



GENDER PAY GAP **REPORT 2023**

Australia

wpp

INTRODUCTION



GENDER DIVERSITY IS PART OF OUR HIGH-PERFORMING CULTURE STRATEGY. WE WANT TO BE SUCCESSFUL, AND THAT WILL BE DRIVEN BY THE BEST TALENT, FROM DIVERSE BACKGROUNDS THRIVING IN A SUPPORTIVE ENVIRONMENT THAT ENABLES OUR PEOPLE TO GROW AND BECOME THEIR VERY BEST."

Rose Herceg
WPP Australia & New Zealand President

At WPP, it's our people who make the company, and what we do, extraordinary. We are committed to driving gender equity across WPP, and this year, we're pleased to publicly report our gender pay gap results for the very first time.

Gender diversity – which we know is hindered by gender pay gaps – remains a key strategic focus for our business. Gender balance in leadership roles leads to better company performance, and gender diversity across our business leads to diverse creative work. While our gender pay gap results in 2023 were promising, there is still significant work to be done.

Looking at our industry overall, we are making progress, but when it comes to gender balance in the workforce, our industry still lags behind other sectors. As a large employer, WPP has a responsibility to push the standard for our industry and mirror the values and progress of our clients.

WPP is prioritising gender diversity in our workplace. Globally today, 52% of our senior managers and 42% of executive leaders are women. 40% of the WPP Executive Committee are women and the proportion of women on our Board is 42%.

In Australia, 41.7% of the executive WPP leadership team are women.

To give a more representative picture of our Australian workforce, this year we have consolidated data across all our businesses. For the reporting period, 59.8% of our workforce were women and 40.2% were men.

We are moving in the right direction. WPP's overall median total remuneration pay gap in Australia reduced from 23.7% in 2022 to 20.8% (-2.9%) in 2023. This is slightly better than the national average in Australia, which is 21.7%¹.

While we still have a long way to go, on a positive note, female representation in the upper and upper middle quartiles have increased by 4 and 1 percentile points respectively year-on-year, indicating a shift towards more equitable leadership opportunities.

¹WGEA GPG Employer Census Data

41.7%
of the Australian executive leadership team are women.

59.8%
of our workforce are women.

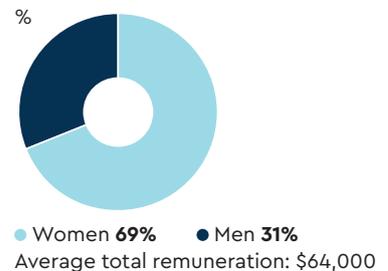
WPP'S AUSTRALIAN WORKFORCE



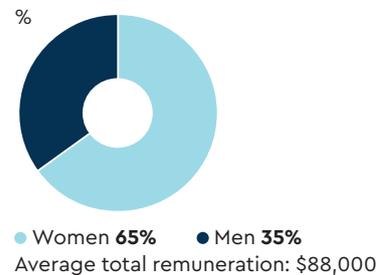
The average total remuneration for WPP workforce is \$126,000

GENDER BALANCE BY QUARTILE

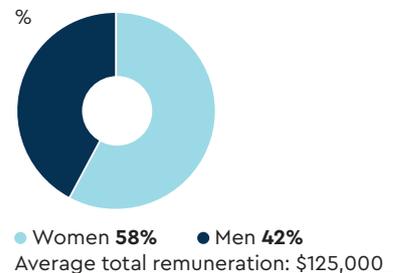
LOWER PAY QUARTILE



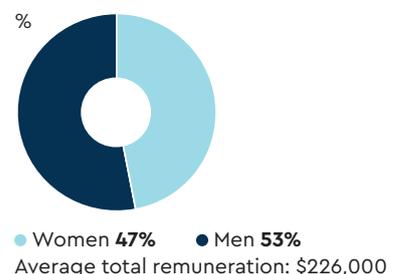
LOWER MIDDLE PAY QUARTILE



UPPER MIDDLE PAY QUARTILE



UPPER PAY QUARTILE



INVESTING IN GENDER EQUITY

Across WPP, we continue to focus on driving greater gender balance throughout the company. In particular, we are focusing our efforts on attracting and promoting more women into senior roles.

In 2023, under the leadership of our new Chief Talent and Inclusion Officer LJ Louis (appointed in May 2022), we continued to invest in existing and new programs to improve gender diversity across the business.

Almost 100 high-potential women across WPP participated in our legacy program, Walk the Talk, designed to equip future female leaders with the tools and confidence to propel their careers. More than 50% of the senior leaders participating in MAESTRO – our program focused on developing client leadership impact and potential – were women. In September 2023, we also launched a new global program, Inclusion as a Skill, for everyone across the company to learn and practise the skills needed to grow as inclusive leaders.

WPP Stella, our community for women, continues to expand its membership globally, inspiring and enabling women to maximise their potential and drive business growth through gender diversity.

Locally, under the leadership of Australia and New Zealand President Rose Herceg and new Chief People Officer Morag Eyles, a range of initiatives have been undertaken, including:

- **Parental Leave Policy** – Under review with an update aiming to be launched in 2024, with a focus on gender-inclusivity, as well as closing the superannuation gap. WPP's media investment arm, GroupM, revised its policy in 2022.

- **Flexible Work Arrangements** – Are already in place at WPP across Australia.

- **Fair and Competitive Pay** – Is ensured via annual pay reviews completed in conjunction with benchmarking practices. This is part of the annual remuneration review cycle which harnesses four decision drivers (pay vs internal peers; pay vs external market; individual performance; employee capability), as well as an overall analysis and calibration based on spend by gender to ensure no gender biases when awarding increases.

Recognising each WPP agency has its own brand DNA and workforce requirements, we also encourage our businesses to create bespoke initiatives to help close the gap. Examples include:

- **Menopause Policy** – Acknowledging the role menopause can play on a women's employment and retirement decisions, GroupM created a policy to destigmatise menopause and provide a framework of support to retain experienced women in the business.

- **Mums in Ads** – Creative agencies VML and The Brand Agency harness Mums in Ads – a jobs board featuring part-time job vacancies in the advertising industry to provide greater employment and career progression opportunities. All roles indicate that the role is part-time negotiable.

As a result of the progress WPP has been making, WPP was named as an Inclusive Employer by the Diversity Council Australia, having exceeded the National Index Benchmark across all six inclusivity measures (awareness for D&I action, engagement with D&I action, inclusive organisational climate, inclusive leadership, inclusive team and exclusion) following a company-wide Inclusive Employer Index Survey.

Globally, we're proud of the recognition our efforts have received, with a record number of women and allies (22 leaders) across WPP named in INvolve's 2023 Heroes Women Role Model Lists for their work in championing women in business and nurturing a more gender diverse and inclusive workplace. We also achieved recognition in the Bloomberg Gender-Equality Index for the fifth consecutive year and were recognised in the Financial Times – Diversity Leaders 2024 Ranking.

Looking ahead, we will continue to invest in and prioritise the development of women at all levels, giving them the support and skills they need to unlock their full potential at WPP.

DEFINITIONS

PAY GAP

The difference between the earnings of women and men, expressed as a percentage of men's earnings, at the snapshot date of 31 December 2022. A negative percentage indicates women are paid more than men. The calculation for 2022 & 2023 includes all employees and employee types (part time and casuals included) except for the CEO/equivalent; heads of business (HOB); overseas reporting managers (OSM); non-binary employees; and casually employed managers.

MEDIAN PAY GAP

The difference between the midpoints in the ranges of men's and women's pay.

PAY QUANTILES

Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quantiles). The average total remuneration per quartile is also shown.

BASE SALARY

Base salary is an employee's actual annual earnings before tax in full-time and full year equivalent amounts, minus compulsory superannuation and other employee payments and benefits.

TOTAL REMUNERATION

Total remuneration is comprised of an employee's base salary amount plus any additional benefits whether payable directly or indirectly, whether in cash or another form. Total remuneration includes salary payments; superannuation; bonuses, higher duties allowances and temporary performance loadings; allowances; back pay or workers compensation payments; commissions, penalty rates or shift loadings.

GENDER PAY GAP VS EQUAL PAY

Equal pay means men and women being paid the same salary for carrying out the same or similar work, which is a legal requirement. This report, which follows the Workplace Gender Equality Amendment (Closing the Gender Pay Gap) Bill 2023 that came into force in March 2023, is about the gender pay gap: the difference in average hourly pay between all men and all women in a workforce. A gender pay gap is the result of gender imbalance – for example having more men than women in senior roles.

DATA

From 2024, Workplace Gender Equality Agency, WGEA, publishes the median gender pay gap for base salary and total remuneration for all submission groups, as well as the composition and average total remuneration per pay quartile.

You can find WPP's list of submission groups below. In certain cases, a submission group may refer to a single agency entity, such as AKQA, The Brand Agency and WPP AUNZ Ltd (Head Office). Please note that submission groups may change on an annual basis, therefore direct comparisons are best made using aggregated WPP numbers.

2023 Submission Groups	Entity
Advertising & Creative	VMLY&R Pty Limited (VML from 2024) Ogilvy Australia Pty Ltd Ogilvy Health Pty Ltd Ogilvy BHD Pty Ltd WhiteGREY Pty Ltd Landor & Fitch Pty Ltd Wunderman Thompson Pty Ltd (Part of VML from 2024)
AKQA	AKQA Pty Ltd
Media	EssenceMediacom Australia Pty Ltd L'Atelier Media Pty Ltd Mediacom Australia Pty Limited M Media Group Pty Ltd GroupM Communications Pty Ltd Wavemaker Australia Pty Ltd Neo Media Australia Pty Ltd Essence Global Australia Pty Ltd
PR & PA	Ogilvy PR Pty Ltd Cannings Advisory Services Pty Limited Barton Deakin Pty Limited Hawker Britton Group Pty Ltd Burson Cohn & Wolfe Pty Ltd Hill And Knowlton Australia Pty. Limited
Production	Hogarth Australia Pty Ltd Brand Power Pty Ltd
The Brand Agency	The Brand Agency Pty Ltd
WPP AUNZ Head Office	WPP AUNZ Ltd

Submission Group	Total Workforce			Quartile 4 (Top Quartile)			Quartile 3 (Upper Middle Quartile)			Quartile 2 (Middle Quartile)			Quartile 1 (Lower Quartile)		
	Male	Female	Average Total Remuneration	Male	Female	Average Total Remuneration	Male	Female	Average Total Remuneration	Male	Female	Average Total Remuneration	Male	Female	Average Total Remuneration
Advertising & Creative 2022-23	42%	58%	\$134,000	57%	43%	\$237,000	49%	51%	\$133,000	34%	66%	\$97,000	27%	73%	\$68,000
AKQA 2022-23	54%	46%	\$152,000	67%	33%	\$234,000	61%	39%	\$159,000	43%	57%	\$126,000	45%	55%	\$90,000
Media 2022-23	37%	63%	\$115,000	49%	51%	\$209,000	36%	64%	\$111,000	29%	71%	\$77,000	33%	67%	\$62,000
PR & PA 2022-23	25%	75%	\$129,000	38%	63%	\$226,000	28%	73%	\$130,000	15%	85%	\$95,000	22%	78%	\$65,000
Production 2022-23	46%	54%	\$122,000	51%	49%	\$197,000	49%	51%	\$126,000	49%	51%	\$97,000	36%	64%	\$69,000
The Brand Agency 2022-23	45%	55%	\$112,000	54%	46%	\$185,000	47%	53%	\$111,000	42%	58%	\$87,000	37%	63%	\$67,000
WPP AUNZ Head Office 2022-23	43%	57%	\$138,000	52%	48%	\$280,000	43%	57%	\$123,000	43%	57%	\$83,000	33%	67%	\$68,000

The average total remuneration is rounded to nearest thousands. Part-time/casuals/part-year employees are annualised to full-time equivalent for average total remuneration and does not include salary data for CEO, Head of Business(es), Overseas managers and casual managers.

GPG for 2022-2023	Median total remuneration GPG	Median base salary GPG
Advertising & Creative 2022-23	22.6%	23.1%
AKQA 2022-23	14.0%	13.4%
Media 2022-23	14.7%	14.7%
PR & PA 2022-23	15.4%	16.1%
Production 2022-23	14.9%	16.6%
The Brand Agency 2022-23	10.1%	11.0%
WPP AUNZ Head Office 2022-23	16.4%	19.2%

We confirm that the information in this report is accurate and prepared in accordance with the Workplace Gender Equality Act 2012.