

GENDER PAY GAP REPORT 2025



INTRODUCTION

At Wilson Hartnell, we are dedicated to cultivating a workplace where every colleague feels a strong sense of belonging, is fully supported in achieving their potential, and is deeply valued. Our annual Gender Pay Gap Report is not merely a compliance exercise; it is a fundamental pillar of our commitment to transparency, continuous self assessment, and actively driving positive change throughout the company.

Wilson Hartnell stands firm in its dedication to the principle of equal pay for equal work, ensuring that all individuals in similar roles receive fair and equitable compensation, regardless of gender. We are a proud equal opportunity employer and committed to fostering an environment where everyone can thrive.

As is common within the PR industry and evident in the 2025 PRII Census Report, we attract a high proportion of female talent, with women comprising 80% of our workforce, including a strong presence in senior leadership positions.

The pay and bonus gaps directly reflect the high proportion of female talent within our employee base. While we celebrate the remarkable success and contribution of our female colleagues, all employees, regardless of gender, have equal access to opportunities for growth, recognition, and advancement at every level within Wilson Hartnell.

Sharon Murphy
CEO

FINDINGS

Our comprehensive 2025 gender pay gap analysis provides a granular view of our remuneration structure. As of 30 June 2025, our workforce comprises 80% female and 20% male employees. This strong female representation significantly influences our pay gap outcomes.

Reflecting this composition, our mean hourly pay gap stands at +24% female and our median hourly pay gap is +5% female. We are pleased to confirm that our temporary staff experience pay equity.

Our analysis of pay quartiles further illuminates the distribution of gender across different earning strata within Wilson Hartnell. Given that 80% of our employees identify as female and 20% as male, it logically follows that the variance in our quartile bands directly aligns with this overall employee composition.

Our mean bonus pay gap is +260% female and our median bonus gap is +25% female. Similar to our hourly pay figures, these bonus gaps directly reflect the substantial proportion of females within our employee base. While these figures powerfully demonstrate the success and reward of our female talent, our overarching goal is to always be assessing and reviewing gender parity across all levels of our organisation.

Regarding other benefits of monetary value, we confirm these have been paid at 100% equally to both male and female employees, reinforcing our commitment to equitable treatment.

This gender pay analysis is based on annualised base pay effective 30 June 2025. The report provides an annualised gap analysis over a full 12-month period, offering a comprehensive and transparent snapshot of our current standing.

At Wilson Hartnell, we are deeply committed to fostering a workplace that champions gender equity, recognising that a diverse and inclusive environment drives innovation and success. Our gender pay gap report is not just a measure, but a catalyst for continuous improvement.

Workforce Composition:



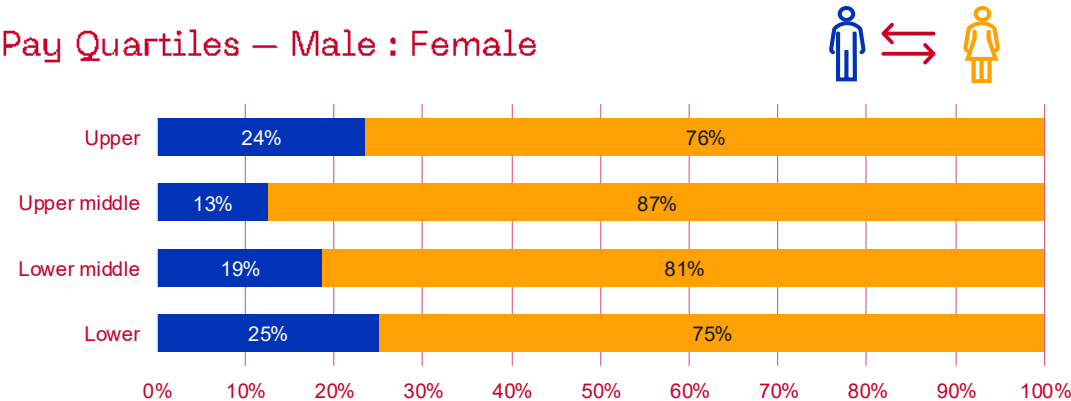
Pay gap – Hourly remuneration:

All employees	%	Part-time	%	Temporary	%
Mean	+24%	Mean	+87%	Mean	0%
Median	+5%	Median	+87%	Median	0%

Percentage Receiving Bonus / BIK (Within Gender Group):

Bonus – Male / Female	% of total	BIK – Male / Female	% of total
Percentage of Males	62%	Percentage of Males	23%
Percentage of Females	56%	Percentage of Females	35%

Pay Quartiles – Male : Female



*The data above pertains exclusively to the period 1 July 2024 to 30 June 2025 only.

COMMITMENT TO GENDER EQUALITY: PRO-ACTIVE STEPS & FUTURE FOCUS

Our commitment to gender diversity drives continuous improvement, and we have a robust framework of pro-active steps:

Diversifying Leadership and Inclusive Recruitment:

Our strategic commitment is to foster greater diversity throughout all levels of the organisation. We continually enhance our job descriptions with inclusive language to attract a broader and more diverse talent pool. Crucially, our hiring and selection processes are rigorously fair and transparent, underpinned by robust and objective interviews.

Fair Compensation Practices:

We uphold the principle of equal pay for equal work through equitable compensation for all employees. Our pay increase and salary assessment processes are applied rigorously and without regard to gender. We also ensure that other monetary benefits are paid at 100% equally to both male and female employees.

Inclusion and Impact:

Our dedication to inclusion is embedded in our organisational culture, championed by dedicated employee committees comprised of individuals from diverse backgrounds. We are also a proud member and board representative of the Open Doors Initiative, a non-profit providing pathways to work for marginalised communities.

Promoting Support and Opportunity:

We offer comprehensive policies, supports, and benefits for all employees. These include robust career coaching, regular benchmarking against industry sources, and generous family-friendly policies that champion work-life integration for all members of staff. We also invest in monthly training sessions, regular pulse surveys, and dedicated committees focused on wellbeing, impact, and inclusion. These efforts are strategically designed to support all colleagues through various life stages and encourage long-term career progression and success, including flexible working arrangements.

Industry representation and promoting initiatives to deliver greater impact and inclusion:

We are committed to playing our part in attracting a more diverse talent pool within the industry through our membership of the Public Relations Consultants Association.

In conclusion, the gender pay gaps identified in this report are a reflection of both our current workforce composition and the broader trends within the PR industry, as highlighted by the 2025 PRII Census report. However, we view this report not merely as a measure, but as a catalyst for continuous improvement. We remain steadfast in our commitment to fostering an equitable, inclusive, and diverse workplace where every individual can thrive and reach their full potential.

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