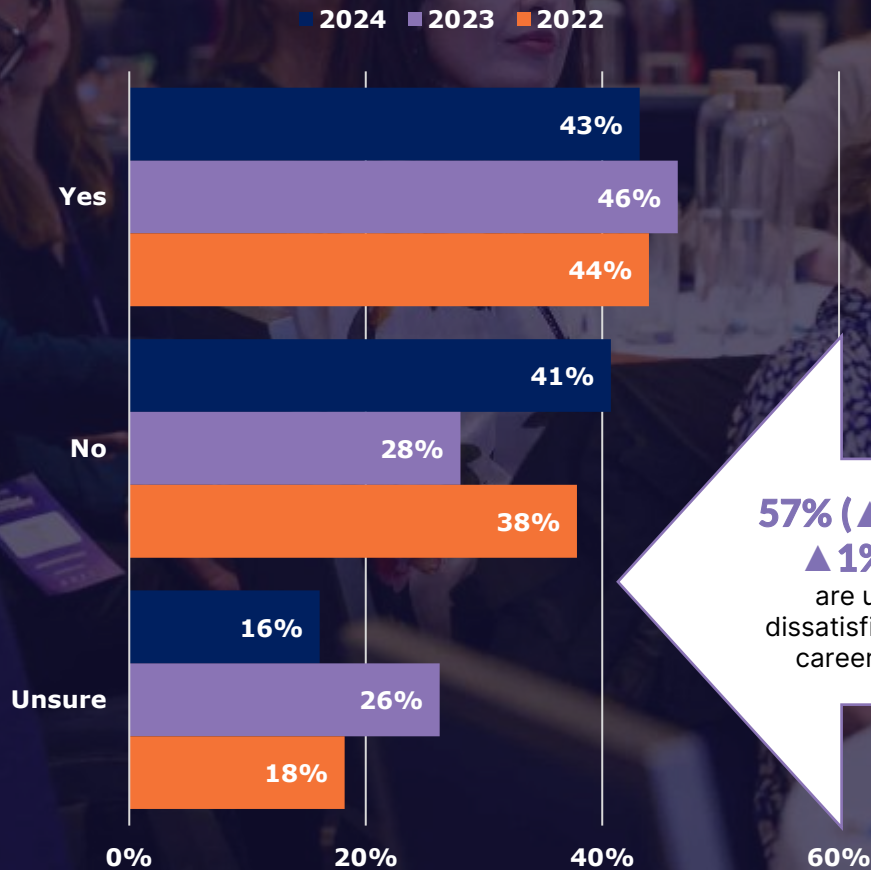
Pay is the main driver for women leaving their job. Pay, growth and promotional opportunities are the main drivers to stay.



2024 n = 329



Women are more certain about the state of their careers – but it’s not all positive.



57% (▲ 3% 2023 ▲ 1% 2022) are unsure or dissatisfied with their career progress.

The level of dissatisfaction with the rate of career progress was higher in 2024 than in 2023 (▲ 13%) and 2022 (▲ 3%).

Less uncertainty was expressed about career progress in 2024 compared to previous years (▼ 10% from 2023 and ▼ 2% from 2022).

2024 n = 329, 2023 n = 263, 2022 n = 280



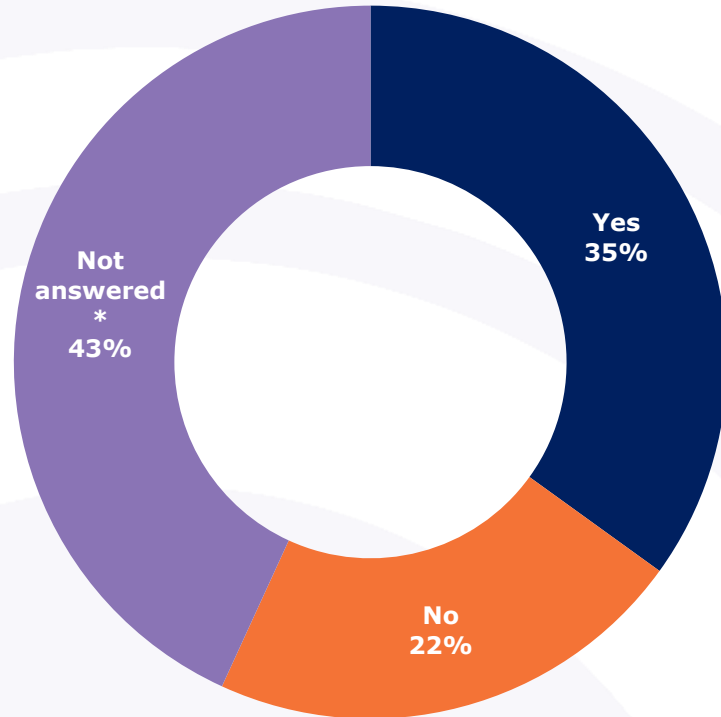
Is your career progressing at the rate you would like?



Over one-third of women contemplate quitting their jobs (▲ 6%).

An equal proportion of women with senior experience are considering leaving their current role in the next 12 months (13%) as staying in it (13%). More than one-quarter of the leaders/managers (▲ 3%) surveyed and half of mid-career women were thinking of moving on in the next 12 months.

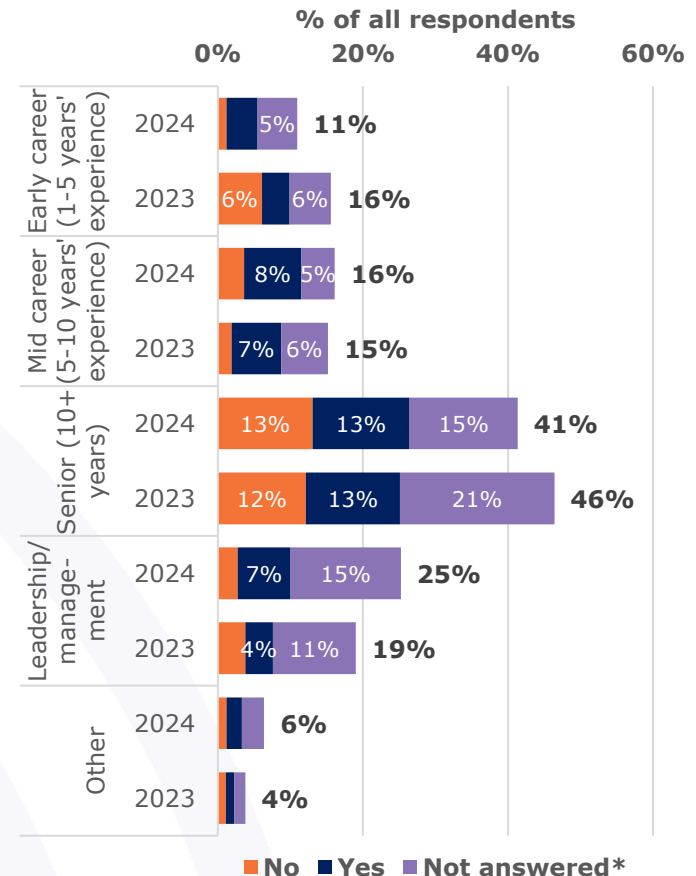
Looking at respondents' career stages provides deeper insight into the levels of job satisfaction.



2024 n = 329, 2023 n = 263



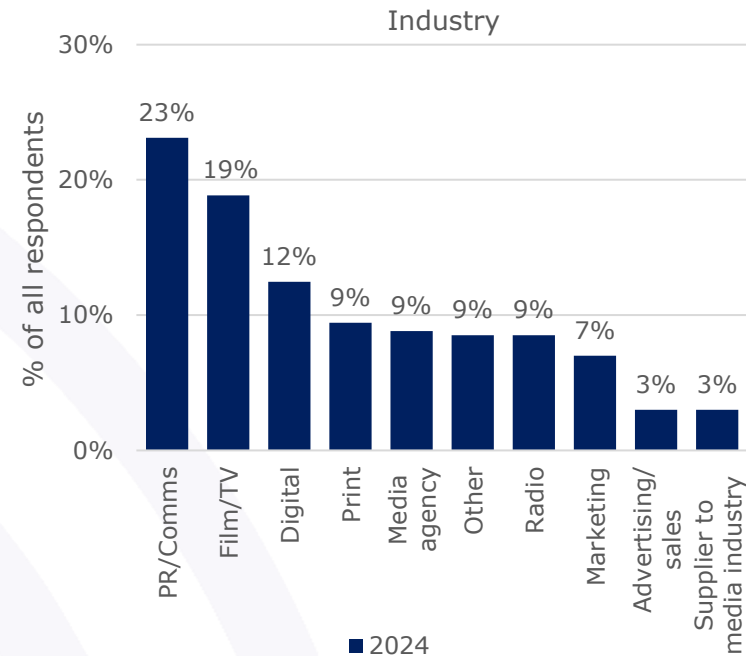
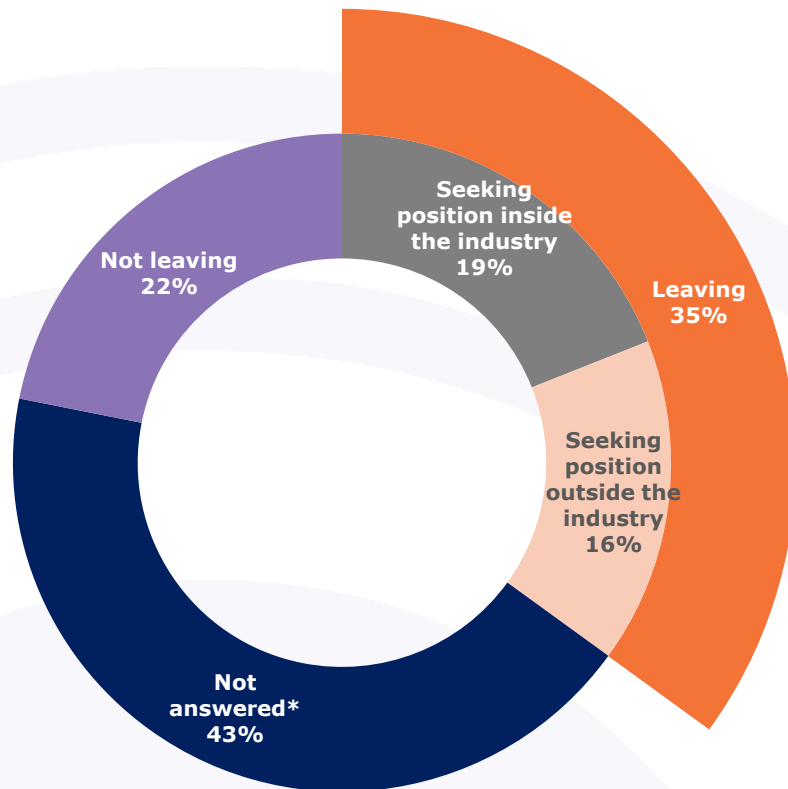
NOTE: *This question was skipped by respondents that expressed satisfaction with their career progression.



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

Among women considering quitting, similar proportions are seeking new positions inside and outside of the media industry.

This is in line with a broader shift toward the public relations and communications profession which most respondents said best described the type of industry that they worked in (23%)



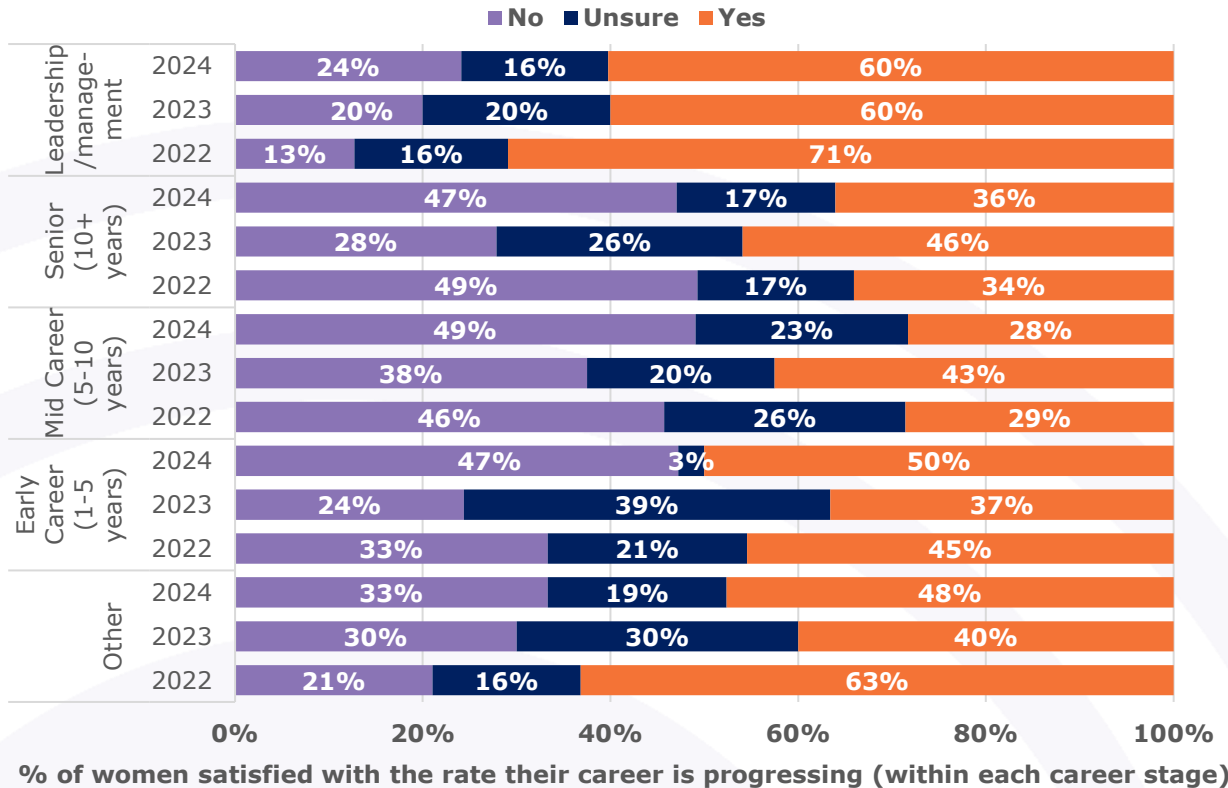
2024 n = 329

NOTE: *This question was skipped by respondents that expressed satisfaction with their career progression.

Q If you are thinking about leaving your current role in the next 12 months, are you seeking a new position outside of the media industry?

Nearly half of early-career women are certain their career isn't on track.

Far less uncertainty was expressed about career progress (▼ 10% from 2023 and ▼ 2% from 2022) across all career stages, particularly among early career women (▼ 36% from 2023).



2024 n = 329, 2023 n = 263, 2022 n = 280

Q Is your career progressing at the rate you would like?

60%

(no change)

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

49%

(▲11%)

of the surveyed women with 5-10 years of experience said their career was not progressing at the rate they would like, as did 47% (▲23%) of early-career women.

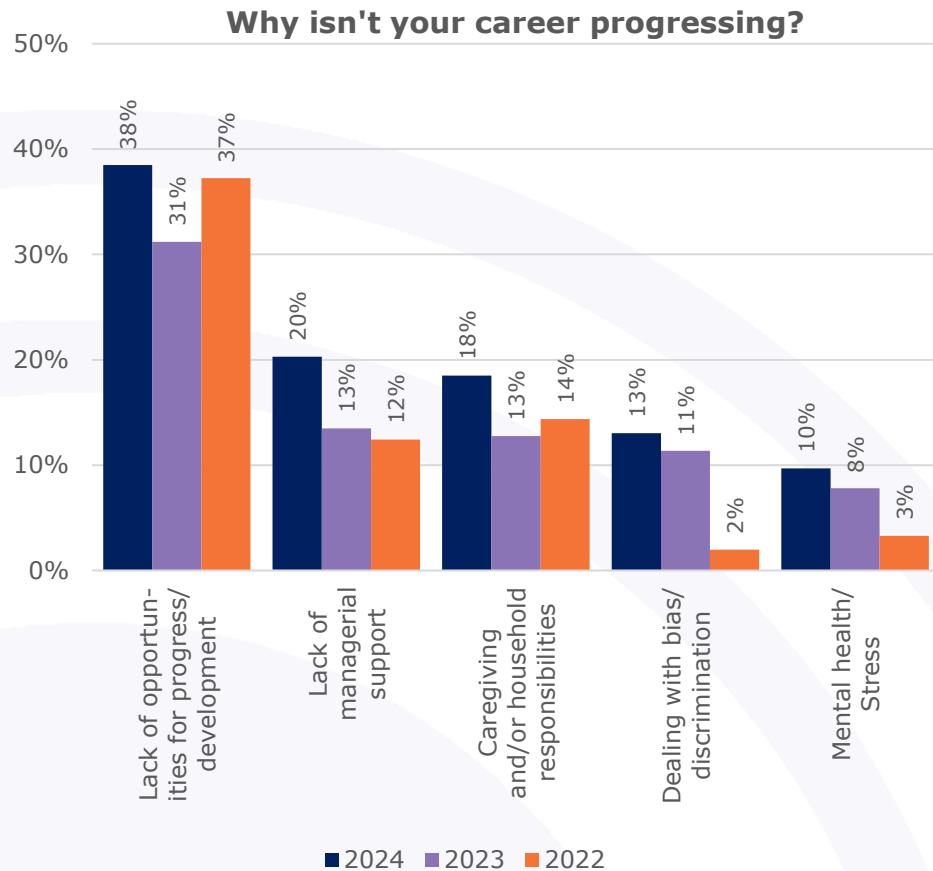
Over 1 in 3

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



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 a lack of support from managers and limitations due to caregiving or household responsibilities.



Top Three Reasons for Career Stagnation

1. Lack of opportunities
2. Lack of managerial support
3. Caregiving/household responsibilities

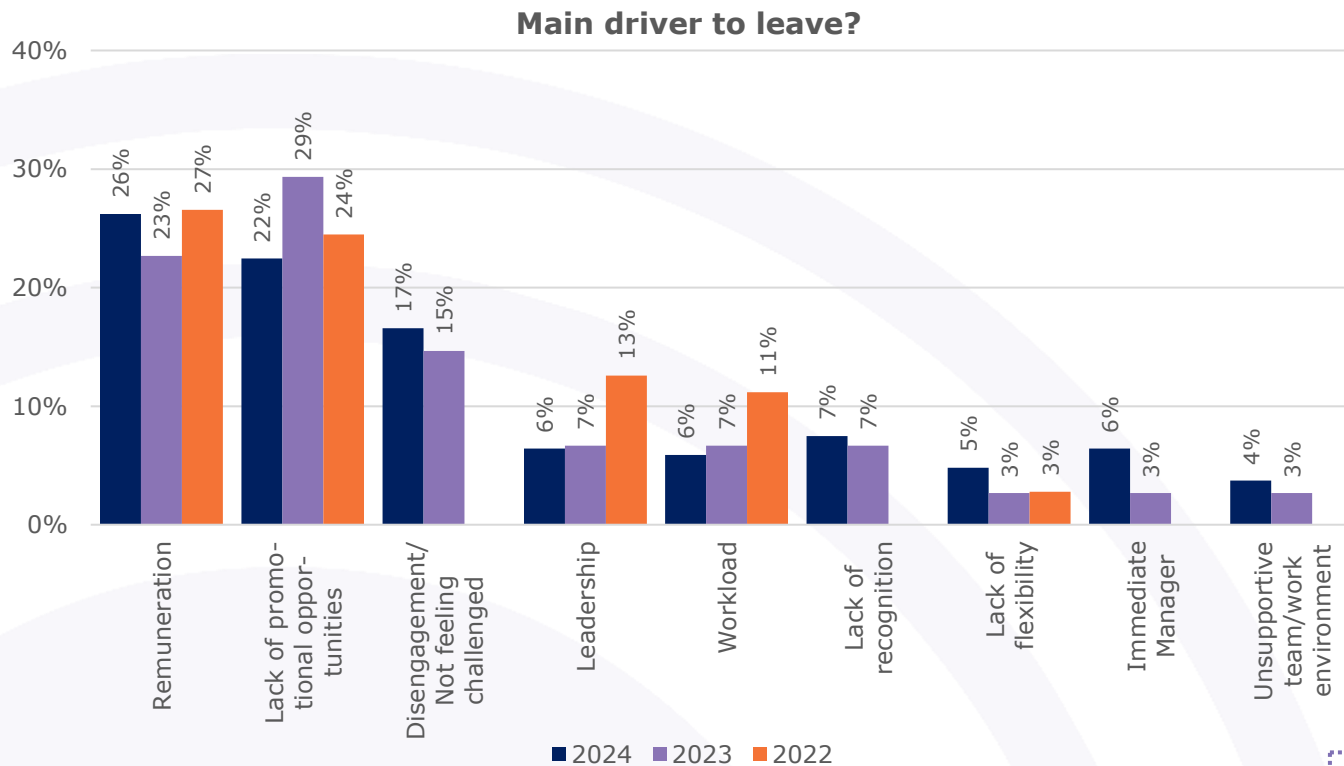
Q Why isn't your career progressing at the rate you would like?

2024 n = 187, 2023 n = 141, 2022 n = 153 (not all survey respondents shared details on what were the main obstacles to their career progress)

Issues with pay and lack of promotional opportunities drive women to leave media jobs.

The desire for better pay outpaced other motivations both as reasons to stay (▲ 8%) and leave (▲ 3%) current roles. This disconnect suggests that, for some, salaries are not meeting their current expectations or their cost of living, making higher pay more of an urgent/short-term necessity than a future/long-term aspiration.

These reasons, along with feeling disengaged or not challenged, may be linked factors that drive women to leave a role.



Top Three Reasons to Leave

1. Remuneration
2. Lack of opportunities
3. Disengagement

2024 n = 187, 2023 n = 75, 2022 n = 143 (not all survey respondents shared details on the main reasons to leave their current role)

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

In their words, what women want in their current jobs.

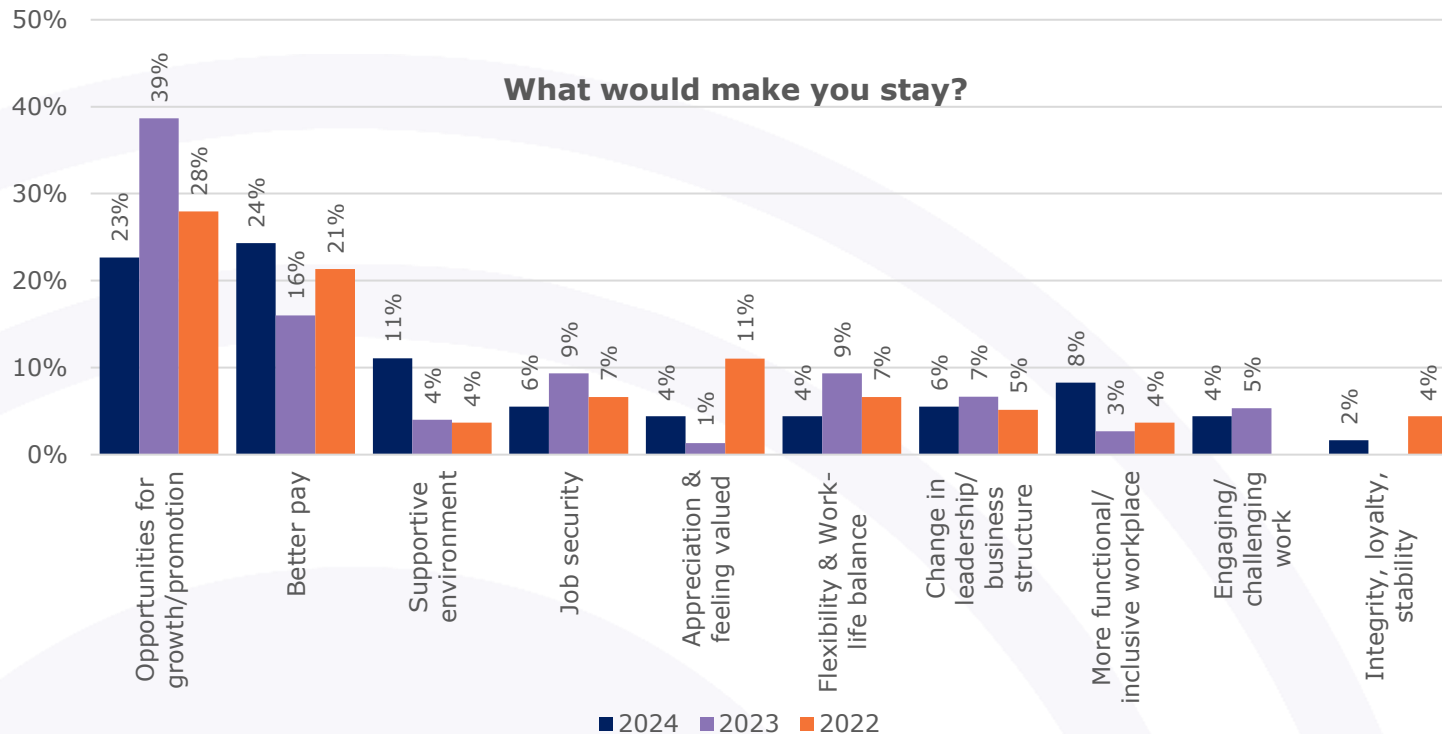


Q What would make you stay?

What keeps women from leaving is a path to a better professional and financial future.

Greater interest was expressed for more supportive (▲7%) and inclusive (▲5%) work environments as well as supportive leadership (▲10%) and support from immediate managers (▲9%).

To retain women, job growth and promotion opportunities are just as crucial as higher pay. Working in a supportive and inclusive environment is emerging as a greater value to women.



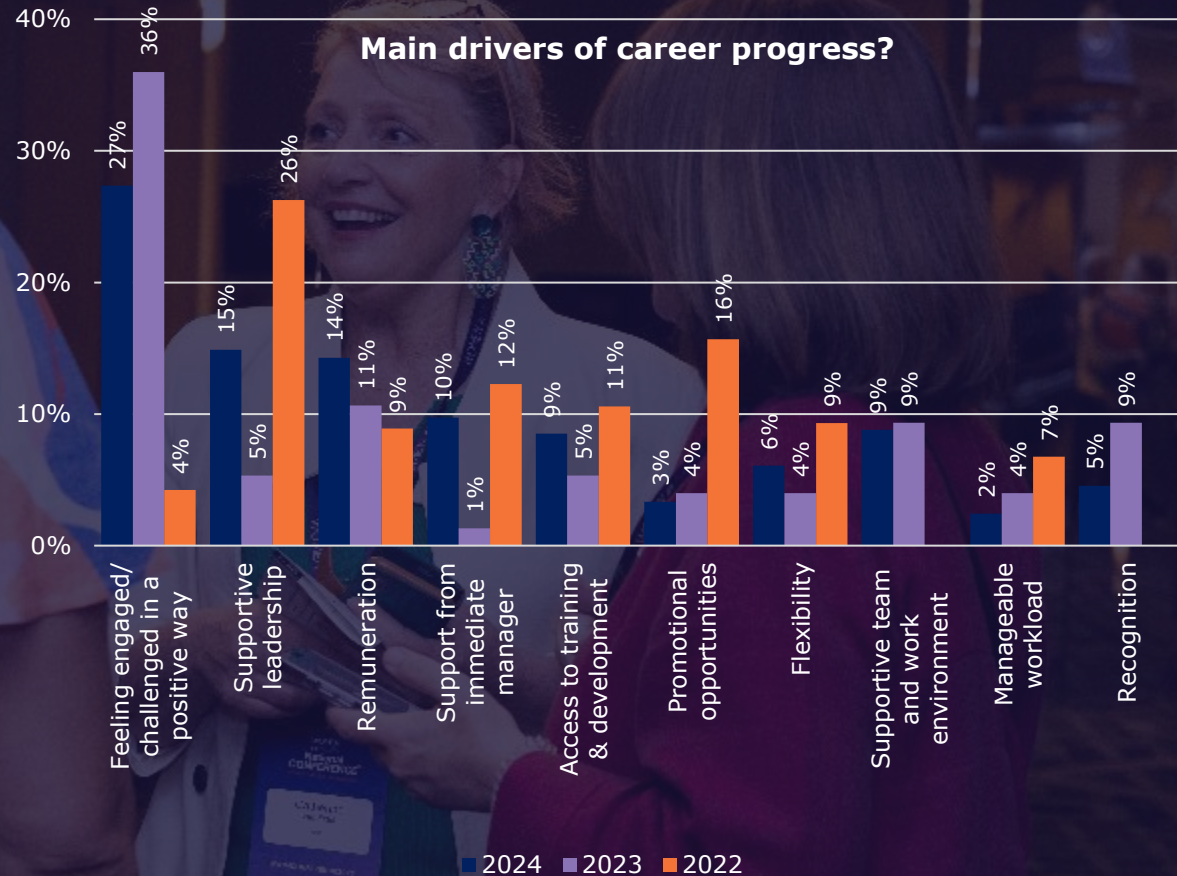
Use engagement and appreciation to retain

Feeling engaged and appreciated is important to 4% of the women who shared what would make them stay in their current job. Disengagement is also a potential deal breaker for those already considering leaving their job (17%).

Q What would make you stay?

2024 n = 181, 2023 n = 75, 2022 n = 136 (not all survey respondents shared what would make them stay in their current job)

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

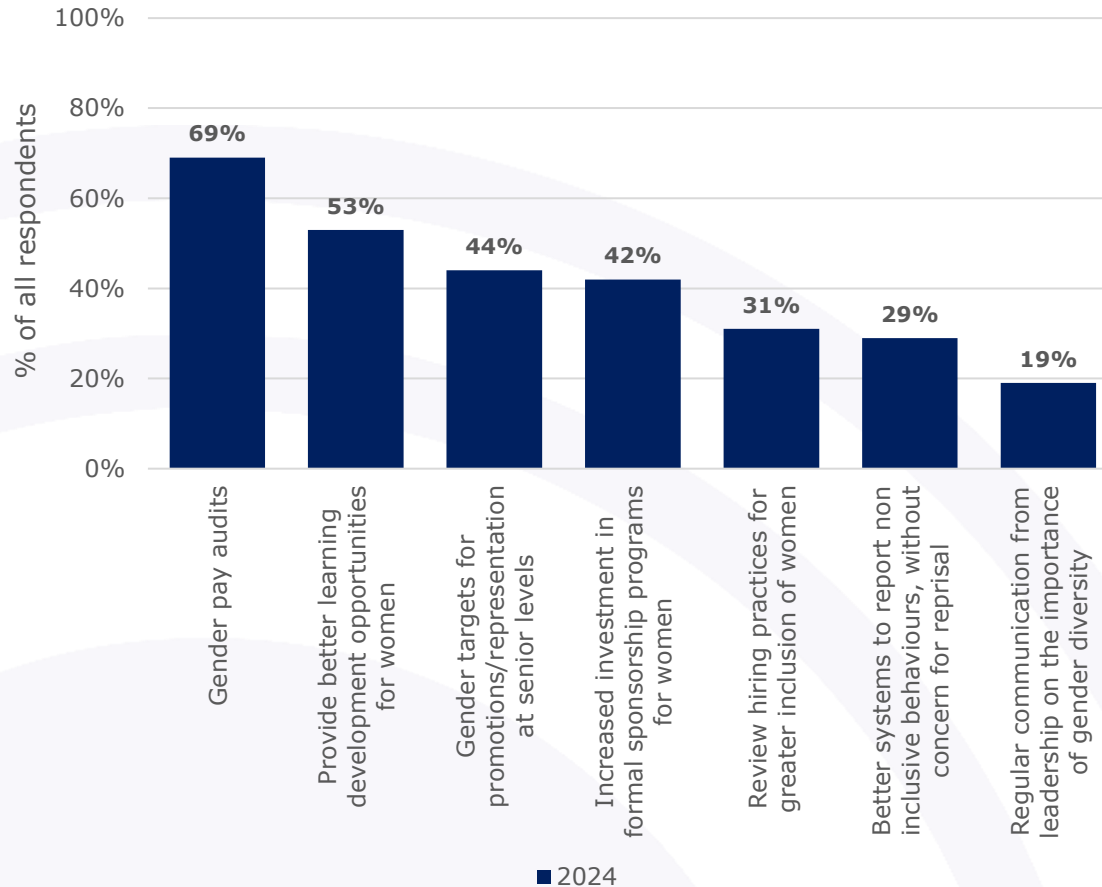


2024 n = 329, 2023 n = 75, 2022 n = 241 (not all survey respondents provided an answer to this question)

Q What are the main drivers for your career progress?

Call for pay audits and better learning and development.

When asked about key issues the industry needed to address, respondents identified gender pay audits, better learning opportunities and increased investment in sponsorship programs.



2024 n = 329



To what extent do you agree this is an urgent issue to address?

69%

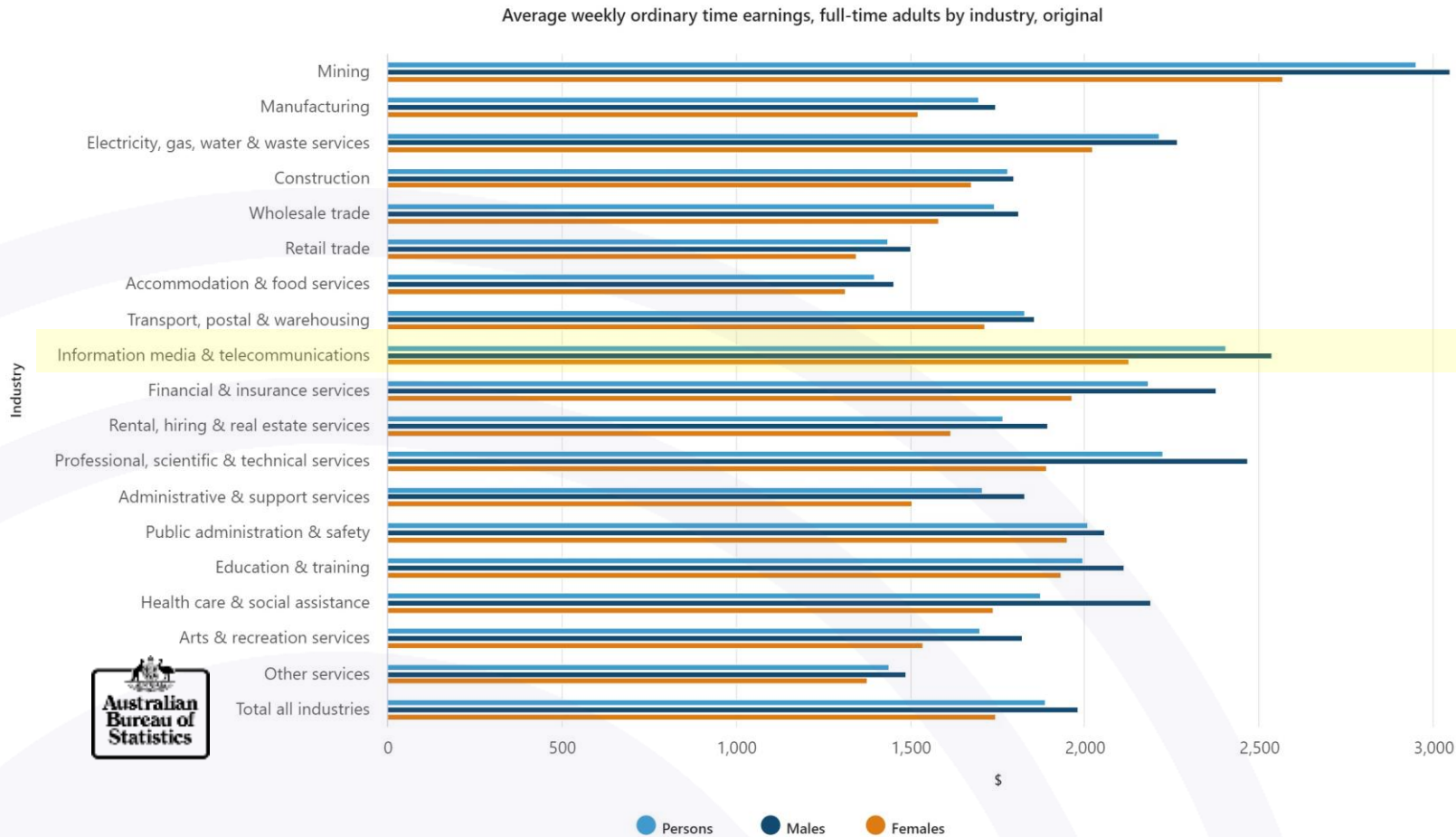
of surveyed women strongly believe that **gender pay audits** are the main issue that employers need to address.

53%

of respondents strongly favour better learning and development opportunities to address gender imbalance issues.

Women working in media face an above average weekly earnings gap of 9%.

Even though the sector is performing much better than fields like Professional, Scientific & Technical services (where there is a gender wage gap of 13.3%), there is still significant room for improvement.



9%

the average weekly earnings gender pay gap in the **Information Media & Telecommunications Industry (\$409.40)**.

7%

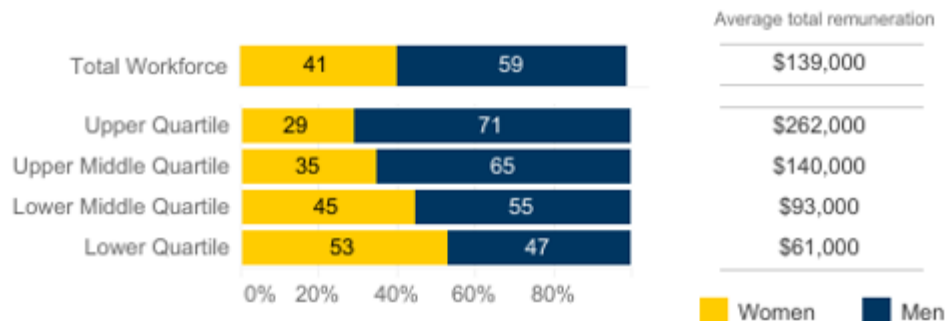
the average Australian weekly earnings gender pay gap. On average, men make \$268.95 more per week.

Source: Australian Bureau of Statistics, Average Weekly Earnings, Australia November 2023

Women’s participation in the media steadily declines as their career progresses.

Women comprise 53% of the media industry workforce in the early career stage but this rate progressively and consistently drops to 29% of the most senior positions.*

Gender composition by pay quartile



41%

of the information, media and telecommunications industry workforce is comprised of women.

24%

the rate of decline for women in the industry as they progress from the lower to upper career stage quartile.



Australian Government



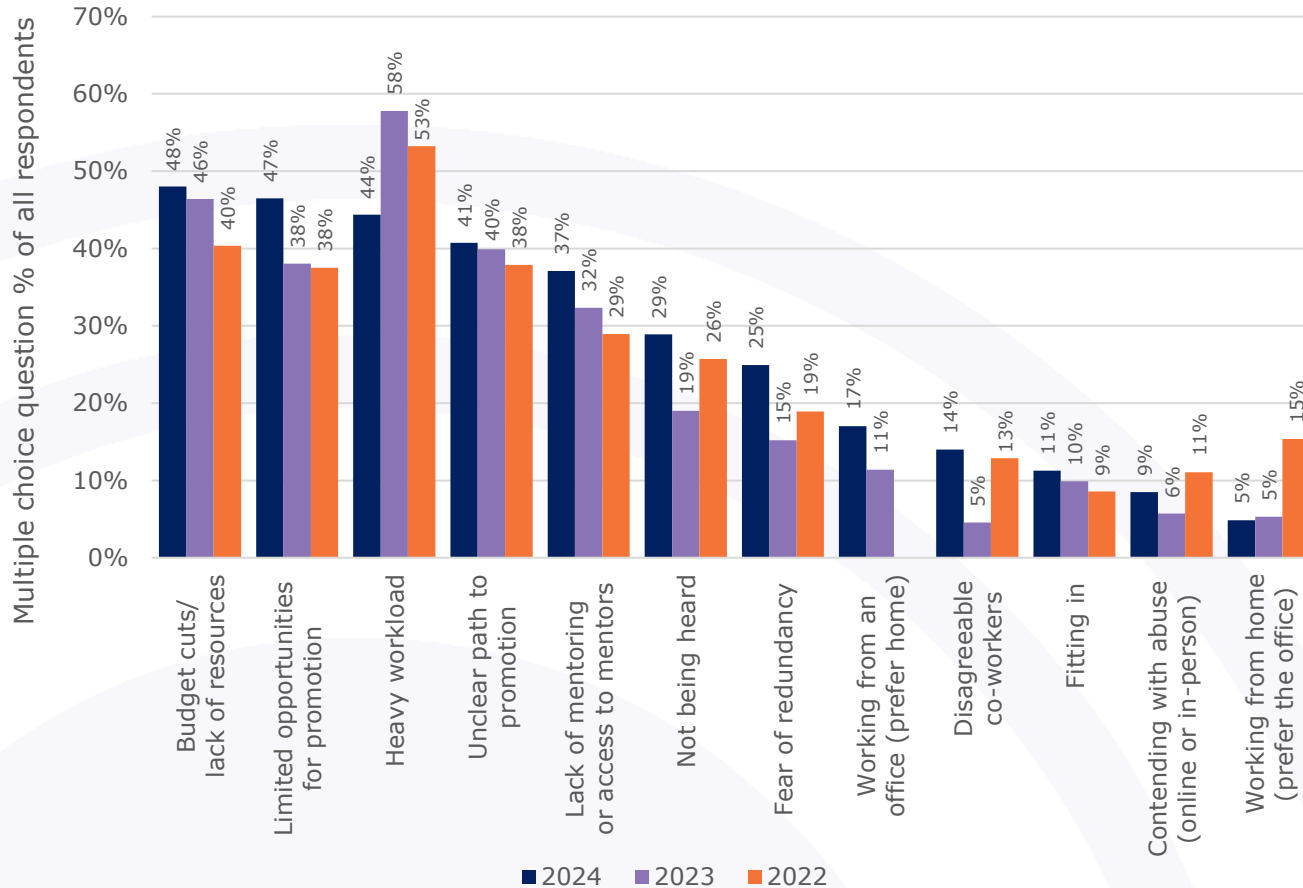
Workplace Gender Equality Agency

*Source: <https://www.wgea.gov.au/data-statistics/data-explorer>




Day-to-day challenges for women working in media.

The leading day-to-day issues for women in the industry continue to be a heavy workload, budget cuts and an unclear path to promotion. There has been a rise in the fear of redundancy and finance-related pressures.



Sample sizes: 2024 n = 329, 2023 n = 263, 2022 n = 280

 What issues / challenges do you face day-to-day?

47%

(▲9%)

of the surveyed women in 2024 see **limited opportunities for promotion** as the main issue they face on a daily basis.

48%

(▲2%)

cite **lack of resources** and budget cuts, compared to 46% in 2023. The fear of redundancy increased to 25% compared to 15% in 2023.

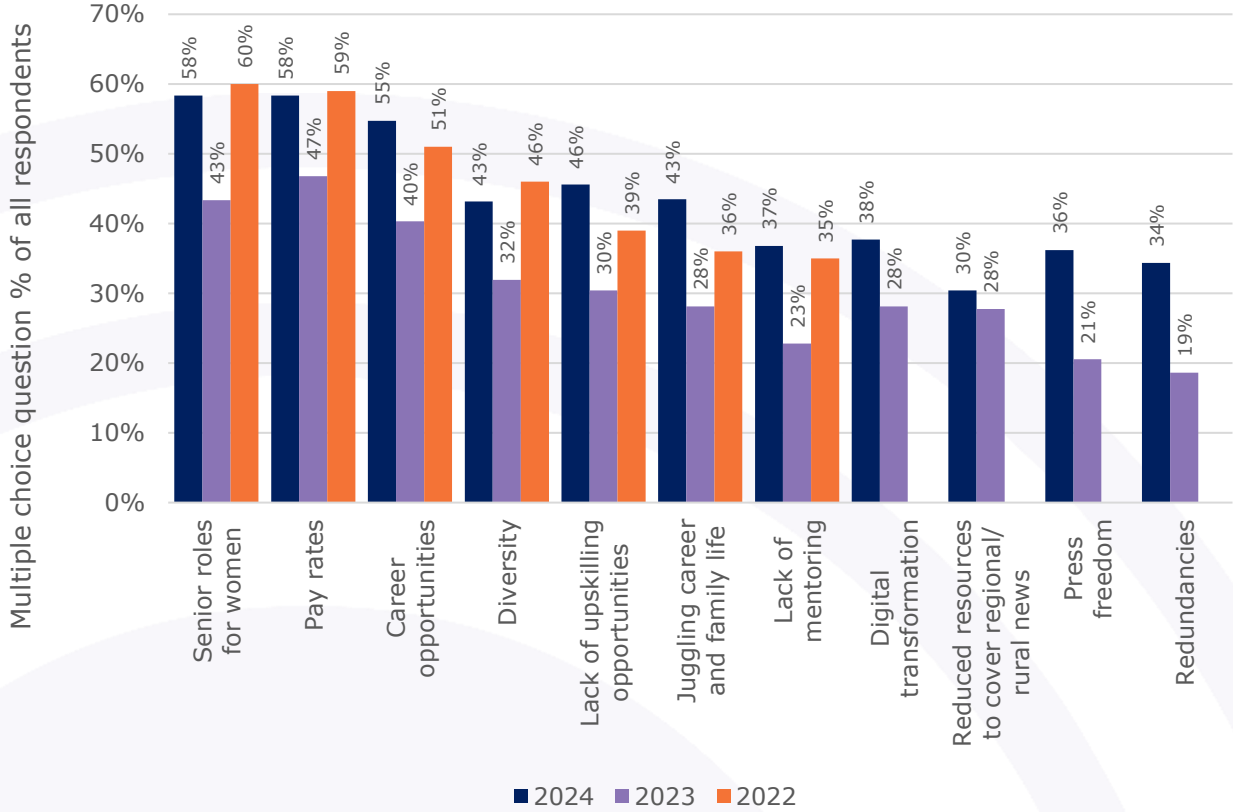
1 in 3 women

(▲1 in 5)

Find **not having their voices heard** a daily challenge.

Concerns about pathways to future opportunities.

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



Sample sizes: 2024 n = 329, 2023 n = 263, 2022 n = 280

What concerns you about the media industry?

58%
(▲15%)

expressed concern about the current state of **senior roles** for women in the industry, this was more concerning than it was in 2023.

58%
(▲11%)

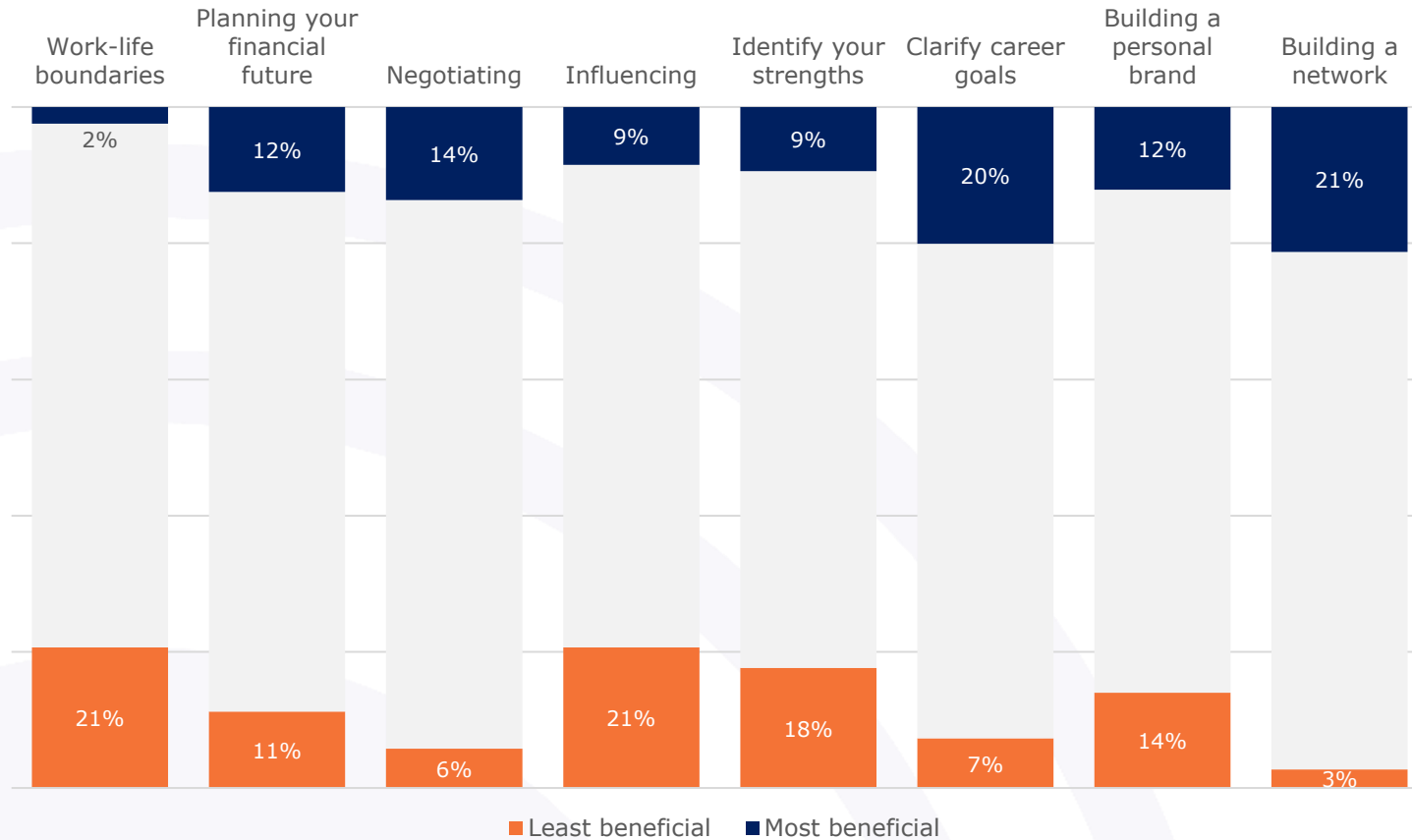
of women were concerned about **pay rates**. This, along with senior roles for women, was what concerned women the most in 2024.

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, clarifying career goals and negotiation are the skills women feel will assist in progressing their career.

Types of learning women feel will assist their careers.



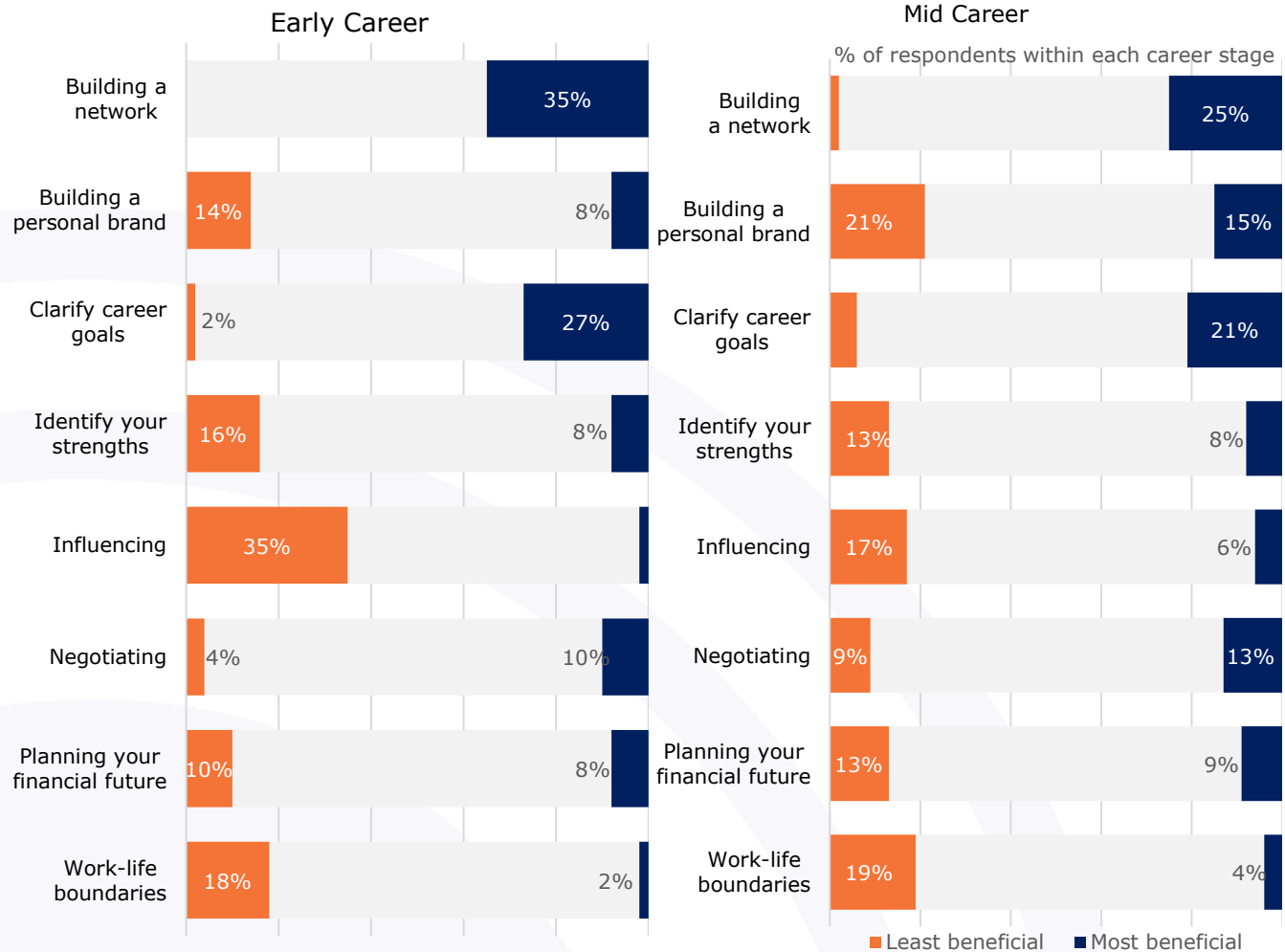
Q What type of learning will assist in progressing your career?

2024 n = 329



Learning priorities vary across career stages.

Influencing skills were considered more important by women in their early career stage. Building a personal brand was a high priority for mid-career women.

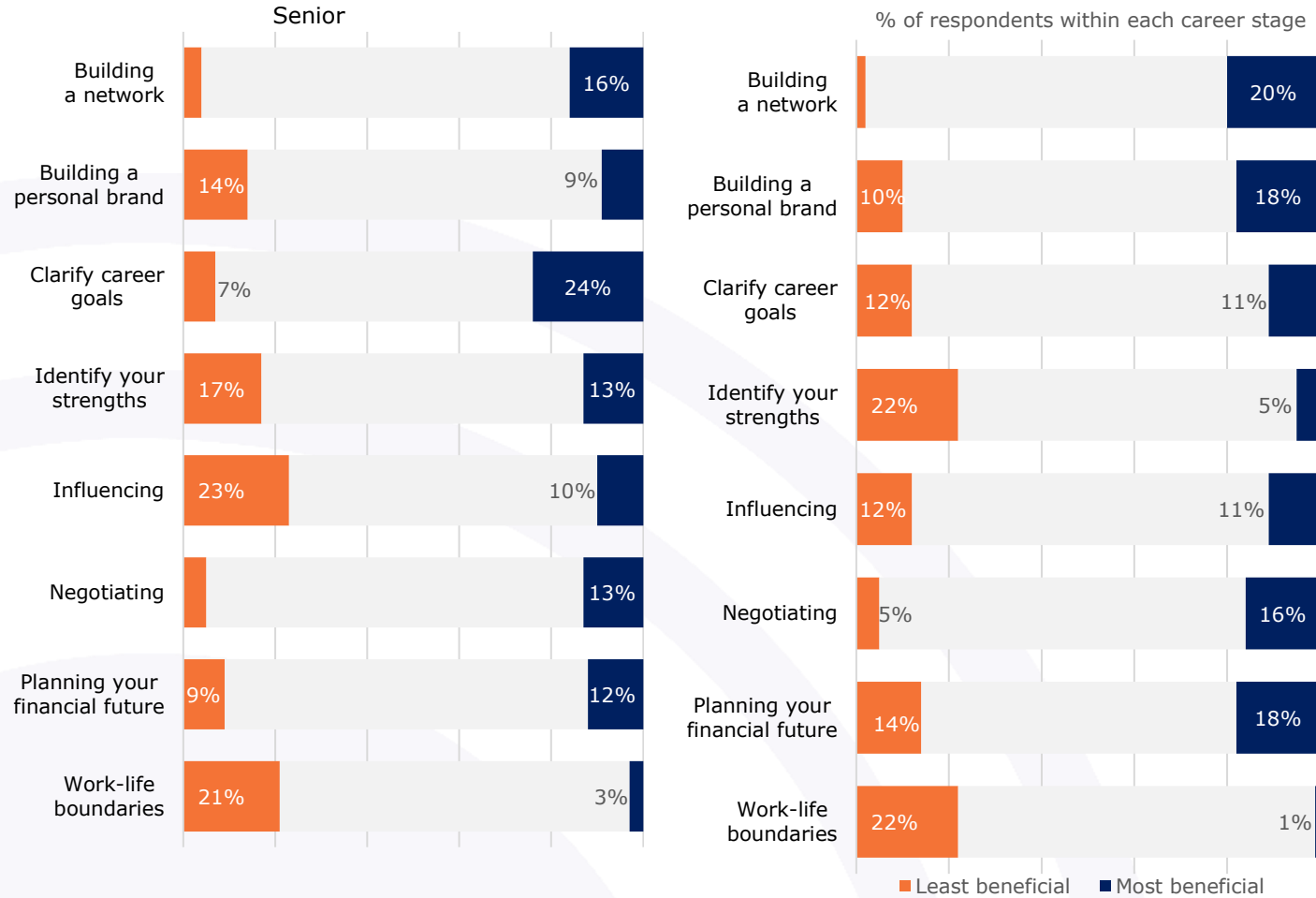


2024 n = 329

What type of learning will assist in progressing your career?

Learning priorities vary across career stages.

Identifying strengths, influencing and having a good work/life balance were most important to women in senior and leadership / management roles.

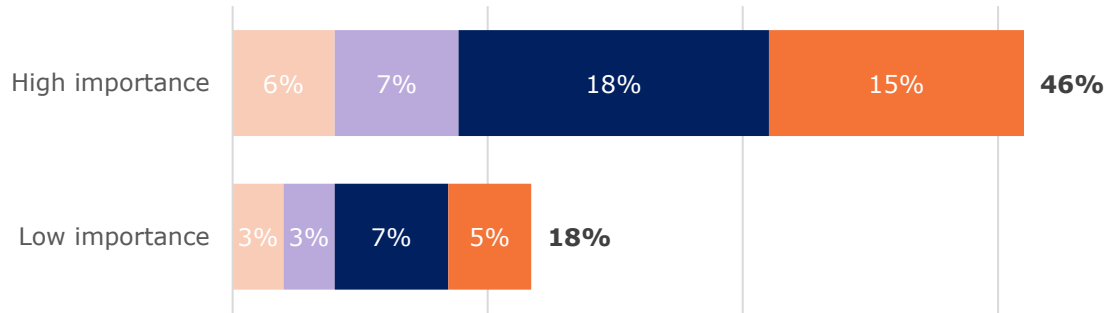


2024 n = 329

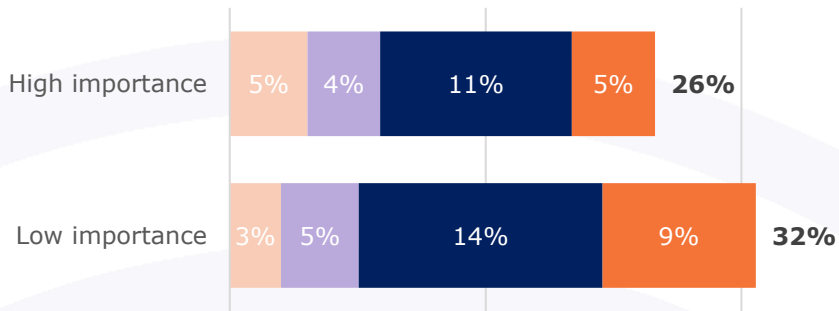


Q What type of learning will assist in progressing your career?

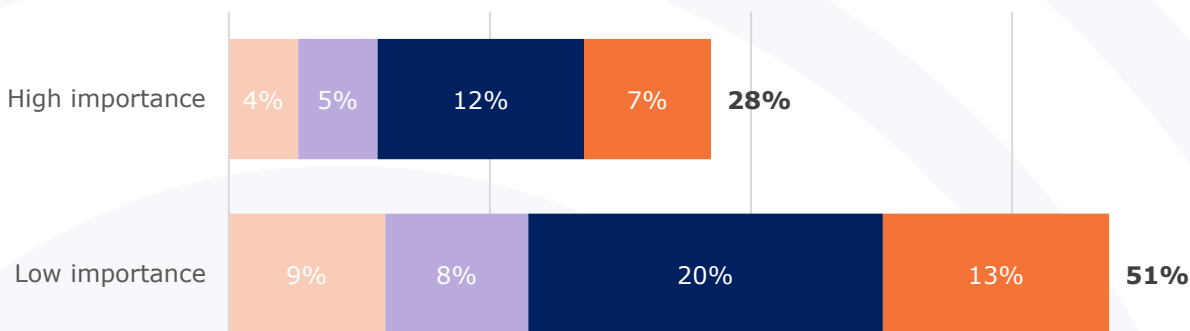
Short-term course opportunities



Opportunities for shadowing leaders



Graduate level micro-credential programs



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

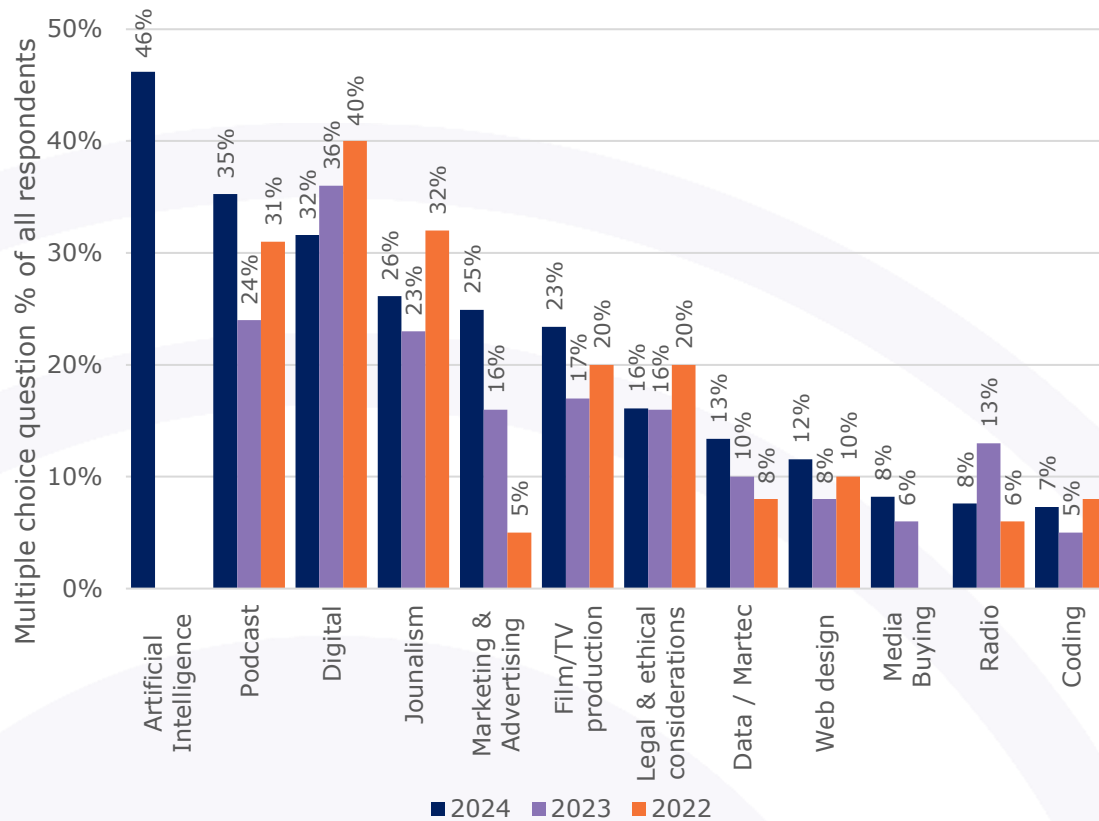
Short-course learning opportunities were seen as having higher importance than shadowing leaders and graduate level credentials.

A greater number of women, particularly those in leadership or management and senior positions, tended to consider short-term course opportunities of high importance.

Shadowing leaders was seen as a lower importance opportunity.

Q What learning opportunities are most important to you?

Artificial intelligence was the most desired skill, followed by increasing knowledge of podcasting and digital technology.



Q What are the top skills you want to develop?

25%
(▲9%)

of surveyed women would like to develop **marketing and advertising** skills. This was an area of choice for one-quarter of respondents.

1 in 8

of surveyed women were interested in developing knowledge about **data / Martec**, more than the previous two years.

Podcasts on the rise

In 2023, podcast listeners in Australia grew to 9.5 million* (from 8.9 million in 2022 and 8.3 million in 2021). Women working in media follow these trends and are interested in developing podcasting skills.

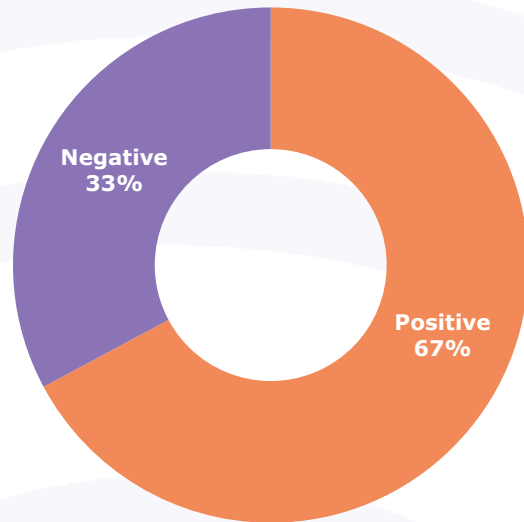
*43% of people aged 12+ (source: <https://www.commercialradio.com.au/Research/Infinite-Dial-Australia/2023>)



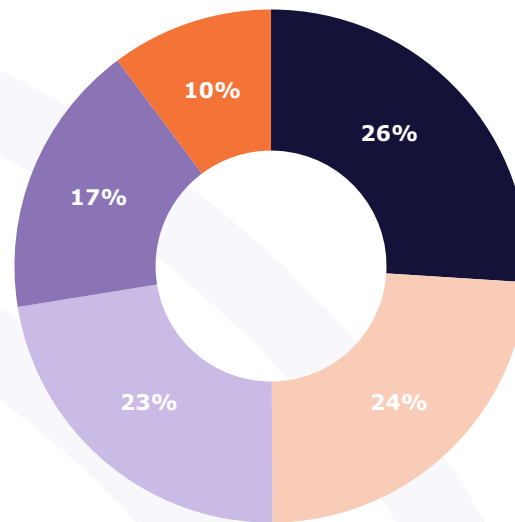
Two-thirds of women are positive about using artificial intelligence for work. The technology is considered particularly useful for research and content creation purposes.

Nearly half (49%) believe AI technology is particularly useful for research and content creation purposes.

Apps and software with built-in AI functions are used to automate simple project management processes and routine tasks (such as transcribing audio interviews), support narrative development (such as writing headlines and news stories in a particular style and tone), as well as asset creation. More advanced uses included assistance with decision making (asking a system to assess the likely action required based on precedent and balance of possibilities) and new emerging areas of interest included turning text to audio for story narration and translating audio into different languages to reach wider audiences.



Q How do you feel about the adoption of AI technology in your daily work?



- Research
- Other type of work
- Content Creation
- Planning
- Image / Video Generation

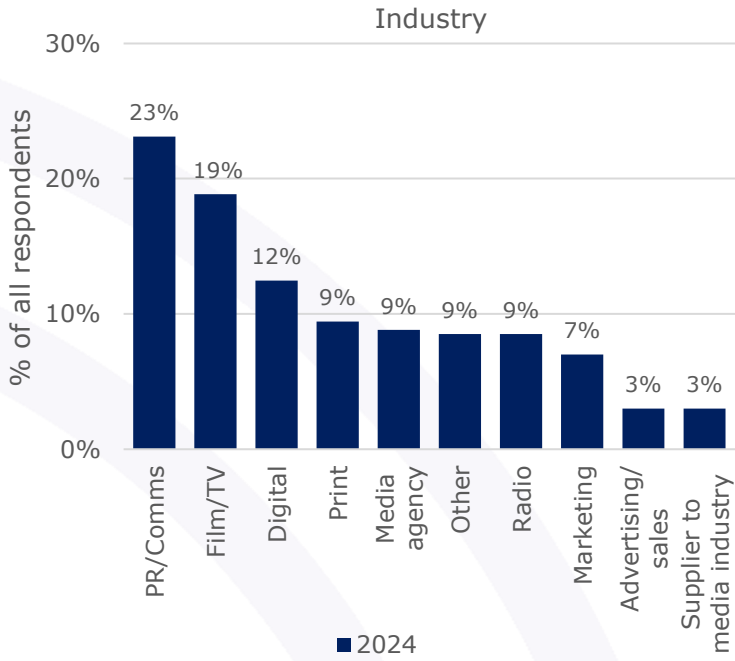
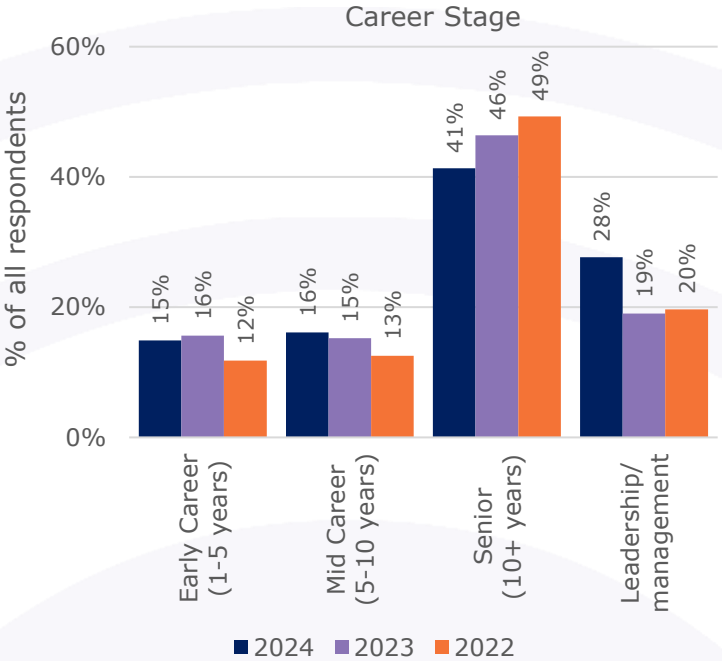
Q How have you used or are you planning to use AI technology?

2024 n = 329

Professional roles within the media industry have shifted to PR/Comms and Film/TV.

Career stage shift from Senior (▼5%) to Leadership/management (▲9%)

Location shift from Queensland (▼6%) to NSW (▲8%)



Jobs in public relations or communications have grown sharply over time.

Unlike other traditional sources of media, such as print and radio, work in the film and television industry rebounded in 2024.

NOTE: Results from previous years may not add up to 100% due to the omission of some questions in 2024.

Methodology

The Women in Media Industry Insight Report 2024 provides qualitative and quantitative insights into women's views of working in the media industry.

The 2024 report collected responses from 329 participants from across Australia. It is a statistically robust national data sample and measures views of women working in media in Australia.

Apart from New South Wales and Victoria (which were over- and underrepresented within a margin of 10%, respectively), the proportion of survey respondents living in each state did not differ significantly from the population proportions reported in the latest 2023 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 2024 is a call to action, with career dissatisfaction reaching a three-year high for professional women in media.



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.

- 6,400 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.

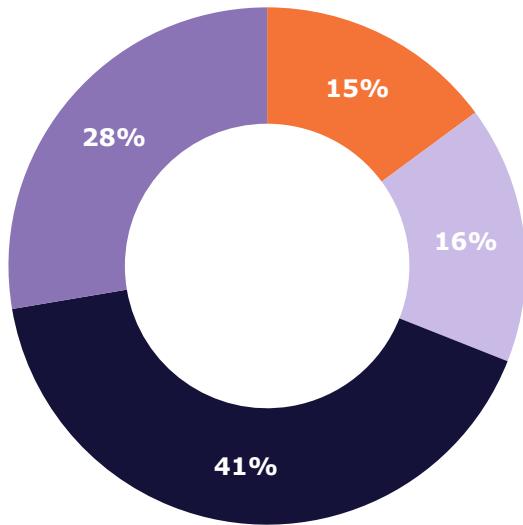
WOMEN
in MEDIA

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

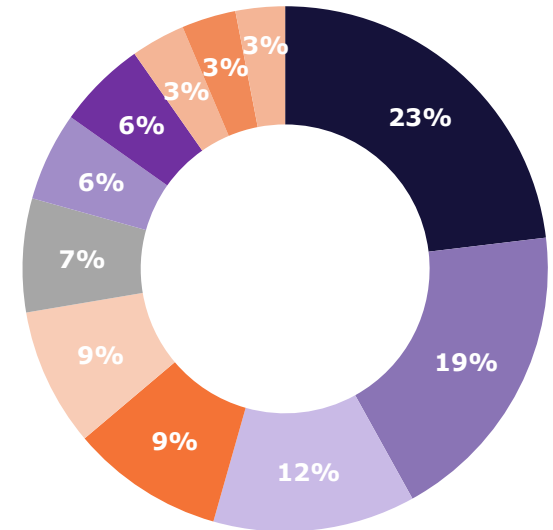
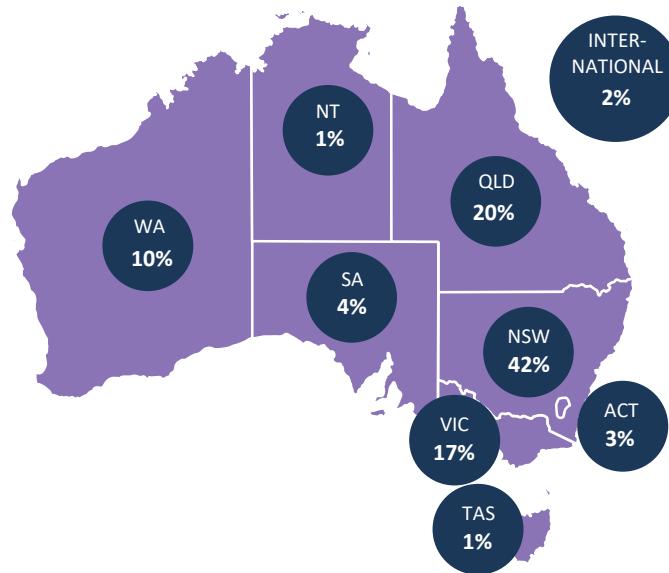


Women in Media – who we are

We're more than 6,400 experienced media professionals in a range of industries across Australia.



- Early career (1-5 years' experience)
- Mid career (5-10 years' experience)
- Senior (10+ years)
- Leadership/management



- PR/Comms
- Film / TV
- Digital
- Print
- Radio
- Marketing
- Media Agency (global holding company)
- Other
- Supplier to media industry
- Media Agency (Australian independent)
- Advertising/sales

WOMEN
in MEDIA



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