

NGEN Charity Cup is back!

Why leaders should encourage NGENers to participate

The NGEN Charity Cup is on and inclusive to all NGENers. As well as the dodgeball tournament, there will be entertainment, side activities, DJs, food trucks and a raffle with amazing prizes. In Sydney, the prizes so far include holiday accommodation and tickets to the AFL – we're looking for more prizes in Melbourne and Brisbane, and would love your help if you can. More info below.

We're inviting agency leaders to help us drum up participation among NGENers!

The aim of the NGEN Charity Cup is to raise much-needed funds for youth charities as well as provide an opportunity for NGENers to have FUN and meet new peers, reunite with people they haven't seen over the past two years and be part of the NGEN community – for those with less than five years' experience in the media industry.

Our UnLtd Charity partner this year is the Pinnacle Foundation. We'll be raising money for the Sam Smith Scholarship, launched last year in memory of popular digital ad sales pioneer Sam Smith, to be awarded to young LGBTIQ+ Australians in the fields of marketing, advertising, technology or communication.

What do we need you to do?

We would like industry leaders to get behind this important event by:

1. Encouraging your NGENers to pull together a team. The dodgeball teams consist of 8 people. But don't worry if you don't have enough NGENers – let the NGEN team know and they'll match you with another member company. If you have more than 8, you're welcome to submit more than one team. We can also accommodate spectators on the day!
2. Encourage everyone in your agency to buy raffle tickets or even better, stake your team's entry fee. (\$500 per team in Sydney & Melbourne, \$300 in Brisbane.)
3. Help us out with raffle prizes! Got some cool client merch hanging about, or a corporate box you could donate for a game? The better the prizes the more money our NGENers will raise! Email ngen@mediafederation.org.au if you have anything to donate.



In 2021 we raised more than \$30,000 for Gotcha4Life – a great achievement by our NGENers! – but we were under-represented in agency teams. We would love to have ALL of our agencies involved in 2022!

The event dates are as follows:

Melbourne - Thursday 12 May

Brisbane - Wednesday 18 May

Sydney - Thursday 26 May



One more thing...

Another exciting event on the NGEN calendar is the upcoming **NGEN Bootcamp**, a great introductory all-day session for new starters who may have missed out on a lot of the day-to-day, watercooler-type conversations that happen in an office.

The Bootcamp is designed to bring them up to speed with everything they need to know about the media agency industry: what we do, where their career can take them, the in-demand skills they need right now, the ins and outs of the media channel landscape, and more.