



# Women in Media

2022 SURVEY & INDUSTRY INSIGHT

# Contents



## Overview & Summary

P3 ..... Foreword  
P4-5 ..... Introduction/ Putting the Voice of Women Front & Centre  
P6-7 ..... Summary  
P8 ..... Call to Action

## Research Findings

P9-10..... Career Progress Ranking  
P11-12 ..... Obstacles to Career Progress  
P13 ..... Drivers to Leave  
P14 ..... Drivers to Stay  
P15 ..... Drivers to Career Progress  
P16 ..... Industry Commitment to Gender Equality  
P17 ..... Issues Employers Need to Address  
P18 ..... WGEA Australia and Australian Bureau of Statistics  
P19-20 ..... Day-to-day Challenges  
P21-23 ..... Learning & Upskilling  
P24 ..... Methodology  
P25 ..... Women in Media Demographics  
P26 ..... Call to Action

# Foreword

The *Women in Media Industry Insight Report 2022* informs 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 annual survey is run 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 sector, public relations, publishing and digital media.

Women in Media believes industry employers must 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.

If the media industry wants women to stay and thrive, they need to listen and put their voices front and centre in guiding the way.



---

Women in Media is a not-for-profit organisation developed by and for women in media across Australia. WiM strives to be part of the solution to addressing gender equality in the media landscape, empowering women to secure jobs, progress in their careers and thrive at work.

WiM has 6000+ members nationwide with branches in each state and territory.

# Putting the voice of women front & centre



Victoria Laurie  
PATRON  
NATIONAL BOARD  
MEMBER

**“Our members feel overwhelmingly dissatisfied with their current career prospects.”**

**Victoria Laurie**

As a founding member of Women in Media in Western Australia, Victoria Laurie sees the work of the organisation as vital to helping women progress in their media careers.

“The Report is a litmus test of fairness in an industry 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.”

“Women in Media wants a better deal for media women and 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.”



Women in Media is a not-for-profit organisation developed by and for women in media across Australia. WiM 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.

WiM has 6000+ members nationwide with branches in each state and territory.

# Putting the voice of women front & centre



Anita Jacoby AM  
NATIONAL BOARD MEMBER

**“Eighty-four percent of the women we surveyed want their employers to implement gender pay audits to redress the entrenched gender pay gap.”**

**Anita Jacoby AM**

As a board director of Women in Media, Anita Jacoby said the survey was an important indicator that much more needs to be done.

“Media organisations need to take the voices of women on board, making equality a priority.”

“Women in Media members want greater transparency when it comes to pay in the media industry. Eighty-four percent of the women we surveyed want their employers to implement gender pay audits to redress the entrenched gender pay gap.”

“If employers want women to not just remain in the media but also thrive, they need to put their career progress front and centre.”



Women in Media is a not-for-profit organisation developed by and for women in media across Australia. WiM 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.

WiM has 6000+ members nationwide with branches in each state and territory.

# Summary

The *Women in Media Industry Insight Report 2022* is a call to action for the media industry – flagging actions to be immediately addressed by employers.

The survey of women working in diverse media roles across Australia found that **56% of respondents were dissatisfied or unsure about how to advance their careers.**

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

Pay imbalances, heavy workloads and unclear pathways to promotion are hindering career progress, particularly into leadership and management positions.

This is despite the fact that a majority of current graduates with journalism, marketing and communications degrees are female. If levels of education and vocational training are high, the problem may lie in what happens after women enter the workforce, when they face a range of roadblocks to progression in their careers.

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

**A majority of women (56%) are unsure or explicitly dissatisfied with their rate of career progress with pay the main driver to leave their jobs.**

**More than 1 in 2 women surveyed rated the media industry commitment to gender equality as weak/very weak, creating barriers to career advancement.**



# Summary

Pay equity is 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%. However, in the Information Media & Communications industry, **women face an above average weekly earnings gap of 16%**.

The *Women in Media Industry Insight Report 2022* examines career roadblocks in contexts 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 career. The Report looks at issues such as 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. Support from leadership/direct managers
4. Access to upskilling



**84%**

Call for Gender Pay Audits to be implemented to address pay gaps.

**41%**

Want Shadowing Programs that provide access to leaders and hands-on learning.

**38%**

Believe support from leadership and immediate managers is crucial to create career pathways.

**40%**

Prioritise micro-learning in order to build digital skills.

# CALL TO ACTION

The *Women in Media Industry Insight Report 2022* 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.



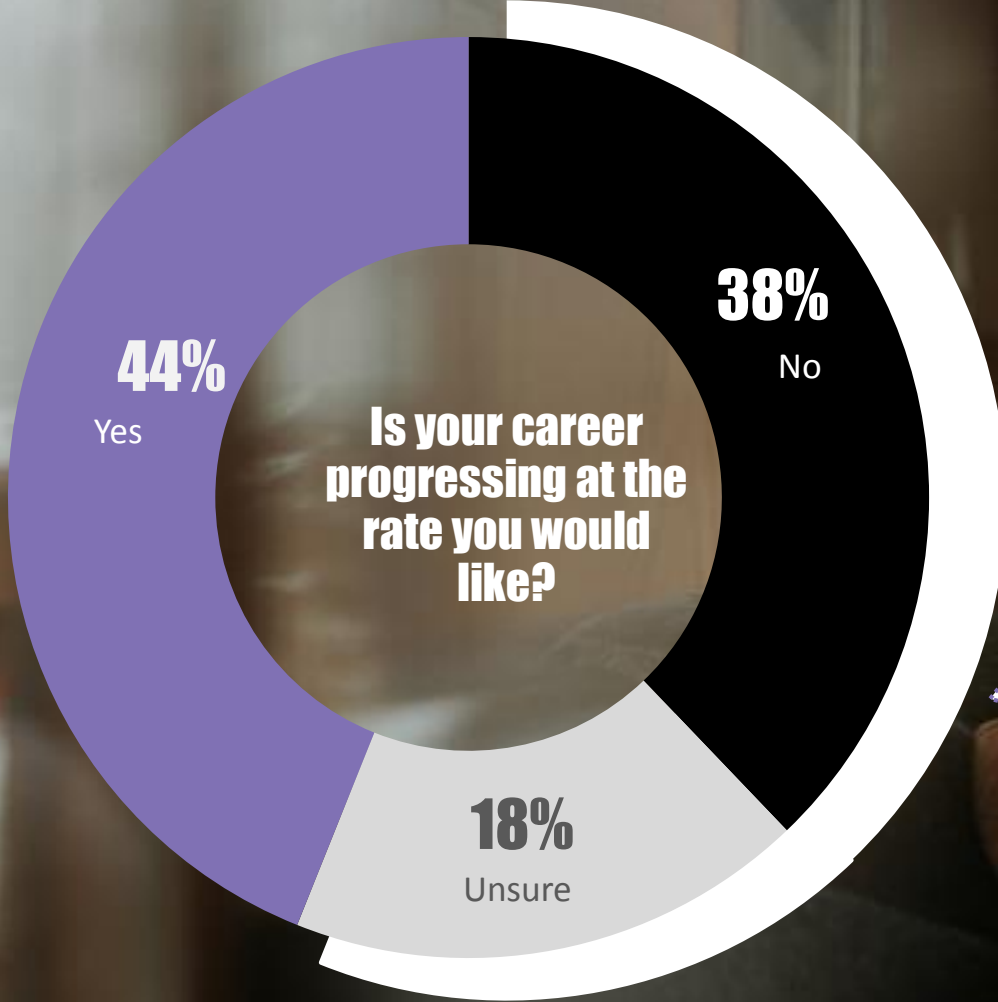
The Report pinpoints the importance of structural and individual change required in organisations.

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
- ▼ **Support from leadership and immediate managers** to create pathways to career advancement
- ▼ **Micro-learning to build digital skills**

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





**56%**  
Are uncertain or dissatisfied with their career progress.

### Less than half of the surveyed women in media are satisfied with their career progress.

While only 38% explicitly say they are not progressing in their career at the rate they would like, the uncertainty expressed by 18% of the respondents indicates an unsatisfactory or mixed progress towards career goals.





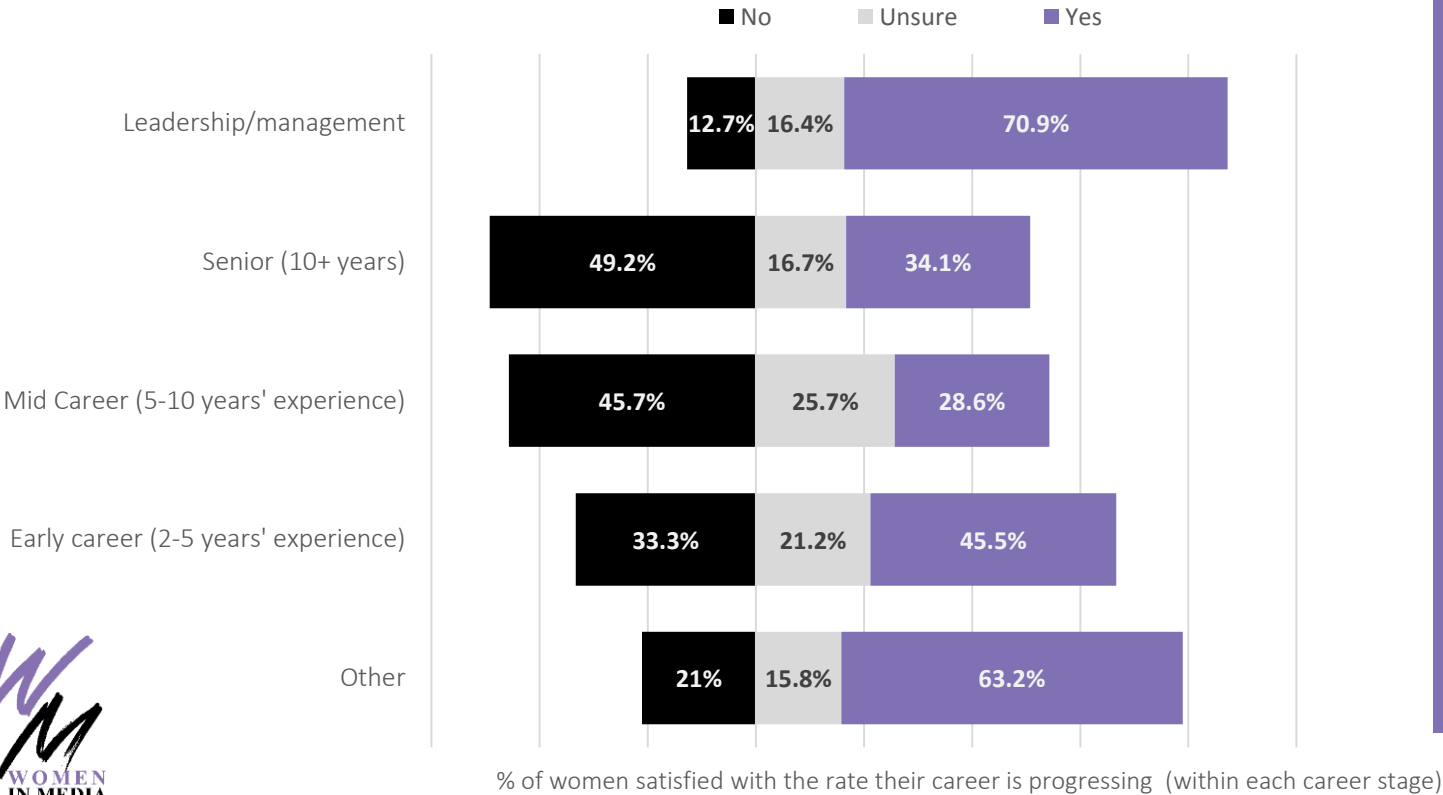
# A majority of women are unsure or explicitly dissatisfied with the progress of their career.

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



# Progress is tangible for women in leadership, but senior experience without a path forward can create dissatisfaction.

Looking at respondents' career stages provides deeper insight into perceptions of progress.



**70.9%**

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

**49.2%**

of the surveyed senior women said their career is **not** progressing at the rate they would like, as did 45.7% of mid-career women.

**Close to 1/3**

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

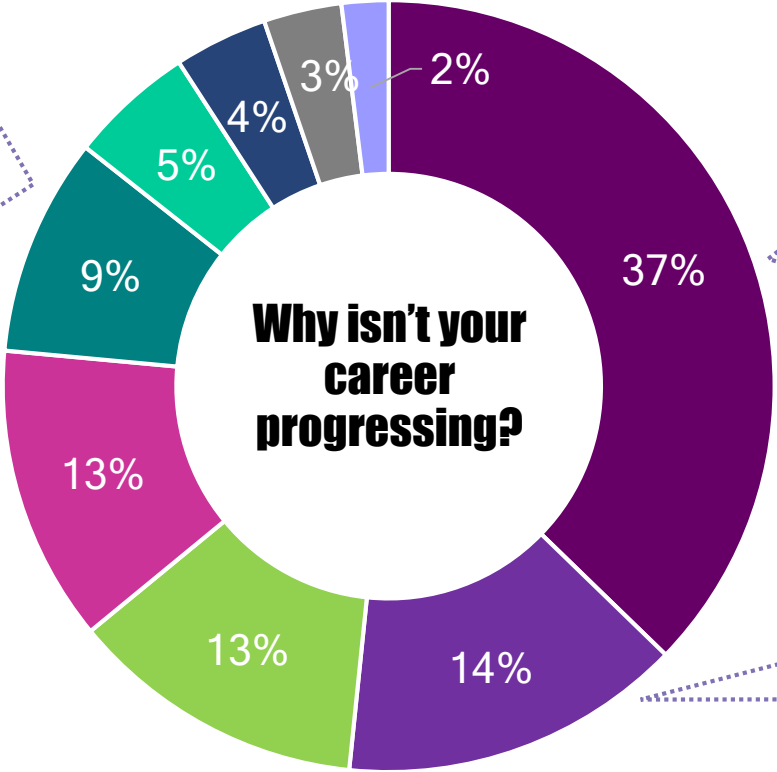




# Women see lack of opportunities as the main obstacle to career progress.

For some women, this is a glass ceiling within the organisation, while for others it is due to limited regional opportunities compared to those in bigger cities.

- 2% Discrimination
- 3% Mental Health
- 4% Pandemic
- 5% Limited access to training
- 9% Other
- 13% Lack of managerial support
- 13% Colleagues promoted over you



**37%**  
Lack of opportunities for progress/development

**14%**  
Caregiving or household responsibilities

## The Top 3 Reasons for Career Stagnation

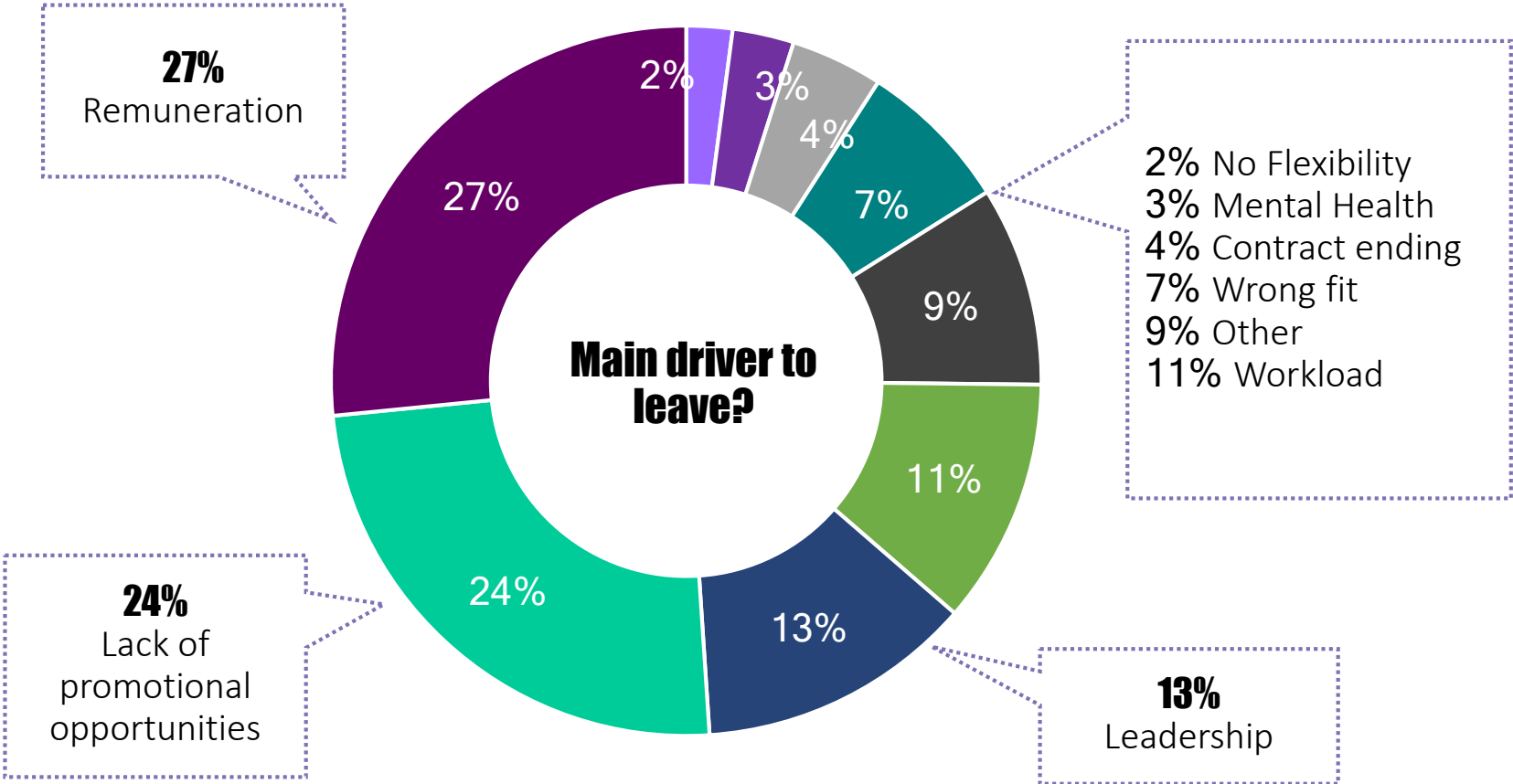
1. Lack of opportunities.
2. Caregiving responsibilities.
3. Promotion of other (equally or less qualified) colleagues.

n = 153 (not all survey respondents shared details on what are the main obstacles to their career progress)



# Pay, opportunities, & workload 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 contributors 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. Remuneration.
- 2. Lack of opportunities.
- 3. Leadership

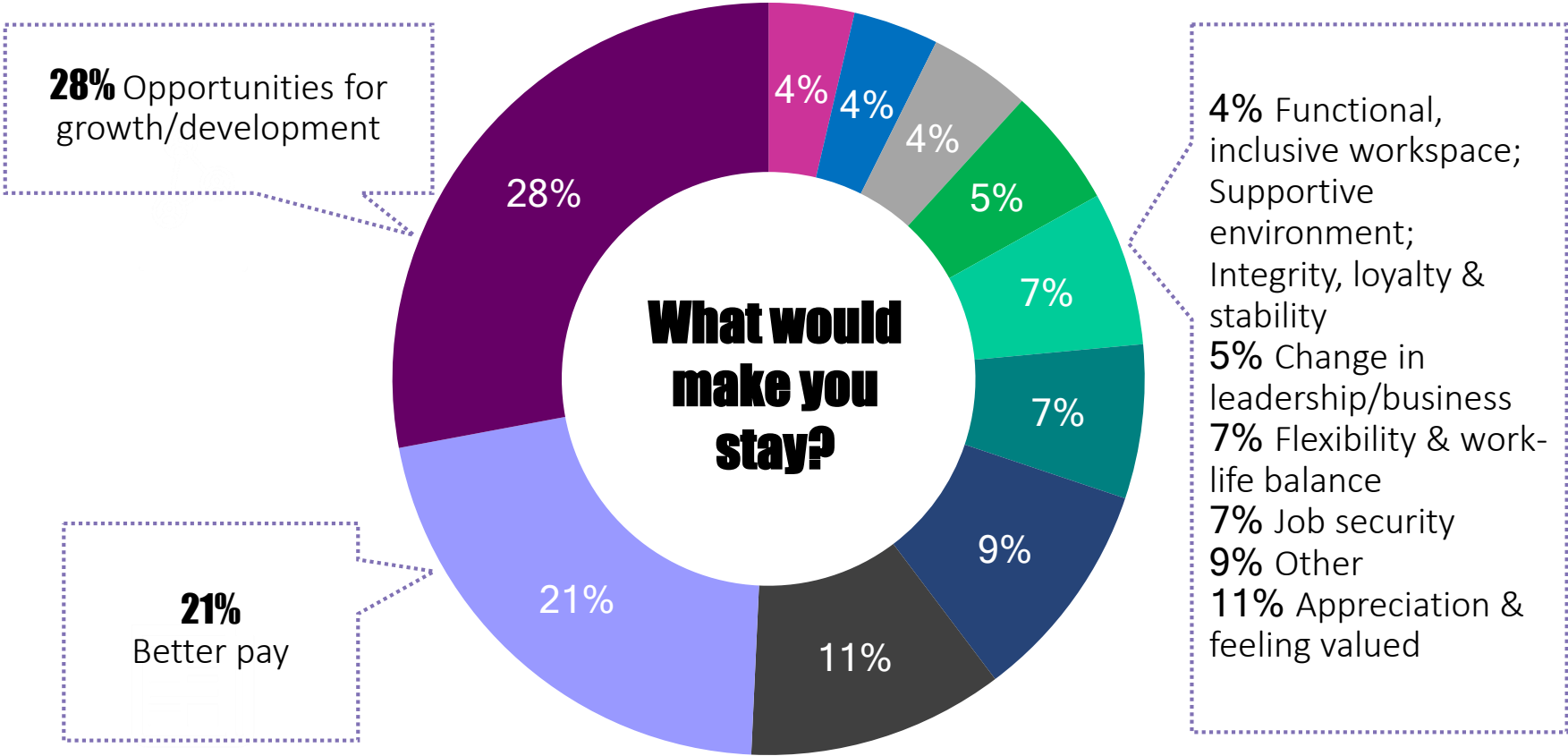
n = 143 (not all survey respondents shared details on the main reasons to leave their current role)

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



# Women seek opportunities for growth and a clear path forward.

What keeps women in media from leaving is a path to a better professional and financial future, and a job in which they feel appreciated for what they bring to the table.



## Growth & Value

Feeling appreciated is important to about 1 in 10 of the women who shared what would make them stay in their current job. Not feeling valued is also a potential dealbreaker for those already considering leaving their job.

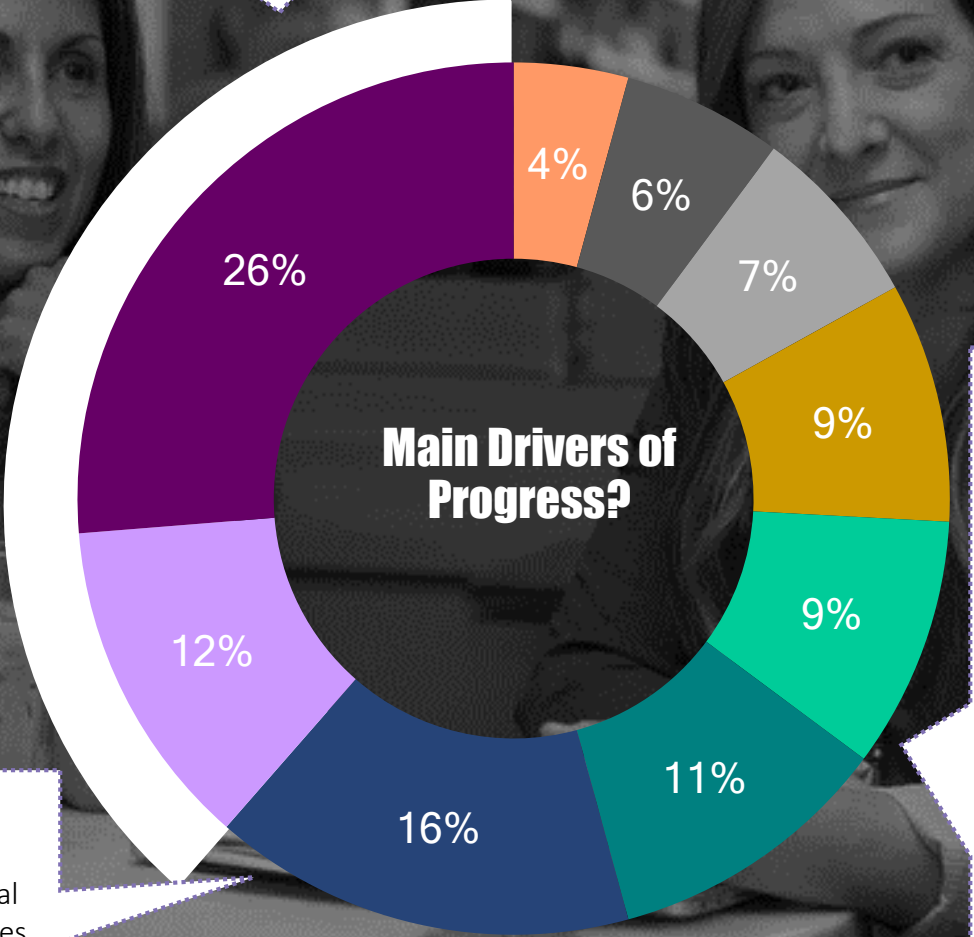
n = 136 (not all survey respondents shared what would make them stay in their current job)

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



**16%**  
Promotional  
opportunities

**38%**  
Are driven by support from  
leadership (26%) or from an  
immediate manager (12%)



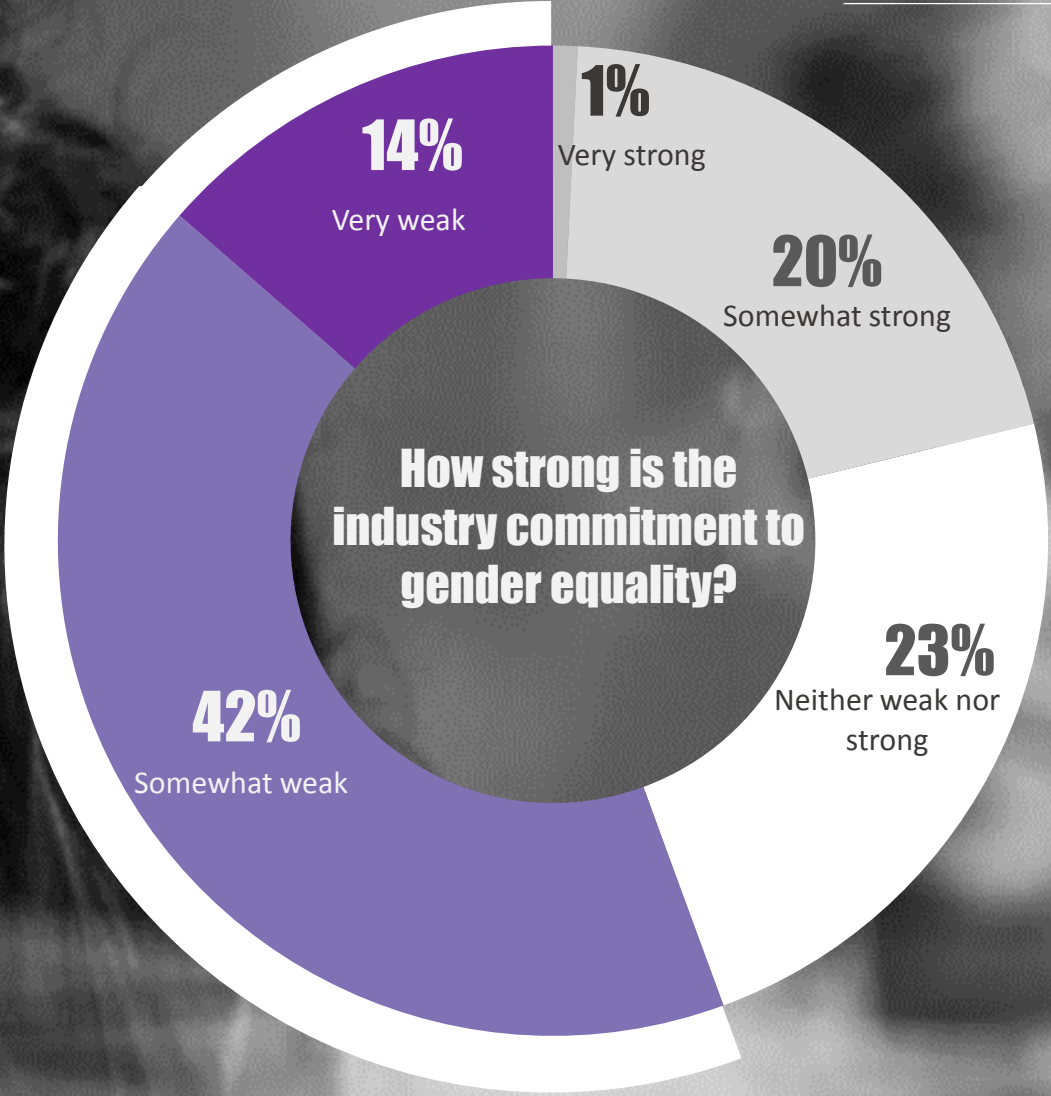
**4%** Internal motivation  
**6%** Other  
**7%** Manageable  
workload.  
**9%** Remuneration &  
Flexibility  
**11%** Access to training  
& development

n = 241 (not all survey respondents provided an answer to this question)

Q What are the main drivers for your career progress?

**56% see weak commitment to gender equality in the industry.**

The majority of respondents assessed the current commitment of the media industry to gender equality either as somewhat weak (42%) or very weak (14%).



n = 250 (not all survey respondents provided an answer to this question)

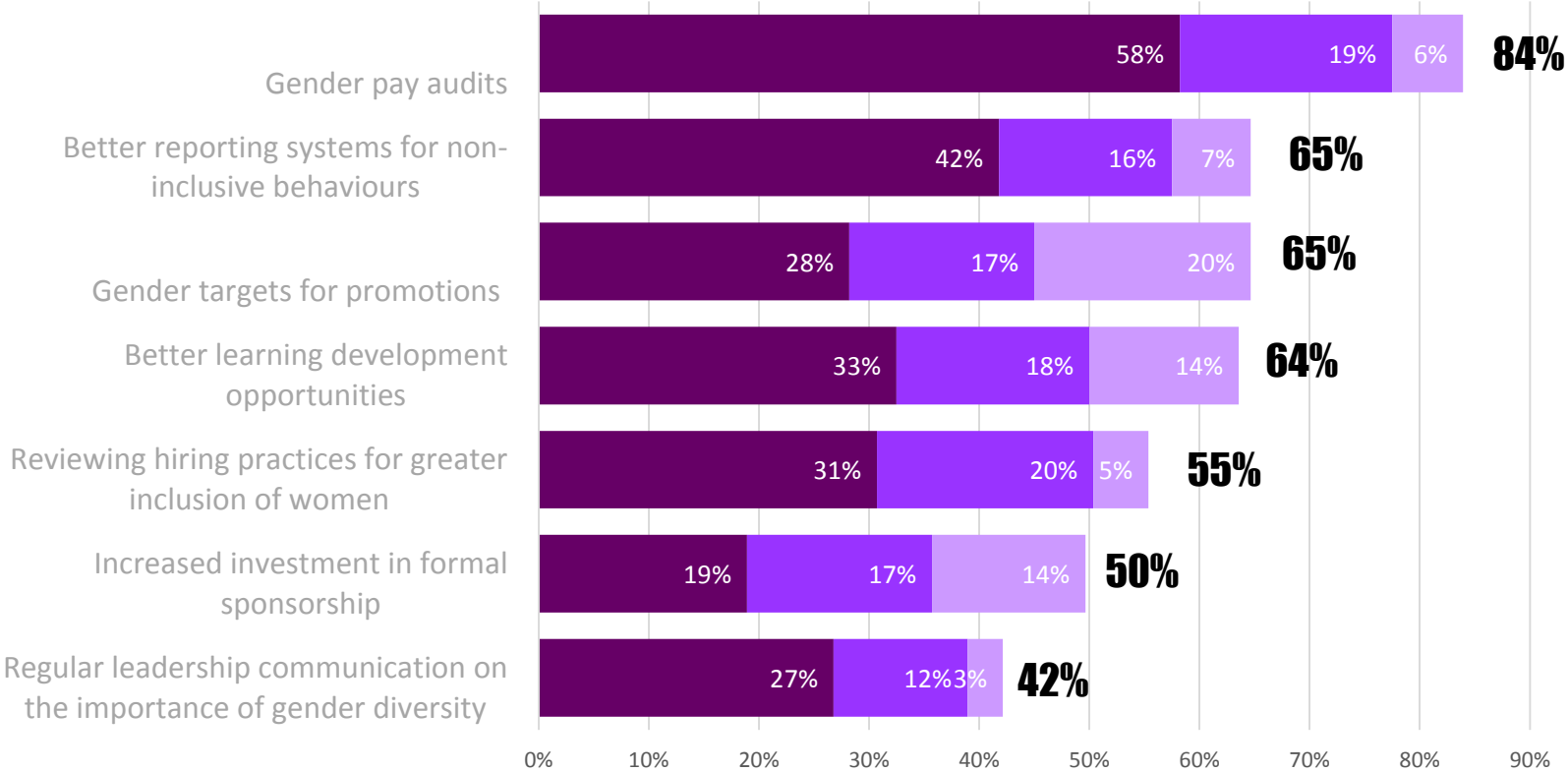
**Q** What is your assessment of the media industry commitment to gender equality?





# Some issues cannot wait, and pay audits top the list.

When asked about the key issues the industry needs to address now (2022), survey respondents prioritised gender pay audits, better reporting systems and regular leadership communication on the importance of diversity.



**84%**  
of surveyed women think gender pay audits are the main issue that employers need to address.

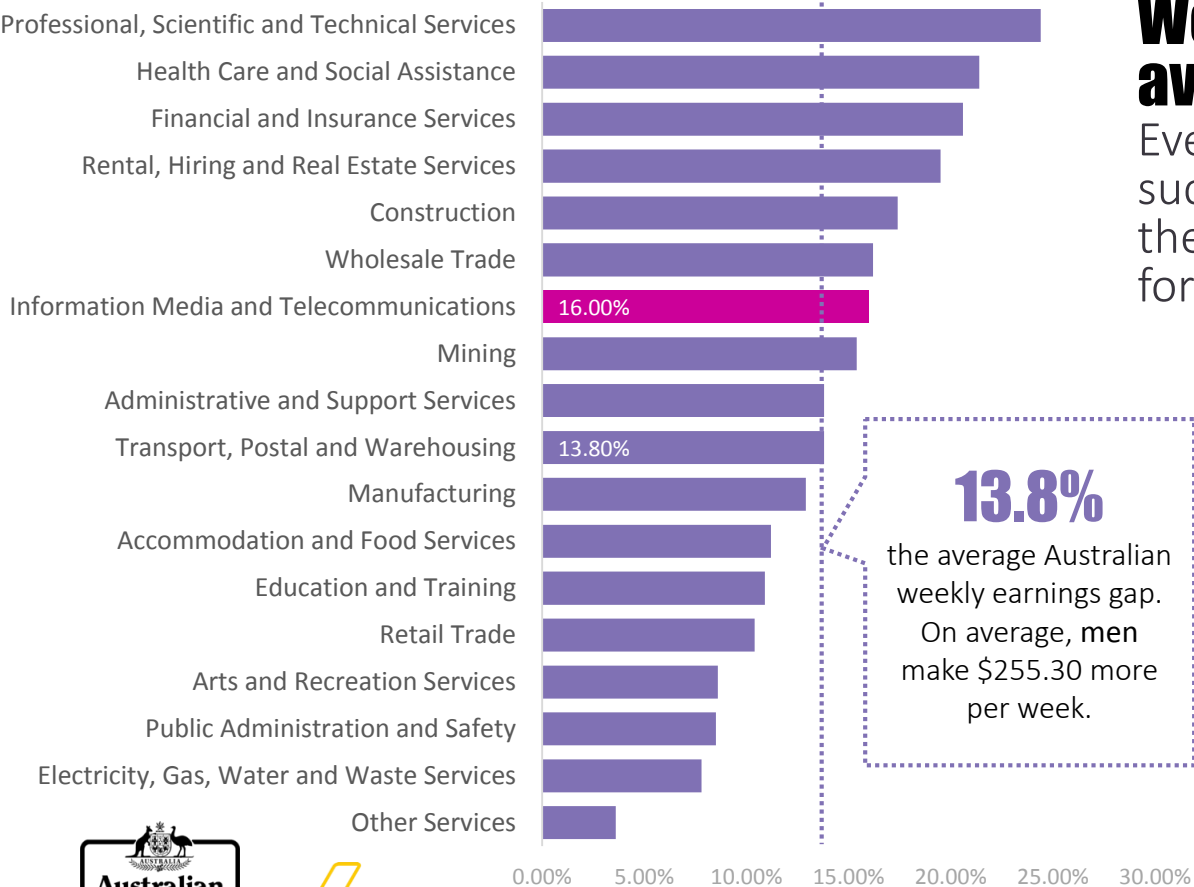
---

**58%**  
Of respondents who want gender pay audits want them NOW (2022).

■ Now (2022) ■ Short term (next 2 years) ■ Mid term (next 3 years)  
% of all respondents

Q What issues do employers need to address Now, Short-term and Mid-term

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 such as 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.

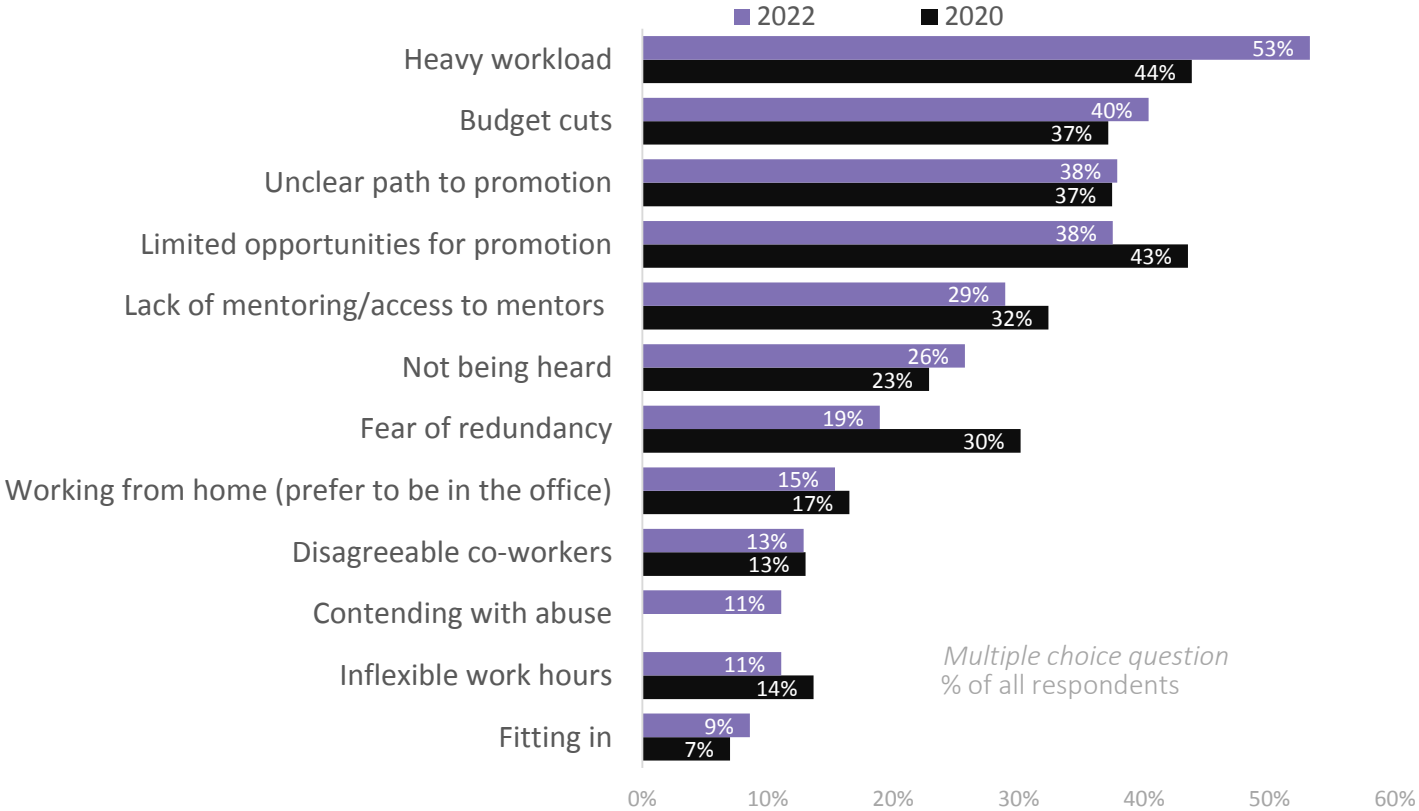


Data source: WGEA Australia and Australian Bureau of Statistics (2022), Average Weekly Earnings, November 2021



# Do more with less: the reality of women working in media.

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



**53%**  
of the surveyed women in 2022 see a heavy workload as the main issue they face on a daily basis.

**40%**  
fear budget cuts, compared to 37% in 2020. The fear of redundancy dropped to 19% compared to 30% in 2020.

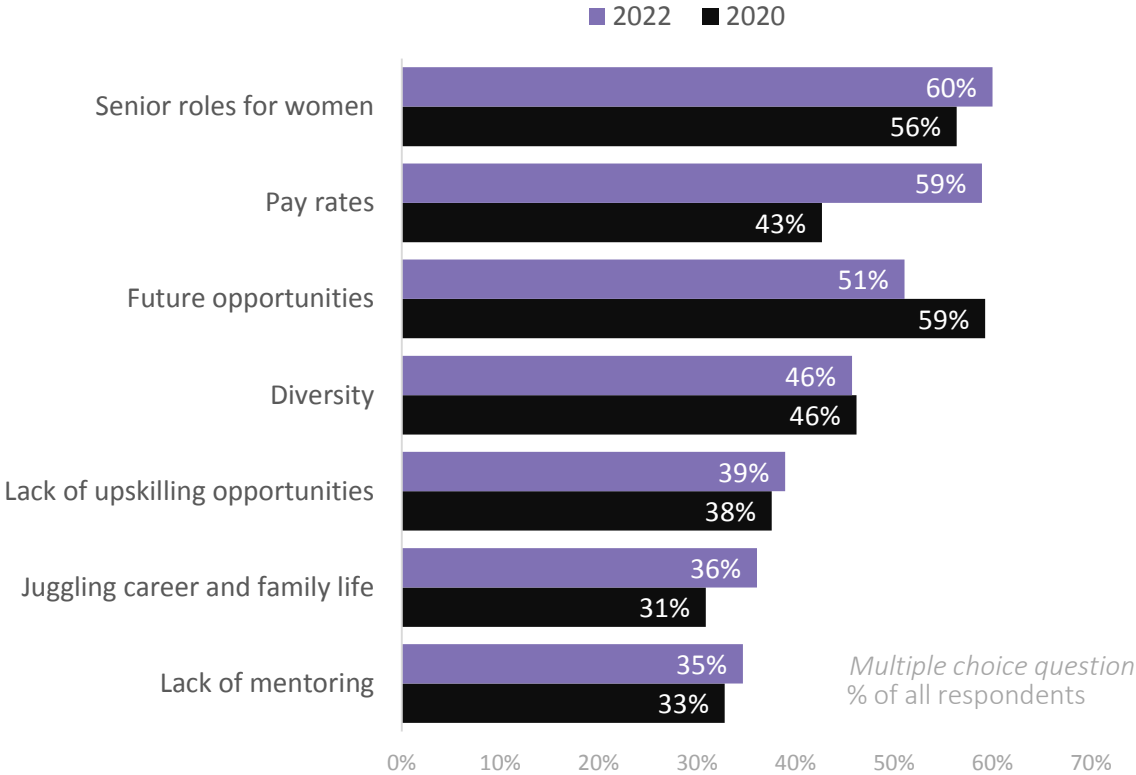
**1 in 10 women**  
who took the survey have had to deal with online or offline abuse on a daily basis.

Sample sizes: 2022 n = 280, 2020 n = 314



# Women's careers are stagnating. But the industry has an opportunity to create pathways to future opportunities.

Senior roles, pay rates and future opportunities top the list of concerns for respondents.



**60%** are concerned about the current state of senior roles for women in the industry. This topped the list even among respondents who themselves were in a senior position.

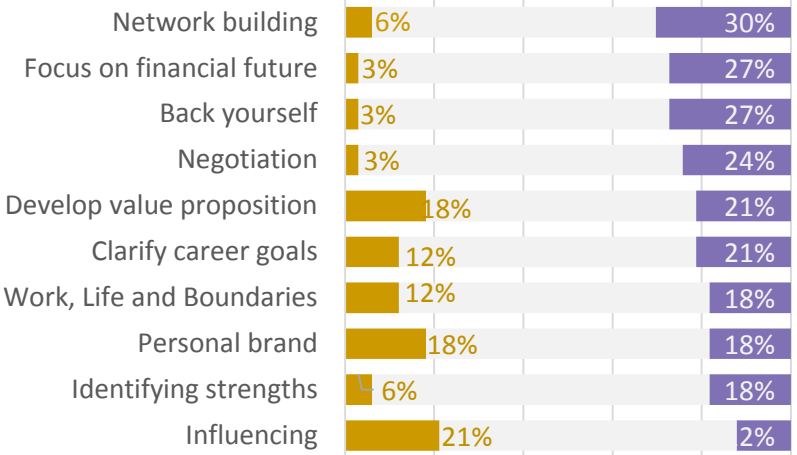
**59%** think pay rates are a concern. This perception is confirmed by objective data on the industry's above average weekly gender pay gap of 16%.

**Eyes on the future**

Future opportunities are not as high on the agenda as they were in 2020, at the beginning of the pandemic. However, they remain a top three concern for women in the industry.

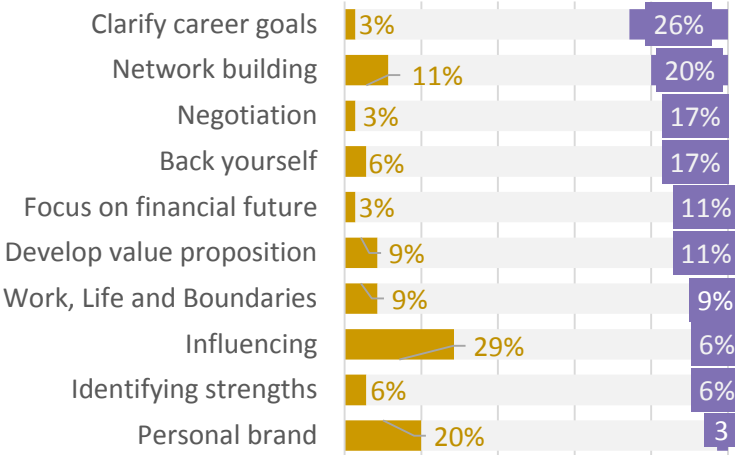
Sample sizes: 2022 n = 280, 2020 n = 314

Early Career



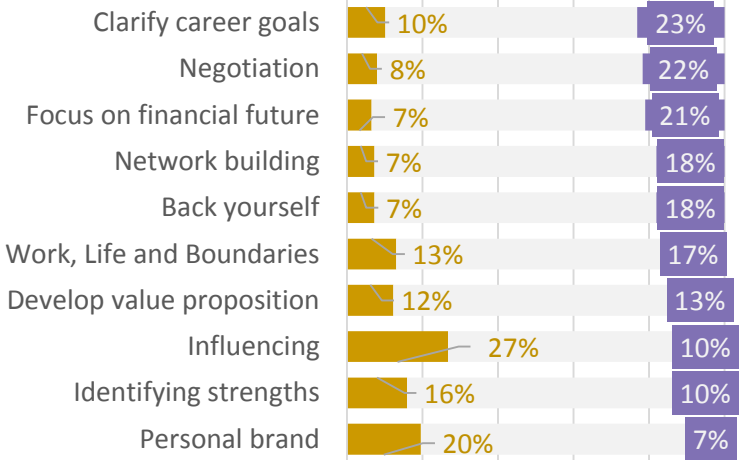
n = 33

Mid-Career



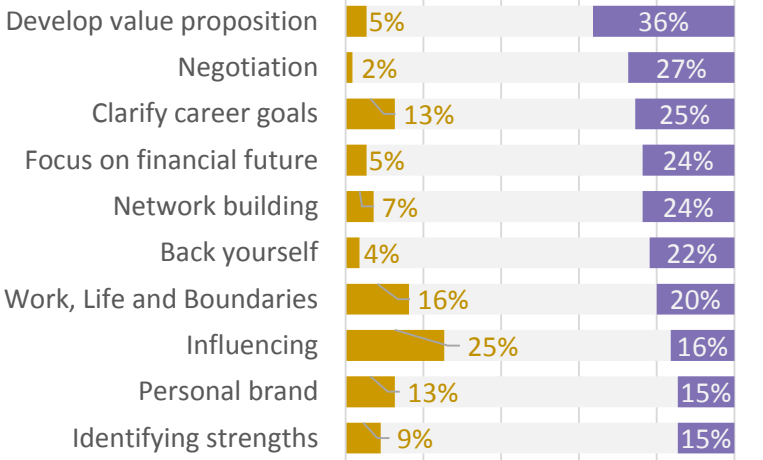
n = 35

Senior



n = 138

Leadership/Management



n = 55

**Priorities vary across career stages but clarifying career goals & negotiation are universally important.**

Developing a value proposition starts to become the most important factor in later career stages and in leadership positions. Between 16 and 29% of surveyed women across career stages see influencing and developing a brand as lower priority activities.

■ Least important ■ Most important

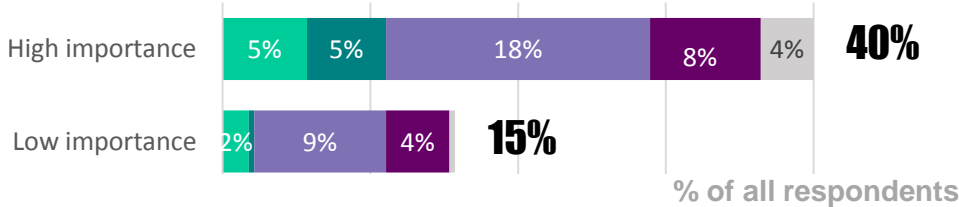
% of respondents within each career stage



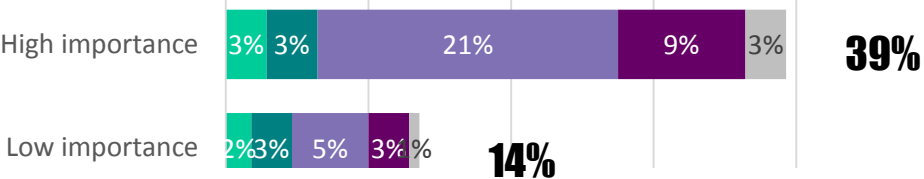
What type of learning will assist in progressing your career?



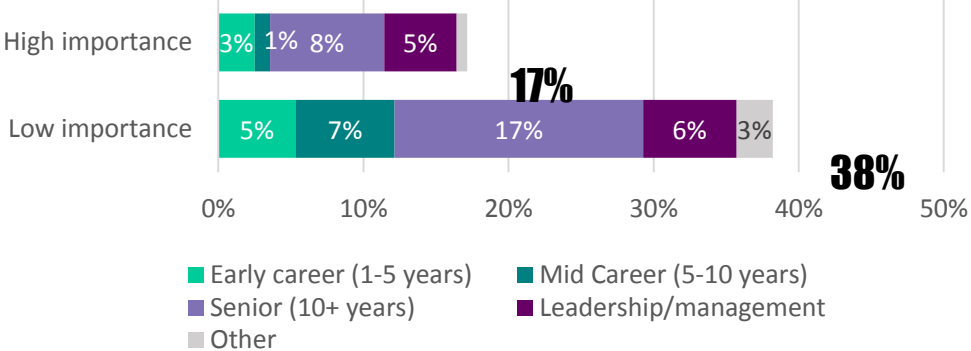
Opportunities for shadowing leaders



Short-term course opportunities



Graduate-level micro-credential programs



**Shadowing leaders and targeted learning opportunities are of higher importance than new credentials.**

Women across all career stages tend to consider short-term courses and learning by shadowing leaders as opportunities of high importance.

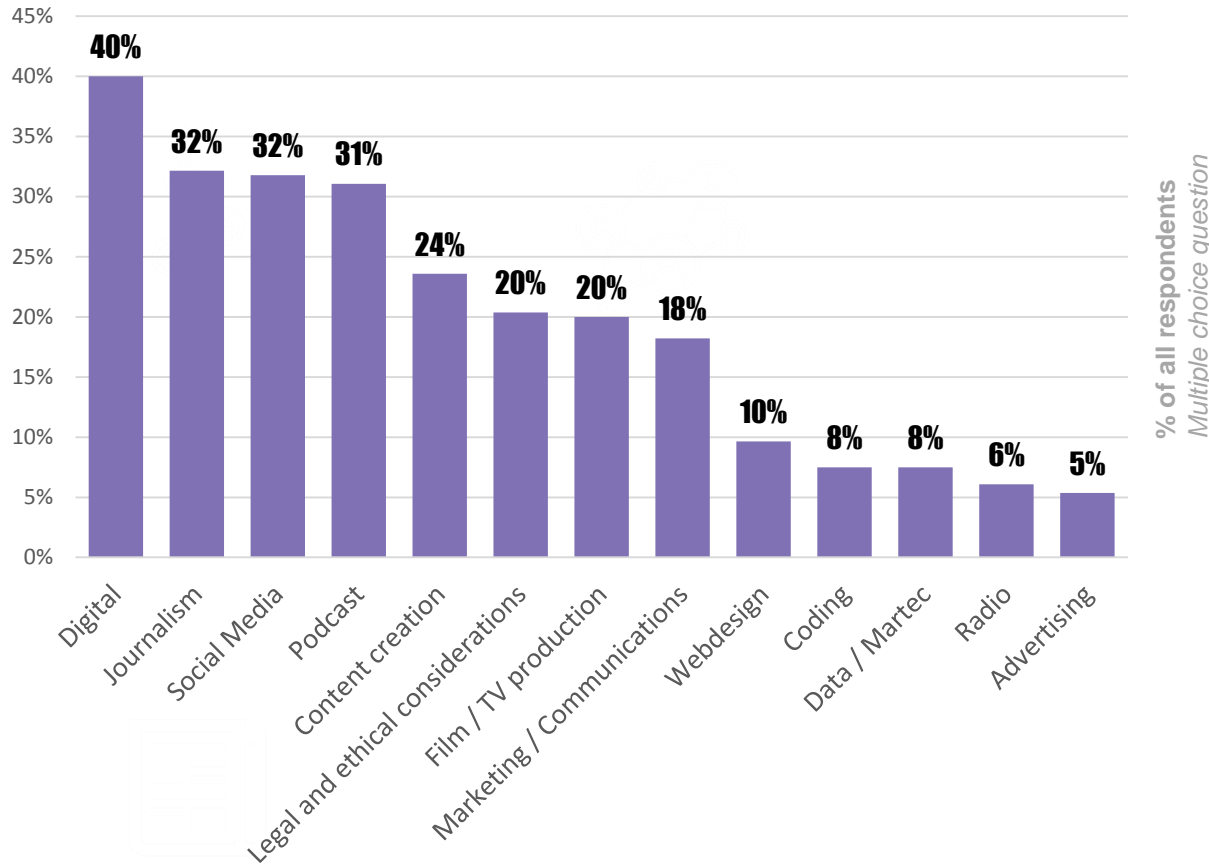
Graduate-level micro-credentials are more likely to be seen as a low-importance opportunity.



What learning opportunities are most important to you?



# Developing digital skills and increasing knowledge of journalism & social media are on top of most women's lists.



**40%** of surveyed women would like to develop their digital skills. Journalism, social media and podcasts are the areas of choice of 31-32% of respondents.

**1 in 5** surveyed women is interested in developing knowledge of legal and ethical considerations such as privacy and data protection.

---

## Podcasts on the rise

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

**Q** What are the top skills you want to develop?

# Methodology

The Women in Media survey is a barometer of the media industry workforce providing qualitative and quantitative insights into the industry.

The 2022 survey collected responses from 280 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 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 2022* is a call to action for the media industry - highlighting issues that women feel top the list to be immediately addressed by employers.**

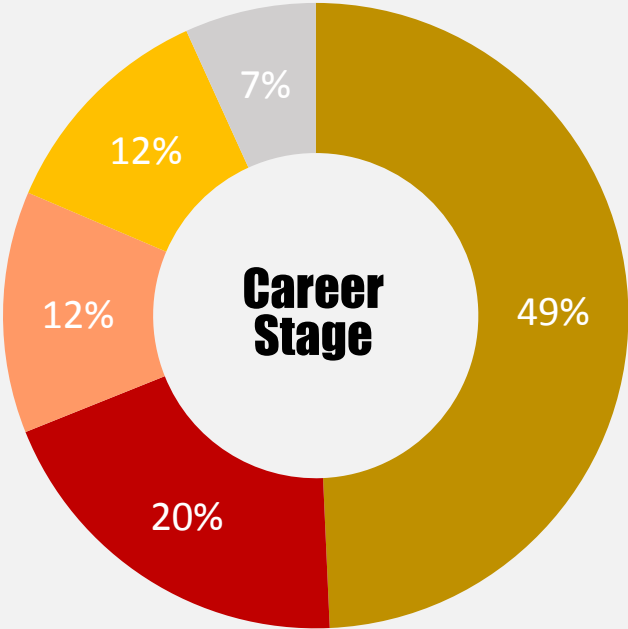




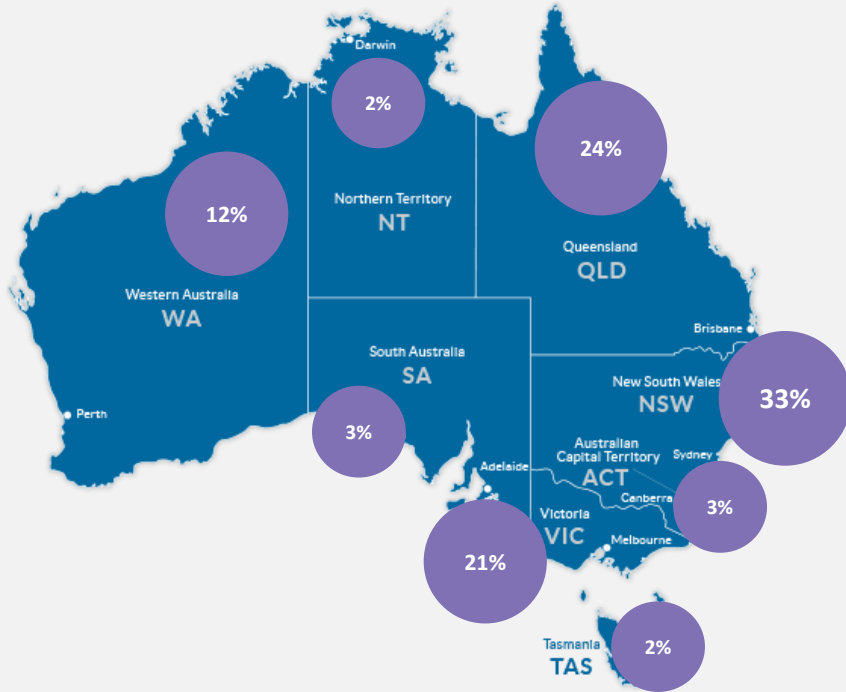


# Women in Media

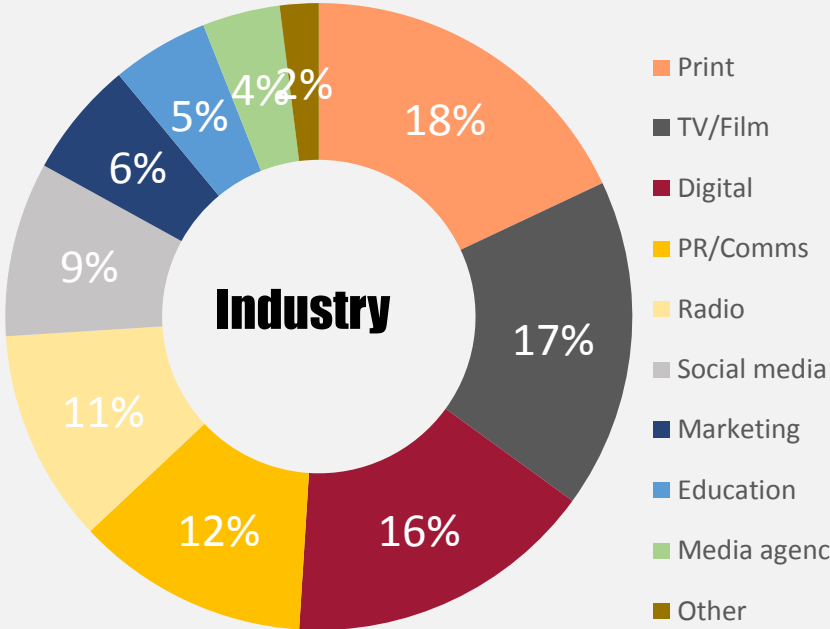
Industry insights based on the opinions of experienced media professionals in a range of industries across Australia.



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



% of survey respondents living in different Australian states  
2022 Women in Media Survey (n = 280)



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

# CALL TO ACTION

The *Women in Media Industry Insight Report 2022* is a call to action for the media industry.

The data highlights a demand for transparency and programs that address the systemic gender inequity within organisations and 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 talent in their ranks.



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 entrenched higher than average industry pay gap
- ▼ **Shadowing Programs** to provide access to leaders and hands-on learning
- ▼ **Support from leadership and immediate managers** to create pathways to career advancement
- ▼ **Micro-learning to build digital skills**

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



# BECOME A MEMBER

## NO JOINING FEE

[WOMENINMEDIA.COM.AU](https://www.womeninmedia.com.au)



Women in Media is a not-for-profit organisation with 6,000+ members across the diverse media landscape, and committees in every state and territory.

We help women in media excel, learn, contribute, and connect.

We are growing and encourage you to join us.