

Asia-Pacific PR and Communications Census 2019



85% of Singaporeans **find** the idea of being in debt stressful · Two in five of Singaporeans want personal mobility devices banned, as three in five of them would classify PMDs as dangerous · A third of Aussies have tried **out** internet and online dating apps, however, over half of millennials say they would be embarrassed to admit that they had met their partner through online dating apps · 52% of Thai graduates work in jobs unrelated to their degrees, proving that what you study at university is unlikely to be **what** you end up doing as a career · Almost half of Hong Kongers have thought about migrating, with Taiwan being **the** destination that they most want to move to (50%), followed by Australia (30%), Canada (23%) and Japan (20%) · That climate change is happening and that humanity is at least partly responsible is a view held by the majority across the **world** · Indians are the most likely to think that human activity is the main reason the climate is changing · 27% of Indonesians have experienced suicidal thoughts, with the most commonly experienced mental health issues being anxiety (69%) and depression (58%) · Contrary to what everyone **thinks**, 58% of Malaysians feel that advertising actually helps them choose what to buy

YouGov[®]

Research to
win **pitches**,
maximise
sell-in and
get results.
Fast.

Learn More
sg.yougov.com/omnibus

ASIA-PACIFIC PR AND COMMUNICATIONS CENSUS 2019

CONTENTS

- 06 **FOREWORD**
Danny Rogers FPRCA, Editor-in-Chief (UK and EMEA), PRWeek
- 07 **INTRODUCTION**
Lee Nugent CMPRCA, Chairman, PRCA SEA & Tara Munis MPRCA, General Manager, PRCA SEA
- 08 **1: EXECUTIVE SUMMARY**
Key findings and an explanation of how the PR and Communications Census was conducted
- 10 **2: DIVERSITY**
Who works in the PR and communications industry?
- 14 **3: OPINIONS**
What PR and communications people think about key industry issues
- 17 **4: WHAT DO WE DO?**
Defining the role of the PR and communications practitioner
- 20 **5: WELLBEING**
How well are practitioners treated?
- 24 **6: SALARIES, BONUSES, & GENDER PAY GAP**
What do we earn? How differently are men and women treated?



Danny Rogers FPRCA, Editor-in-Chief (UK and EMEA), PRWeek

Foreword

“The topics tackled in this Census - demographics, measurement, professionalism, standards, diversity, wellbeing, and equality - are ones that every PR professional in the region needs to understand.”

I'm delighted that PRWeek has partnered with PRCA Southeast Asia to bring you the first Asia-Pacific PR and Communications Census. We have been very pleased to work with the PRCA and YouGov to bring this report to fruition, and to give a platform to the issues it raises.

Over the years I've been writing about PR, I have been struck by how similar the problems, challenges and opportunities are in all corners of the communications business. The same is true when I consider this publication, alongside the inaugural Middle East PR and Communications Census, which debuts next month, and other industry research such as the PRCA's long-standing UK Census, which has partnered with PRWeek ever since its launch in 2011.

The topics tackled in this Census - demographics, measurement, professionalism, standards, diversity, wellbeing, and equality - are ones that every PR professional in the region needs to understand.

Look at the diversity section, think about recruitment and ask yourself whether you are doing enough to ensure that your PR team reflects both your local community, and the audiences you seek to engage? Read the opinions section - do you have a strong enough evaluation culture to give confidence in the effectiveness of your work? Looking at the wellbeing

section, does it leave you feeling you could be doing more to ensure your staff have the right environment to perform effectively? Thinking about the final section on pay, are you paying your staff fairly, and at a competitive enough rate to keep them happy?

I hope that thinking about the answers to these questions will drive you all on to achieve more, run better campaigns and take even more pleasure from working in this extraordinary industry. PRWeek looks forward to keeping a keen eye on your progress.

Danny Rogers FPRCA, Editor-in-Chief (UK and EMEA), PRWeek



**Lee Nugent CMPRCA
Chairman, PRCA SEA**

Introduction



**Tara Munis MPRCA,
General Manager, PRCA SEA**

“High-quality data and analysis are vital in all modern businesses, and even more so in the communications business. We want this publication to be the definitive analysis of where we are now, and what the future holds, as a profession in the region.”

A little over a year since the launch of PRCA Southeast Asia, we're delighted to present the inaugural PRCA Asia-Pacific Census.

High-quality data and analysis are vital in all modern businesses, and even more so in the communications business. We want this publication to be the definitive analysis of where we are now, and what the future holds, as a profession in the region. It will help us better understand our work, and the challenges and opportunities we face as part of a growing, progressive industry in the world's most exciting region.

One particularly important area in this Census is the section on evaluation. It is heartening to see a large number of respondents using robust methods to measure their work, but also worrying that too many still prefer Advertising Value Equivalents (AVEs), or do not evaluate their work at all. For the PR profession to thrive, strong measurement must be at the heart of what we do. It is our responsibility to encourage and make this positive change happen across our businesses.

Elsewhere, it is good to see that PR professionals are increasingly and overwhelmingly making social, digital, and online channels a key part of their work and marrying this with a focus on strategic planning. This combination can create dynamic, intelligent communications programmes which add huge value to the organisations we serve.

We are also pleased that this Census shines light on issues of wellbeing, mental health, diversity, and the gender pay gap. All of the organisations we work for are facing stiff competition for the best talent. If we want to recruit the best - and retain and make the best use of that talent - we have to ensure we create environments which are healthy, rewarding, and welcoming for all.

Many thanks to our partners: Australia's PRIA, Hong Kong's PRHK, India's PRCAI, PRCA Malaysia, media partner PRWeek, and research partner YouGov for their involvement in this Census - and of course, a big thank you to everyone who filled out the survey.

We hope you find this report enjoyable, insightful, and useful.

**Lee Nugent CMPRCA
Chairman, PRCA Southeast Asia
EVP & Regional Director (APAC),
Archetype**

**Tara Munis MPRCA
General Manager,
PRCA Southeast Asia**

1

Executive Summary



METHODOLOGY

The survey was carried out online by YouGov using two different sample sources:

- Targeted sample sent to PRCA SEA members and contacts.
- Public link on PRCA SEA and PRWeek websites.

The online survey generated a total of 533 responses between 26th June 2019 and 12th September 2019.

Around three in five respondents work for PR and communications agencies, a third are employed in-house, and the rest are contractors, freelancers or hold multiple roles.

Respondents are evenly spread across a wide variety of roles from Chair and CEO to Trainee Account Executive and Intern, with the average respondent having worked in PR for nearly 12 years.

References to 'the UK Census' or similar are to the UK PR and Communications Census 2019, published by the PRCA in May 2019.

Averages: a 'mean average' refers to the average found by adding up all the numbers in a series and dividing the total by the number of values making up that series. 'Median average' means the middle number in that series. Unless otherwise stated, we use the mean average in this report.

DIVERSITY

While the industry is predominantly female (61%), this is less pronounced than in other parts of the world. It is also predominantly young, with a median age of 35.

PR professionals in the region are also cosmopolitan, coming from a range of different nationalities and ethnicities, and more than half speak at least one language in addition to English.

A small number (2%) consider themselves to have a physical condition or disability which limits their daily activity.

There are few PR practitioners without a university degree. Half of respondents said their parents had not been to university.

OPINIONS

Three in five of those working in PR in the region consider it a profession as opposed to an industry.

A range of different evaluation methods are used in the region - Advertising Value Equivalents (AVEs) is the single most common, but not that common in overall terms.

Respondents said that digital and social media, and online communication, are becoming more important parts of their work, while sales promotion and general media relations are becoming less important.

WHAT DO WE DO?

The most common main function of PR professionals in Asia-Pacific is communications strategy development. Nearly a quarter of PR and communications staff spend less than 60% of their time on activities related to PR itself.

Technology is the most common area of business for the companies employing survey respondents.

A large majority of agencies have 50 staff or fewer, with 26-50 staff the most common size bracket. Most in-house teams have two to 10 people in them.

WELLBEING

The vast majority of employed respondents receive workplace benefits. Agency professionals are more likely to get personal performance bonuses, while those in-house are more likely to get benefits relating to their health or wellbeing.

While most are contracted to work around 39 hours per week, the average number of hours actually worked is 46.

Just over three in ten respondents make work-related calls and emails outside of office hours on a daily basis, and 6% say they have been diagnosed with a mental health condition.

Overall, nearly three in five respondents are required to travel within the country they are based, as part of their work, at least once a month. Nearly one in five travel outside of that country with the same frequency.

SALARIES, BONUSES & GENDER PAY GAP

Salaries vary significantly between countries, and are highest in Singapore and Hong Kong. There is a clear gender pay gap in Singapore, and men also appear more likely to receive bonuses across the region.

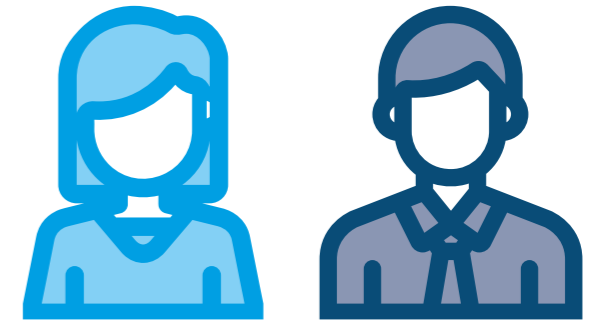
The majority of respondents have received a pay rise in the past year, and these are slightly more common for younger professionals, and those based in agencies.

2

Diversity

GENDER

While the PR and communications industry in the region is predominantly female (61%), it is less pronounced than in other regions - the figure in the UK census this year is 67%. However, among respondents above the age of 45, women are in the minority (44%).



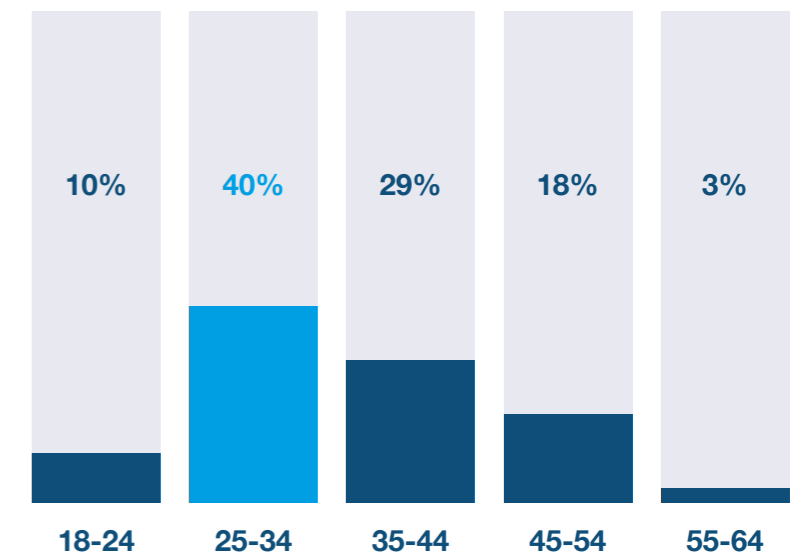
61%
WOMEN

39%
MALE

AGE

The median age of respondents is 35, although the most common age range is 25-34. In-house respondents appear to be marginally older than those in agencies - only 45% of them are aged 34 or under, compared with 51% in agencies.

Age range



DISABILITY

2% of PR and communications professionals in the region consider themselves to have a long-term physical condition or disability which limits or makes their day-to-day activities more difficult.

Globally, definitions of disability vary significantly, and so do statistics on this topic. However, with roughly 10% to 15% of people globally having a disability, it would appear that they are under-represented in the regional PR workforce, just as is the case in the job market as a whole. In the UK Census, 4% of respondents said they had a disability.

“Drawing on a diverse range of experiences, abilities, viewpoints, and beliefs is crucial to fostering creativity and innovation in public relations and communications – which are all crucial to the growth and longevity of our industry.”

Jenny Muir, Immediate Past President, Public Relations Institute of Australia (PRIA), and Chief Counsel, Primary Communication

2%
Disabled practitioners

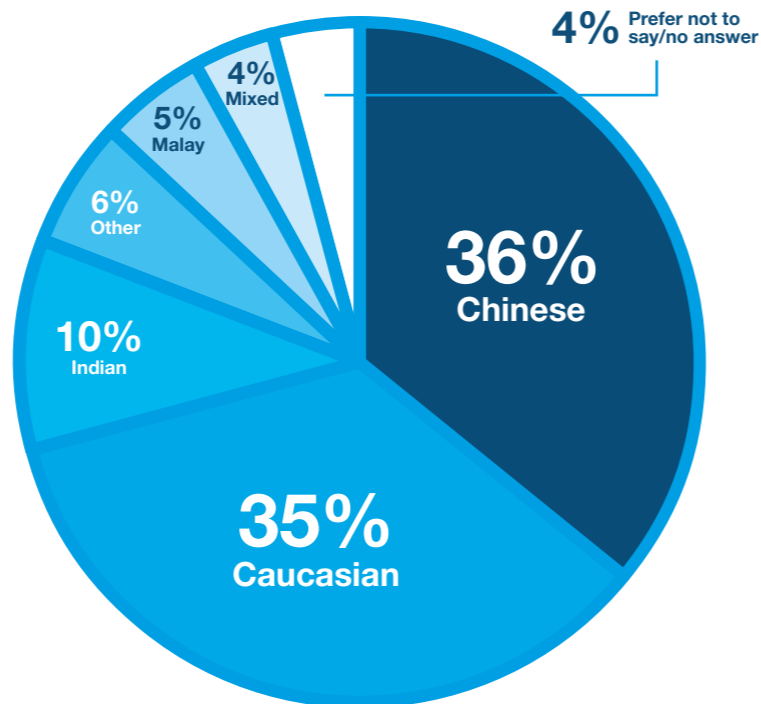


NATIONALITY & ETHNICITY

The majority of respondents (87%) have nationalities of countries within the Asia-Pacific region, while 10% are British, and other European and North American nationalities also appear.

More than half (52%) of those working in PR in Hong Kong are from other countries, and the proportion of non-nationals in Singapore is 35%. In all other countries, locals make up the vast majority of the PR workforce.

Region-wide, practitioners come from a range of ethnicities - 36% describe themselves as Chinese, 35% as Caucasian, 10% as Indian, 5% as Malay, and the rest from a range of other backgrounds.



LANGUAGE

We asked respondents whether they can speak any languages other than English well enough to hold a business conversation.

While 47% cannot, the remaining 53% have use of one or more other languages. A quarter (24%) said that they speak Mandarin, 15% said Bahasa Melayu, 10% Cantonese, 7% Bahasa Indonesia, and 18% selected one of a number of other different languages.

Respondents based in Australia are least likely to speak a second language (12%) - in all other countries, the majority of respondents are multilingual. Similarly, only 14% of Caucasian respondents have use of another language.

By comparison, 22% of respondents to the UK PR Census could speak a language other than English.

"I personally would like to see more diversity in background, ethnicity, and gender at all levels of the profession - I also think that we need to work hard to demonstrate that PR is a rewarding career to consider for those who are not marketing, communications, or business graduates."

Eva Sogbanmu, Executive Director (Communications), Asia-Pacific, JLL

hello

你好

哈囉

halo

ສະບາຍດີ

selamat

xin chào

EDUCATION

Almost all (94%) of PR practitioners responding to our survey have some sort of university degree.

The most common subject studied was PR - other common subjects are shown on the right.

The majority (63%) of respondents attended a public (i.e. state) school for their secondary education, while 31% were privately educated at this stage. The remainder went to another type of school or did not respond.

More than a quarter (28%) received some sort of education-related benefits during their primary or secondary education - be it school fee subsidies, a bursary, free school meals or other financial support.

By comparison, 80% of UK practitioners have an undergraduate degree and 71% attended a state school, according to the UK Census.

Top subjects at university:



29% Public relations (PR)

19% Business/management

19% Arts & humanities

12% Media

10% Social sciences

3% Engineering/technology

2% Life sciences/medicine

6% Other

"While a degree is useful, I don't think it is necessary. What's more important are critical thinking and writing skills, intellectual curiosity, and an empathetic nature."

Andrew Wong MPRCA, Director, Blue Totem Communications

FAMILY

Asked whether either of their parents had been to university, 47% of respondents said 'yes', 50% said 'no', with the remaining 3% not disclosing or not sure.

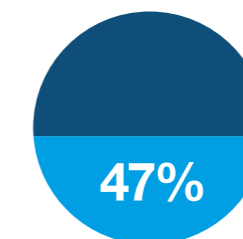
There is an in-house/agency split - 58% of in-house professionals have a university-educated parent, dropping to 42% for agency workers.

Two in five (39%) of respondents have children or dependants. Of those, 21% have one child, 59% have two, and the rest have three or more.

Did either of your parents go to university?

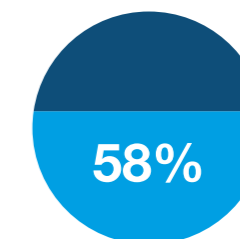


Overall:



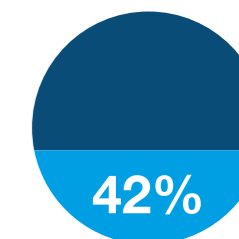
said
YES

In-house:



said
YES

Agency:



said
YES

3

Opinions



IS PR A PROFESSION OR AN INDUSTRY?

The majority (60%) of PR practitioners in the region believe that PR is a profession. A further (30%) consider it an industry, while 8% say it is neither of these, and the remainder say they don't know.

This is roughly in line with findings from the UK Census in recent years - while it dropped to 50% in 2019, it has been consistently higher in previous editions.

60%

believe that PR is a profession

30%

believe that PR is an industry



"It is important that PR considers itself a profession - what else is it, if not? PR should consider itself a profession to create a positive self-image and encourage practitioners to work in a responsible and strategic way."

Clàra Ly-Le MPRCA, Managing Director, EloQ Communications

EVALUATION

The survey asked which method of evaluation, if any, people use the most.

The single most popular answer, with 19%, is 'none - I do not have a preference'. This may suggest respondents are using different methods for different pieces of work, or simply not prioritising evaluation of their work. The second most common answer is 'I do not use PR evaluation methods', chosen by 16% of respondents.

The single most popular method of evaluation is Advertising Value Equivalents (AVEs), selected by 14% of respondents despite not being considered a robust measurement framework by most PR leaders.

Other methods mentioned are the Barcelona Principles 2.0 (chosen by 12%), the Integrated Evaluation Framework (11%), impressions (11%), and PESO (5%), while 4% selected 'other methods', 7% said they did not know which method they use.

Impressions was the most common measurement method used in the UK Census, chosen by 16% of respondents. A quarter (26%) of UK practitioners do not evaluate their work.

19%

do not state a preferred evaluation method

16%

do not evaluate their work

14%

prefer AVEs

43%

prefer a method other than AVEs

"Nobody doubts the importance of evaluation these days. While AVEs shouldn't be used at all, the number of clients asking for it is coming down steadily. Firms should encourage and showcase new methods of evaluation such as AMEC's Integrated Evaluation Framework, which will enable them to win larger and better projects as well."

Nitin Mantri, President, International Communications Consultancy Organisation (ICCO), and Group CEO, AvianWE

TASKS AND ROLES

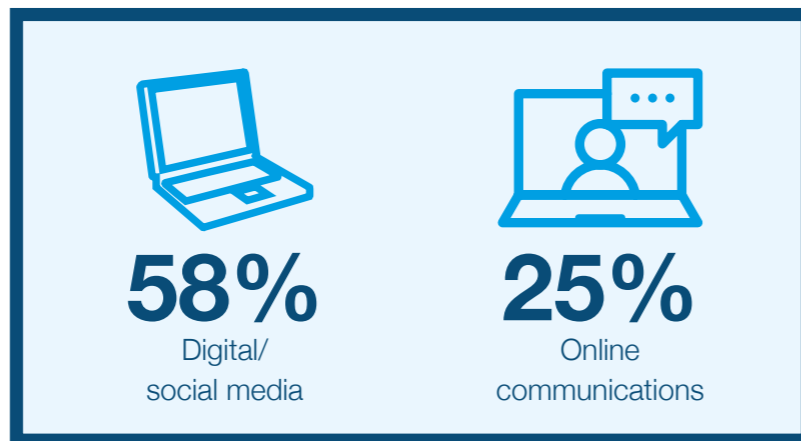
We asked respondents which elements of their work had become more - and less - important over the past two years. Respondents could choose up to three options in each case.

Increase in importance

By some margin, the most common answer for increased importance is digital/social media, chosen by 58% of respondents.

Online communication was the second most popular response (25%), and the third was reputation management (21%). Communications strategy development, crisis management, and corporate social responsibility were all chosen by 17%, followed by branding and marketing with 16%, and SEO with 14%.

The top two are the same as in the 2019 UK Census.



“The trend for an increased focus on digital and online PR work will surely continue as tech and web-based advances reshape so many aspects of the world around us. There are huge opportunities if you can blend that with more traditional PR skills.”

Francis Ingham MPRCA, Director General, PRCA

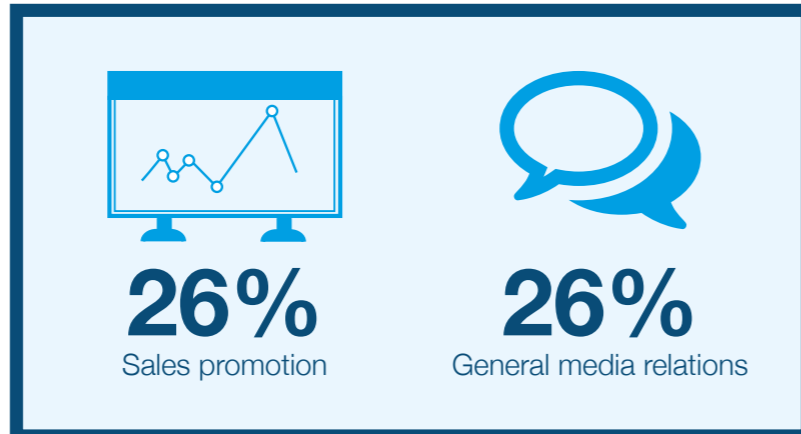
Decrease in importance

There was less of a consensus about what is getting less important.

However, the two most common answers - sales promotion and general media relations, both chosen by 26% of respondents - are also among the top responses to this question in the UK Census.

Other options chosen by more than one in 10 respondents were event planning/organisation (17%), providing information (16%), publishing/editing (14%), media analysis (12%), and media relations strategy planning 11%).

Just 1% think that digital/social media has become less important. The same figure is true of online communication.



“PR, in its very essence, is about building and maintaining reputation, not about directly increasing sales - this is a part of marketing. That misunderstanding has gone a long way, but it now seems like we’re back to doing what PR should be doing.”

Clàra Ly-Le MPRCA, Managing Director, EloQ Communications

4

What do we do?

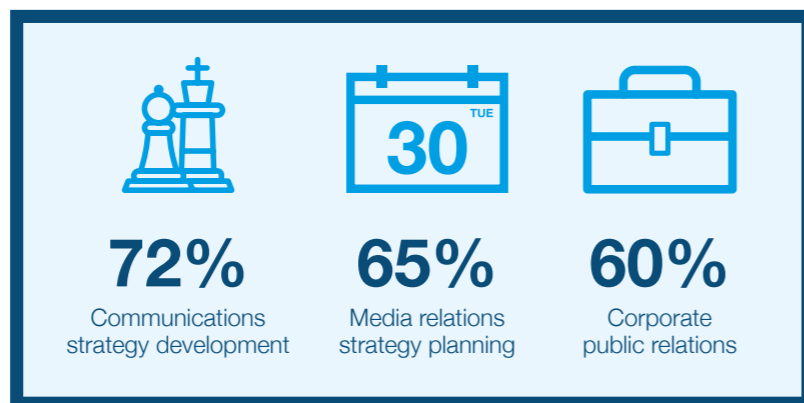
MAIN FUNCTIONS

Having looked in the last section at which aspects of PR are becoming more and less important, we now look at respondents' current main functions. They could choose up to three from a list.

Communications strategy development is one of the main functions for 72% of those responding. In the previous section, it was also noted as one of the areas growing in importance.

That is followed by media relations strategy planning (65%), corporate public relations (60%), general media relations (57%), reputation management (53%), and 'writing articles and newsletters etc' (50%).

The top 10 is completed by PR programme planning (47%), issues management (44%), crisis management (44%), and digital/social media (44%).



"I predict that in future editions of the Census, digital/social media will continue to increase in importance and be selected as the main function of more than 50% of respondents."

Clàra Ly-Le MPRCA, Managing Director, EloQ Communications

AVERAGE TIME SPENT ON PR ACTIVITIES

Whether because they are taking care of administration and bureaucracy, or because their job is wider than just PR, many respondents spend lots of time on non-PR activity.

53% of respondents say that more than 80% of their role is focused on PR and communications related activities - lower than the UK Census' 62% figure for the same question. This rises slightly, to 56%, among those respondents aged under 35, but drops among those aged 35 and over to 49%.

Half of the remainder (24%) spend 61-80% of their time on PR activities, another 11% spend 41-60% of their time on this aspect of work, with the remaining 12% spending even less of their time on PR.

A little more than half of practitioners spend 80% or more of their time on PR activity...

...but this drops below half among more senior professionals



MAIN SECTORS

Asked to select up to three sectors that best described their area of business, more than half of agency respondents (55%) selected technology. This was followed by consumer services, media & marketing (33%), business services (25%), hospitality & travel (24%), and finance/financial services (18%).

Technology was also the joint top answer for in-house respondents, tied on 21% with financial services.

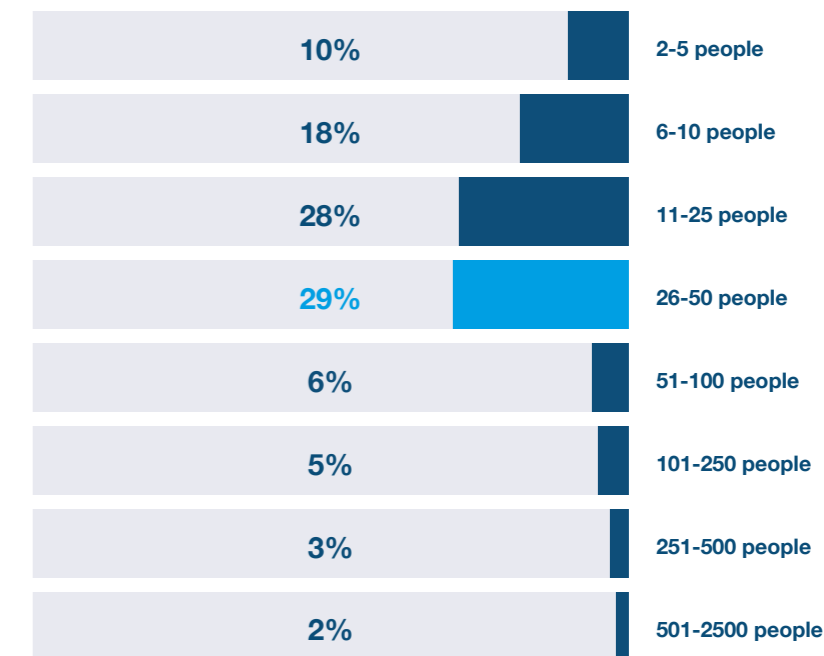
SIZE OF AGENCIES

Respondents in agencies revealed how many people were employed by the agency in their country. The majority (75%) are in agencies employing 6-50 people.

A more detailed breakdown is shown in the graph on the right.

SIZE OF IN-HOUSE TEAMS

Those working in-house were asked how many people worked in a PR role in their country. A quarter (26%) said just one, 42% said two to five people, and 15% said six to 10 people. Nobody was in an in-house PR team of more than 100 people, while just 3% had more than 50 PR colleagues.



PROFESSIONAL QUALIFICATIONS

A small number (5%) of respondents have a PRCA qualification, while a further 8% have an MBA. More than half have a degree they consider relevant to their job, but 31% do not have any qualifications they consider relevant to PR.

A tenth of Singapore-based respondents have an Institute of Public Relations of Singapore qualification, and 2% of those in the country have one from the Marketing Institute of Singapore.



5%
PRCA qualification

8%
MBA qualification

"In any sector, getting a professional qualification creates confidence in your professionalism, high standards, and commitment. It can be the key to being trusted to do more high-profile, interesting work, and can mean being better paid for doing it."

Souha Khairallah MPRCA, Talent and Professional Development Director, PRCA

5

Wellbeing

BENEFITS

Excluding freelancers, almost all of the region's PR staff (97%) receive at least one benefit from their company.

In-house staff are more likely to get benefits to protect their wellbeing - 40% can access an employee assistance programme, versus 11% of agency staff. A quarter (24%) of those in-house get regular health checks, versus 10% of agency staff. While 16% of in-house staff get stress management training or workshops, and the same number again get a regular medical examination, that is double the rate of agency staff receiving the same benefit.

In both agency and in-house positions, roughly one in three are given time out to participate in volunteering or charity work, and the same number again get subscriptions to professional bodies or journals. A quarter of in-house staff have the chance to do secondments, versus 31% of agency staff.

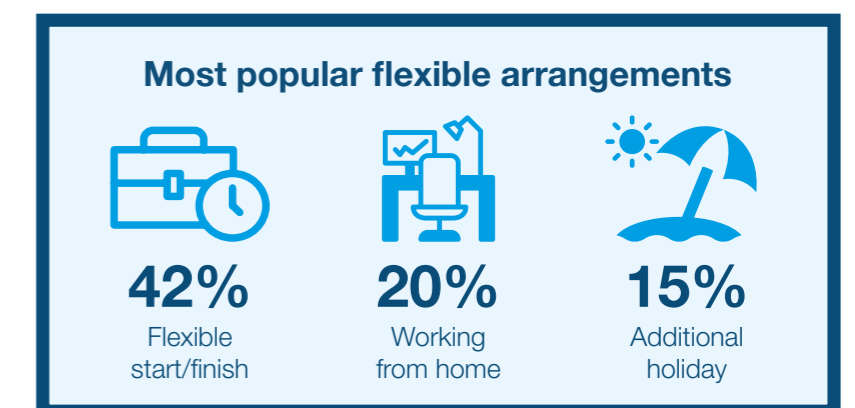
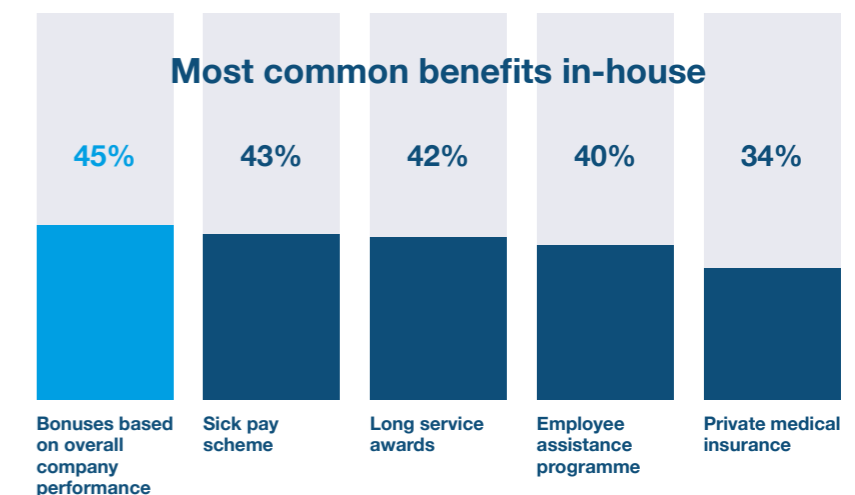
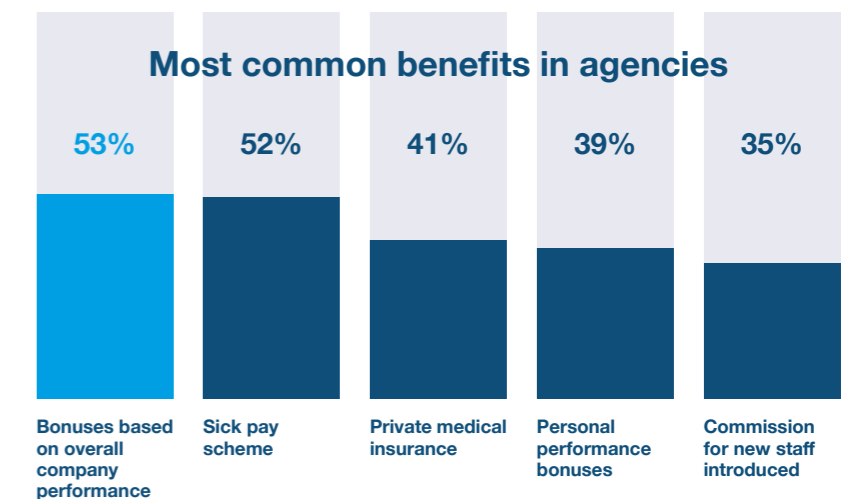
Among both sets of respondents, 22% said their company makes pension contributions.

FLEXIBLE WORKING

More than half (55%) of respondents in agency or in-house roles say they have applied for some type of flexible working arrangements.

On average, these individuals have applied for two such arrangements, the most common being flexible start and finish times around core hours (42%). This is followed by 20% of people asking to work some days from home, 15% seeking additional holiday, and 12% wanting a flexitime arrangement allowing them to accrue additional holiday.

Of those working from home at least one day per week, 82% do it on just one day, while 6% apiece do it on two, three or four days.



"It is common in Australian agencies to provide 'doona days' which recognise that a person just needs a day at home to regroup. These days are usually not reflected in sick day entitlements, they are more a reflection of an employer's recognition that someone just needs a day out for personal self-care."

Jenny Muir, Immediate Past President, Public Relations Institute of Australia (PRIA), and Chief Counsel, Primary Communication

MENTAL HEALTH

Overall, 6% of respondents said they had been diagnosed with mental ill health. This rises to 11% of those aged under 35, and drops to 2% among those above that age, which may be indicative of wider understanding of mental health issues in younger age groups.

It is very slightly higher in agency staff than in-house mental health. It is more notably common in Australia and Hong Kong - in both countries, 13% of respondents said they had had this diagnosis, while it is below 5% in all other countries. In the UK Census, the figure is 32%.

WORK-LIFE BALANCE

Our respondents were asked how many hours per week they are contracted to work. The median was 40, and the mean average slightly lower, at 39. 83% of respondents are contracted to work between 35 and 45 hours per week. While most others fall slightly above or below this range, nearly 3% are supposed to work more than 50 hours a week - with a 78-hour week the highest figure.

However, in reality people work substantially longer than that - a mean average of 46 and median of 45. Around 17% work 60 hours or more, with 85 hours the highest figure.

There is almost no difference between men and women or between agency and in-house professionals, on these two measures. There is very little difference on a country level, although PRs in Australia have slightly fewer stipulated hours (37) but still overwork by a similar degree, with a mean average working week of 43 hours.

The UK Census evidenced PR professionals working 45 hours a week; 10 hours more than required by contract.


Asia-Pacific is also reasonably similar to the UK in the frequency of out-of-hours calling and emailing. In the UK, 32% of professionals make calls or send emails outside of working hours every day, compared to 31% in Asia-Pacific. That figure rises to 39% for in-house professionals but drops to 24% for those in agencies.

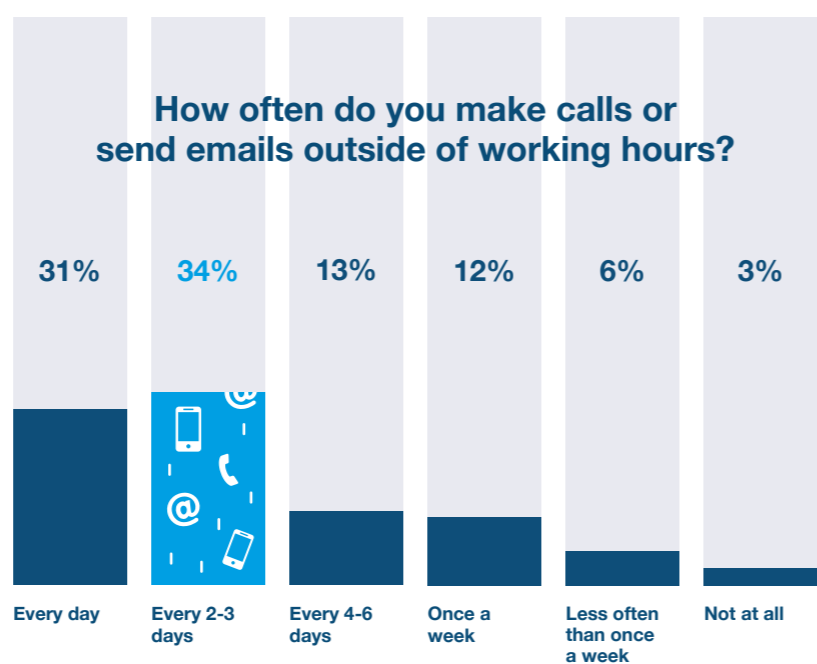


6%
have had a mental
ill health diagnosis

“Mental health is a huge issue and the industry needs to tackle the problem more proactively. Workplace mental health policies should become a norm. Sustained efforts should be taken to encourage conversations around mental health because awareness and sensitivity will play a crucial role in bringing meaningful change.”

Nitin Mantri, President, International Communications Consultancy Organisation (ICCO), and Group CEO, AvianWE

39  **46** 
average contracted working hours per week actual average working hours per week



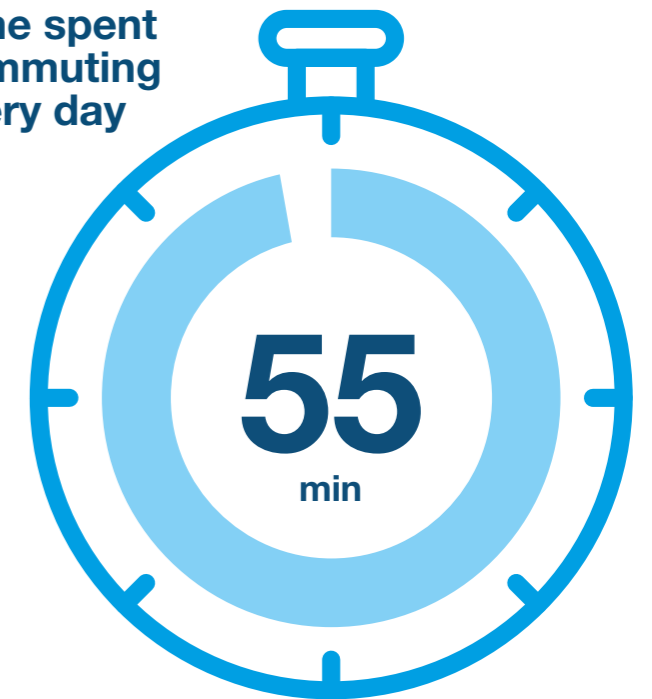
COMMUTING

PR professionals in the region spend nearly an hour of their day commuting - the mean daily time spent travelling is 55 minutes.

It is slightly longer for women (57 minutes) than for men (52 minutes), while those aged under 35 spend 65 minutes commuting on average, compared to 47 minutes for those aged 35 and up.

Commuting time is slightly shorter in Australia (52 minutes) and Singapore (53), versus over an hour in Malaysia (66) and Hong Kong (74).

Time spent commuting every day



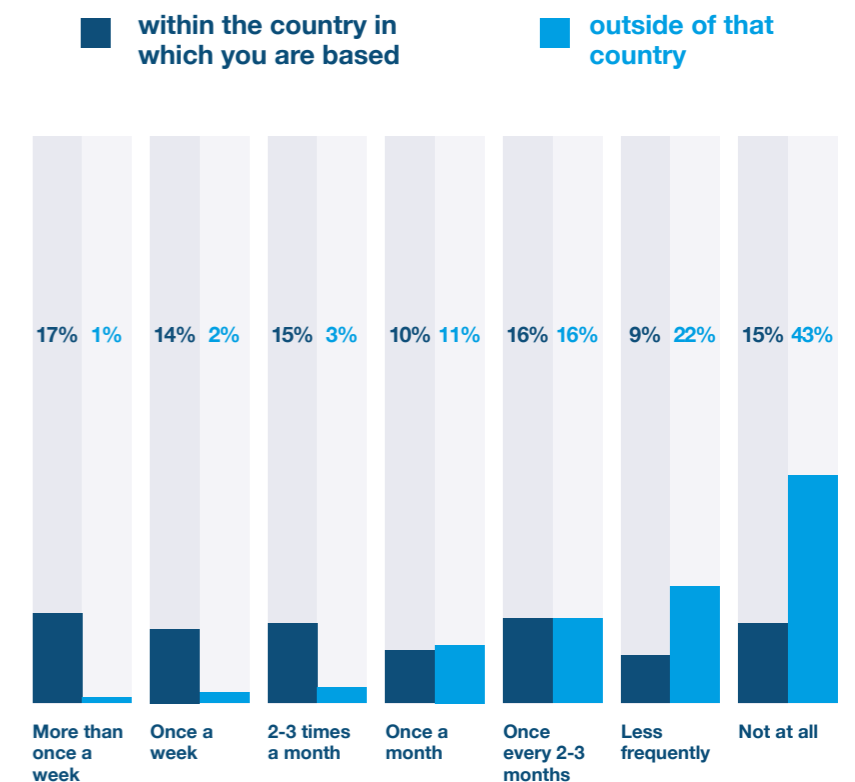
TRAVEL

We asked PR professionals how often they have been required to travel away from the office as part of their work.

Nearly half (46%) go at least twice a month to somewhere within the country in which they are based, rising to 54% among agency professionals and dropping to 34% among those in an in-house role.

Travelling across national borders is far less common, but marginally more likely among in-house professionals, 8% of whom leave the country more than twice a month versus 5% of agency staff.

How often do you travel...



6

Salaries, Bonuses, & Gender Pay Gap



SALARIES

We asked for respondents' net income - the amount they receive after tax and contributions to social insurance, pensions, and similar. These were provided in local currency, and then converted into USD using rates at end of 8 October 2019.*

As respondents are based in a range of different countries whose average salaries vary significantly, we have provided results for four countries.

GENDER PAY GAPS

We were also able to look further into the results for Australia and Singapore, in areas including gender.

Men working in PR in Singapore earn an average of \$95,200, 30% more than the average figure for women (\$73,500).

Because men are under-represented among Australian respondents, it is not possible to definitively measure a gender pay gap. However, female respondents earn an average of \$55,750 versus an average for all respondents of nearly \$4,000 more, which strongly suggests that a significant gap does exist, just as it does in other areas of the country's economy.

By comparison, in the UK Census, there was a 13.6% pay gap with men earning on average £47,063 (\$57,647), and women £40,651 (\$49,793).

OTHER FACTORS

The average salary for those under 35 in Australia is \$37,000, rising to \$82,800 for those aged 35 and over. Under-35s in Singapore earn an average of \$48,900, while those older than this get \$111,900.

In Australia, agency-based PR professionals earn an average of \$62,300, nearly a fifth more than the average in-house (\$52,600).

In Singapore, in-house staff earn around 1% more - an average of \$116,200 compared to agency professionals' \$114,800.

By comparison, in the UK Census we saw in-house staff earning around 3% more than agency staff.

Average USD salary in...



Australia
\$59,500



Hong Kong
\$82,700



Malaysia
\$18,700



Singapore
\$83,100

(*USD\$1 = A\$1.486, HK\$7.844, RM4.191, S\$1.383)

"The industry must make a formal and visible commitment to end pay inequality. It is also critical for organisations to eliminate gender stereotypes and change mindset. The PRCA can play a major role here by putting greater pressure on its member firms to address pay and equity."

Nitin Mantri, President, International Communications Consultancy Organisation (ICCO), and Group CEO, AvianWE



PAY RISES

Across the region, roughly a third (35%) of practitioners say they did not receive a pay rise last year. Of those who did, the average rate of pay rise was 10.2%.

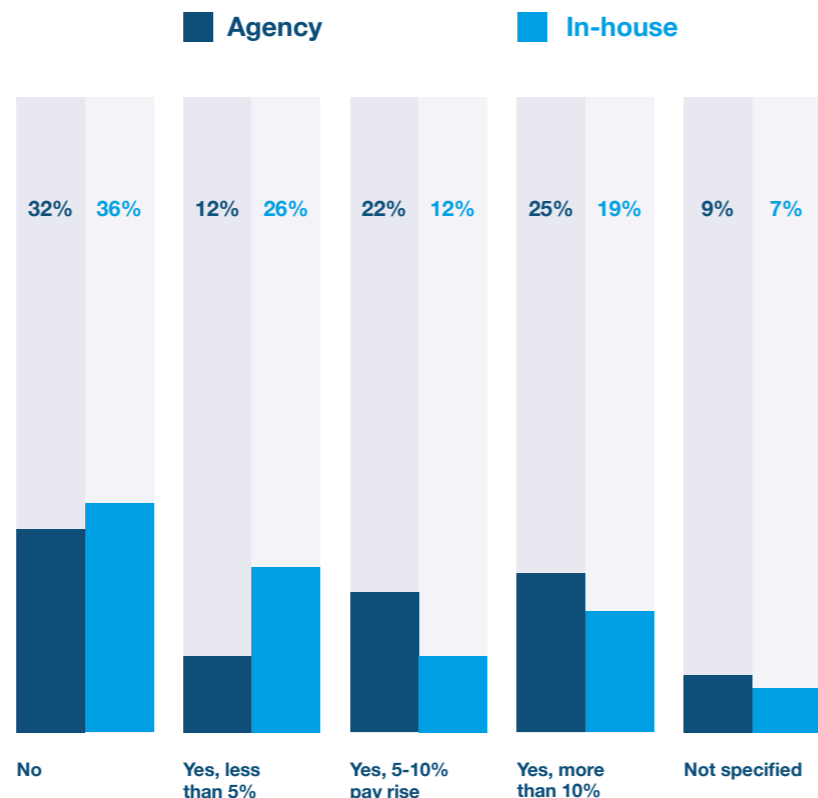
Pay rises were slightly more common, and slightly higher, among agency professionals. Their average pay increase was 11.3%, versus 9% for in-house roles.

On a country level, Singapore-based PR professionals were slightly more likely than those in Australia to get a pay rise, and also got bigger raises - an average of 11.9% in the Lion City versus 8% in the Land Down Under.

Professionals aged 35 or over are more likely to have received no pay rise (41%) than those aged under 35 (29%). The pay rises awarded to older professionals are also on average smaller (8.9% versus 11.6% to younger counterparts). Men are very marginally more likely to receive a pay rise, and their average pay rises are slightly higher.

In the UK Census, we saw similar numbers of PR professionals getting a pay rise, but the rises were more modest, at 6.2%, with agency professionals getting bigger rises than their in-house counterparts.

Did you get a pay rise last year?



BONUSES

Older practitioners may have been less likely to get a pay rise, but they were more likely to be awarded a bonus.

Across the region, 58% of staff say that they received a bonus payment in the past financial year. This rises to 66% of those aged 35 and up, and drops among those under 35 to 48%.

You are also more likely to get a bonus if you are a man (68%) than if you are a woman (52%). Working in an agency makes it slightly more likely (63%) than in-house (56%).

Only 25% of those based in Australia got a bonus - in every other country, one was given to more than 60% of staff, including Singapore (66%), Hong Kong (68%), and Malaysia (72%).

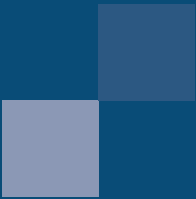
Average bonuses (for those that got one)



Number ONE for representing your industry / Number ONE for fighting your corner / Number ONE for insight, standards and education / Number ONE in the WORLD. REPRESENTING: Consultancy Members / In-house Members / International Members / Individual Members / Government Communications Service / Partner Universities / FIGHTING YOUR CORNER: Beating the NLA / Leading the Way on Ethical Standards / Campaigning to Close the Gender Pay Gap / Fighting for Better Internships / Improving Diversity in the PR Industry / Merging with the APPC / Launching the Public Affairs Board / Educating on Mental Health/ Backing AMEC for Valid PR Measurement / PRCA INSIGHT: Digital PR and Communications Report / Mental Health Toolkit / Consultancy Benchmarking / Diversity and Inclusion Guidelines / Communicating the Gender Pay Gap / PR and Communications Council/ RAISING STANDARDS: Robust defence of ethical standards: Consultancy Communications Management Standard / In-house Communications Management Standard / PRCA DARE Awards / SUPPORTING OUR MEMBERS: Matchmaker / Legal Support Helpline / Support for New Business / PRCA Jobs / PRCAXtra / A GLOBAL NETWORK: UK / MENA / Southeast Asia / ICCO / A NETWORK SPANNING THE UK: Midlands / North West / Northern Ireland / Scotland / South East & East Anglia / South West / Wales / Yorkshire, Lincolnshire & North East / ACROSS ALL SECTORS: Consumer / Corporate / Creative / Crisis Communications / CSR and Sustainability / Digital / Education / New Business / NextGen – London / Entrepreneurial / NextGen – Midlands / Health / Independent Consultants / MIPAA / Not for Profit and Charity / Property, Construction and Infrastructure / Public Affairs / Public Sector / SME / Sports / Technology / Travel and Tourism / Women in PR / The PRCA: Number ONE for the PR industry.

YEARS OF THE PRCA

The largest and most influential PR and communications membership body in the world.



PRCA SEA

+65 8596 5743
tara.munis@prca.seasia.global
Twitter: @PRCA_SEA

