




The MFA Transparency Framework for Agencies and Advertisers

Endorsed by the 

Rebates

- The Agency or the Agency Holding Company discloses any rebates that it receives in relation to their Australian business tied to a client's media spend (volume or share), in accordance with the clients' contract. *Rebates are defined as compensation (cash or value) awarded to media agencies by media owners for placing media buys with them.*

Agency Commissions

- Where media owners extend Agency commissions to the Agency or the Agency Holding Company they are rebated directly to clients or retained in lieu of service fee in accordance with the clients' contract.

Value Banks

- Where value banks exist they are used at the discretion of the Agency or the Agency Holding Company and in accordance with the clients' contract. *Value banks are defined as space, time, impressions, awarded free of charge by media owners to agencies as a reward for volume commitments.*

Agency Trading Desks

- Agency trading desks operate in either a disclosed or undisclosed manner. Where clients' elect to opt-in to the undisclosed model this is via a client contract.

Ethics training

- Agency staff members are required to undertake training on the Agency's ethics/anti-fraud corporate protocols at induction and at least every 24 months.

The MFA Transparency Framework has been developed in consultation with the AANA to provide an agreed common language and expectation for Agencies and Advertisers to use when discussing and agreeing terms of operation.

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