



THE
AGENCY
CIRCLE

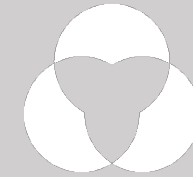
2017 SURVEY RESULTS | 7 DEC 2017

PARTICIPATING AGENCIES

CLEMENGER **BBDO**

M&CSAATCHI

Leo Burnett



J. Walter Thompson
J. WALTER THOMPSON SYDNEY



the hallway



Marketforce

DDB°



AnalogFolk



McCANN

agilvy



SAATCHI
&
SAATCHI

OUR SURVEY

2016

1,211 PEOPLE

15 AGENCIES

2017

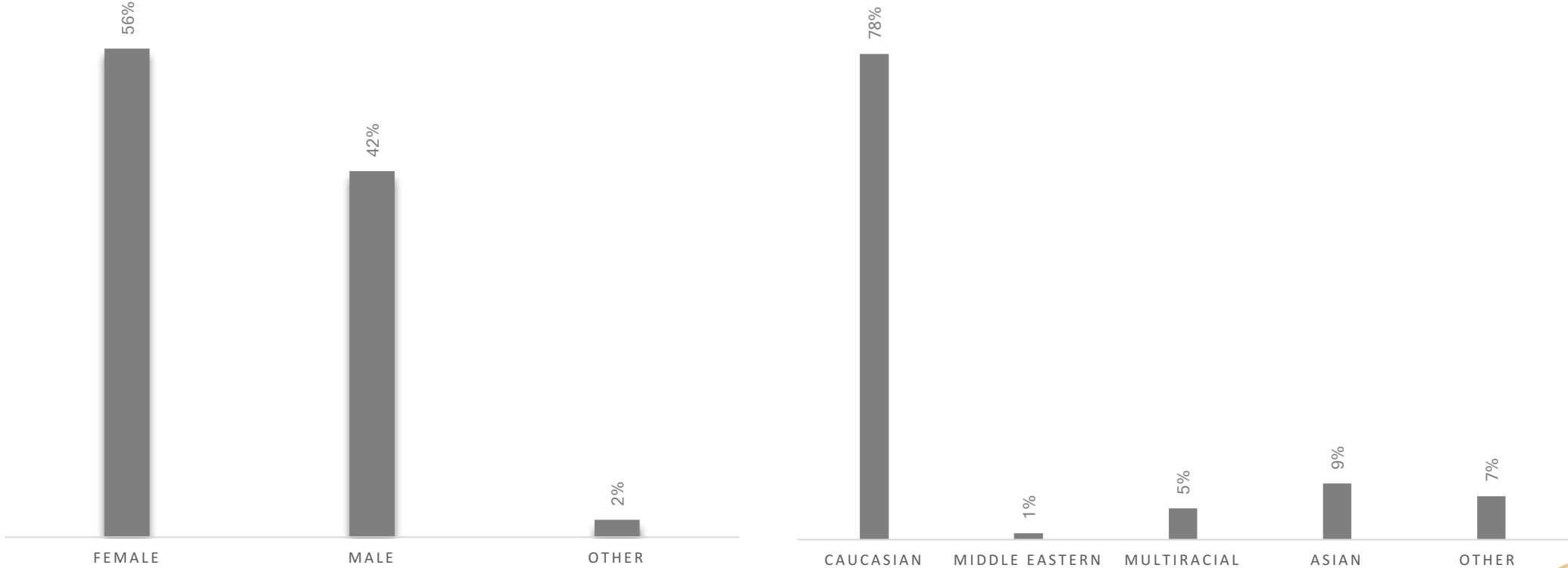
1,144 PEOPLE

26 AGENCIES

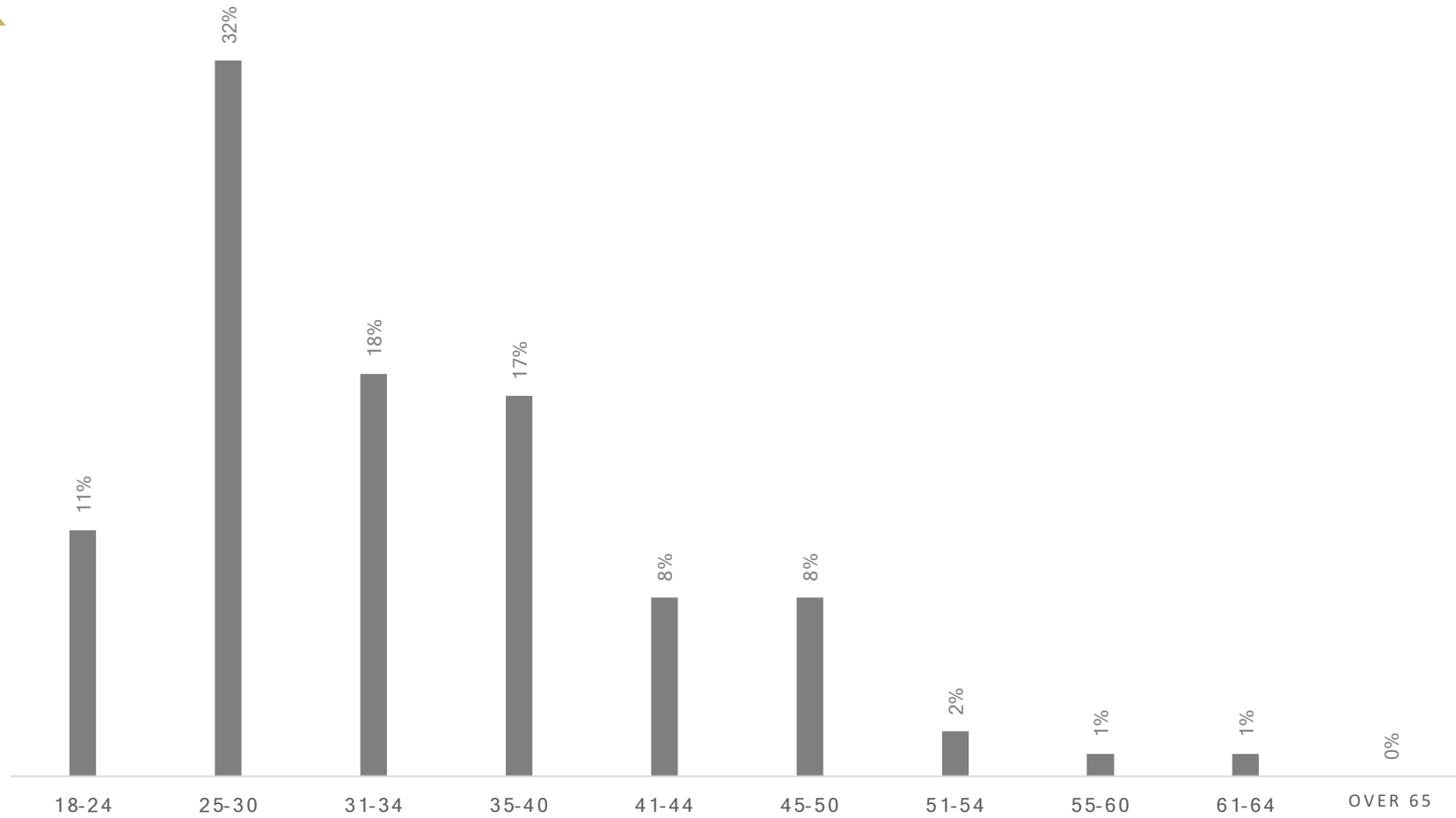
SYDNEY, MELBOURNE, BRISBANE, PERTH



WHO TOOK PART



WHO TOOK PART



WHO TOOK PART

	MALE	FEMALE
CHAIR / CEO / MD	71%	29%
SENIOR EXECUTIVE	63%	37%
STRATEGY	49%	5%
ACCOUNT MANAGEMENT & OTHER STAFF*	71%	29%
CREATIVE SERVICES	25%	65%
TECH	78%	22%
CREATIVE & DESIGN	38%	62%
ADMIN / FINANCE / HR	71%	29%

*The survey has rolled Account Management and All Other Staff together



WHAT WAS SAID?

“Vast improvements in recent years and a noticeable intent to continue the trend.”
Female 45-50

“I would like to see more diverse groups of people in and around the agency as I genuinely believe (and studies have shown) that this leads to better work and outcomes and it is currently not achieved in this agency”. Female 25-30



THE AGENCY CIRCLE

“I’m a white bloke. So I can’t say much from personal experience. But I’ve heard cases of women being touched inappropriately and this being brushed off. Or general “locker-room talk” being ignored because they’re jokes. Granted, we’re a traditional agency. But that doesn’t mean we have to behave like one.” Male 18-24

“Agency culture definitely reflects societal attitudes of sexism, racism and homophobia. We’ve come along way and agencies are more progressive than Australia as a whole, but there’s still a long way to go.”

Female 18-24

“There is a lot of conversation about diversity and inclusion, ‘we need more of both’, ‘we need to work harder at it’, ‘we’re committed to change’ but I haven’t seen any positive strategic action at any agency to support this. Without a plan it just won’t happen”.

Female 35-40

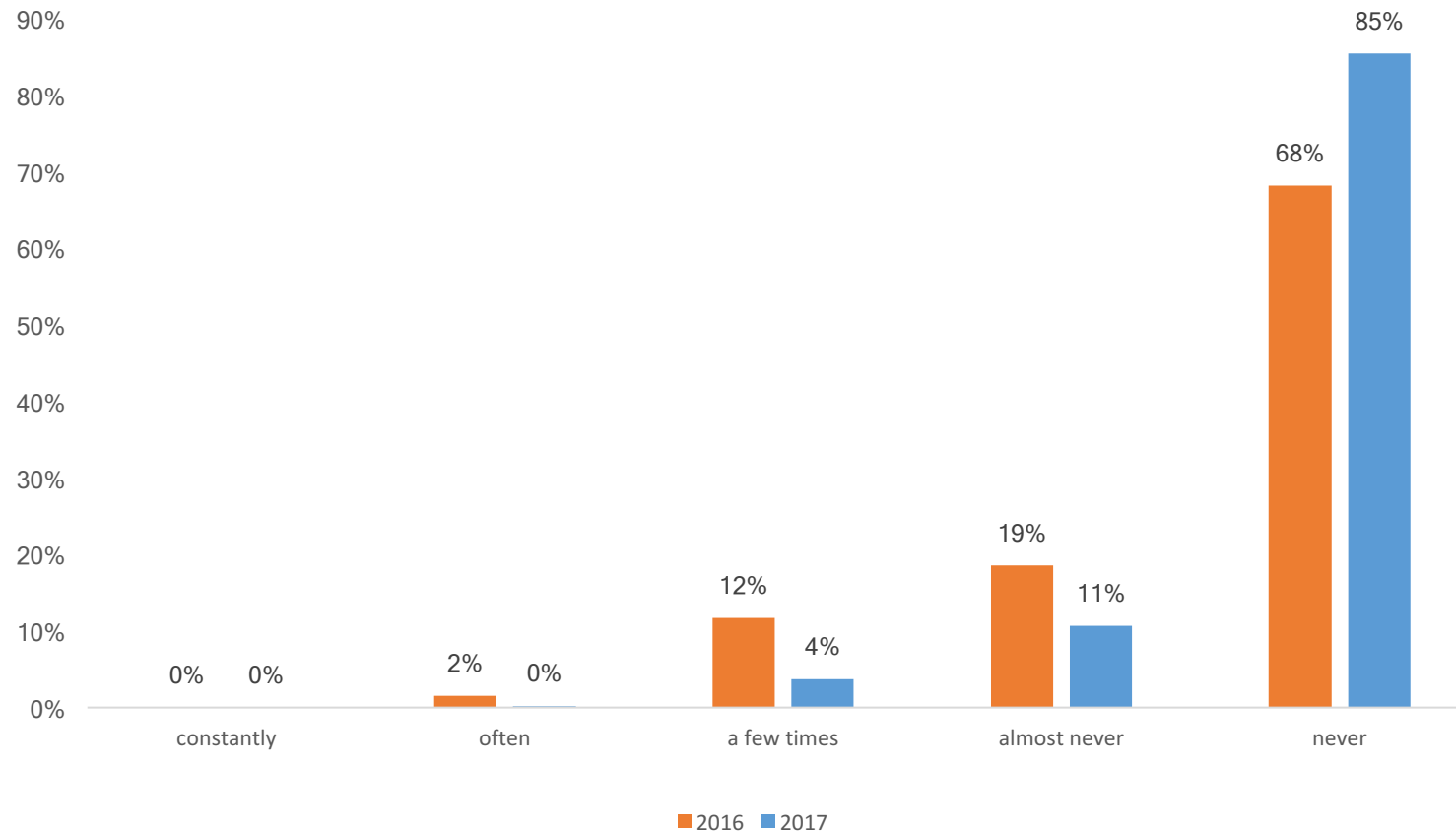


THE AGGREGATED RESULTS FOR CREATIVE AGENCIES



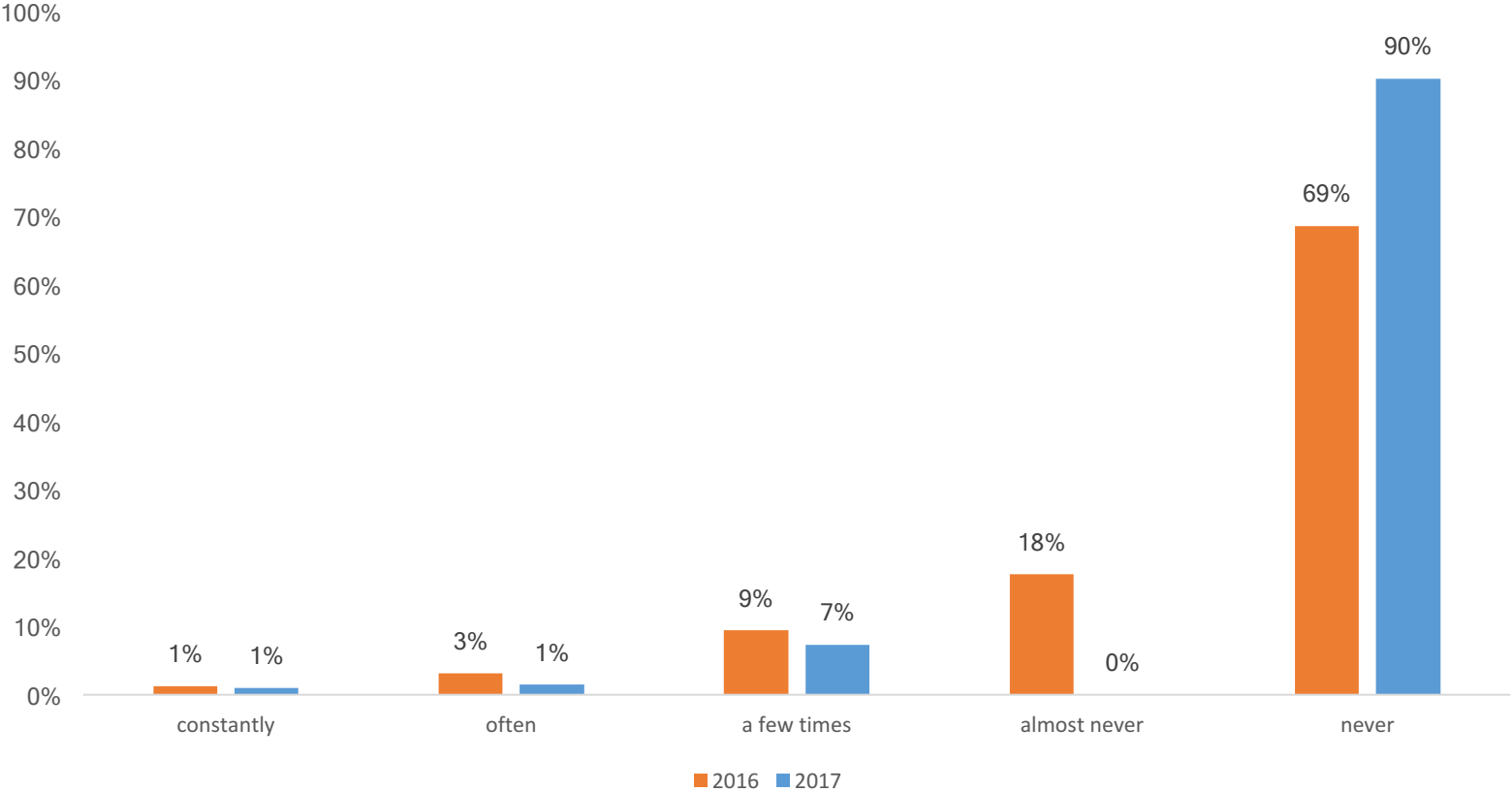
SEXUAL HARASSMENT NUMBERS HAVE IMPROVED. (NB: IN 2017, WE CHANGED THE QUESTION SO IT REFERS TO CURRENT EMPLOYER ONLY).

**I have experienced sexual harassment at the agency I am currently employed at
(industry wide context in 2016)**



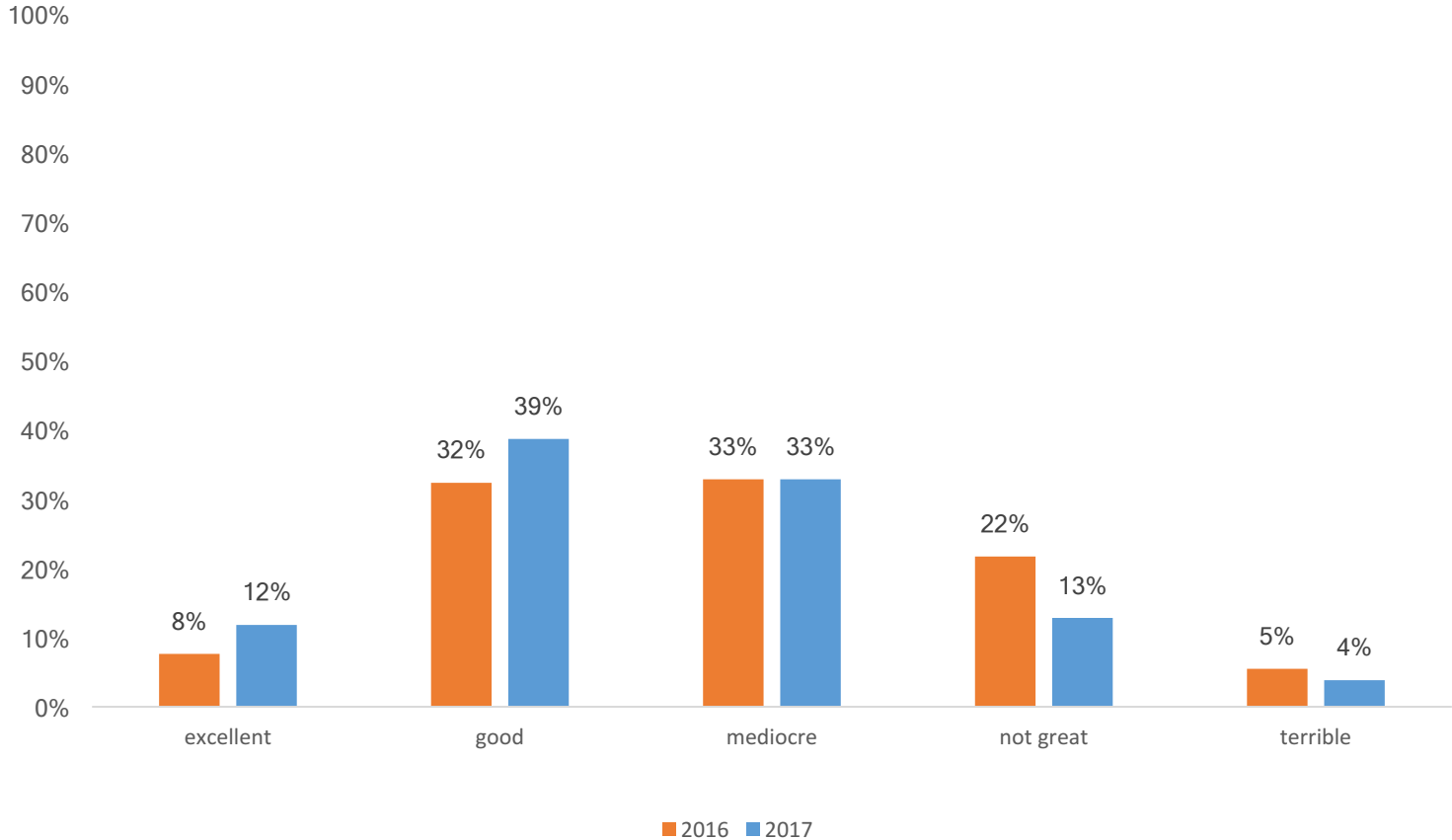
MOST PEOPLE DON'T FEEL THEY ARE TREATED DIFFERENTLY. EVEN IF THEY FEEL THEY ARE DIFFERENT.

Please score how often you feel you are (2016 "different", 2017 "treated differently") from your co-workers in terms ethnicity/race



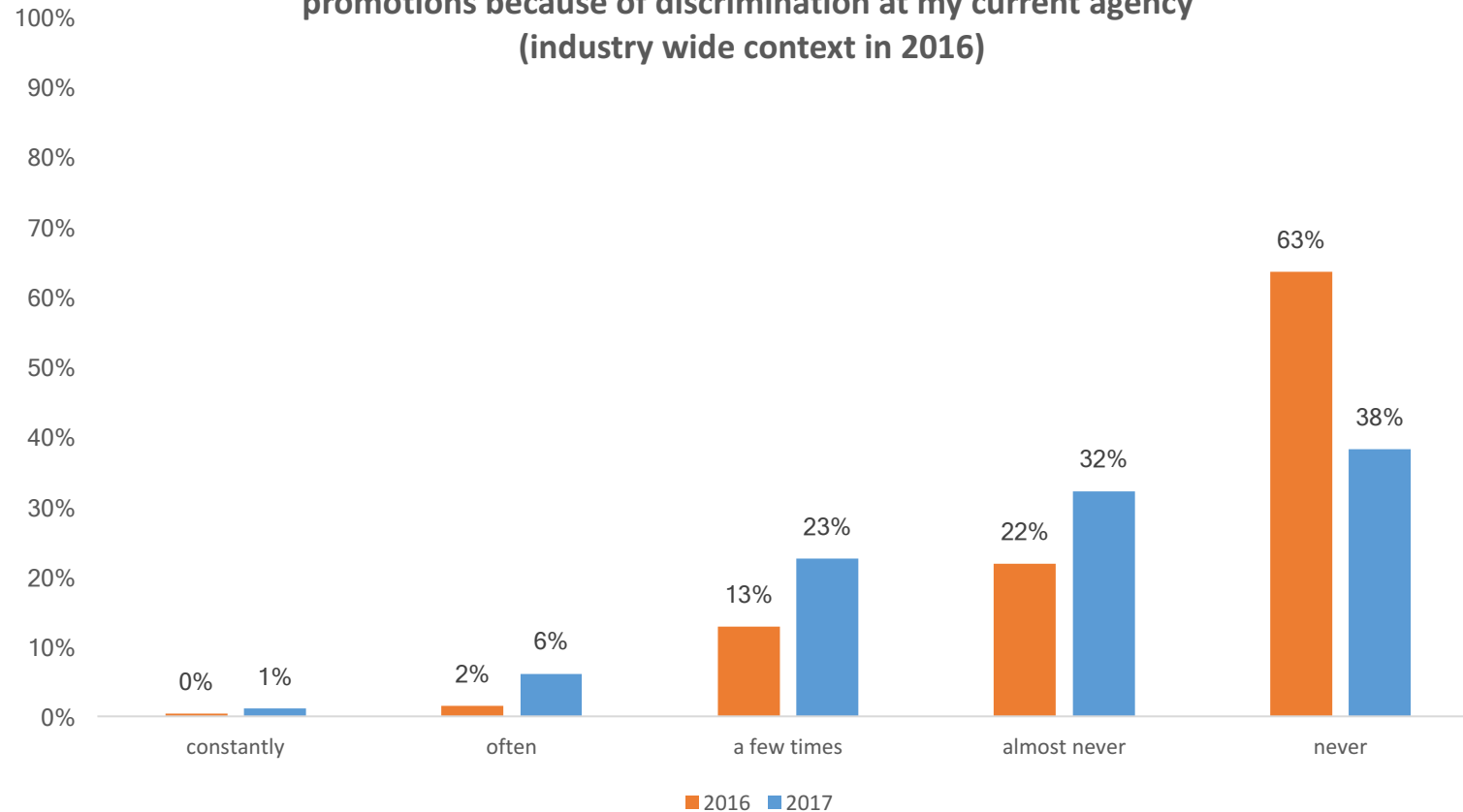
INDUSTRY PERFORMANCE ON GENDER EQUALITY HAS MARGINALLY IMPROVED.

In your opinion, how well is the industry performing when it comes to gender equality?

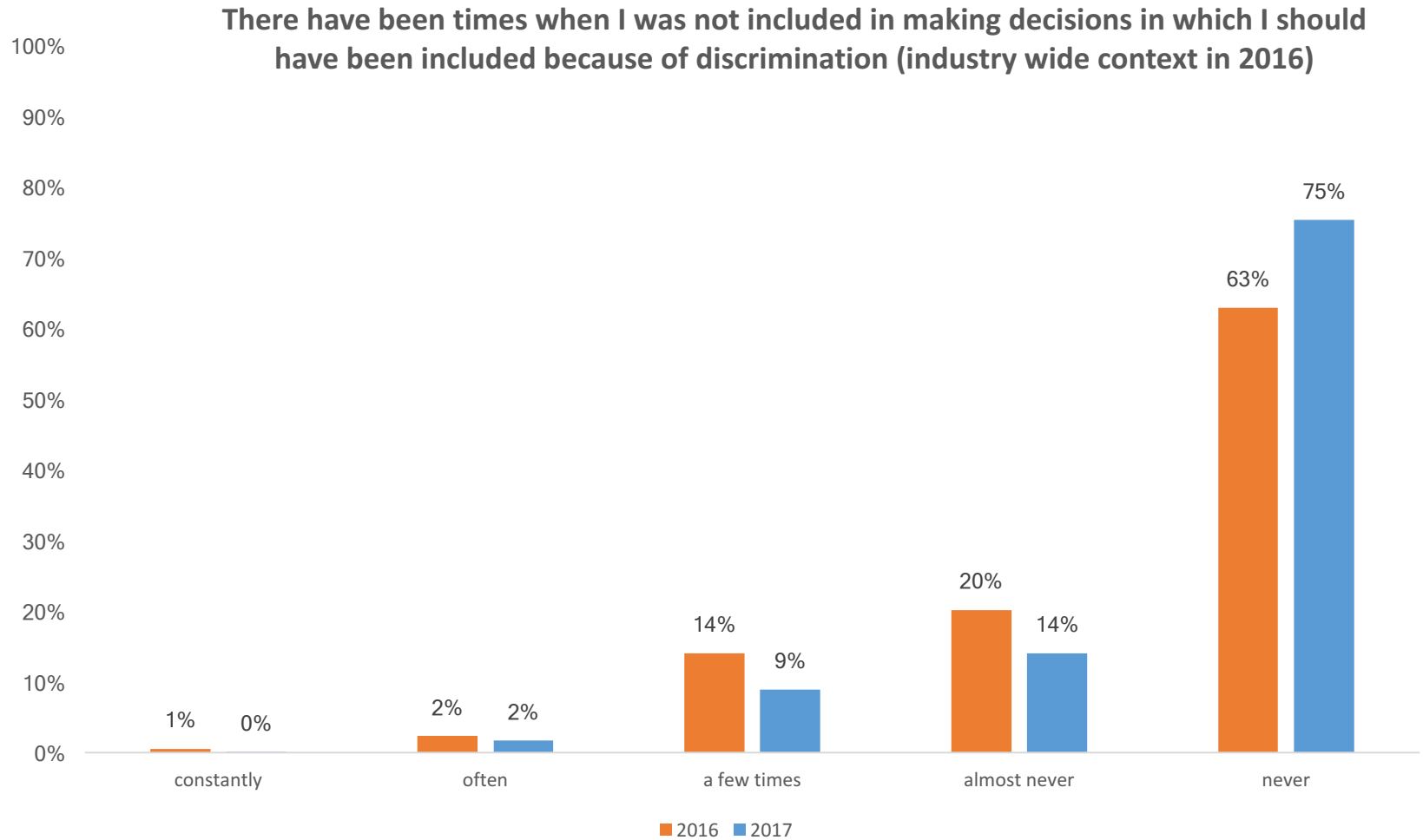


THERE'S BEEN AN INCREASE IN REPORTED WORK PLACE DISCRIMINATION. (NB: IN 2017, WE CHANGED THE QUESTION SO IT REFERS TO CURRENT EMPLOYER ONLY).

**There have been times when I have not received desired assignments or promotions because of discrimination at my current agency
(industry wide context in 2016)**

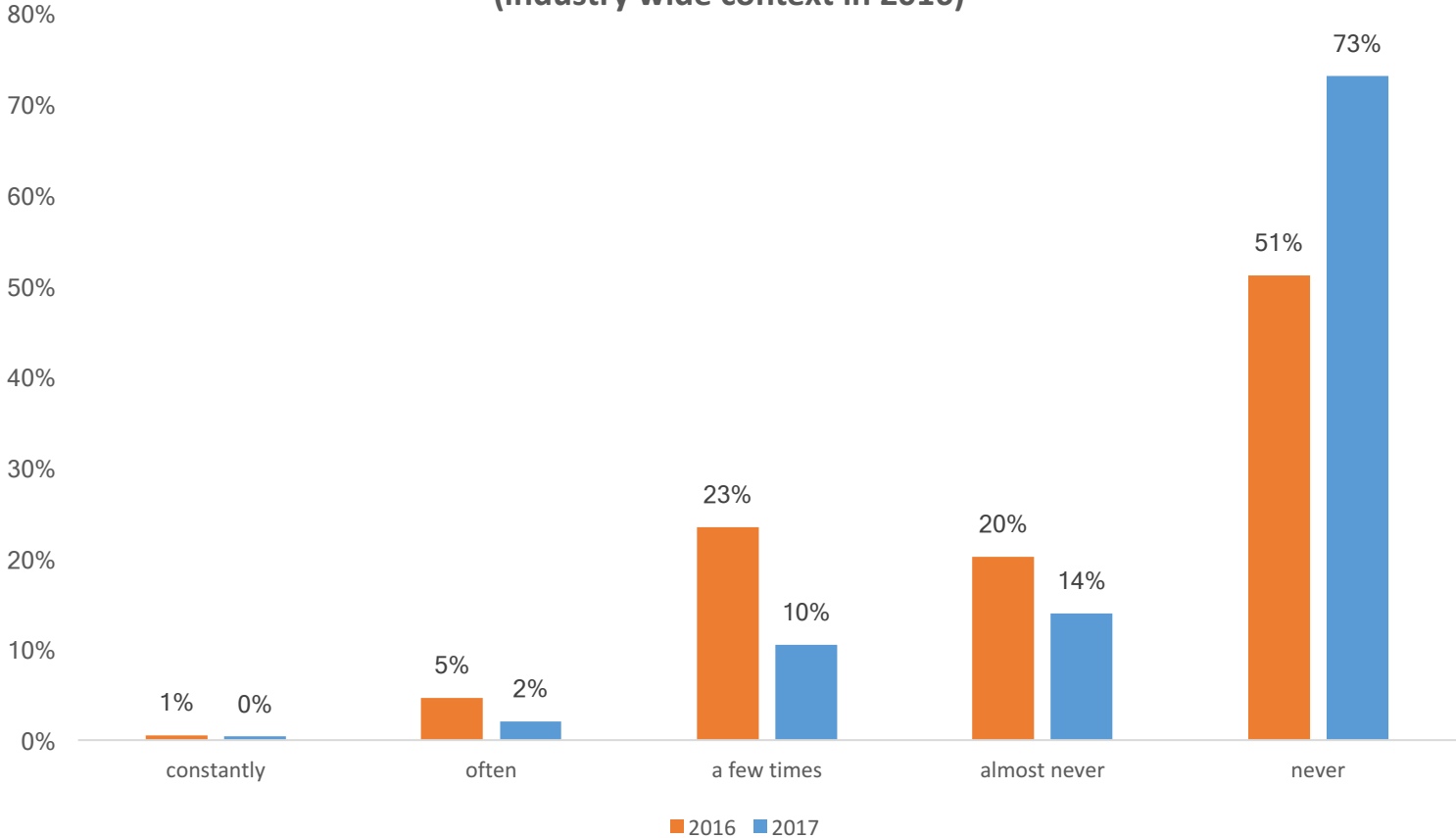


MORE PEOPLE FEEL HEARD.

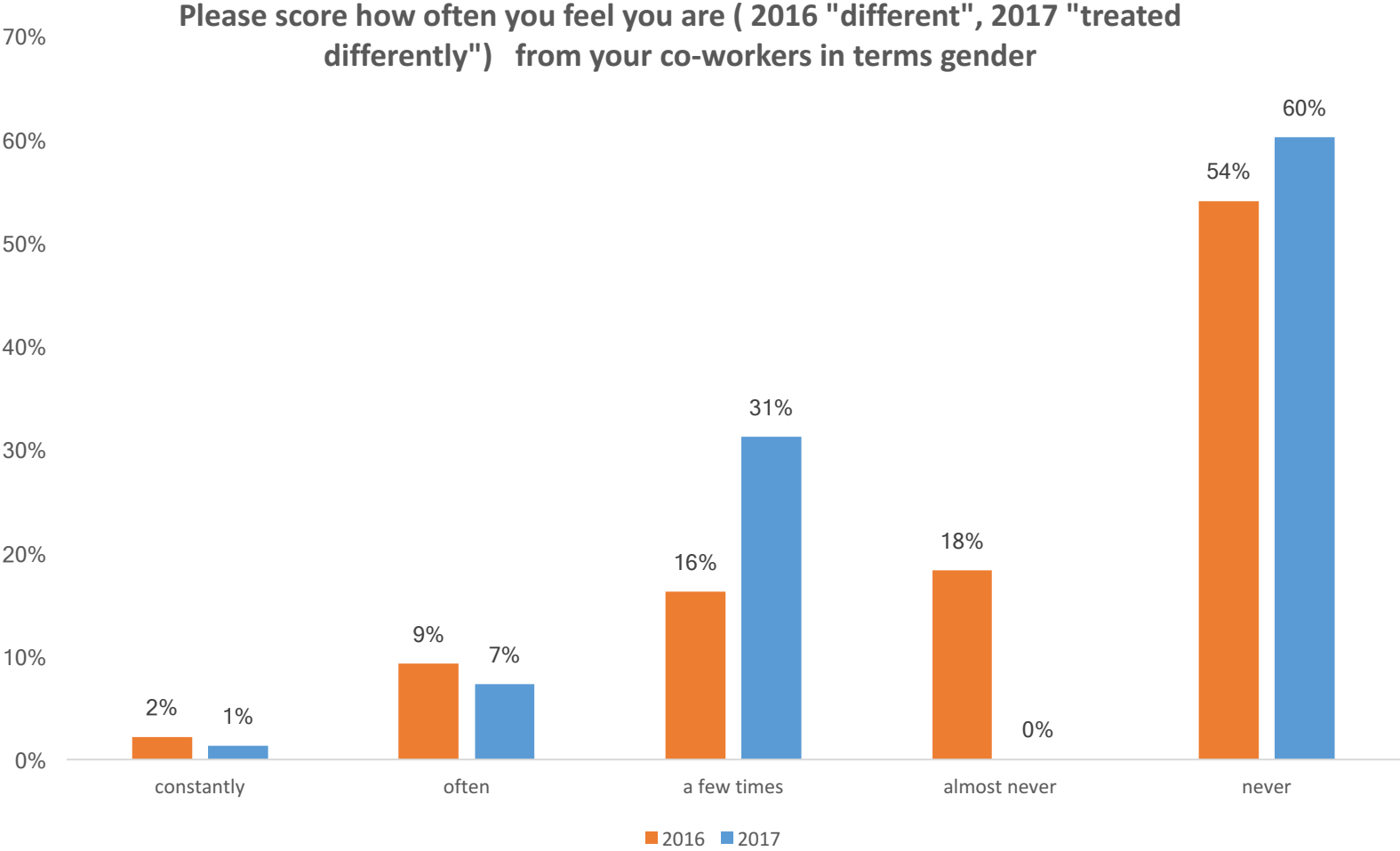


OBSERVED SEXUAL HARASSMENT NUMBERS HAVE IMPROVED. (NB: IN 2017, WE CHANGED THE QUESTION SO IT REFERS TO CURRENT EMPLOYER ONLY).

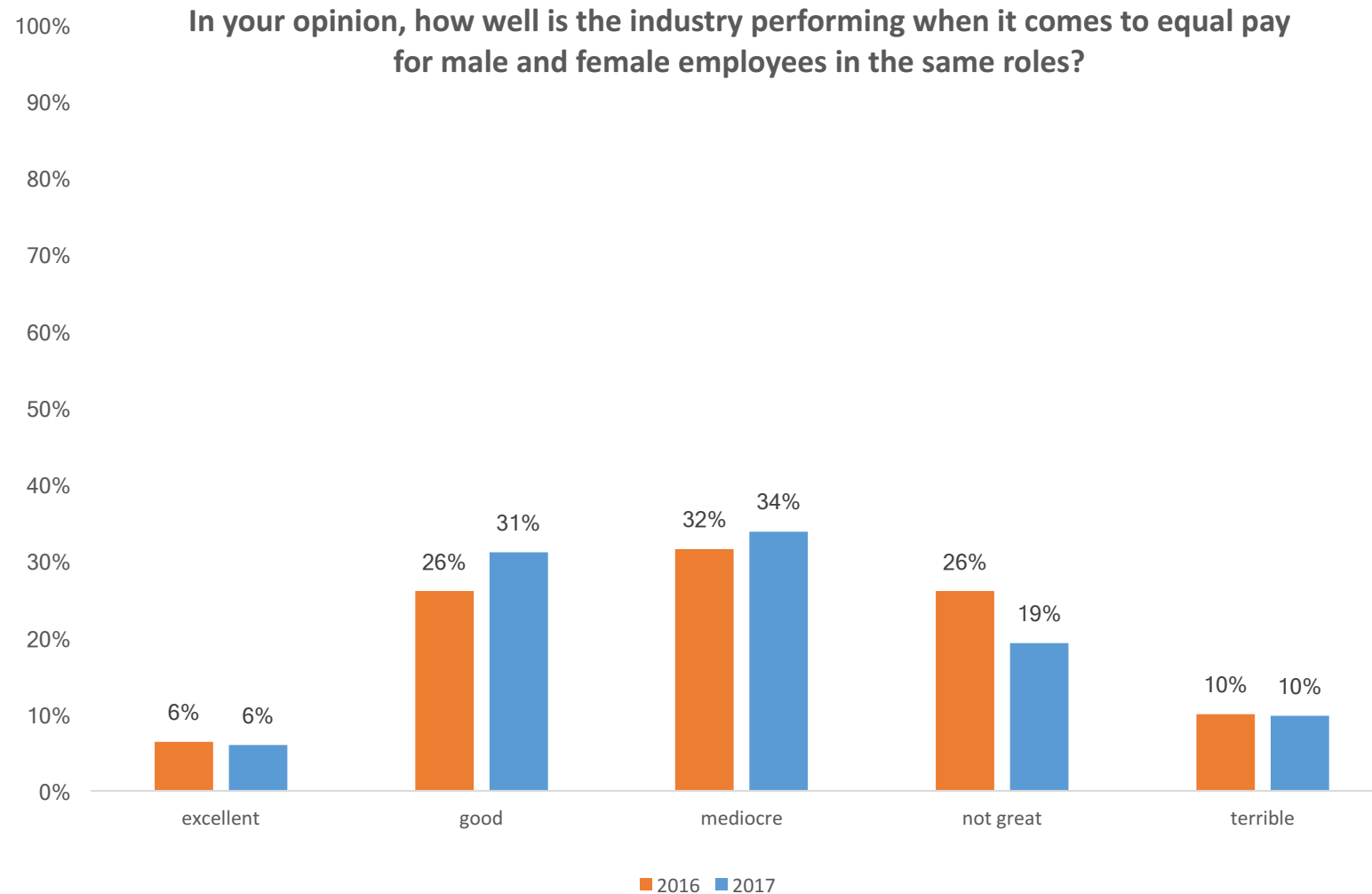
I know a women who has experienced sexual harassment and this occurred at the agency I am currently employed at (industry wide context in 2016)



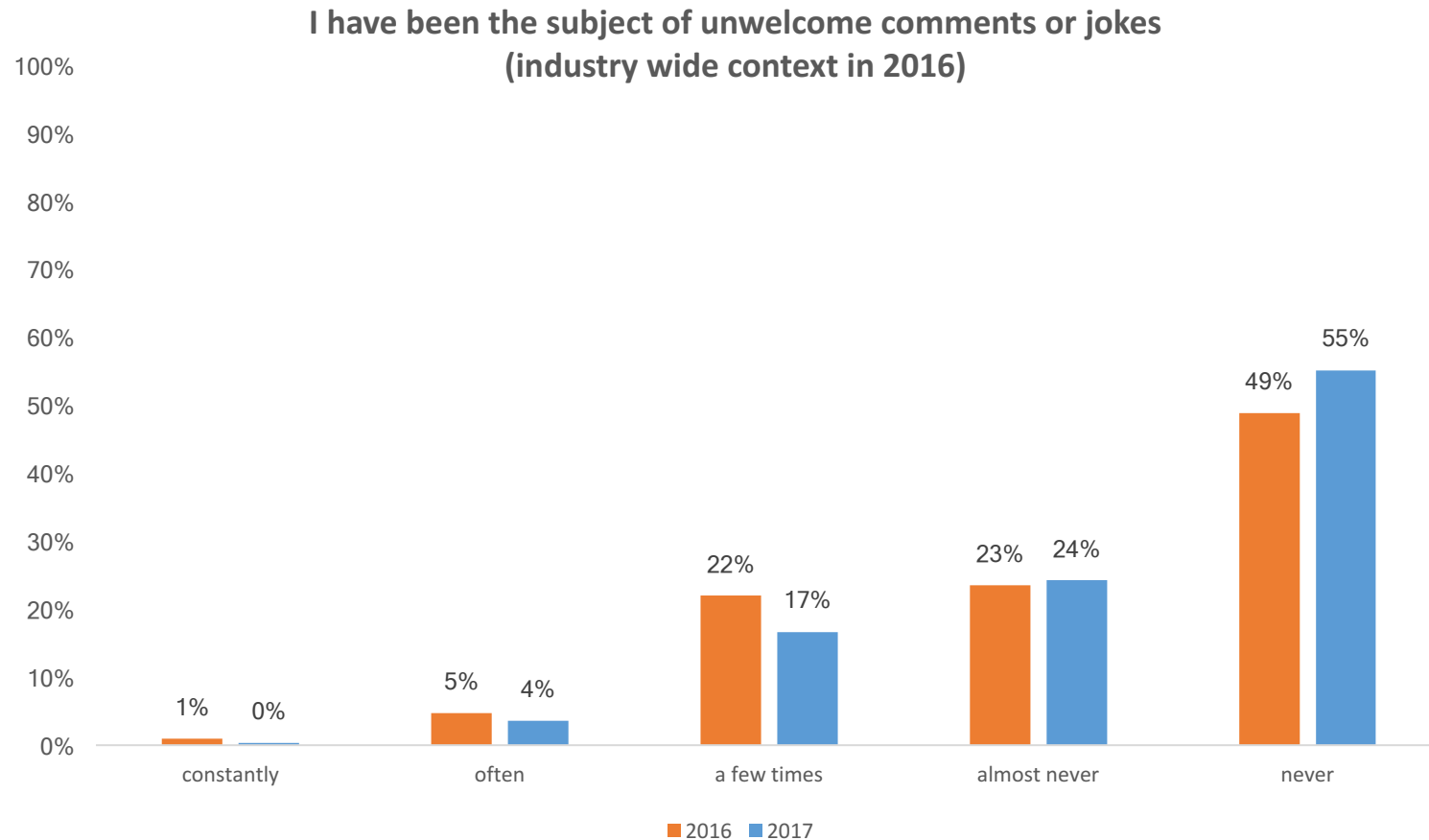
GENDER STANDS IN THE WAY OF WORK PLACE EQUALITY. IT IS EITHER A NON-FACTOR OR A CONSIDERABLE FACTOR.



PERCEIVED PERFORMANCE AROUND EQUAL PAY HAS GOTTEN A LITTLE BETTER BUT THERE IS STILL AN ISSUE.

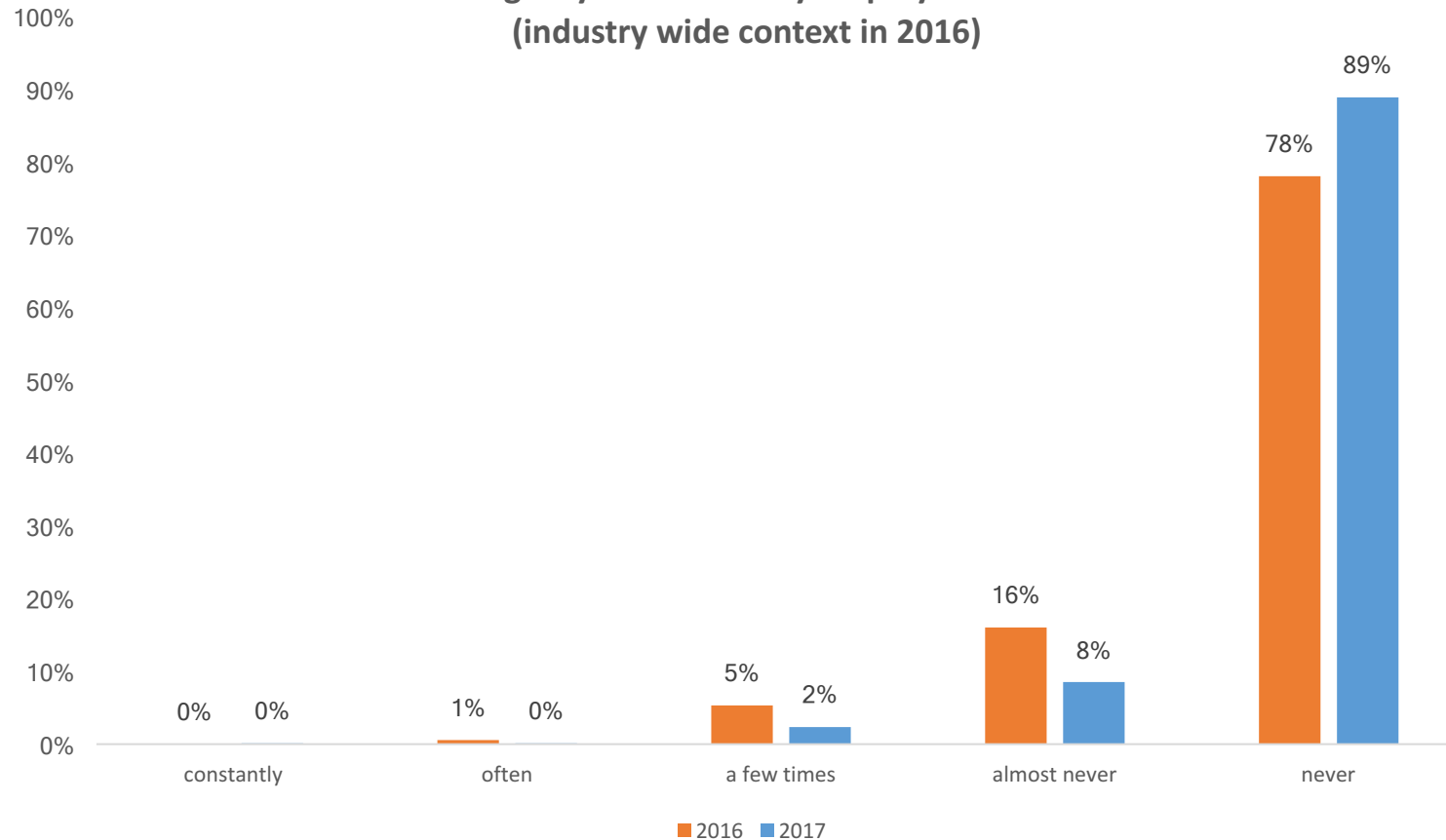


WE'VE SEEN A SMALL IMPROVEMENT, HOWEVER HARRASSMENT STILL TAKES THE FORM OF UNWELCOME COMMENTS OR JOKES.



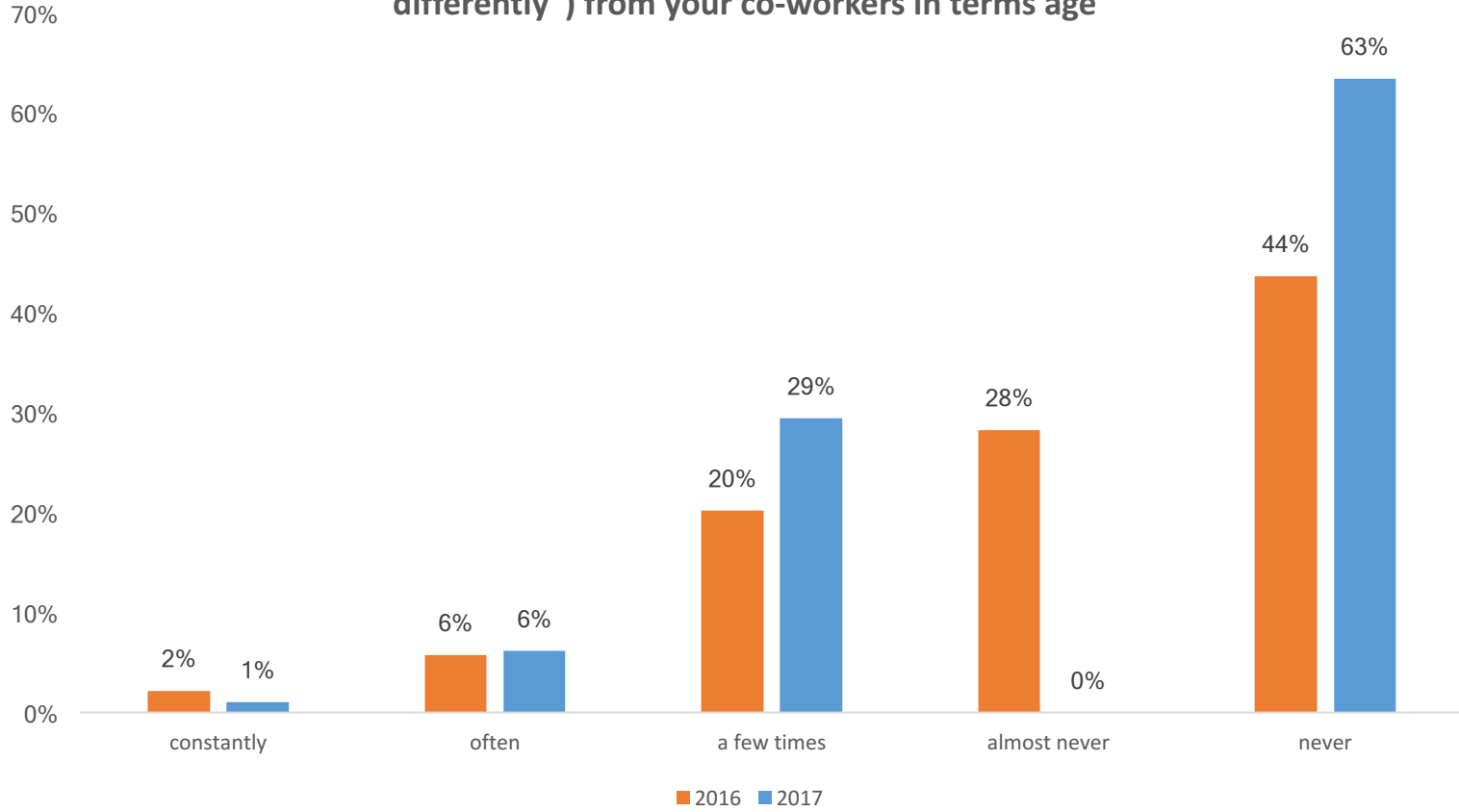
SEXUAL HARRASSMENT IS RARE FOR MEN, BUT NOT ENTIRELY ABSENT.

I know a man who has experienced sexual harassment and this occurred at the agency I am currently employed at (industry wide context in 2016)



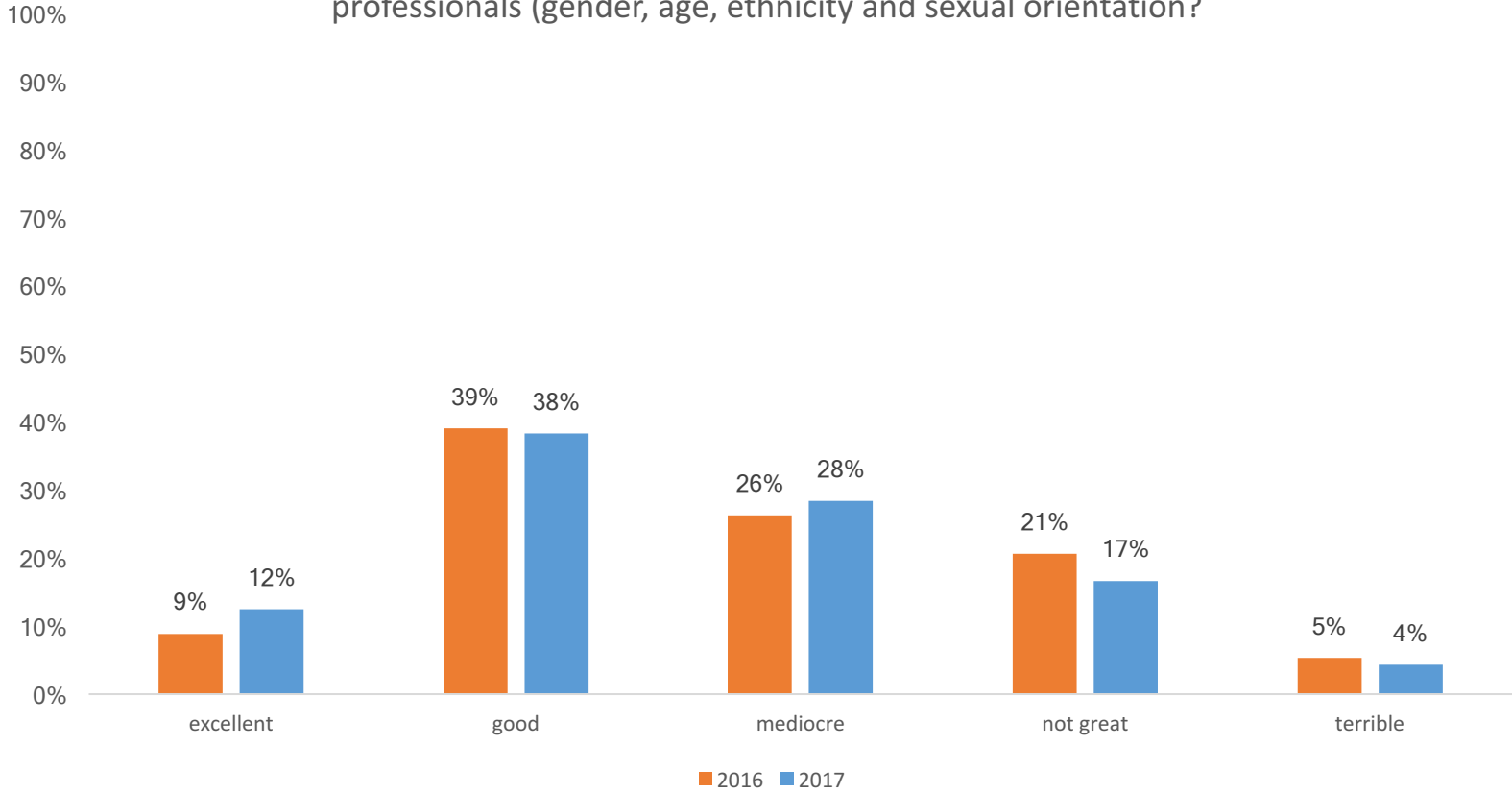
THE AGE OF AN EMPLOYEE PLAYS A CONSIDERABLE FACTOR IN THEIR EXPERIENCE OF THE WORKPLACE.

Please score how often you feel you are (2016 "different", 2017 "treated differently") from your co-workers in terms age

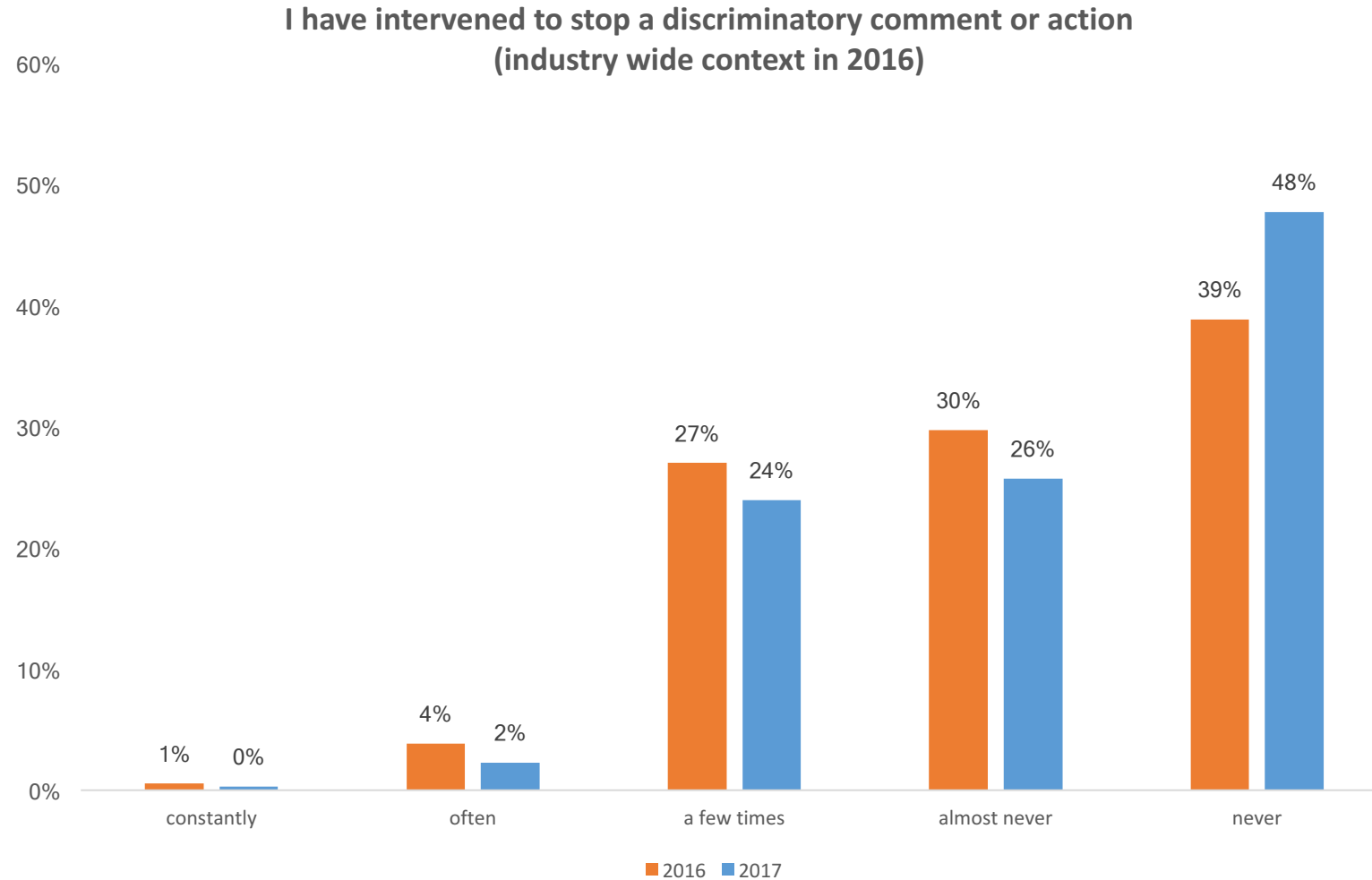


THE INDUSTRY IS SLOWLY GETTING BETTER AT EMPLOYING A DIVERSE RANGE OF PEOPLE.

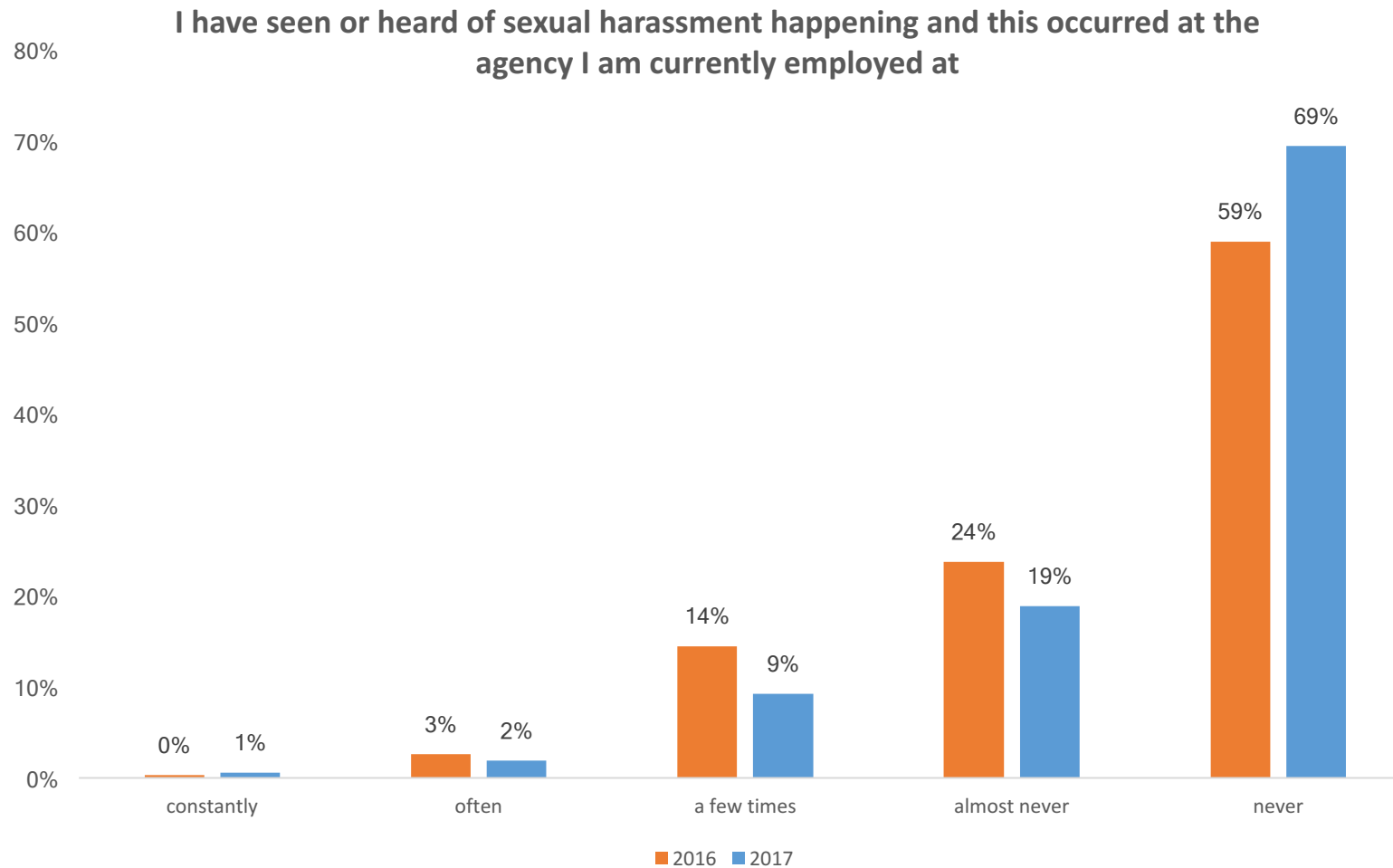
In your opinion, how well is the industry performing when it comes to hiring diverse professionals (gender, age, ethnicity and sexual orientation)?



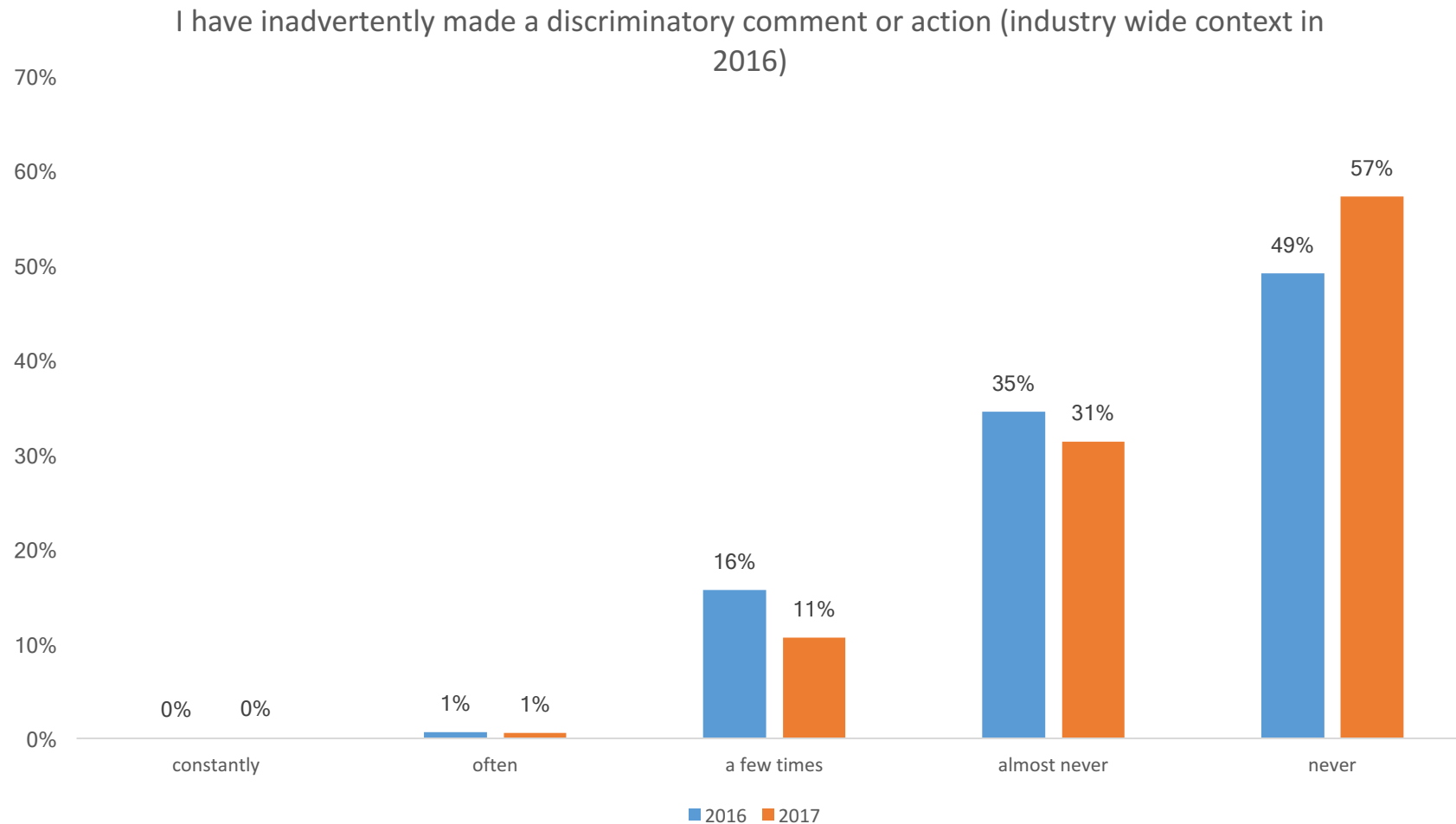
PEOPLE ARE RELUCTANT TO INTERVENE WHEN THEY SEE DISCRIMINATORY ACTS.



EMPLOYEES ARE OBSERVING LESS SEXUAL HARASSMENT BUT FIGURES ARE STILL HIGH.

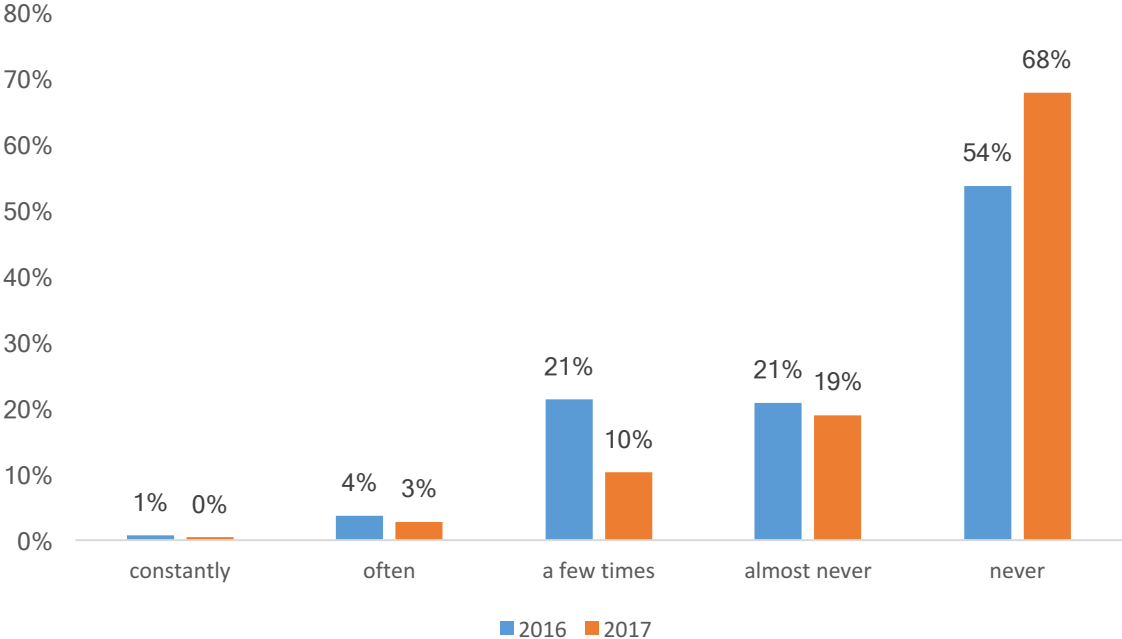


PEOPLE ARE INCREASINGLY AWARE OF THE IMPORTANCE OF WHAT THEY SAY.

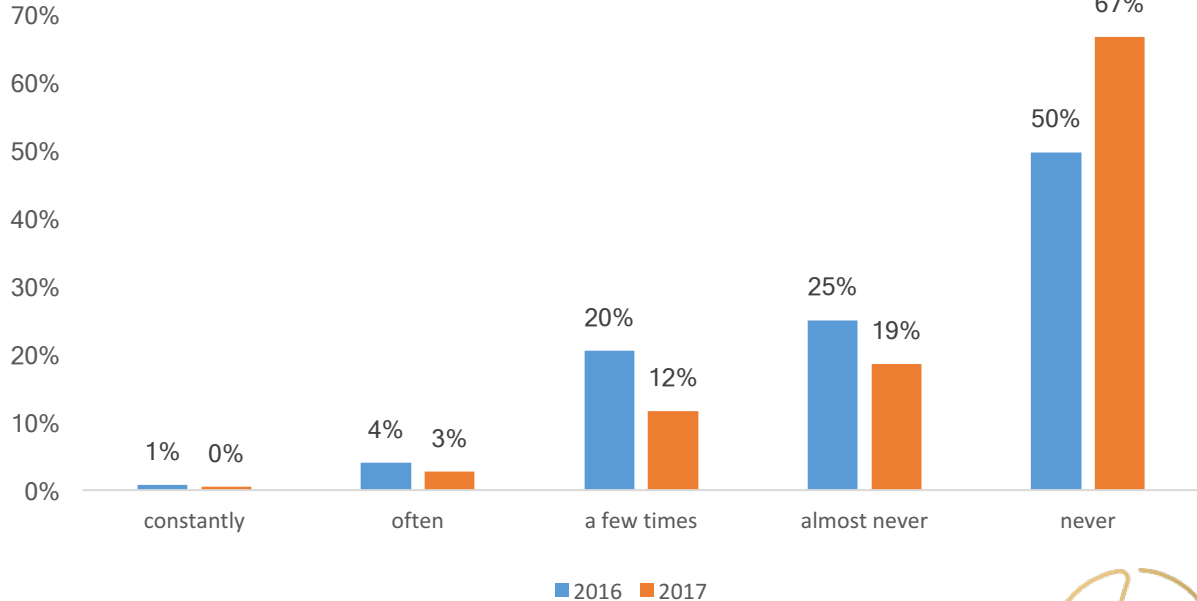


OBSERVED DISCRIMINATION ON PROJECT STAFFING AND ATTENDANCE IS DOWN.

I have seen colleagues not get invited to a high-level meeting in which they should have been included because of discrimination (industry wide context in 2016)

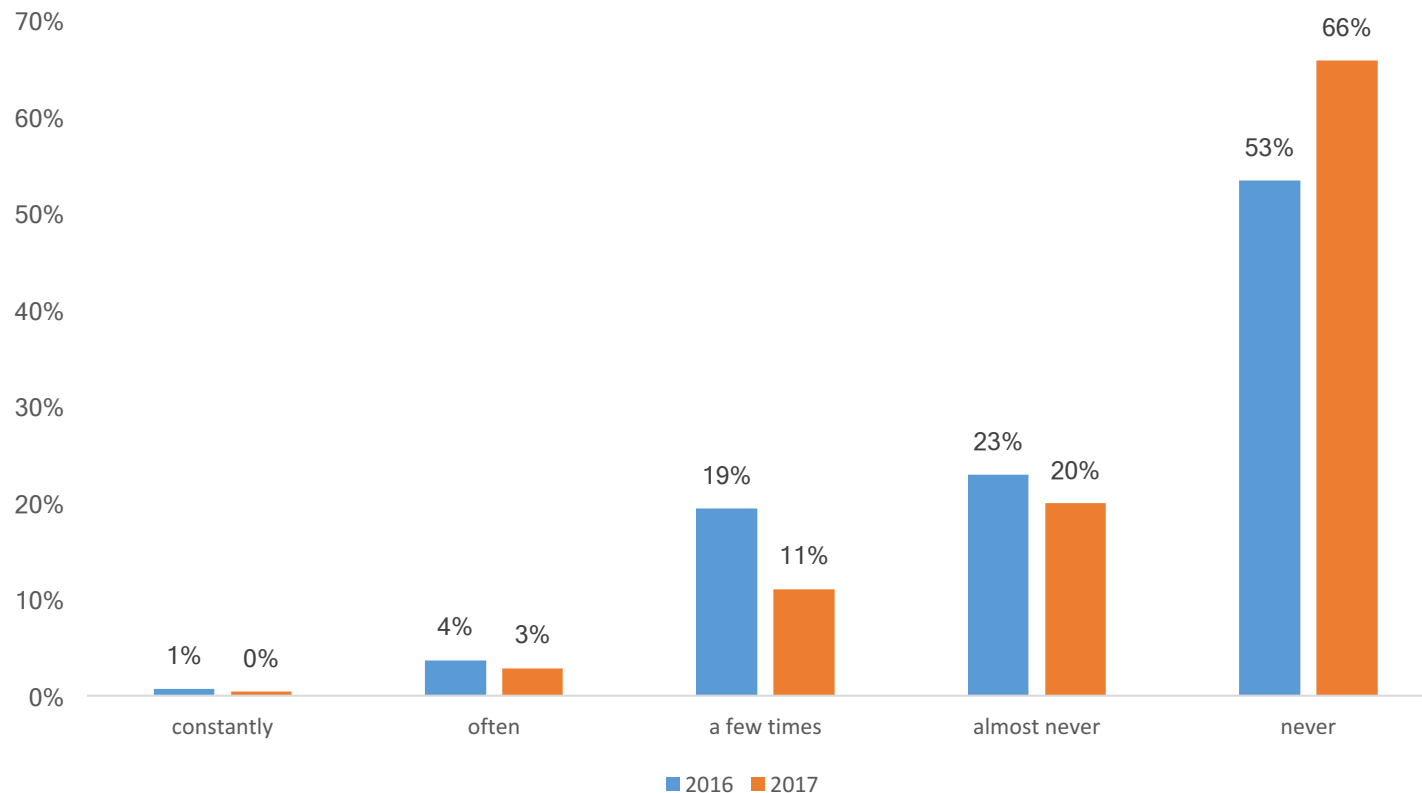


I have seen co-workers not receive desired assignments or promotions because of discrimination (industry wide context in 2016)



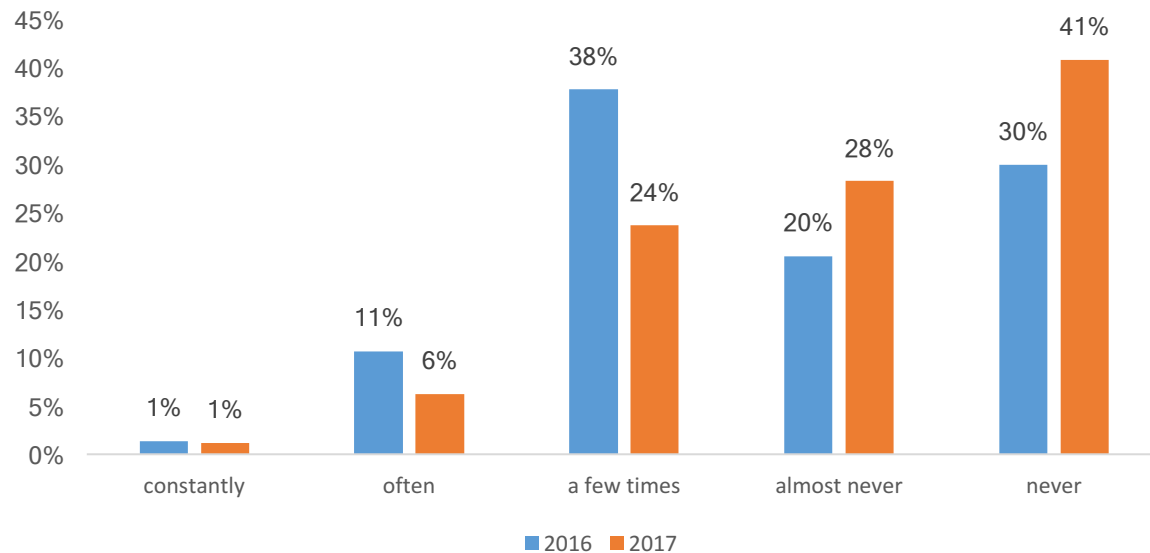
OBSERVED DISCRIMINATION IN DECISIONS MAKING IS DOWN.

I have seen colleagues not included in making decisions in which they should have been included because of discrimination (industry wide context in 2016)

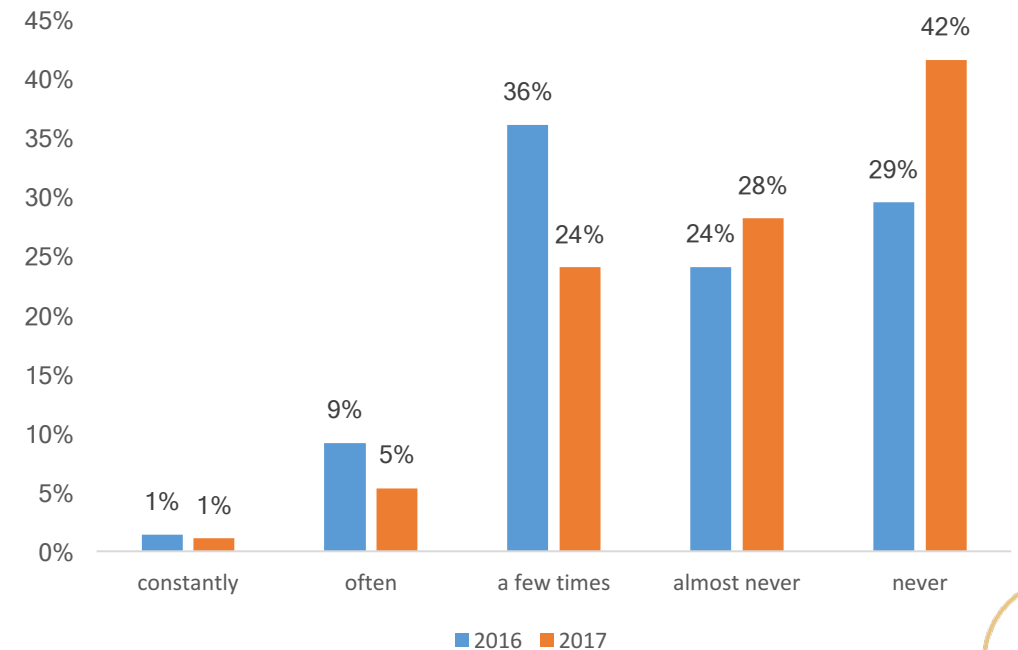


OBSERVED DISCRIMINATION IN DEROGATORY COMMENTS IS DOWN.

I have seen and heard co-workers be the subject of unwelcome comments or jokes (industry wide context in 2016)

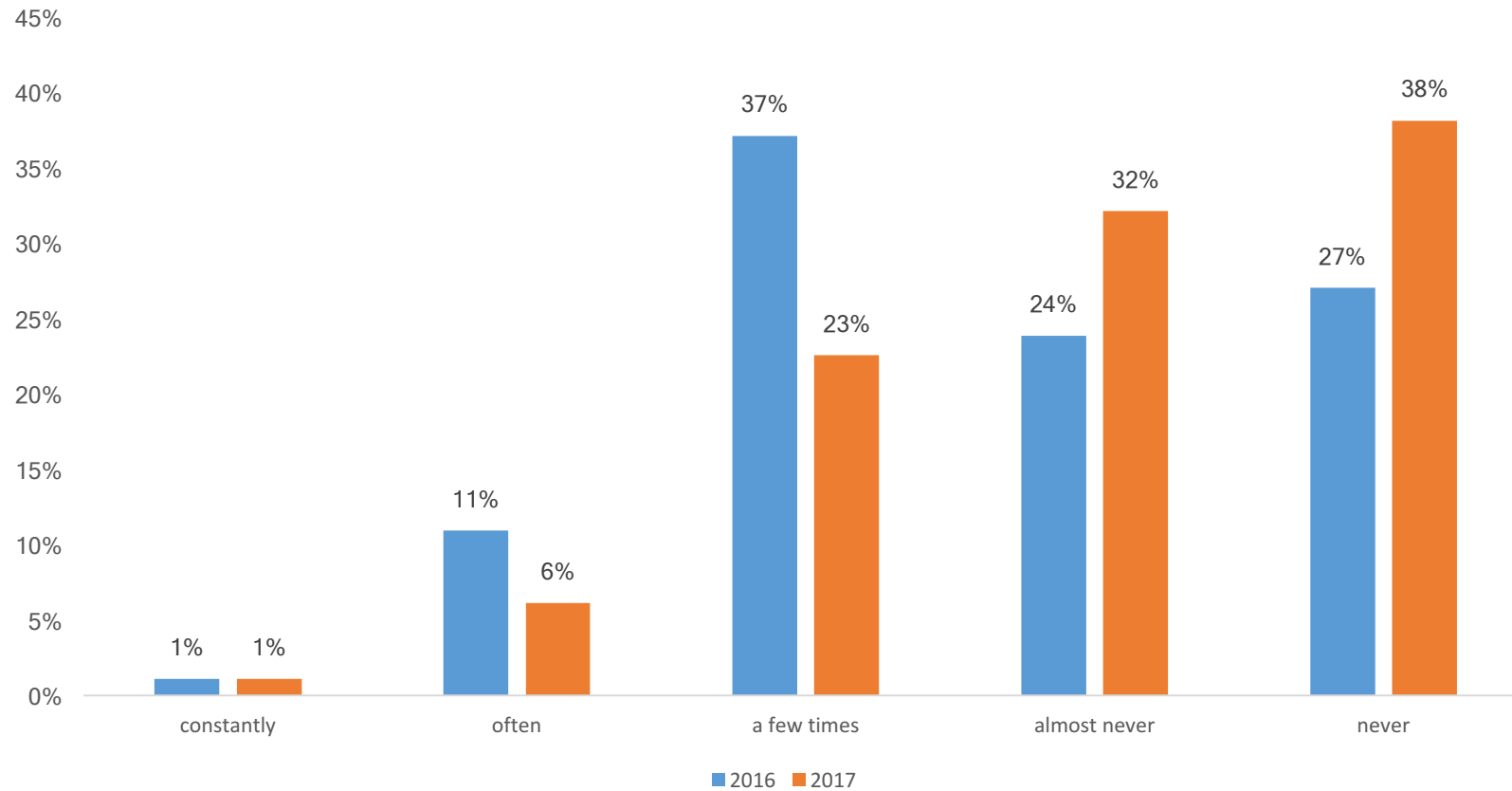


I have seen co-workers be the subject of unwelcome comments or jokes (industry wide context in 2016)



PEOPLE ARE WITNESSING LESS DISCRIMINATION IN THE FORM OF DEROGATORY COMMENTS.

I have seen co-workers make discriminatory comments or actions (industry wide context in 2016)

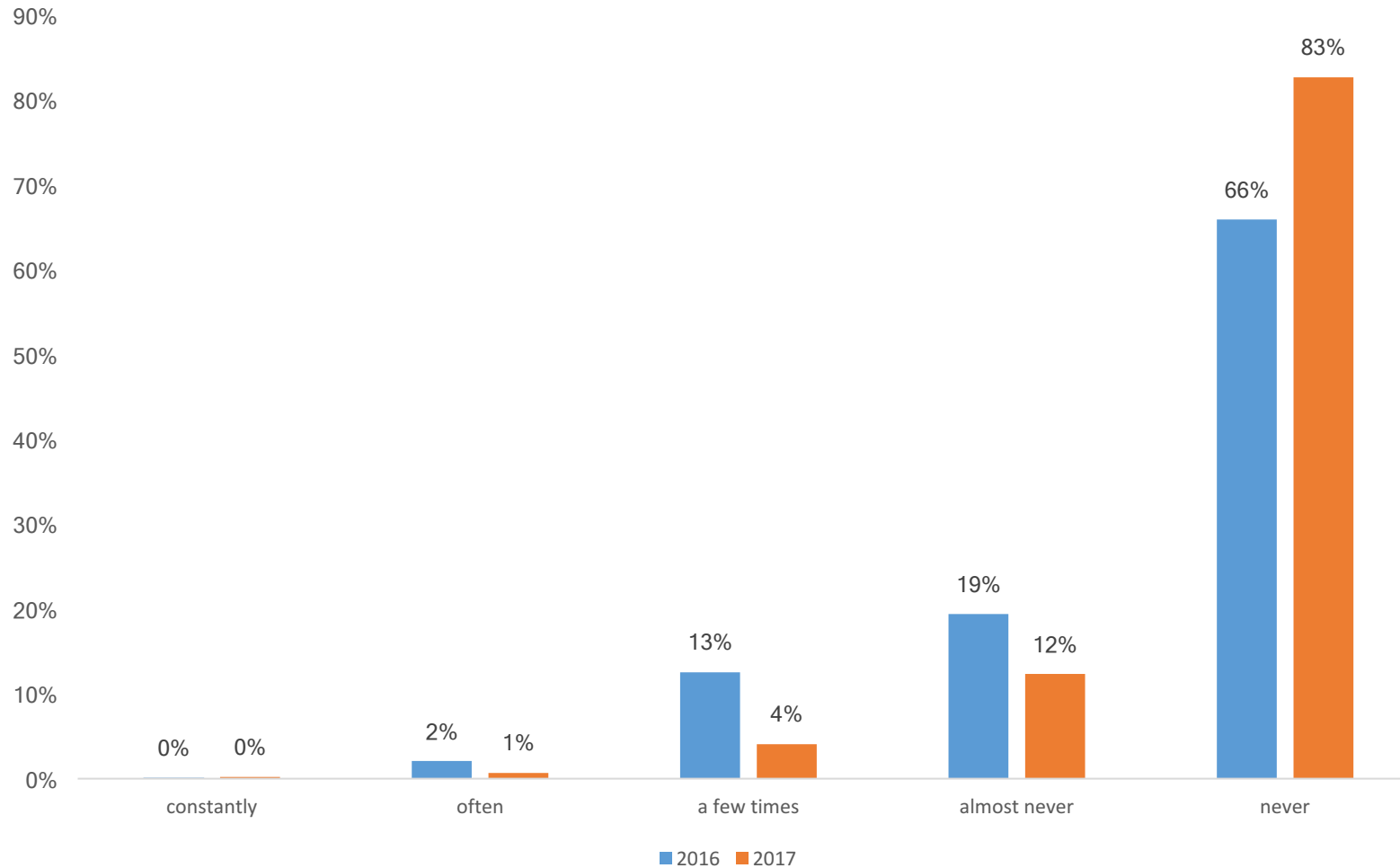


Please note: question amended in 2017 to refer specifically to current employer.



OBSERVED SEXUAL HARASSMENT IS DOWN.

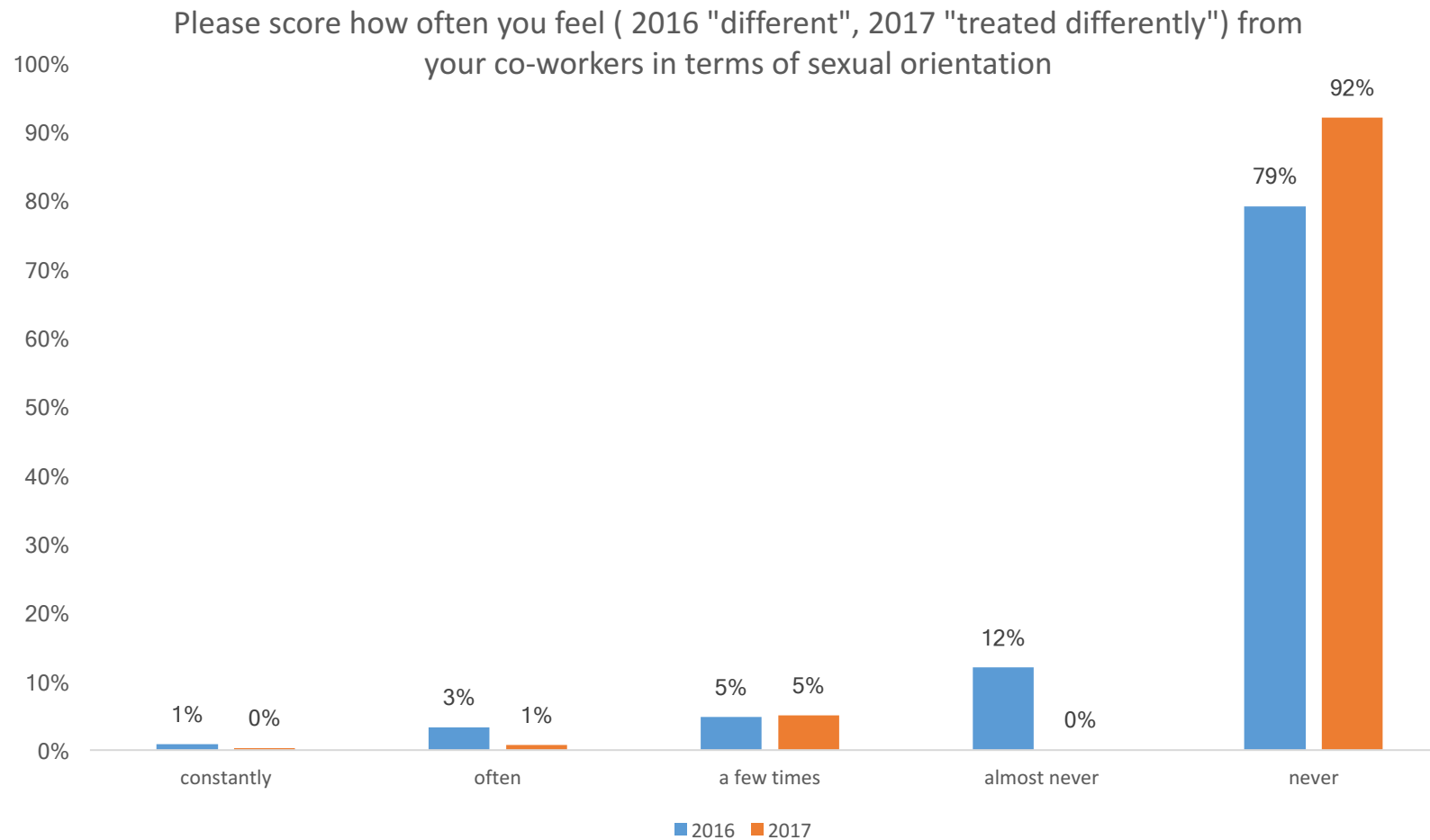
I have witnessed sexual harassment of a colleague and this occurred at the agency I am currently employed at (industry wide context in 2016)



Please note: question amended in 2017 to refer specifically to current employer.

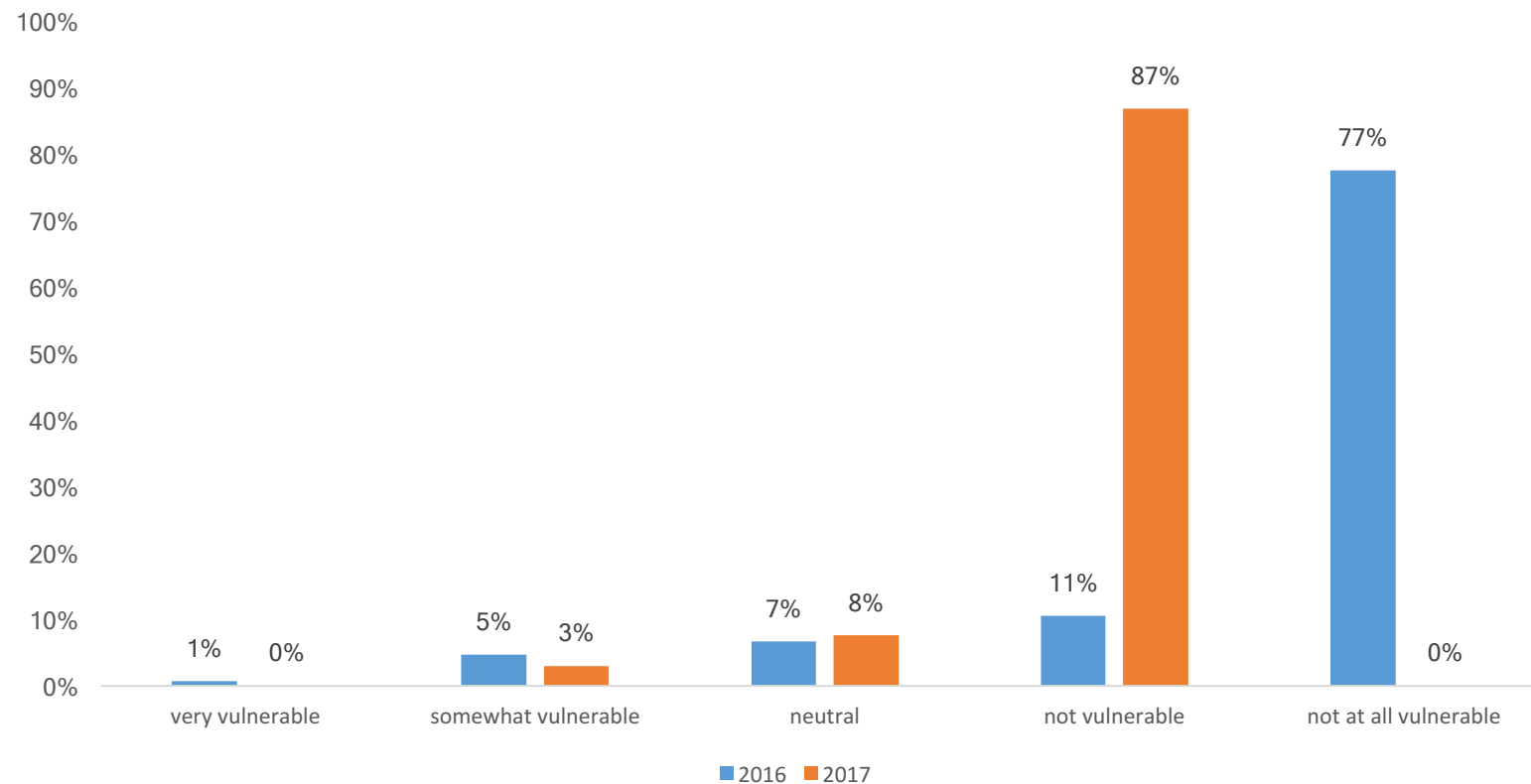


SEXUALITY IS INCREASINGLY NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY.



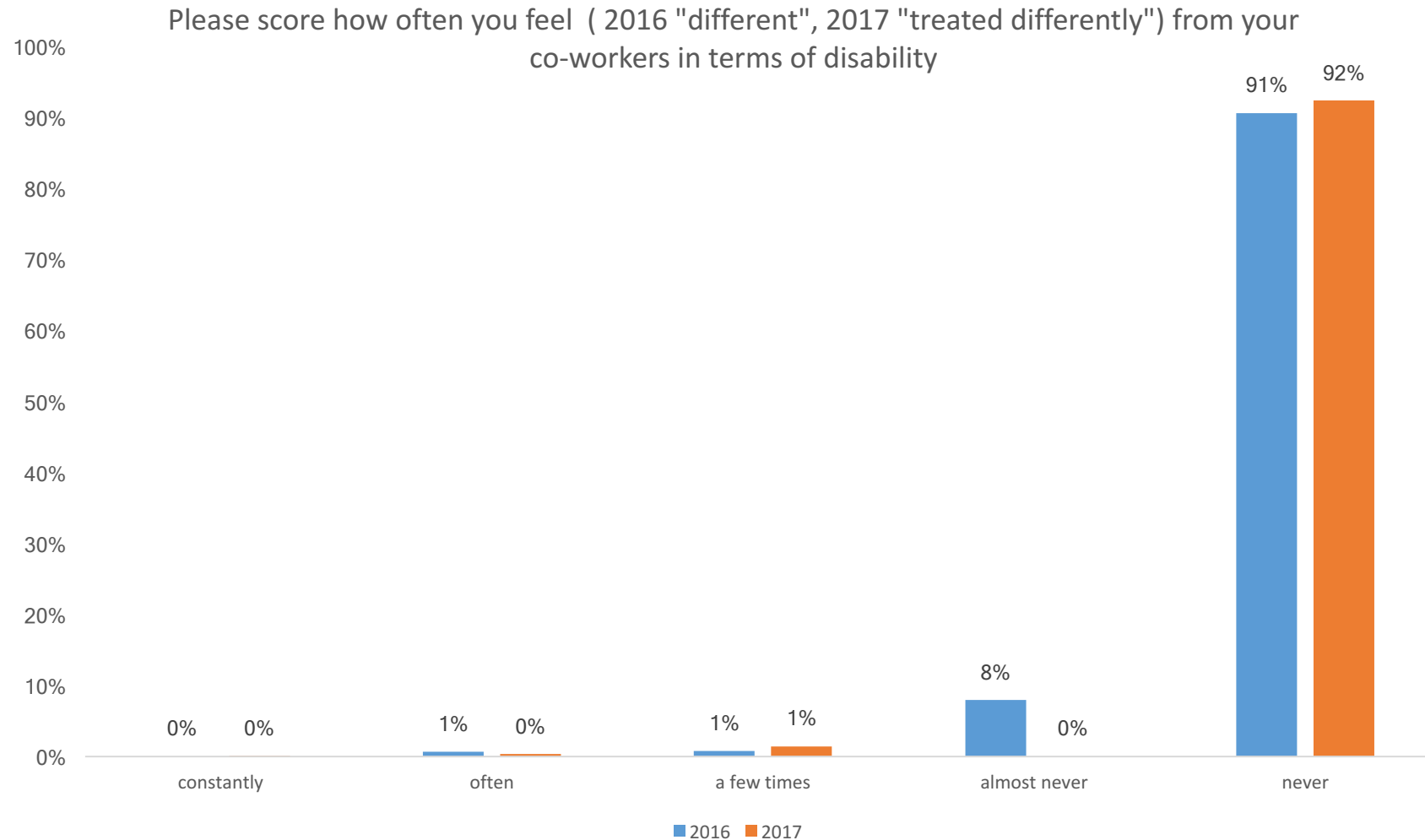
SEXUALITY IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY, A YOY IMPROVEMENT HAS BEEN MADE.

Thinking of your current agency, please score to what extent you feel potentially vulnerable to discrimination as a result of your sexual orientation (industry wide context in 2016)



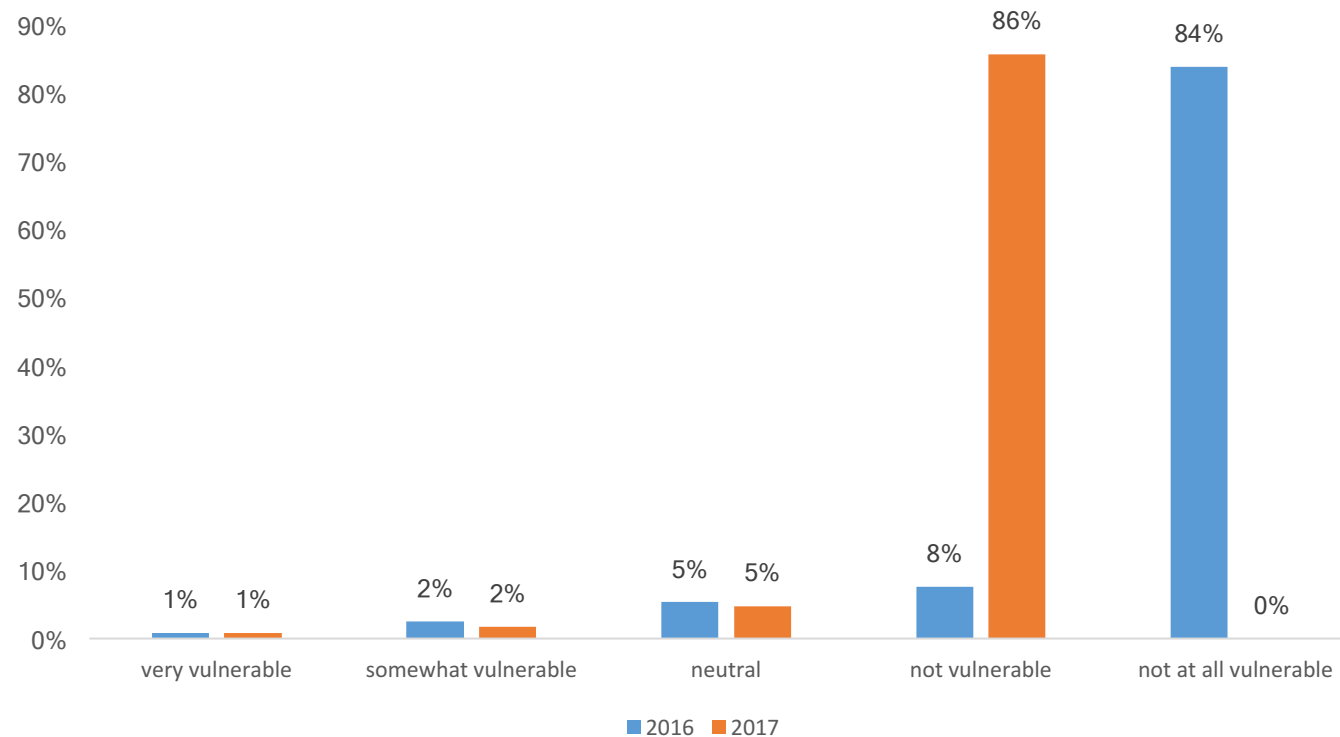
Please note: question amended in 2017 to refer specifically to current employer.

DISABILITY IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY.



BEING DIFFERENTLY ABLED IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY, A YOY IMPROVEMENT HAS BEEN MADE.

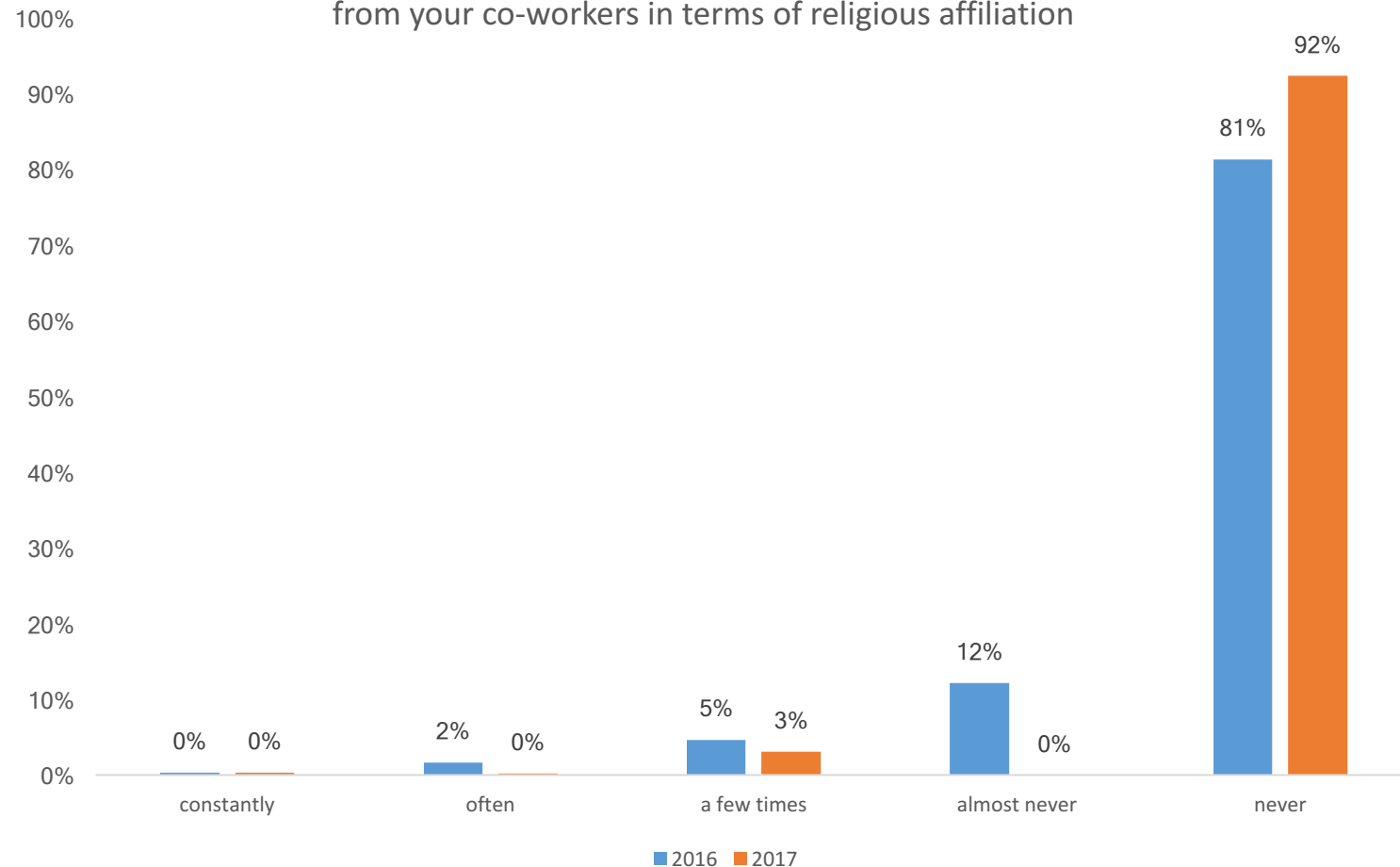
Thinking of your current agency, please score to what extent you feel potentially vulnerable to discrimination as a result of a disability (industry wide context in 2016)



Please note: question amended in 2017 to refer specifically to current employer.

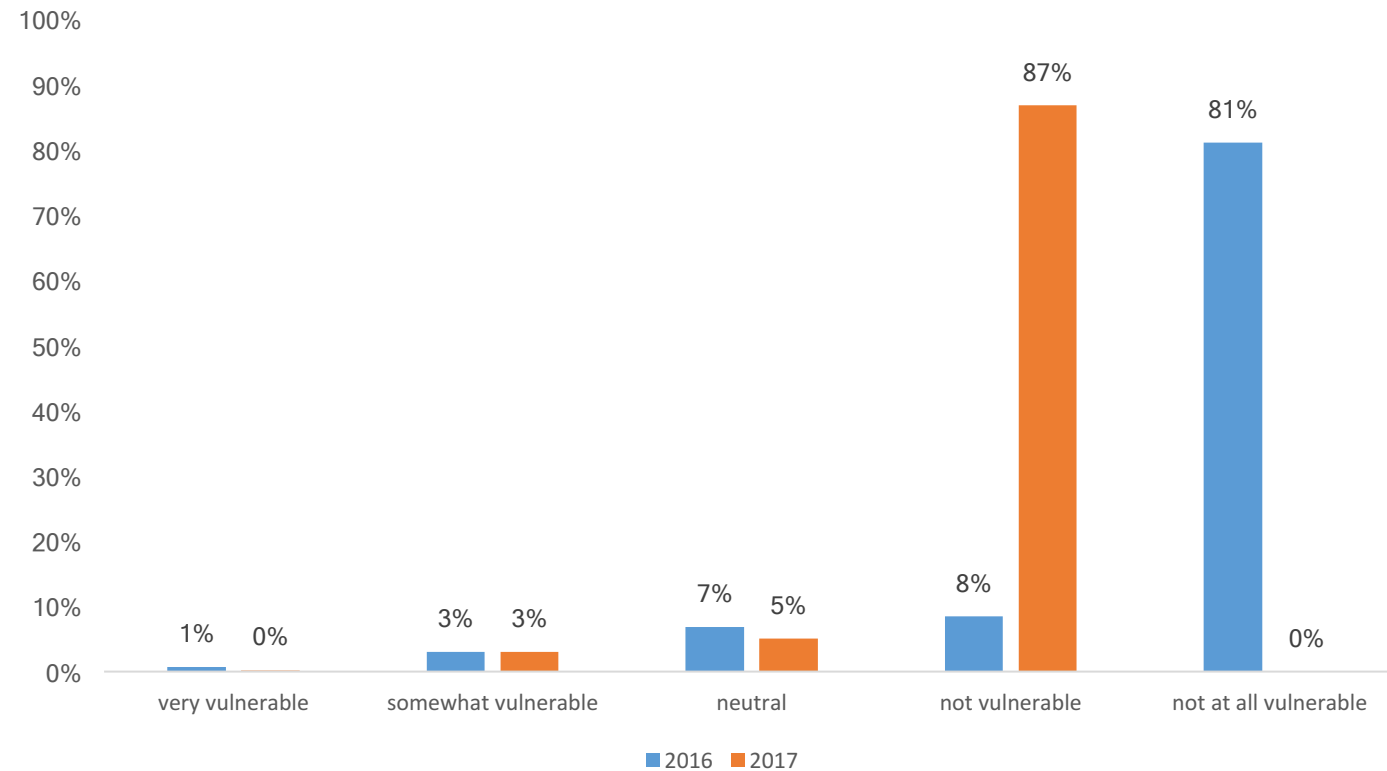
RELIGIOUS AFFILIATION IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY.

Please score how often you feel (2016 "different", 2017 "treated differently")
from your co-workers in terms of religious affiliation



HAVING A DIFFERENT RELIGIOUS AFFILIATION IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY, A YOY IMPROVEMENT HAS BEEN MADE.

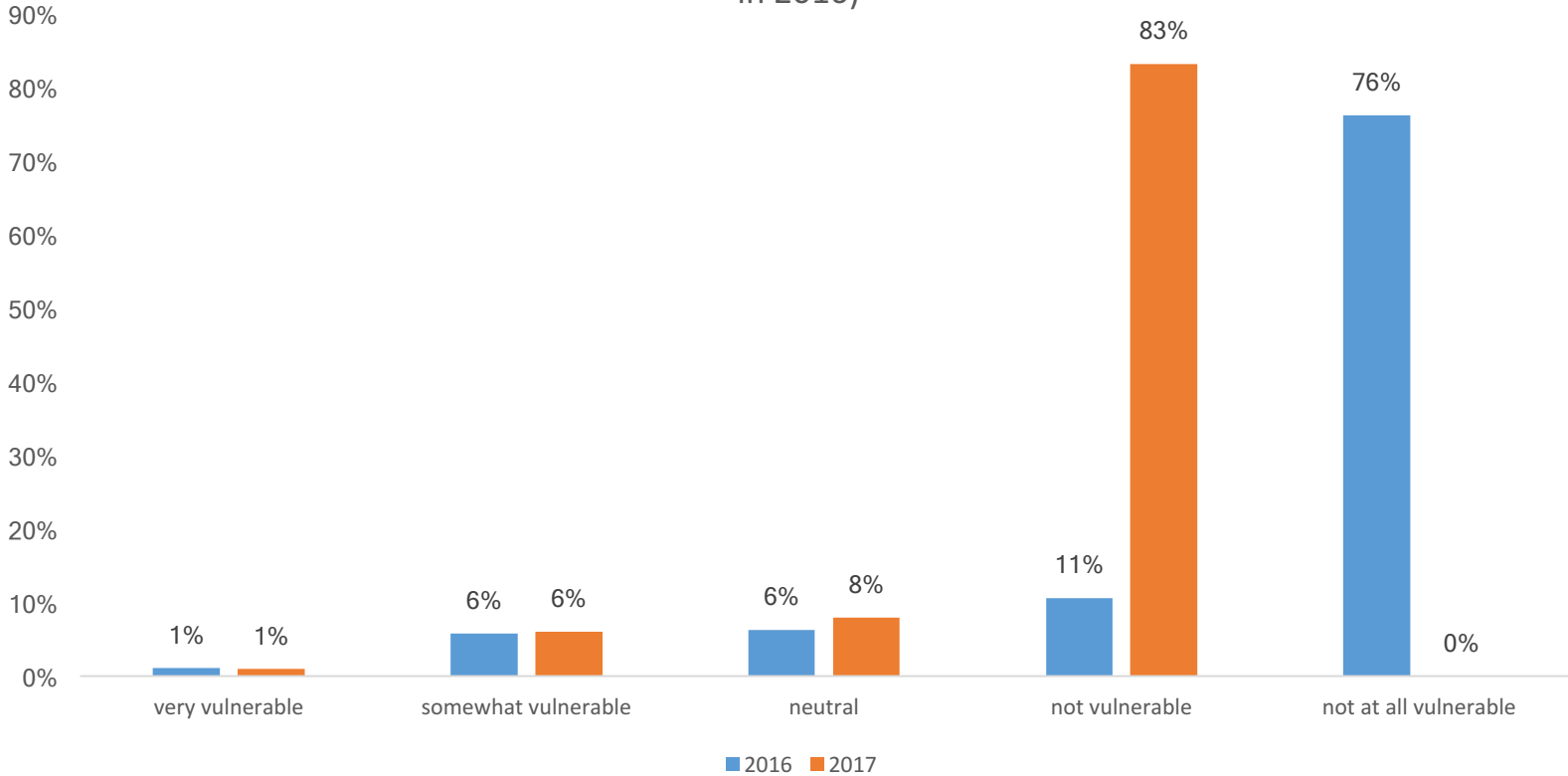
Thinking of your current agency, please score to what extent you feel potentially vulnerable to discrimination as a result of your religious affiliation (industry wide context in 2016)



Please note: question amended in 2017 to refer specifically to current employer.

ETHNICITY AND RACE IS NOT SEEN AS A SIGNIFICANT FACTOR IN BEING TREATED DIFFERENTLY, A YOY IMPROVEMENT HAS BEEN MADE.

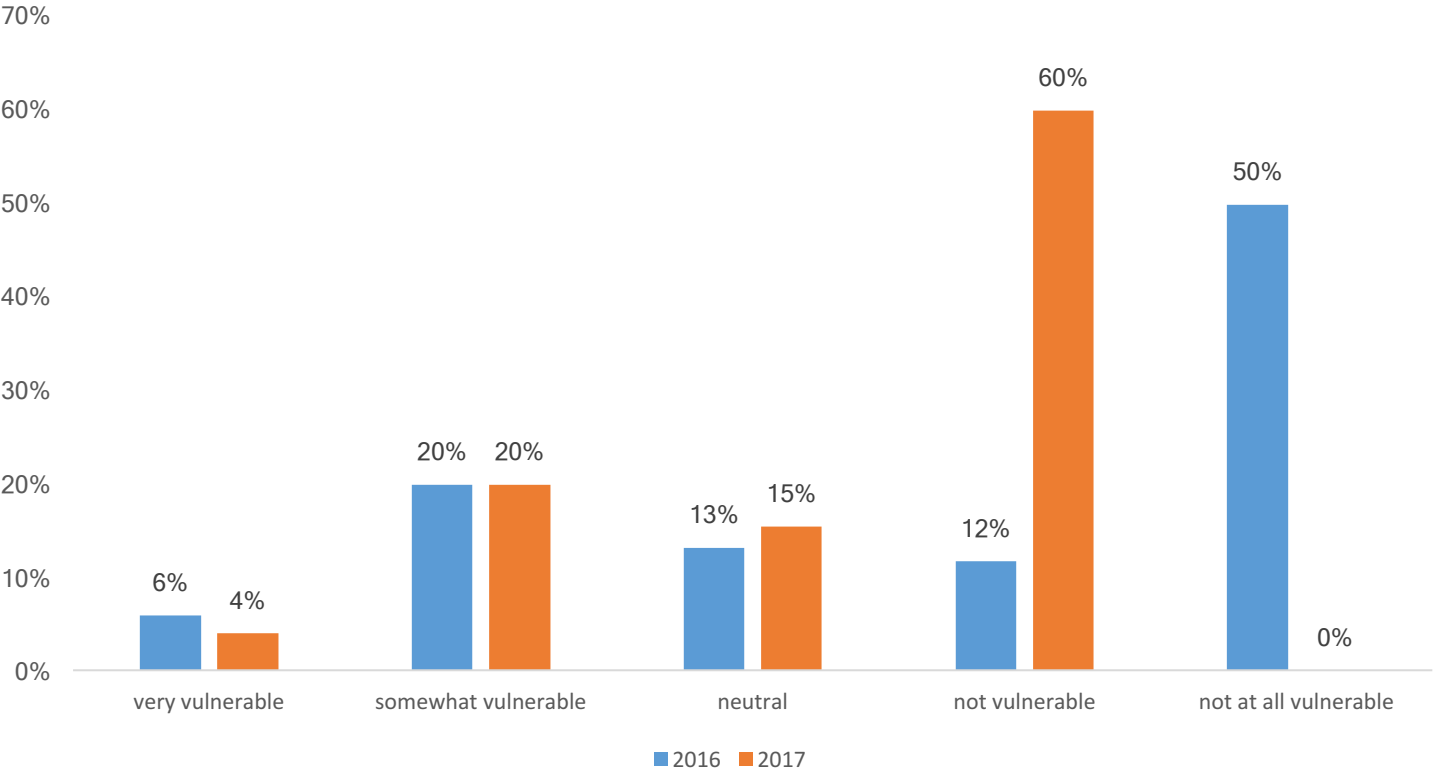
Thinking of your current agency, please score to what extent you feel potentially vulnerable to discrimination as a result of your ethnicity/race (industry wide context in 2016)



Please note: question amended in 2017 to refer specifically to current employer.

THERE REMAINS A FEELING OF VULNERABILITY IN REGARDS TO GENDER, BUT A YOY IMPROVEMENT HAS BEEN MADE.

Thinking of your current agency, please score to what extent you feel potentially vulnerable to discrimination as a result of your gender (industry wide context in 2016)

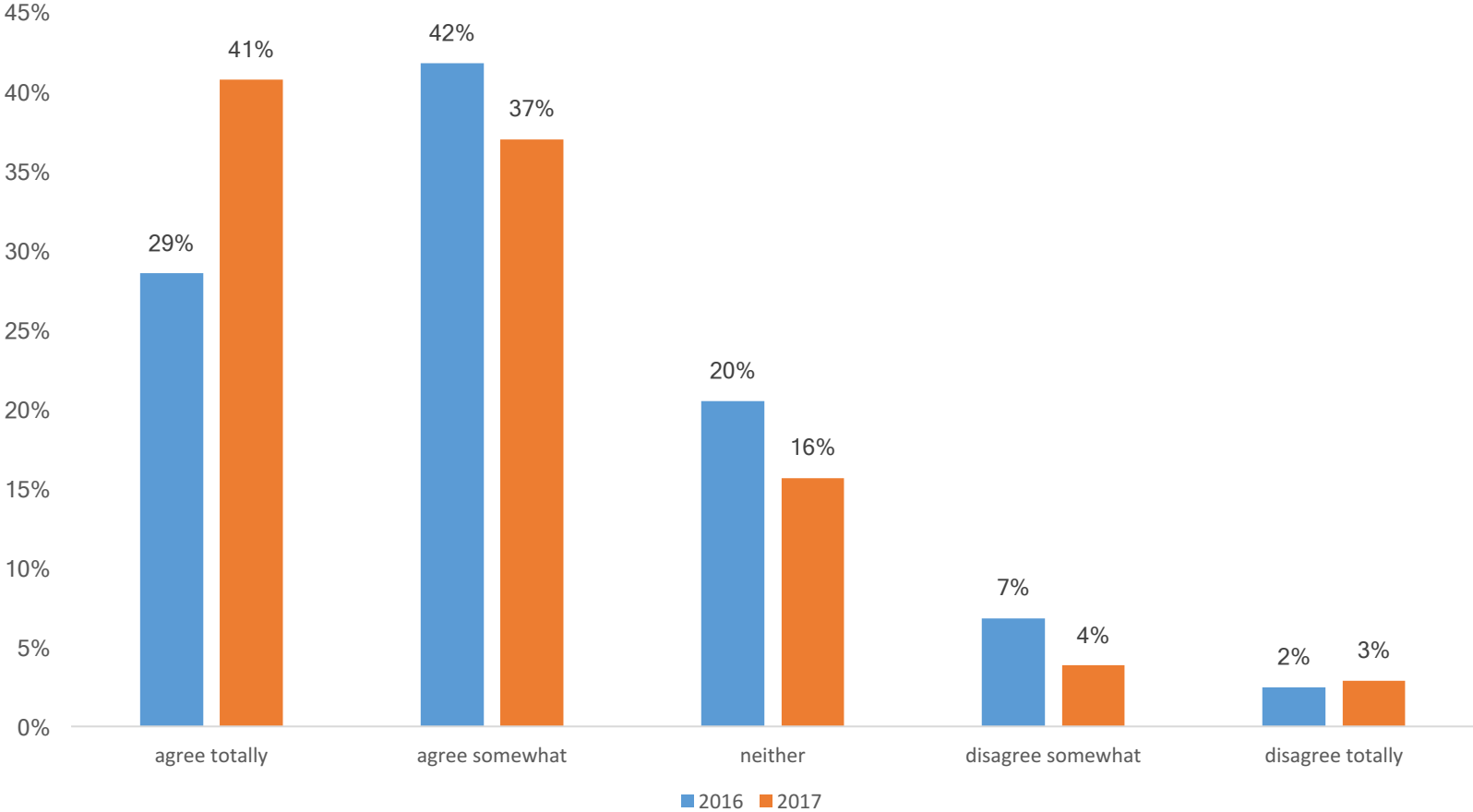


Please note: question amended in 2017 to refer specifically to current employer.

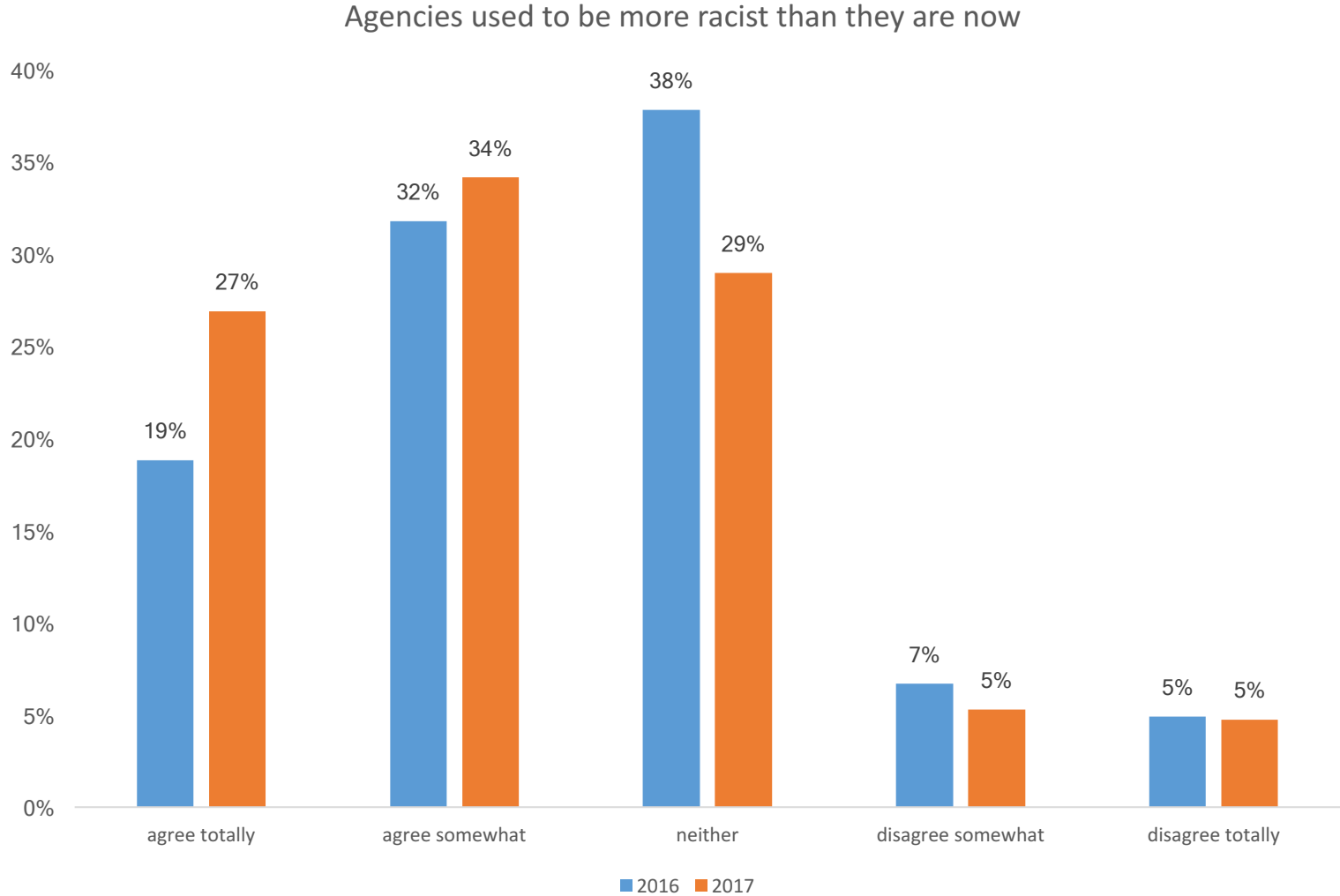


AGENCIES ARE PERCEIVED TO BE LESS SEXIST TODAY THAN PREVIOUSLY.

Agencies used to be more sexist than they are now

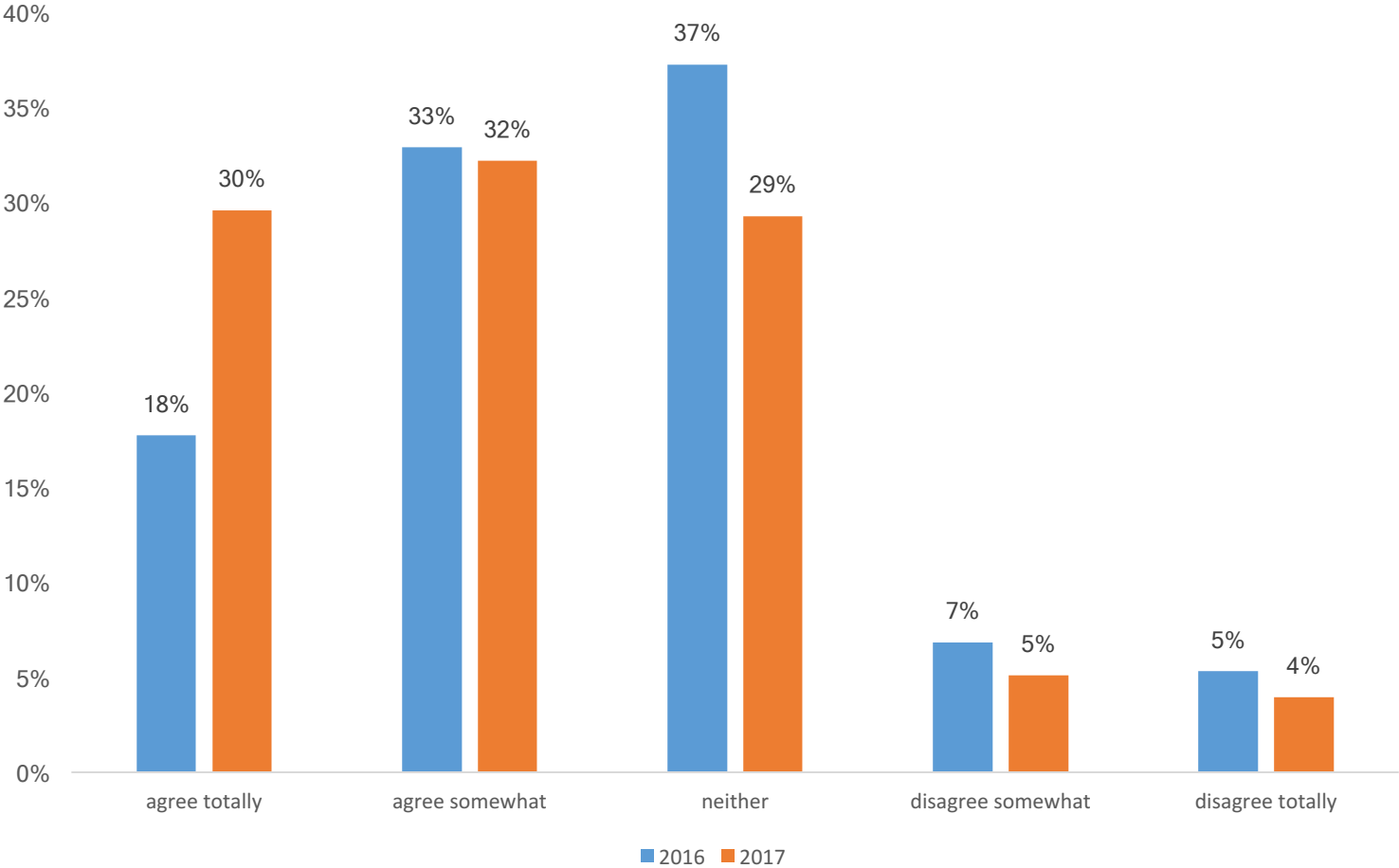


AGENCIES ARE PERCEIVED TO BE LESS RACIST TODAY THAN PREVIOUSLY.



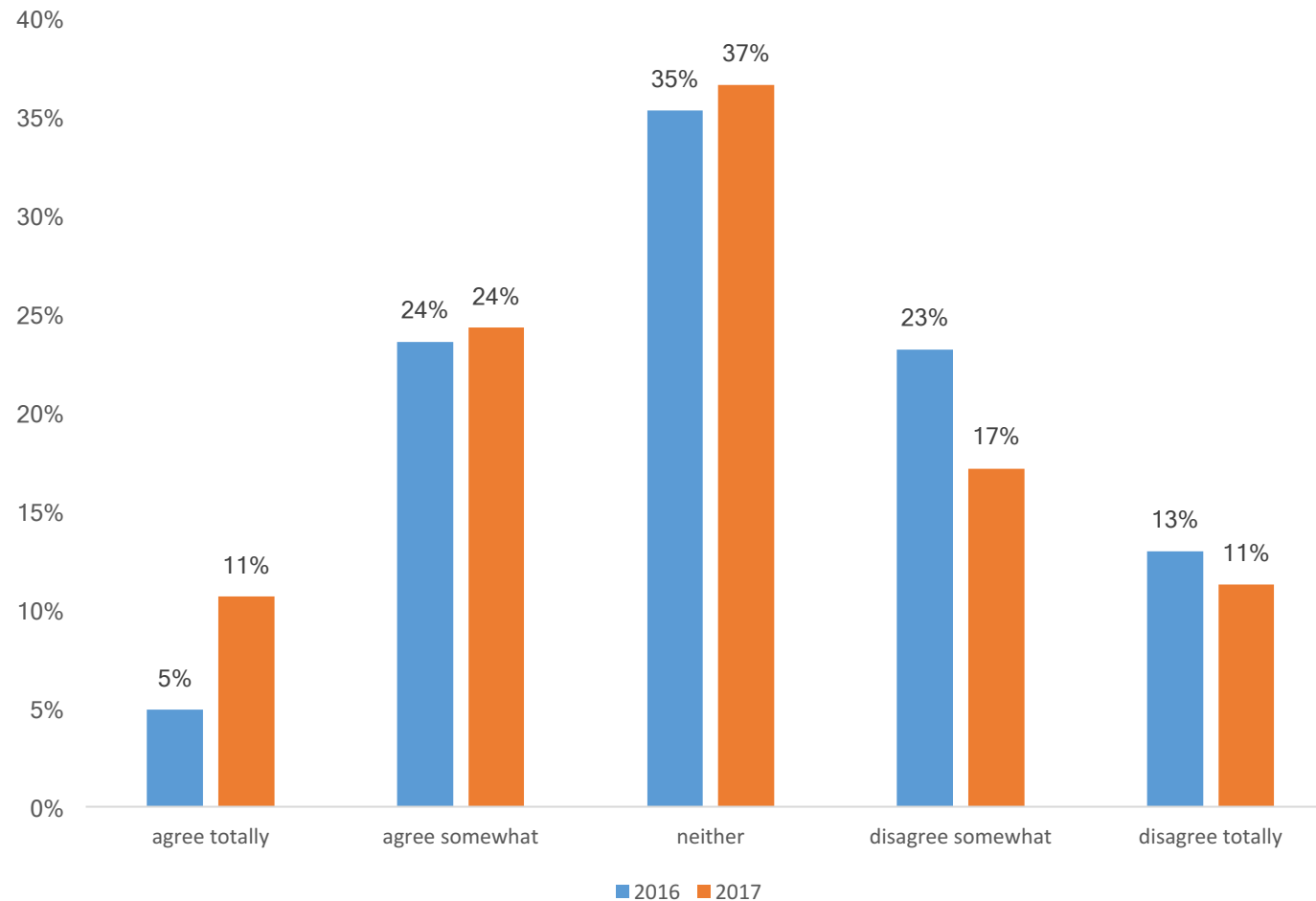
AGENCIES ARE PERCEIVED TO BE MORE INCLUSIVE OF LGBTQI TODAY THAN PREVIOUSLY.

Agencies used to be less inclusive of LGBTQI employees than they are now



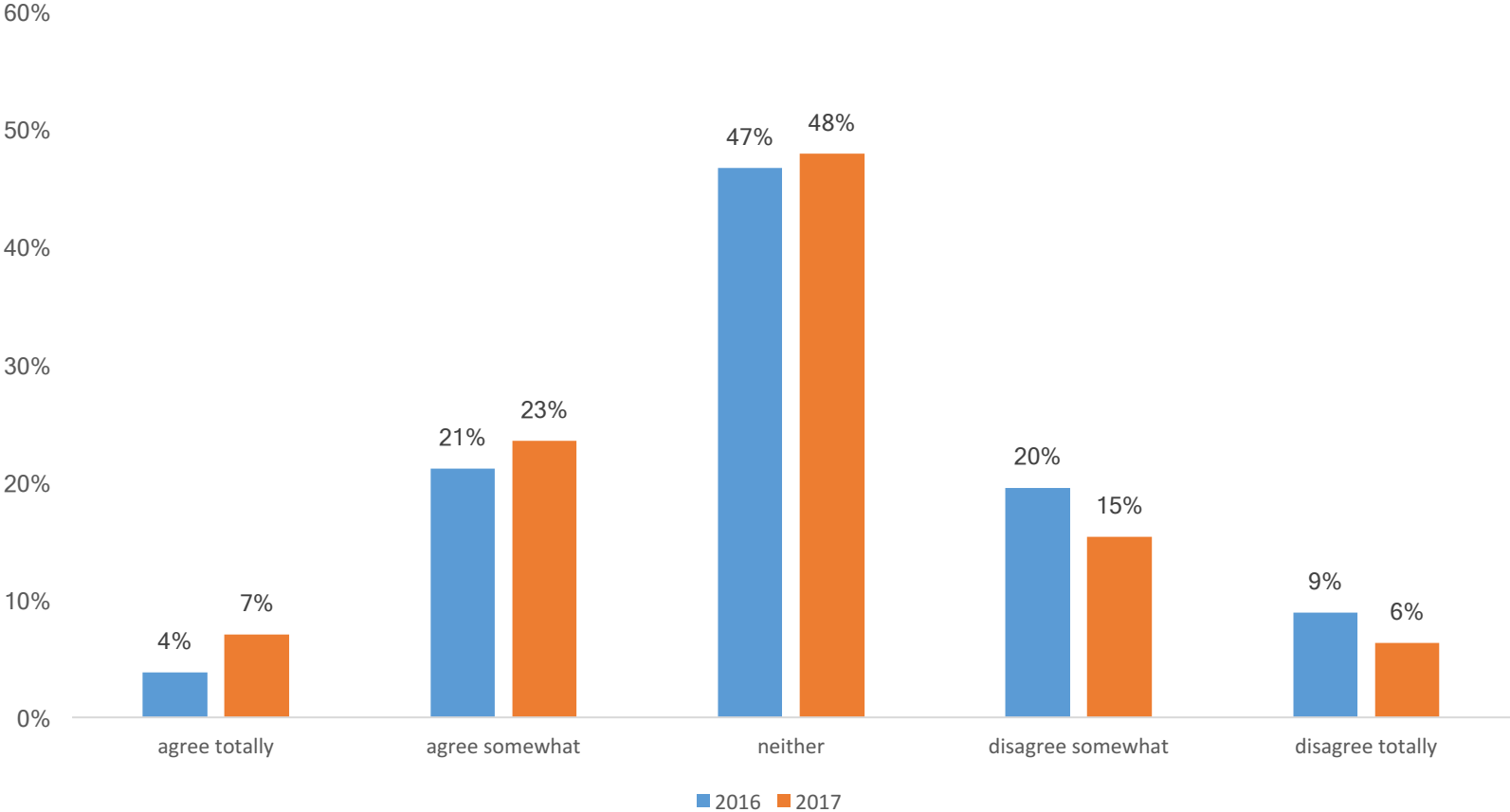
CREATIVE DEPARTMENTS ARE PERCEIVED TO BE NO MORE DIVERSE THAN OTHER DEPARTMENTS

Creative departments tend to be more accepting of diverse employees than other departments



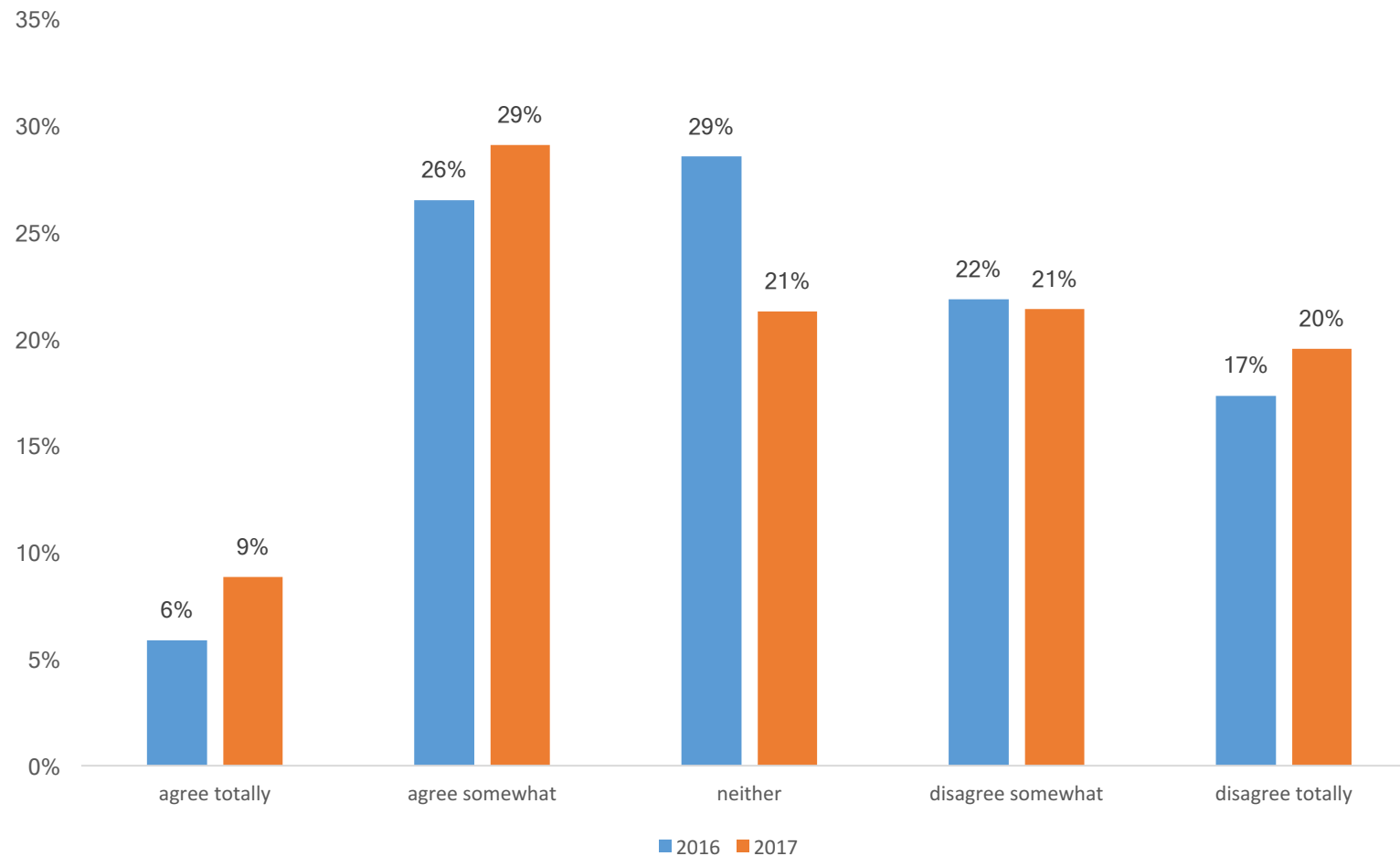
THE ACCOUNT MANAGEMENT DEPARTMENT ARE PERCEIVED TO BE NO MORE DIVERSE THAN OTHER DEPARTMENTS

Account management departments tend to be more accepting of diverse employees than other departments



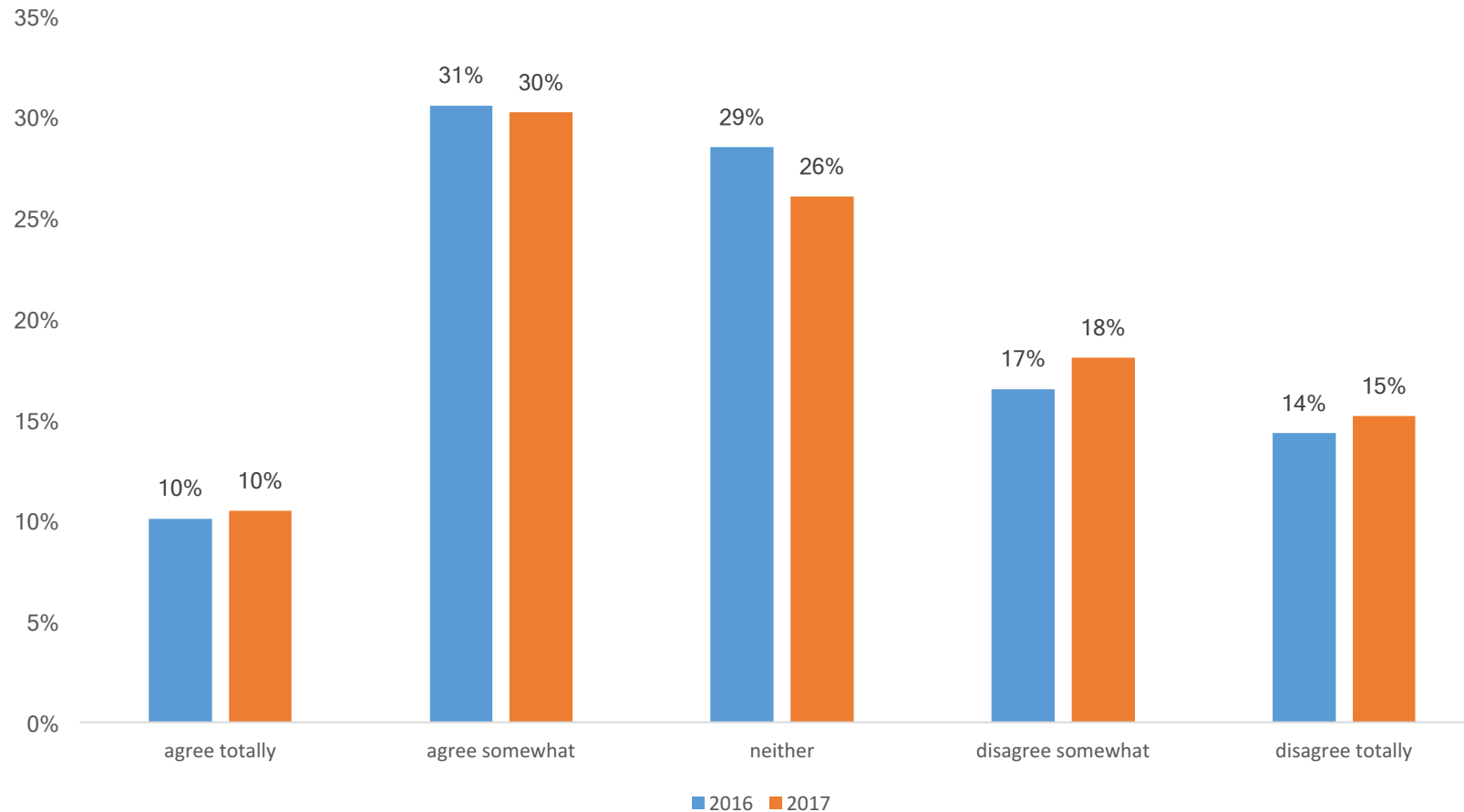
RESPONDENTS ON THE WHOLE DO NOT THINK POLITICAL CORRECTNESS HAS GONE MAD.

People have become over-sensitive to discrimination, it can sometimes feel like treading on eggshells



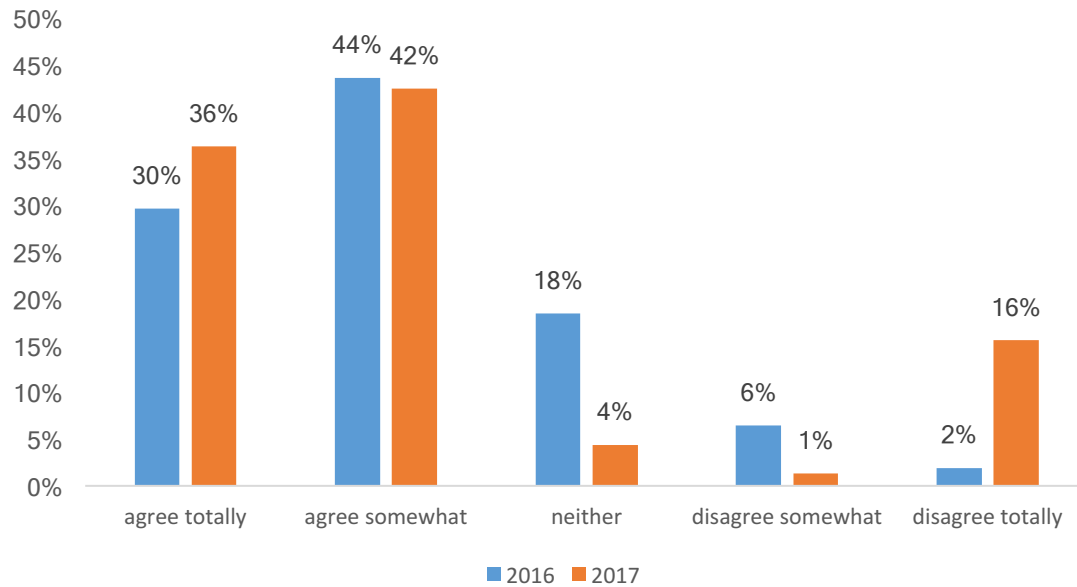
AGENCY CULTURE'S ARE MARGINALLY GETTING BETTER AT NOT PUTTING WOMEN DOWN BUT IT IS STILL A SIGNIFICANT ISSUE.

Agency culture tends to inadvertently put women down

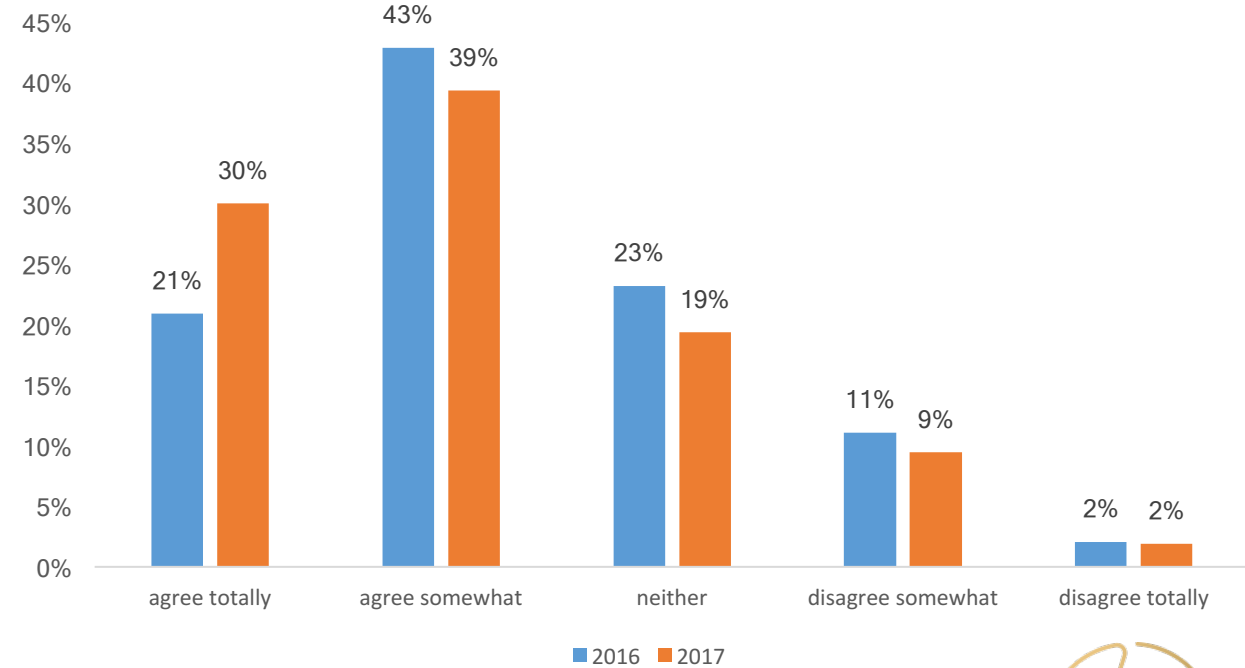


MOST AGENCY CULTURE'S ARE TRYING TO PROMOTE DIVERSITY FAIRNESS AND INCLUSION.

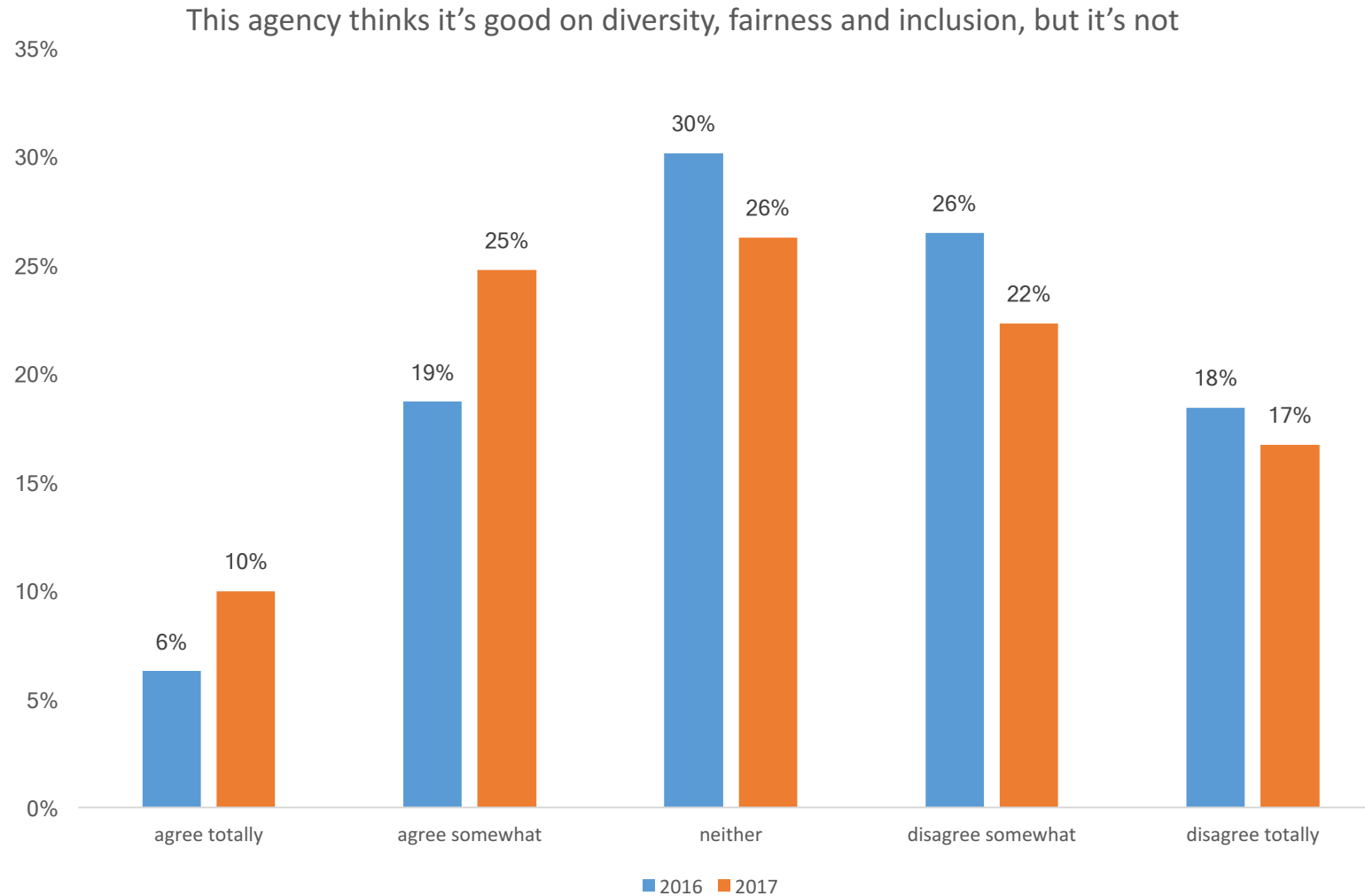
This agency actively tries to promote diversity, fairness and inclusion



This agency is good at achieving diversity, fairness and inclusion

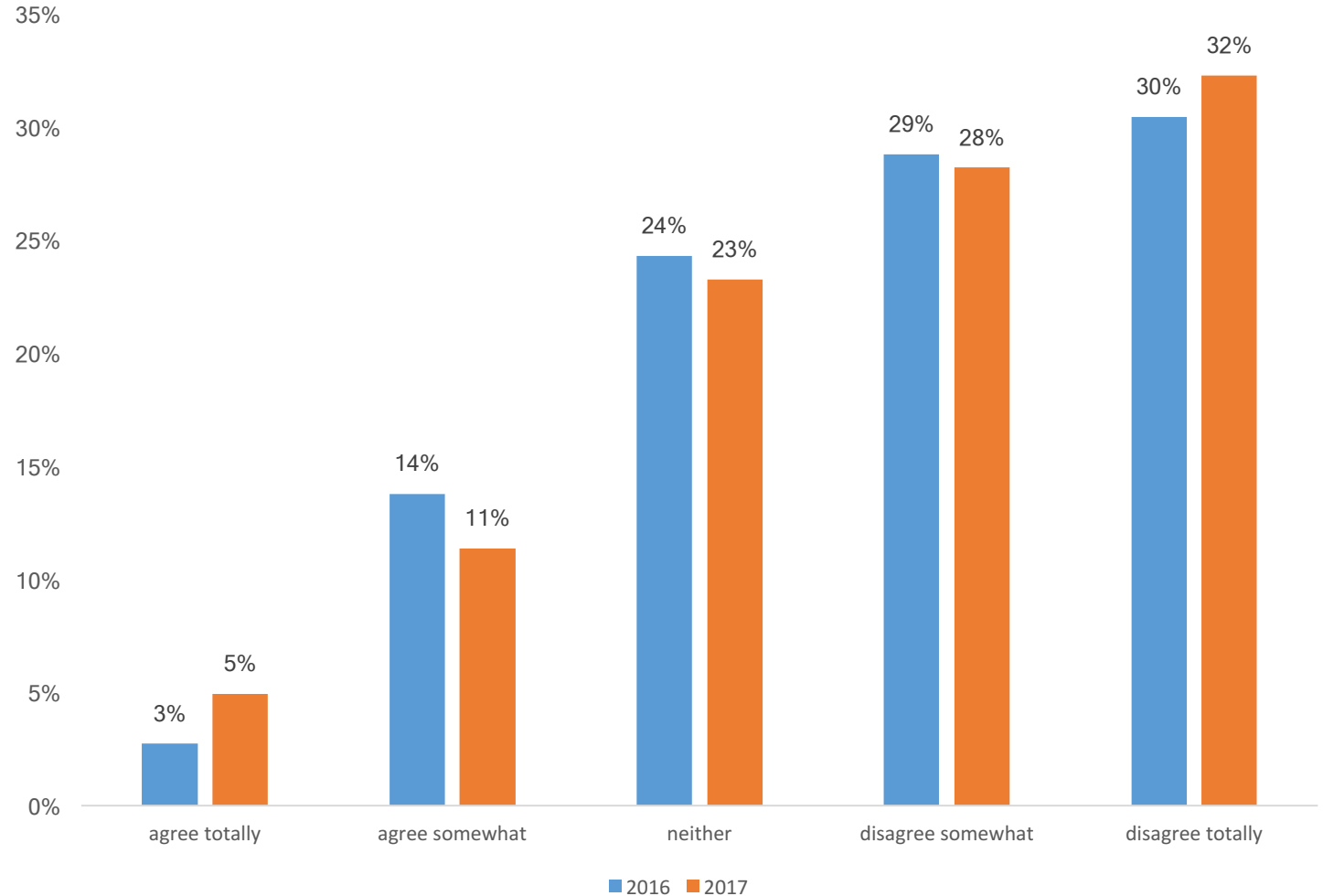


RESPONDENTS TEND TO SEE AGENCY ATTEMPTS AT IMPROVEMENT AS REAL, BUT THIS HAS SLIPPED YOY.



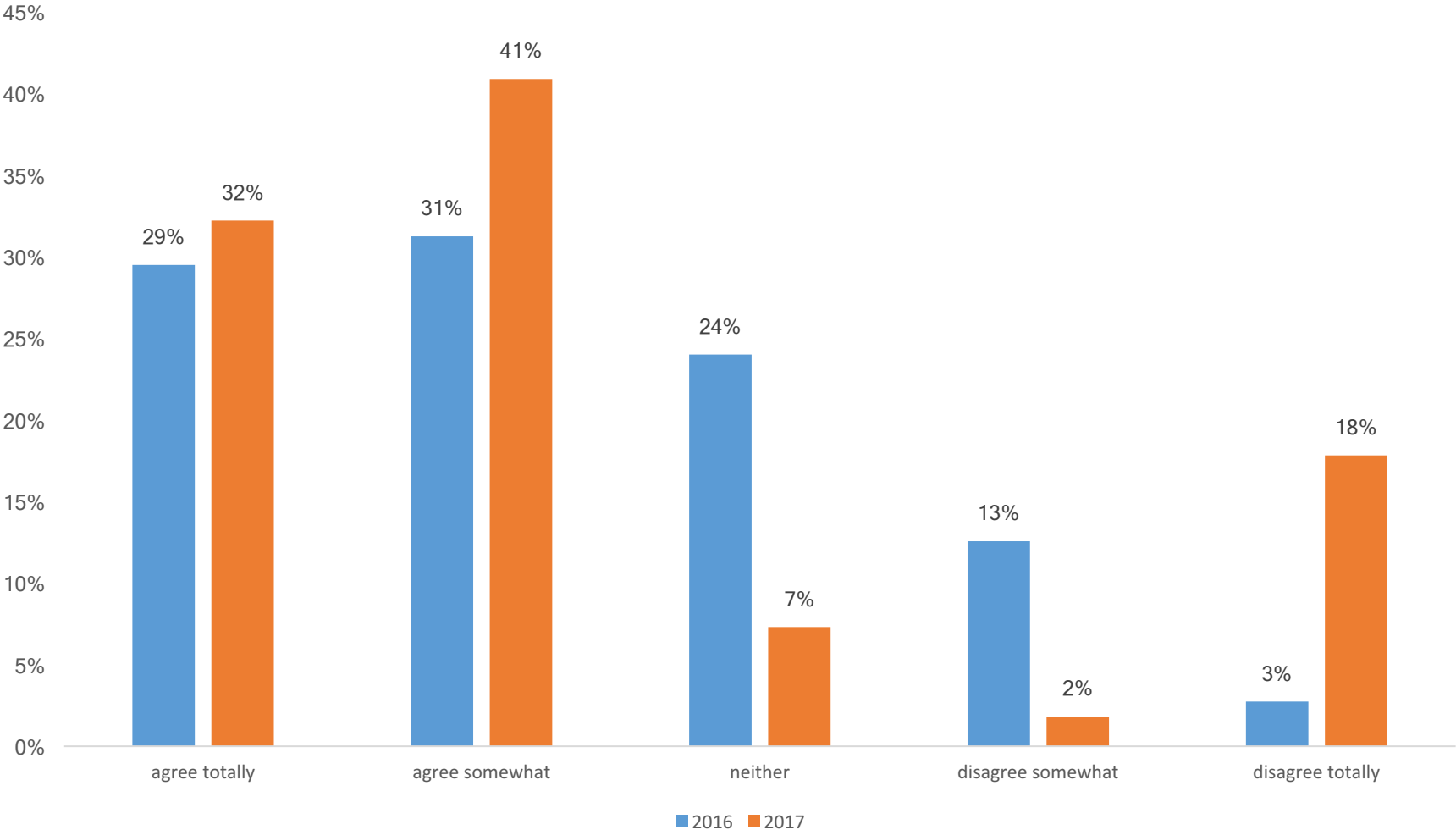
RESPONDENTS TEND TO SEE AGENCY ATTEMPTS AT PROMOTING DIVERSITY AS REAL AND IMPROVING YOY.

This agency does not actively try to promote diversity fairness and inclusion

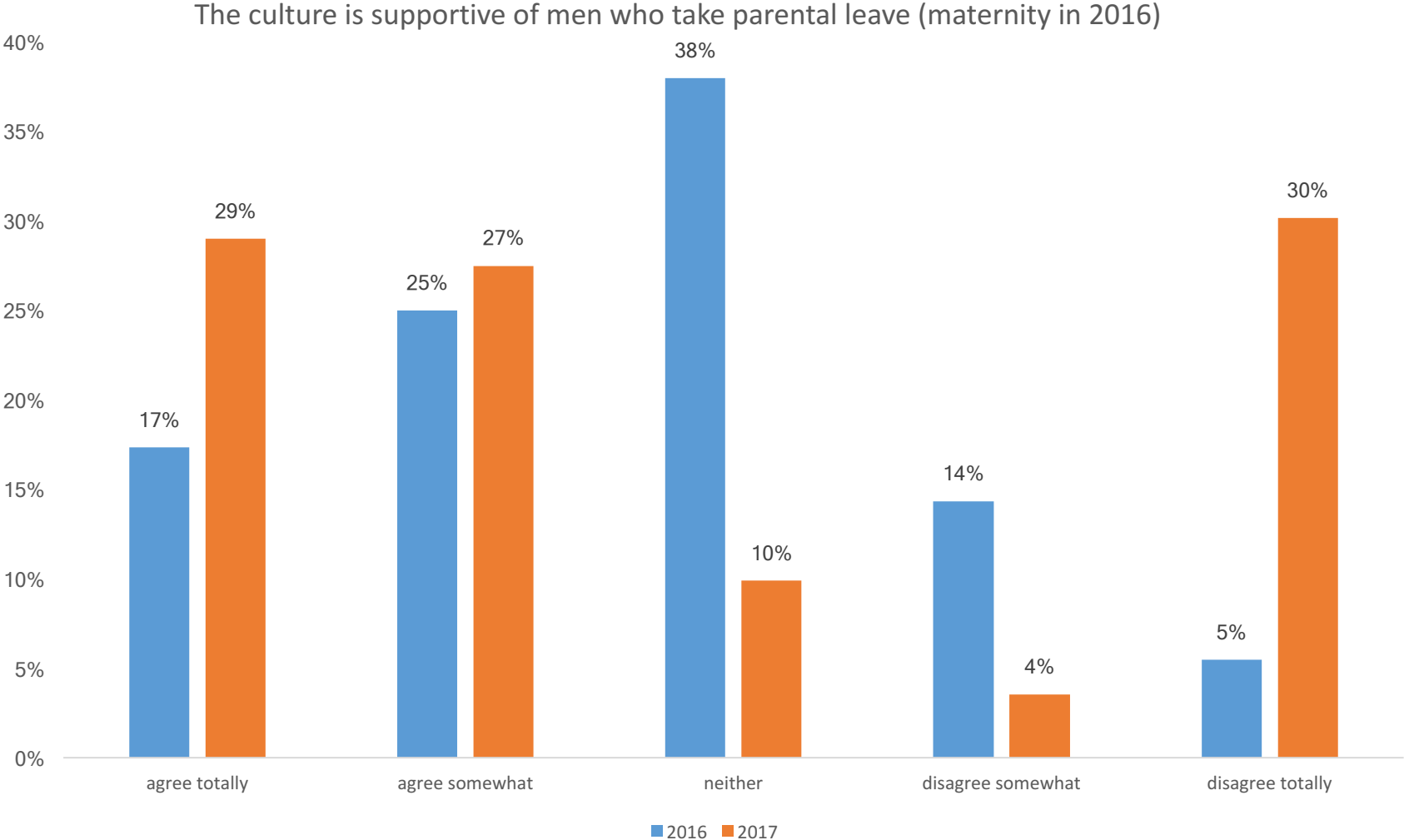


AGENCY CULTURE IS INCREASINGLY SUPPORTIVE OF WOMEN WHO TAKE PARENTAL LEAVE.

The culture is supportive of women who take parental leave (maternity in 2016)

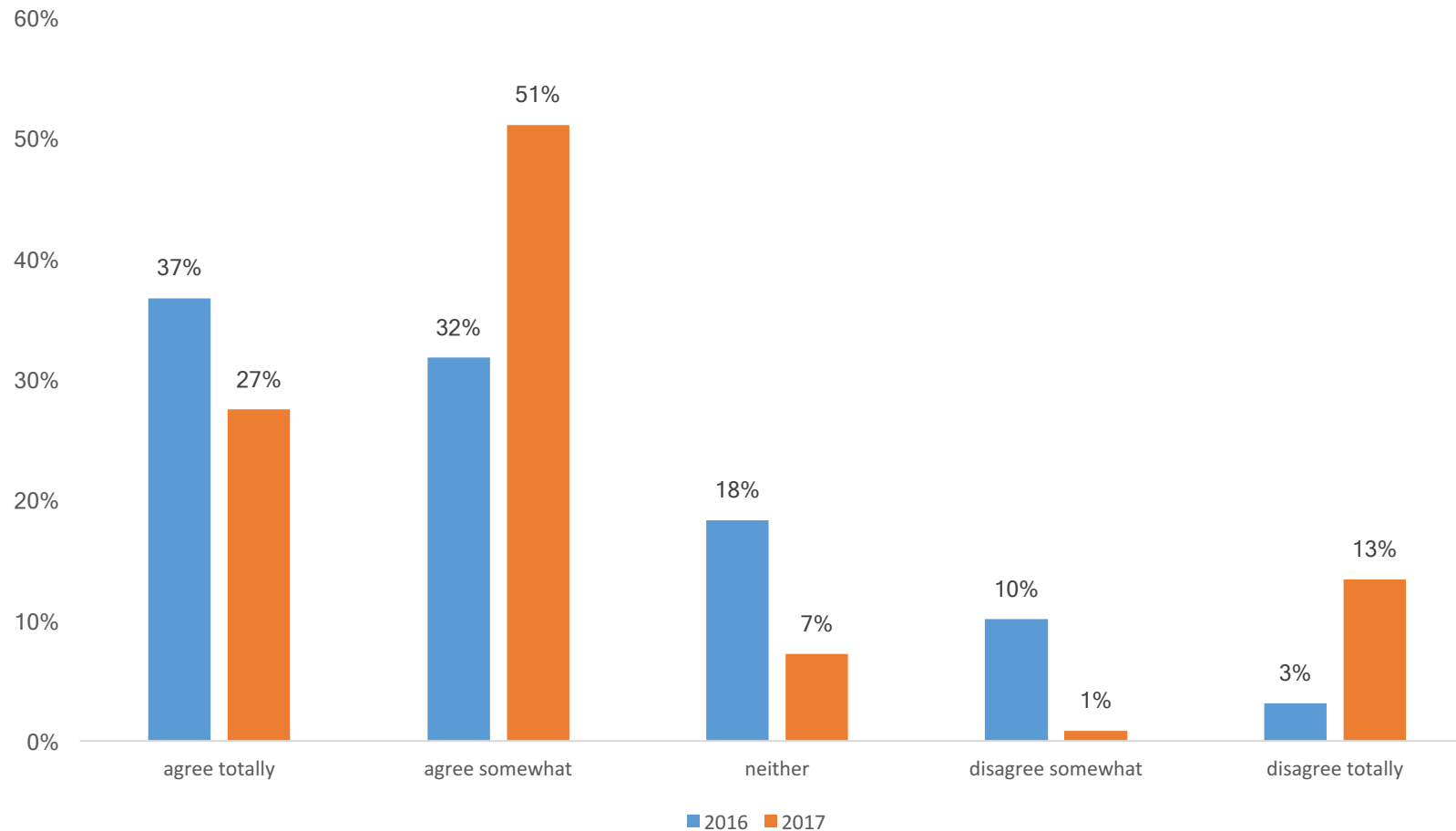


THERE IS NO CLEAR AGENCY WIDE TREND SHOWING SUPPORT OF PATERNITY LEAVE FOR MEN



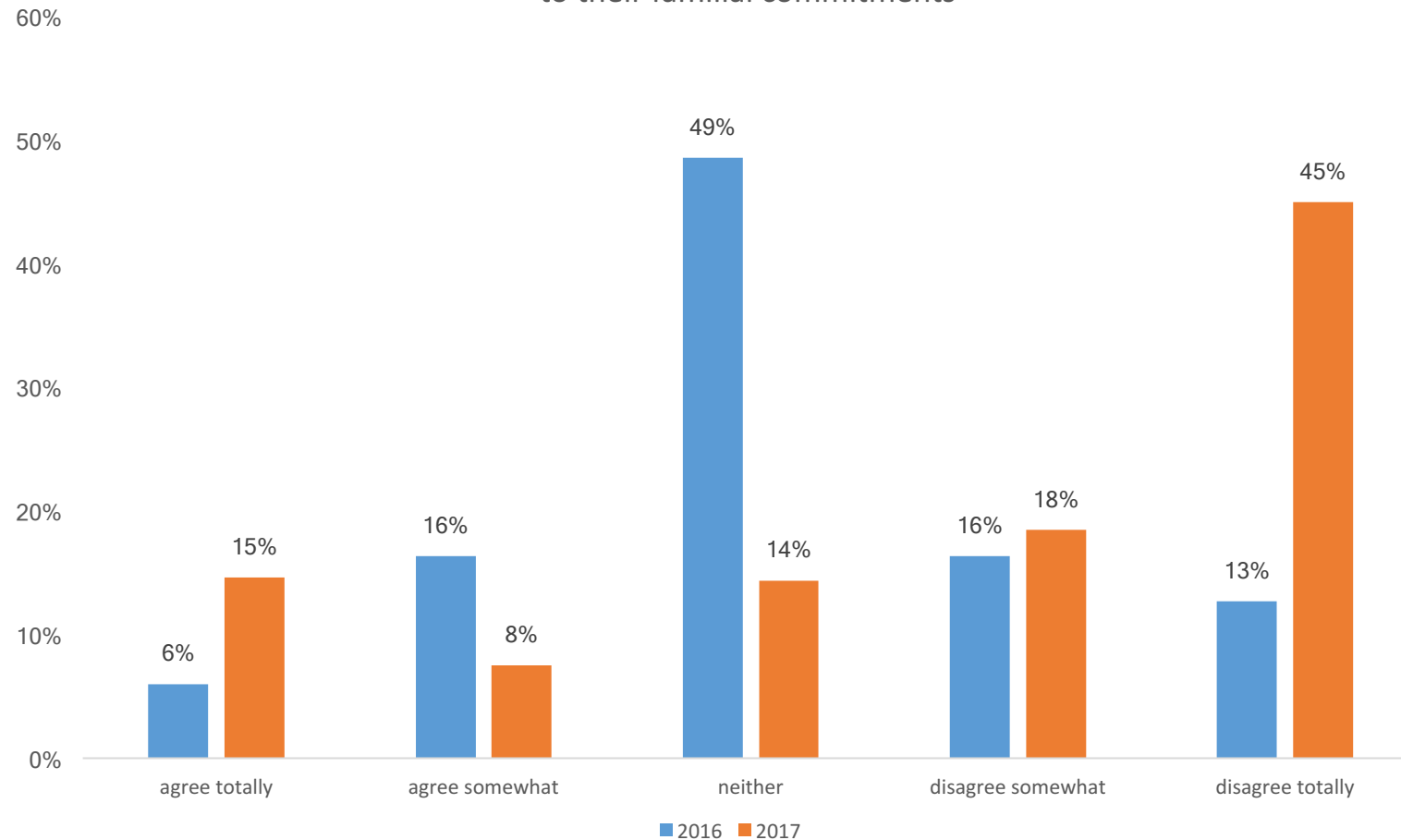
AGENCY CULTURE IS SUPPORTIVE OF PARENTS AND OVERALL HAS IMPROVED YOY.

The culture of the agency is family-oriented and respects when a mother or father has a family emergency to which they must attend



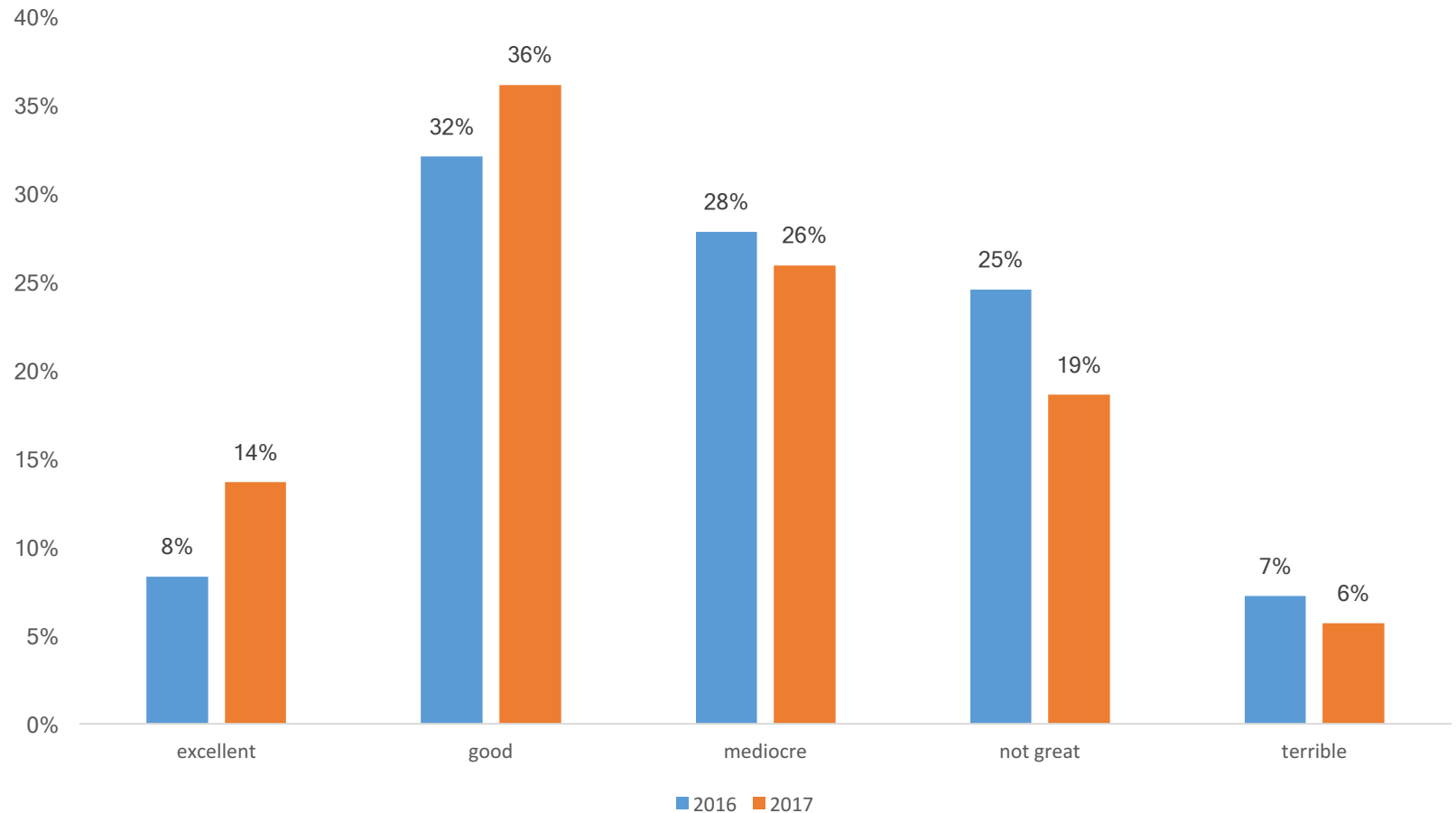
MOTHERS ARE NOT BEING OVERLOOKED FOR PROMOTIONS THIS HAS IMPROVED SIGNIFICANTLY YOY.

Employees who are mothers tend to be overlooked for high-level promotions due to their familial commitments



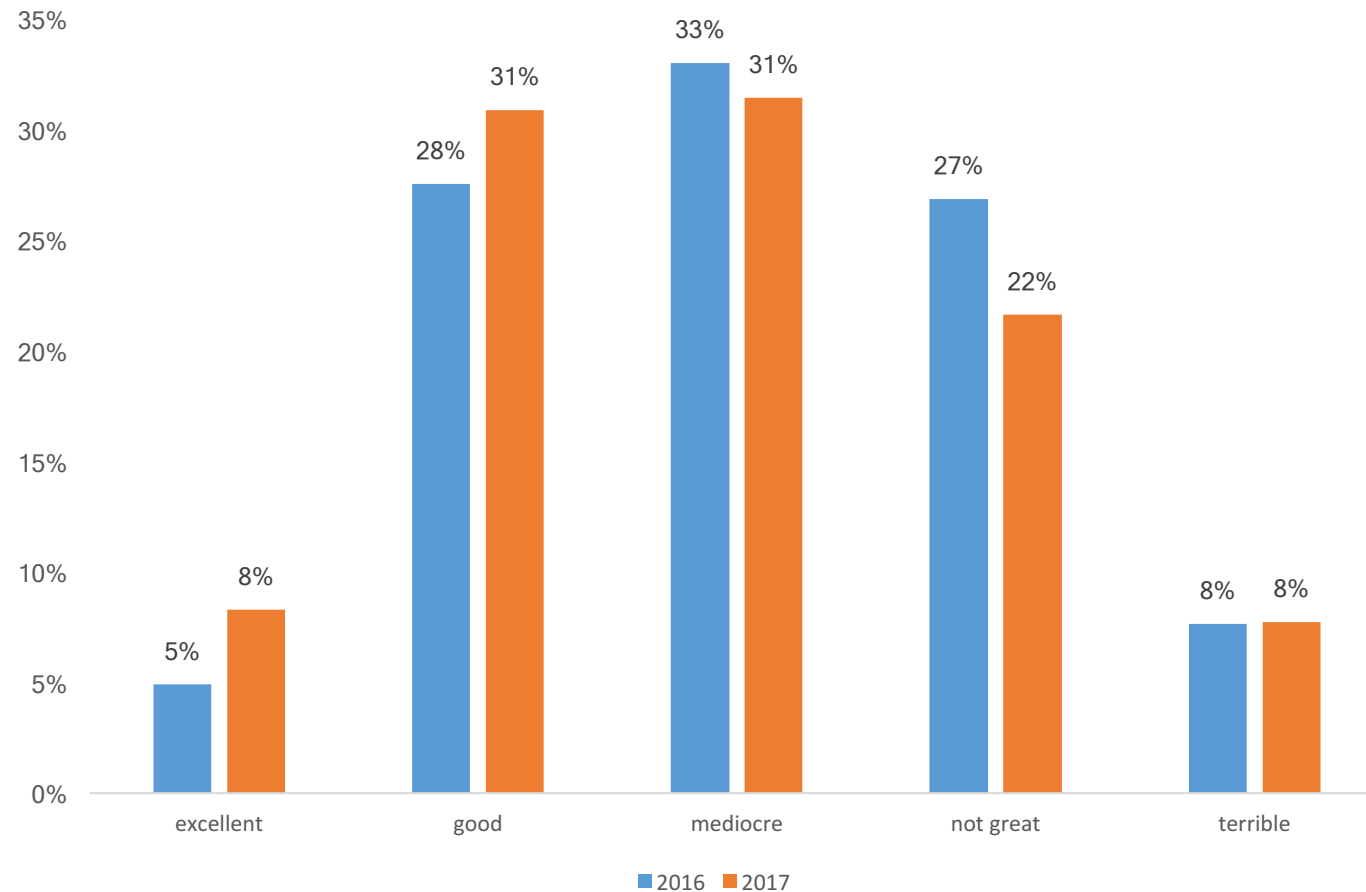
WOMEN ARE INCREASINGLY BEEN GIVEN EQUAL OPPORTUNITIES TO MEN WHEN IT COMES TO SENIOR ROLES.

In your opinion, how well is the industry performing when it comes giving women equal opportunities as men to secure senior-level jobs



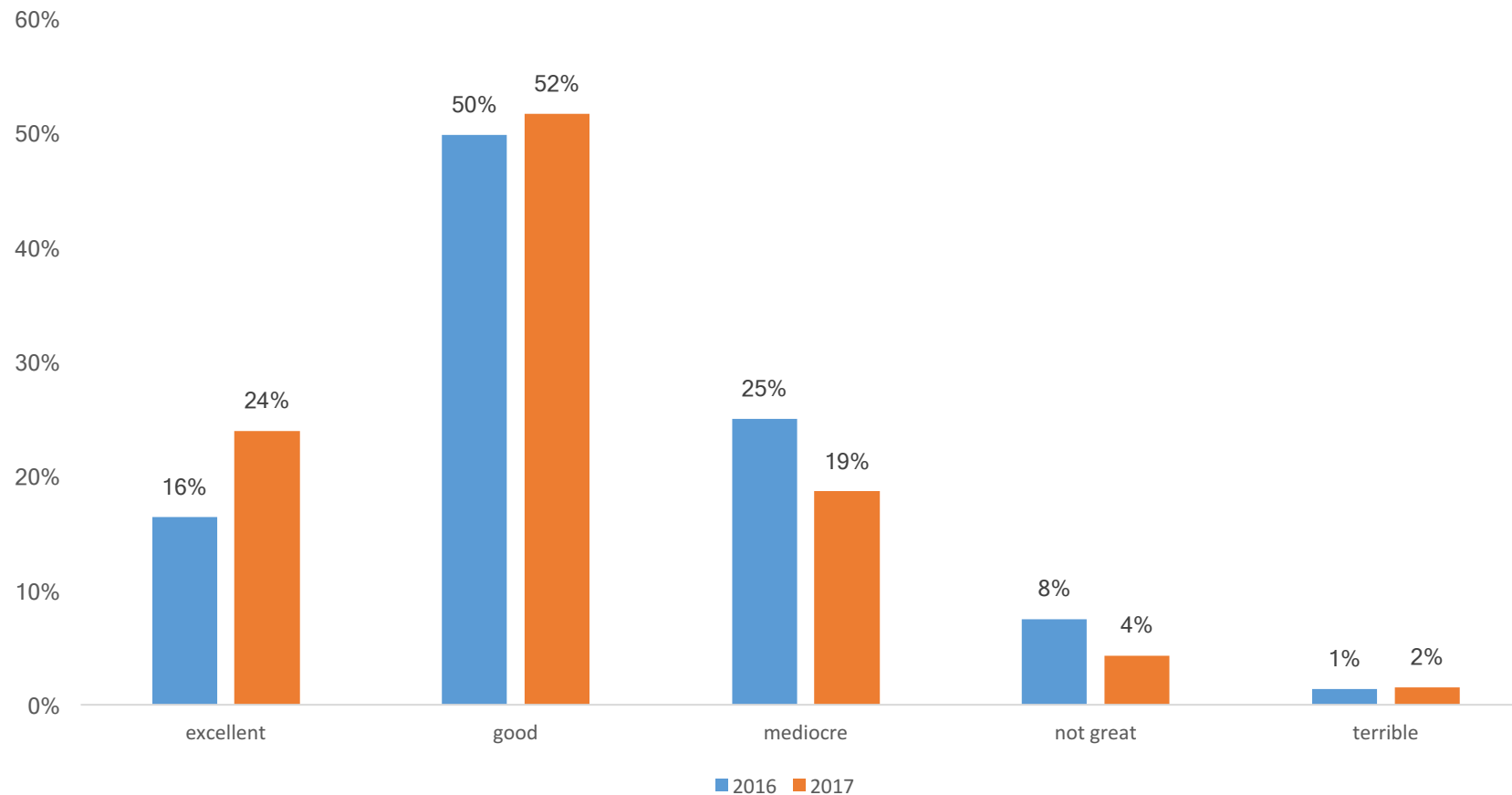
OLDER PROFESSIONALS ARE NOT PERCEIVED TO BE WELL LOOKED AFTER, MARGINAL IMPROVEMENT YOY HAS BEEN MADE.

In your opinion, how well is the industry performing when it comes giving older professionals the same opportunities as younger professionals



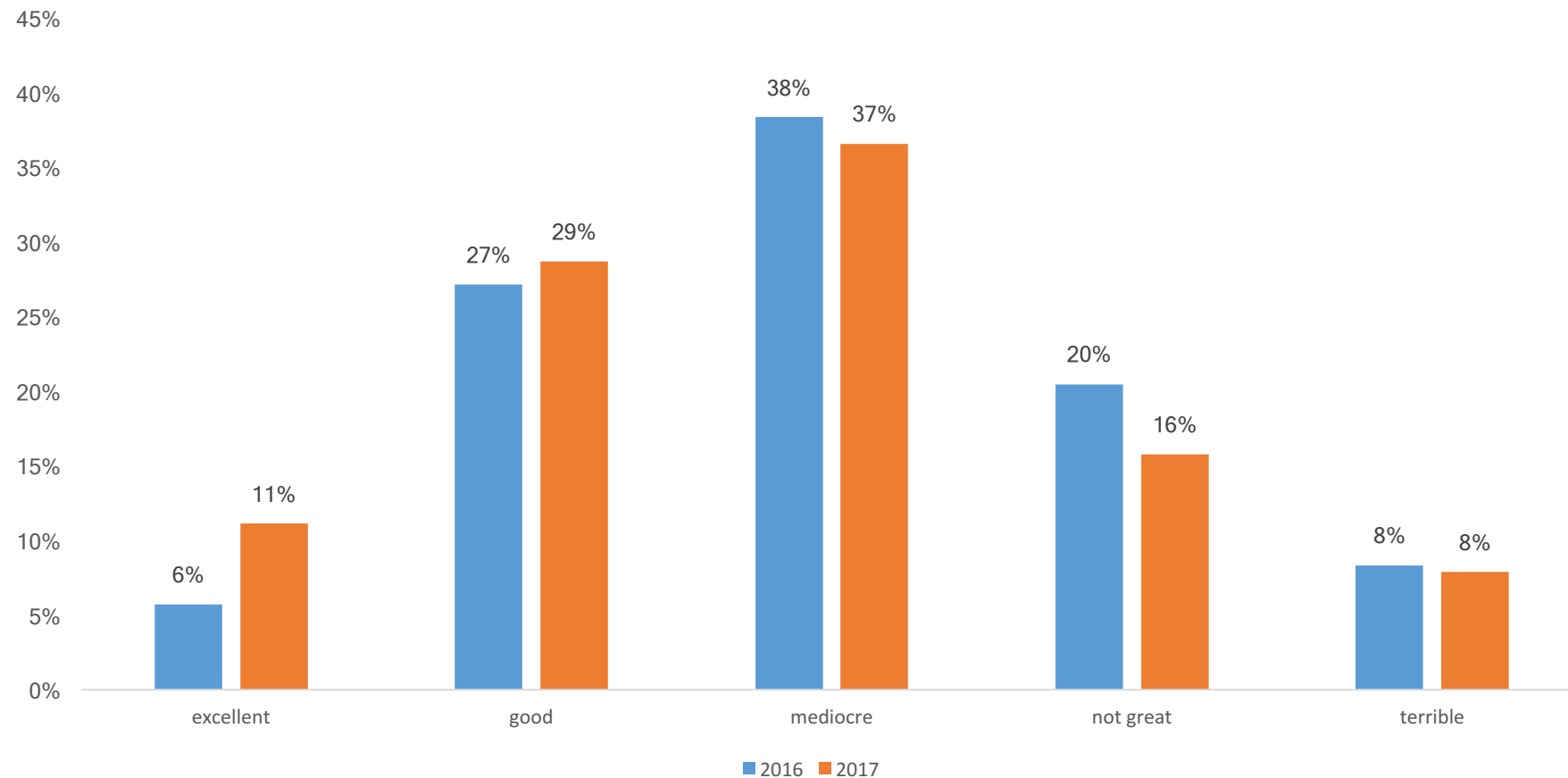
LGBTQI EMPLOYEES ARE INCREASINGLY BEEN GIVEN EQUAL OPPORTUNITIES TO HETEROSEXUAL EMPLOYEES.

In your opinion, how well is the industry performing when it comes giving LGBTQI employees the same opportunities as heterosexual employees



DIFFERENTLY ABLED PROFESSIONALS ARE NOT PERCEIVED TO BE WELL LOOKED AFTER, MARGINAL IMPROVEMENT YOY HAS BEEN MADE.

In your opinion, how well is the industry performing when it comes giving differently abled employees the same opportunities as abled employees





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