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Persistent pay gap across media and adland, management and corporate boards need to do more: WGEA data



by Alisha Buaya

Posted on 4 March 2025



Darren Woolley: 'For real change to occur this needs to be an ongoing effort by everyone from the board, C-Suite and shareholders down.'

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Workplace Gender Equality Agency (WGEA) has released the second annual pay gap figures for 2023-24, revealing the persistent pay gap across advertising agencies and media owners, as well as the need for management and corporate boards to do more to close the pay gap, according to TrinityP3.

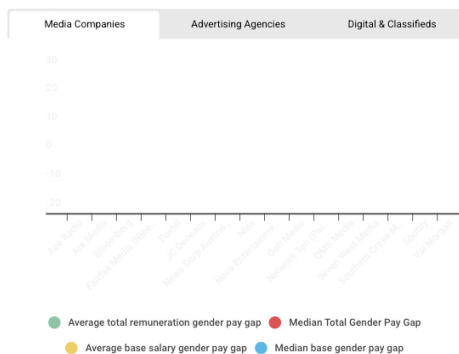
The data reveals figures on the gender pay gap for private-sector employers with a workforce of 100 or more employees.

Among the figures revealed were pay gaps as large as 20%+ in some of Australia's major media companies and a gap of anywhere between 10% and 27% for many of the big multinational advertising holding groups.

For the second year in a row, marketing management and pitch consultancy TrinityP3 analysed the submissions of more than 30 media/adland employers and included their results in the charts below, along with links to the media and marketing companies' employer statements at the bottom of this release.

WGEA's latest figures show that the national average gender pay gap across all industries was 21.8%. While many of Australia's highest-profile media and adland businesses were below this average, Lydia Feely, general manager of TrinityP3, said significant work still needs to be done in the industry.

Equal Remuneration: The Gender Pay Gap of Major Media & Advertising Companies 23-24



Source: WGEA Data Explorer - Charts prepared by TrinityP3 Marketing Management Consultants

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Gender Pay Gaps 2024 final
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"This is the second year where we have seen the WGEA pay gap numbers come out and

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clearly there are businesses who have spent the past 12 months working on addressing issues in their businesses around the gender pay gap," said Feely.

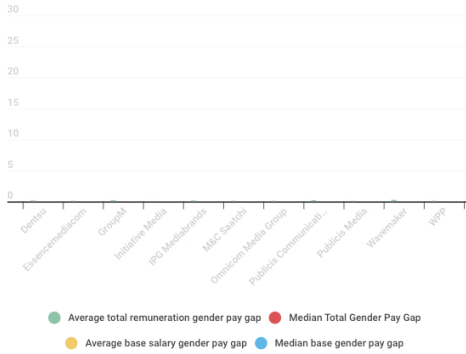
"That being said, the numbers put the problem front and centre. What is clear is that many adland and media businesses have a significant difference in how they pay their staff, based on gender, and we need to do more to close the ongoing pay gap."

Another positive this year was the growing number of companies who have published their own pay gap reports, such as Domain, Nine and REA, providing context to the WGEA figures.

"It's good to see some companies, such as real estate classifieds Domain and REA, as well as News Corp, Nine, IPG Mediabrands, and Howatson + Co, publishing additional statements and giving context around their pay gap results," she said.

"This helps employees and stakeholders understand what they are doing to address the pay gap and lets them highlight the progress they are making. It surprises me that, in the second year of this reporting, so many companies are still allowing these numbers to go out but not taking the opportunity, WGEA gives you, to make an employer statement. Making a statement and providing context all help show that you are taking this issue seriously."

**Equal Remuneration:
The Gender Pay Gap of Major Media/Holding Agency Groups 23-24**



Source: WGEA Data Explorer - Charts prepared by TrinityP3 Marketing Management Consultants



HoldCo Gender Pay Gaps 2024
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TrinityP3 argued that companies must do more, including actively benchmarking themselves, to ensure they aren't slipping behind others. Freely said: "We know that companies who benchmark and track their performance do better in areas such as the gender pay gap.

"Once you establish where you are, you also then need to look at what other 'like for like' businesses are doing and if they are doing better than you, ask yourself: what have they done that, perhaps, I'm not doing?"

The WGEA numbers also showed that companies that had clear policies on the gender pay gap and who undertook regular payroll analysis performed better when it came to the gender pay gaps they reported to WGEA.

Ensuring the workplace is safe and fair for all is an issue that TrinityP3 has actively campaigned on. Three years ago the consultancy led the advertising industry in asking advertising agencies to sign statutory declarations around some of their key policies, especially in regards to workplace harassment and the use of non-disclosure agreements, as part of the pitching process for ad business.

Darren Woolley, CEO of TrinityP3, said: "If the industry is committed to being fair and inclusive, then closing the ongoing gender pay gap should be a high priority year round—not just the day the WGEA report lands. For real change to occur this needs to be an ongoing effort by everyone from the board, C-Suite and shareholders down."

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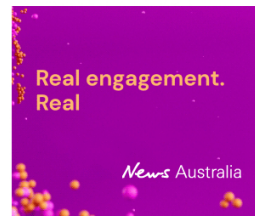
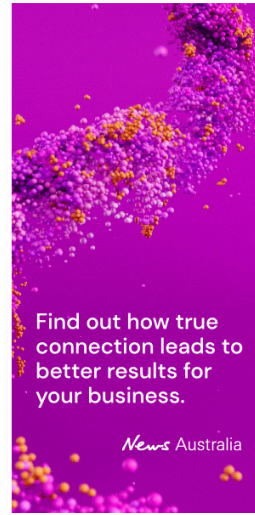
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McDonald's Australia CEO resigns, new boss announced



By **Emma Shepherd**
Posted on 4 March 2025



'I am looking forward to continuing to build on the incredible legacy of our people and franchisees.'

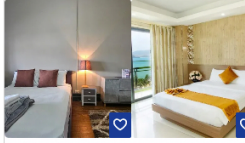
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McDonald's Australia CEO and managing director **Antoni Martinez** has announced his resignation after nearly 20 years with the fast-food giant, including three years at the helm.

Stepping into the role is **Joe Chiczewski**, McDonald's Australia's chief restaurant officer, who will transition into the leadership position over the coming weeks.

Chiczewski, who joined McDonald's in 2012, has held key positions in strategy, finance, and operations. Before arriving in Australia in September 2024, he served as field vice president for the Northeast US, overseeing 1,500 restaurants. As McDonald's Australia's chief restaurant officer, he was responsible for over 1,000 restaurants across Australia and New Zealand.

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