

2013 Women in Media Report

Media analysis of female spokespeople across Australian metropolitan print media

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2013 Women in Media Report

The following report details the key findings from an analysis of Australian daily metropolitan newspapers published during the period 5 May to 11 May 2013.

The report has been developed at the request of The Women's Leadership Institute Australia (WLIA) and seeks to present an overview of the share of female representation in the Australian media in comparison to male representation.

This year's report builds on a similar study conducted on behalf of WLIA in 2012 and provides additional analysis of female versus male representation across states. The 2013 report also includes additional analysis of the proportion of female/male representation across the legal, public service, police, education and arts/entertainment industry sectors.

Commentary relating to corporate and company news, general and business news, was categorised under a broader "business sector" heading. General commentary relating to changes in currency markets, stock markets, interest and credit rates was assigned to the "finance/economic sector" category.

The key findings outlined herein are based on an exhaustive research process that reviewed 82 Australian capital city and national newspapers published throughout the course of one full week.

The results should be considered relevant for the sample period covered. They provide an indicative snapshot of the current rate of female spokespeople appearing in the Australian print media compared to the share of male spokespeople.

Surveyed titles

The findings detailed throughout this report are based on an analysis of 82 metropolitan newspapers published between 5 May and 11 May 2013. Each Australian capital city is represented in the research.

State	Title	Publication Days	Total
National	The Australian	Monday - Saturday	6
National	The Australian Financial Review	Monday - Saturday	6
Australian Capital Territory	The Canberra Times	Monday - Saturday	6
Australian Capital Territory	The Sunday Canberra Times	Sunday	1
New South Wales	The Sydney Morning Herald	Monday - Saturday	6
New South Wales	The Sun Herald	Sunday	1
New South Wales	The Daily Telegraph	Monday - Saturday	6
New South Wales	The Sunday Telegraph	Sunday	1
Northern Territory	Northern Territory News	Monday - Saturday	6
Northern Territory	Sunday Territorian	Sunday	1
Queensland	The Courier Mail	Monday - Saturday	6
Queensland	QLD Sunday Mail	Sunday	1
South Australia	The Advertiser	Monday - Saturday	6
South Australia	SA Sunday Mail	Sunday	1
Tasmania	The Mercury	Monday - Saturday	6
Tasmania	Sunday Tasmanian	Sunday	1
Victoria	The Age	Monday - Saturday	6
Victoria	The Sunday Age	Sunday	1
Victoria	Herald Sun	Monday - Saturday	6
Victoria	Sunday Herald Sun	Sunday	1
Western Australia	The West Australian	Monday - Saturday	6
Western Australia	WA Sunday Times	Sunday	1

Leading female spokespeople

The 2013 results demonstrate that men remain far more likely than women to be quoted in newspaper articles across Australia's key metropolitan and national newspapers.

Female politicians proved to be the most consistently referenced throughout the sample period, demonstrating the broader benefits delivered through the rising number of prominent female politicians. The four most often quoted women during the survey period were federal politicians.

Only three of the top 10 most often mentioned female commentators were drawn from corporate Australia, accounting for only three per cent of all female mentions versus top 10 female politicians claiming 22 per cent of the overall share of female representation.

Julia Gillard <i>Prime Minister (ALP)</i>	10%
Tanya Plibersek <i>ALP Federal Member for Sydney, NSW</i>	4%
Penny Wong <i>Senator for South Australia</i>	3%
Jenny Macklin <i>ALP Federal Member for Jagajaga, Vic</i>	2%
Alison Penfold <i>Chief Executive Officer – Australian Livestock Exporters Council</i>	1%
Susan Lloyd-Hurwitz <i>Chief Executive Officer - Mirvac Group</i>	1%
Ann Sherry <i>Chief Executive Officer - Carnival Australia</i>	1%
Christine Milne <i>Senator for Tasmania – Australian Greens Leader</i>	1%
Joy Burch <i>ALP ACT Member for Brindabella</i>	1%
Katy Gallagher <i>ACT Chief Minister (ALP)</i>	1%

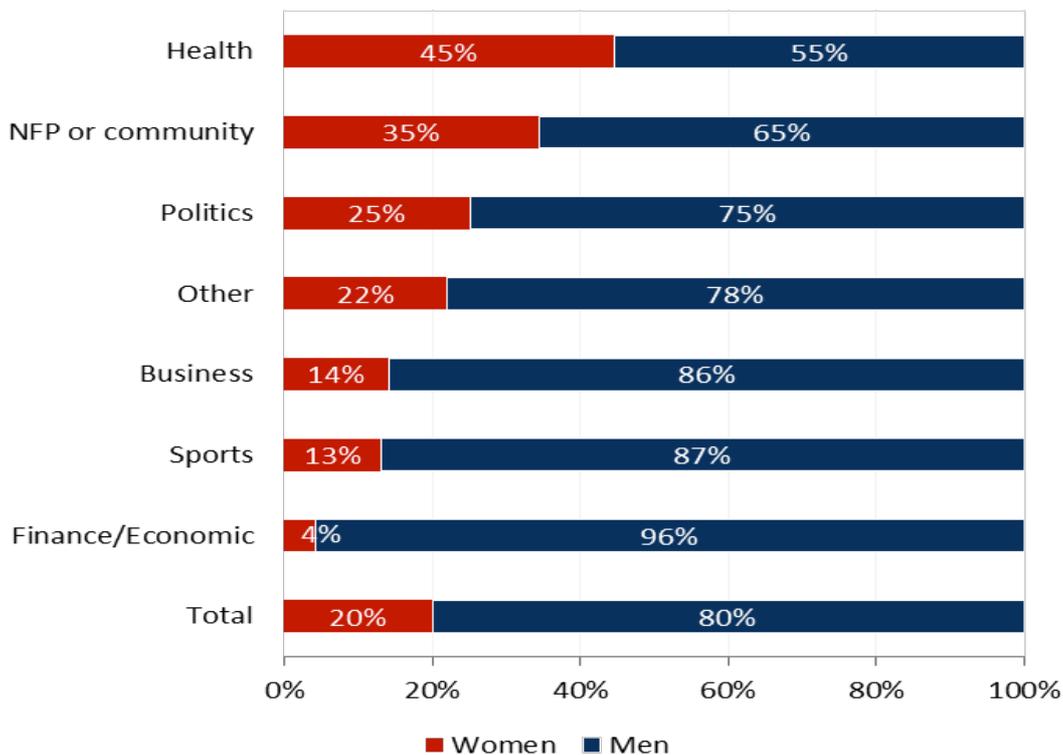
Percentage share of all comments attributed to female spokespeople

- Prime Minister Julia Gillard was the most dominant female contributor, generating 10 per cent of all commentary attributable to female spokespeople.
- Politicians again accounted for the majority of positions in the top 10 female spokespeople, with Tanya Plibersek (4 per cent) and Penny Wong (3 per cent) providing the second and third highest number of comments respectively.
- Collectively, the top 10 female spokespeople accounted for 26 per cent of the overall female representation. In 2012 the top 10 female spokespeople accounted for 15 per cent of the total female voice.
- In 2013 the top 10 male spokespeople accounted for over 9 per cent of total commentary attributed to men, with Tony Abbott, Joe Hockey and Wayne Swan placing in the top three positions.

Results by sector

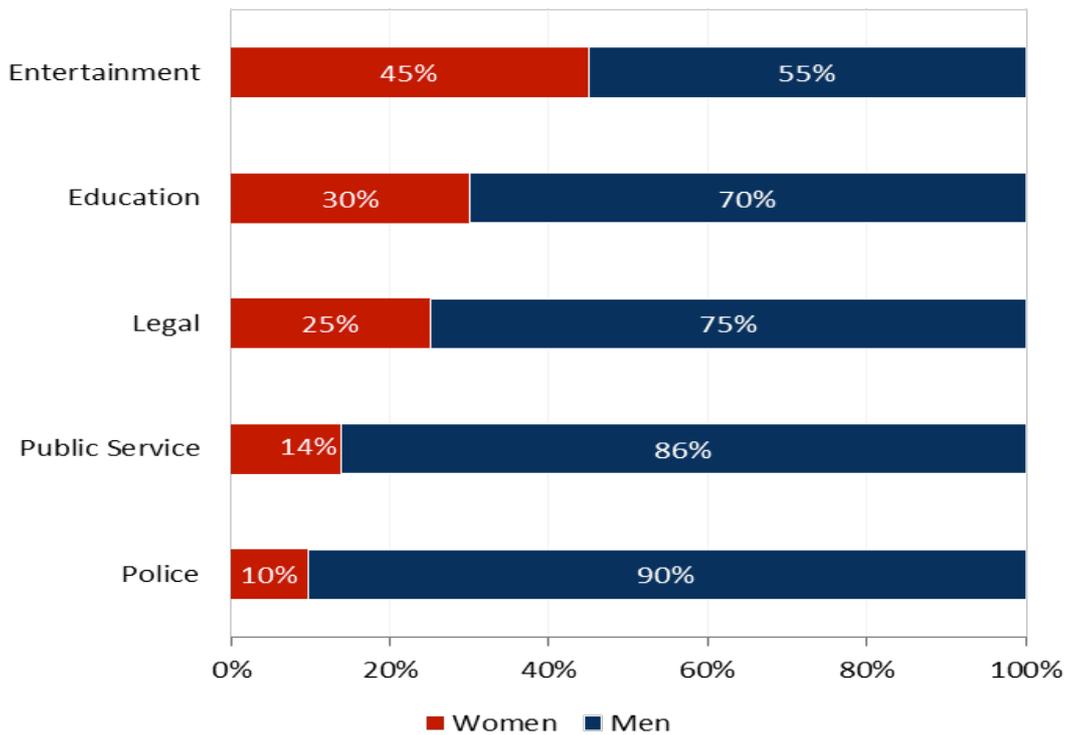
Of the sectors analysed in 2012 and 2013, women again accounted for 20 per cent of all commentary identified during the sample period.

The business and finance/economic sectors again delivered a low percentage of female commentary compared to male representation. Female voices were again strongest in the health, NFP/community and politics sectors.



- Female spokespeople accounted for 20 per cent of all relevant commentary identified during the sample period.
- The greatest rate of female representation was identified in the health sector, where 45 per cent of identified spokespeople were female. The not-for-profit and community sector again proved to be a strong contributor, with commentary from female representatives reaching 35 per cent during the sample period.
- Government again accounted for a significant share of female representation, repeating last year's total of 25 per cent female share of voice versus male spokesperson representation of 75 per cent.
- Finance/Economic commentary provided the lowest rate of female commentary, with only 4 per cent of total mentions attributed to women.
- Female commentary in the business sector was stronger at 14 per cent, in line with 2012 results.

Results by sector - additional categories



- Of the additional sectors reviewed in 2013, arts/entertainment (45 per cent) generated the highest number of comments by female contributors versus males.
- At the lower end of the scale, 10 per cent of mentions attributed to police representatives were provided by female spokespeople - only the finance/economic category produced a lower result where female representation is concerned.

Leading organisations

Mirvac Group	7%
Carnival Australia	4%
Westpac Banking Corp	4%
Caltex Australia	4%
Global Health Travel	3%
Veda	3%
Virgin Group	2%

Percentage share of comments attributed to female spokespeople by organisation during sample period

- Mirvac, Carnival and Westpac were the most productive organisations for female commentary throughout the sample period investigated.
- The top companies identified during the sample period are an indicative reflection of the analysed period only. These results depend largely on the prominence of organisations during the week reviewed by this study, and make no assumption about the ongoing dominance of women for these or any other organisations across a longer period of time.

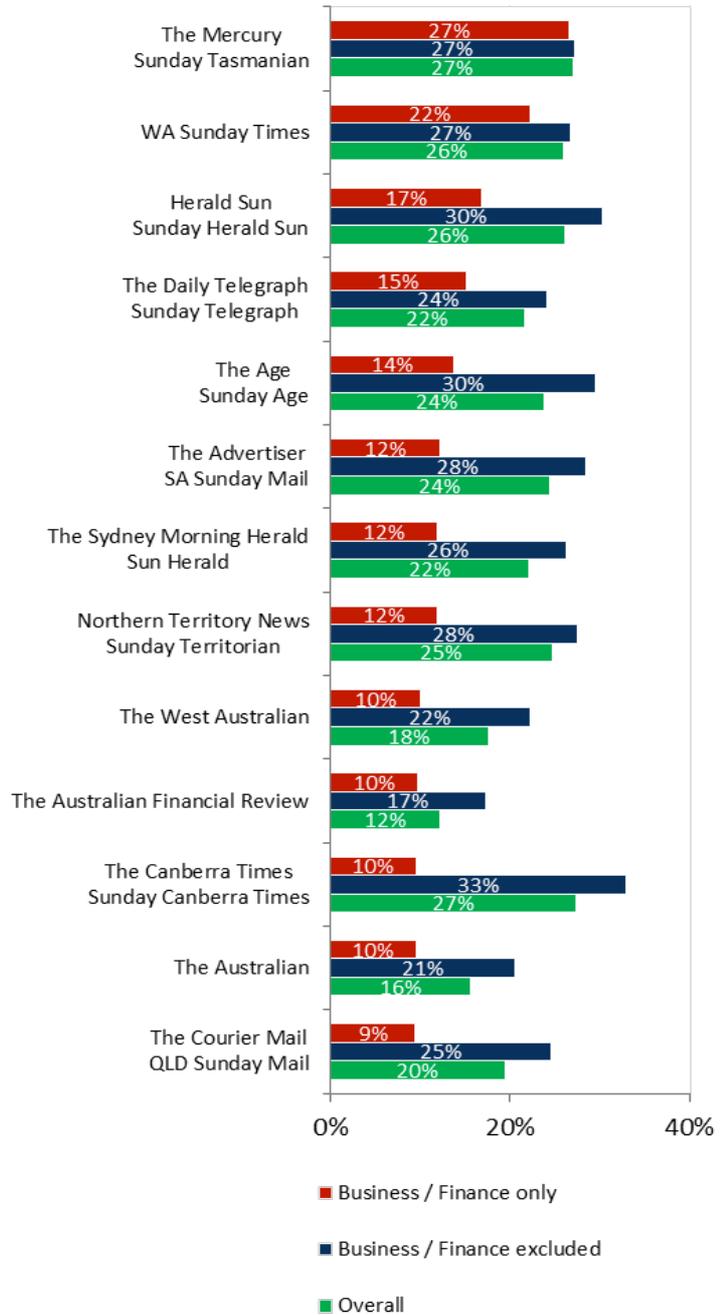
Results by masthead

Female voices in the business and finance sectors were consistently outnumbered by their male counterparts.

Tasmania delivered the strongest result for female commentary across the full seven days, achieving 27 per cent share of voice in the business and finance categories, non-business and finance categories, and all categories combined.

The Courier Mail and QLD Sunday Mail combined to produce the lowest rate of female commentary compared to male representation in the business and finance sector.

National publications The Australian and The Australian Financial Review produced the second lowest and lowest rate of overall female commentary, with 16 per cent and 12 per cent (respectively) of comments attributed to female spokespeople during the sample period.



**The West Australian and WA Sunday Times titles are produced by different publishers*

Research overview

Sample period: Publications printed between Sunday 5 May and Saturday 11 May 2013.

- Researchers analysed publications within the designated range and isolated direct commentary or quotes from spokespeople on behalf of an organisation or government body.
- Comments from individuals or citizens not aligned to an organisation or government body, or where personal opinions were offered, were excluded from the report.
- Relevant entries were categorised by gender, organisation and sector.
- Researchers manually identified and entered data from each publication. Random crosschecks were completed to ensure consistency of data entry.

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Our strong knowledge of the Australian media landscape and our media monitoring and analysis experience are utilised to provide insightful, customised media intelligence reports.

We deliver tailored reports that focus on our clients' specific requirements, backed up by the latest research methods informed by the International Association for the Measurement and Evaluation of Communication (AMEC).

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