

We Are The Changers in action: It's the many small steps we can all make that lead to big change

We're fast approaching one year since the creation of the MFA DE&I Advisory Council, with the ambition to build a diverse, equitable and inclusive industry, and help change our collective behaviour for the better. We Are The Changers, after all.

So what change have we achieved so far?

In March, we launched MFA Media For All, an industry-wide DE&I strategy, setting out a clear three-year path towards improving all aspects of diversity, equity and inclusion in the media agency industry.

Change takes time, but we are well on the way to meeting our goals.

"Data is the first thing you look at, and the last thing to change."

Leila Siddiqi, Director Diversity, IPA UK

One of our ambitions is for our industry to represent the make-up of the Australian population.

While 43 % of media agency employees describe their cultural background as non-Australian, First Nations people, members of the LGBTQI+ community and people living with a disability or special needs are significantly under-represented in media agencies. And sadly, 20 % of people have experienced ignorance, prejudice, insensitivity or exclusion in the past 12 months.

SBS Core Inclusion is Australia's leading online DE&I training course, designed to help companies embrace diversity and promote safe and happy workplaces – it's available for free to all MFA member agency employees.



We began measuring our industry's DE&I performance in 2020 with our friends at Media I, with the goal of seeing change by the 2024 survey.

Agencies are already making great strides, with DE&I at the forefront, and we will continue to track these vital metrics and help our members drive change through every aspect of what we do: our people and culture, our supply chain and the communications we produce.

What can YOU do to ensure everyone belongs in our industry?

- Read the stories being shared for a better understanding of people's lived experiences. The MFA DE&I Advisory Council have posted over 63 LinkedIn posts on the MFA LinkedIn page, and published 30 opinion pieces in the trade press.
- Ask people about their stories.
- Complete the SBS Core Inclusion course. Our target is for 70 % of the media agency industry to complete the course by the end of the year.

On the forefront of change:

Members of the MFA DE&I Advisory Council reflect on the journey so far.



Tanvi Singh Mindshare Melbourne Strategy Director and MFA DE&I Advisory Council Vice Chair

As part of the MFA DE&I three-year strategy, since the inception of the Council last year we have been focused on creating awareness and education on all aspects of DE&I. It is quite amazing to have the leadership across agencies and the wider industry backing our strategy in full force.

While macro changes will take time, we have started to see some micro changes, such as increase in use of inclusive language, and engagement with DE&I content and initiatives. This is particularly prominent with younger cohort in the industry who believe DE&I is an important consideration in workplaces.

We will keep tracking movement with the help of the DE&I questions included in the annual Media I survey, to see how far we have come in the journey for creating a media industry for all.

Wayne Philbert Initiative Melbourne Client Partner and MFA DE&I Advisory Council Chair

When we started on this journey to make this amazing industry and sector even more inclusive, diverse and one where we drive for inclusion, I was immediately struck by the passion, enthusiasm, energy and positivity across the MFA DE&I Advisory council.

So many members from different backgrounds, perspectives and life stages, yet all united in their view of what we could achieve. And in my view we've achieved so much!

What stands out for me has been the receptivity shown by those in the agency community to embrace this ideal and vision, their openness to understanding more about our collective beliefs, thoughts, and actions, and how we can make small changes with significant impacts to everyone around. Watching Sonia Harvey, DE&I Lead at BP APAC, open our eyes at the DE&I strategy launch was a wonderful and enlightening moment to experience.

We genuinely believe that many small steps lead to big change, and we're proud to be Changers in our industry and broader society.

