

NGENers demonstrate they are The Changers

Two years of Covid restrictions and lockdowns, and for many, beginning their career in the media industry while working from home rather than the buzz of the office. NGENers put all that behind them and seized the opportunity to reconnect – and raise money for a good cause – at this year’s NGEN Charity Cup.

The NGEN Charity Cup is a social event that brings together media executives with less than five years’ experience in the industry to have fun and raise funds for a charity they feel passionately about, often with a youth-related cause. Held as a Dodgeball Tournament in Brisbane, Sydney and Melbourne, NGENers raised \$38,328 for UnLtd: Charity Partner – The Pinnacle Foundation – exceeding our goal of \$20,000.

We had teams from both media agencies and media owners battle it out for the top spot in three categories – Dodgeball Champs, Best Dressed, and Most Money Raised.

Congratulations to all of our winners!

| MELBOURNE | BRISBANE | SYDNEY |
|--|--|---|
| Dodgeball Champs matterkind | Dodgeball Champs v a l m o r g a n REPRISE UM | Dodgeball Champs OMP |
| Best Dressed pmg | Best Dressed Wavemaker | Best Dressed v a l m o r g a n |
| Most Money Raised (\$1,543) oh! unmissable | Most Money Raised (\$1,000) essence | Most Money Raised (\$3,606) OMP |

The Pinnacle Foundation is a national charity that provides educational scholarships, mentoring and opportunities for young LGBTQI+ Australians. NGEN will be using the funds raised to back a scholarship in the memory of Sam Smith, a popular digital ad sales pioneer who passed away in 2020. The Sam Smith Scholarship will be awarded to young LGBTQI+ Australians in the fields of marketing, advertising, technology or communication.

Tim Lai, Marketing Manager at The Pinnacle Foundation, said the organisation was humbled to be the charity of choice for the 2022 NGEN Charity Cup. He added: “Every dollar contributes to our cause in working to provide scholarships to LGBTQI+ young Australians. Thank you for fundraising for The Pinnacle Foundation, we know that the funds will be incredibly helpful in achieving our goals in helping LGBTQI+ youth in reclaiming their path and evolving into a more diverse and inclusive society.”

The fundraising efforts were aided by the generous raffle prizes donated by industry supporters, such as tickets to Harry Styles by Nova and Guns N’ Roses by SCA, a \$500 Flight Centre Voucher by LinkedIn, \$250 Café Sydney vouchers by JCDecaux, front row AFL tickets by Nine, and many more.

400-plus NGENers dodging balls

Shanice Kim, Events Coordinator, MFA



More than 400 NGENers donned activewear and dodged balls across the Sydney, Melbourne and Brisbane events, making this our biggest NGEN Charity Cup yet.

Having joined the NGEN team at the start of the year, this year was my first Charity Cup – and I was extremely grateful for the opportunity to attend all three city events. I had a bit of an idea of what to expect, but the actual experience far exceeded anything I could have imagined. It was amazing seeing everyone come in their team jerseys, with so much energy and excitement for the day.

The teams, while competitive, displayed great sportsmanship, generosity and goodwill, allowing everyone to have a great time. While every event ran a little differently, the energy and vibes were definitely unmatched – with many supporters cheering on the teams from the sidelines.

I’m super keen to do this again in a year’s time – and even more keen for NGEN’s Halloween Party coming up in October (write this down, people!).

Our theme for 2022 was ‘Varsity’ – and wow, the teams did not disappoint with their costumes.



And not to forget the awesome photo booth results.



In their own words

Here’s what two of our NGENers had to say about this year’s NGEN Charity Cup:

Octavia Bellekens, Account Manager, Val Morgan Outdoor

“The much-anticipated NGEN Dodgeball Charity Cup returned to Brisbane for the first time since 2019 and what a blast it was. Lots of laughs, great hits and some sore arms the morning after. Massive shout out to the Essence team, raising \$1,000 for The Pinnacle Foundation. Thanks to Mel, Amy and Shanice for organising such a great afternoon. Ouch-town population, Brisbane’s NGENers!”

Mayah Nathan, Addressable Executive, Matterkind

“The Charity Cup was my first IRL NGEN event and it blew my expectations out of the water. It was SUCH a fun day, it was genuinely so nice to see so many young media folk gathered together battling it out for champion title. Can’t wait for the famous Halloween Party!”

Brad Szmeling, Media Investment Manager, CHEP Network

“The NGEN Charity Cup was a great event! It was brilliant to see so many media agencies come together and let off some steam after more than two years without an NGEN social event. The money raised is going to a brilliant cause and the entire CHEP Network team were thrilled to play a part as Silver sponsors across Sydney and Melbourne.”

All in all, it was a great day to bring together our community, have fun, and most importantly – raise money for a good cause.

Massive thank you to all of our sponsors!

