

We Are The Changers is what we do every day.

There are many ways in which we each bring our industry purpose to life.

In our industry, we have the great privilege of being able to influence change. Every single one of us, every day, is influencing change for our clients, for society, for the economy, for the agencies in which we work, and for our own careers.

This was the insight that yielded our industry purpose, 'We Are The Changers', launched earlier this year.

Now six months on, we asked three members of the MFA community, from different stages in their careers, to tell us how they live out our industry purpose.



MAYAH NATHAN

Addressable Executive, Matterkind & NGEN Melbourne Chair

We Are The Changers is personal and it is social. It's big and it's small. This message encompasses so much of the opportunity and significance of working in this industry.

There are countless opportunities to get involved in charity work and social purpose organisations that provide us a platform to do good and make change for those who need it most. The NGEN Charity Cup, for example, has been raising much-needed funding for Australian youth charities for over a decade. This year, I was pleased to be involved in raising \$38,328 for The Pinnacle Foundation.

Within our work, whether we're telling people to share a Coke or go get vaccinated, our output is both inspired by and designed to influence people and culture.

Knowing all this makes me excited and inspired to come to work each day and continue to grow and develop my career.



PETER ANDREW

Whitelion Client Lead, Wavemaker

Wavemaker's work on Whitelion – a not-for-profit organisation that specialises in the rehabilitation of at-risk youth – has given us the opportunity to make the world a better place, which is aligned to my personal ethos. Being part of the #NoHomeAddress campaign, which raised more than \$220,000 for Whitelion, was a personal highlight for me.

I love being challenged and being able to give back to less fortunate communities. It means the world to me that I'm able to do this at work and it's testament to our industry's ability to create change.

JUSTINE PRENTICE

Client Partner, MediaCom Brisbane

The reason I am very passionate about this initiative is I have benefited from a 20-plus-year career in this wonderful industry.

My career has brought me from Sydney to Brisbane and across the globe with my clients. The best thing is no day is the same and I get to work with amazing clients, colleagues and publishers, many of whom are lifelong friends.

We influence change and create value, sales, jobs, revenue and tangible outcomes, all while having a meaningful career path. We Are The Changers is important in reminding us to appreciate what we do.

