

Create positive impact and supercharge your career with the NGEN Award

Winning an NGEN Award does wonders for your career. MD of a leading media agency, head of strategy in New York, a senior posting in China working on a high-profile global brand, a London-based global strategy director post or a senior client role at a prestigious alcohol brand.

The above career journeys are what a handful of past winners of the NGEN Award have gone on to achieve. The other winners boast similarly impressive positions.

Since the first NGEN Award was handed out at the MFA Awards in 2008, 15 talented NGENers have been crowned winners – some more than once, and more recently in pairs

The NGEN Award is a special award within the MFA Awards program for the MFA NGEN community – young media executives with less than five years' experience in our industry – giving them the opportunity to create a positive impact by using their core skills: strategic thinking, creativity, storytelling and media execution expertise.



Award entrants are supported by their agencies with mentoring and coaching, making the process a valuable learning opportunity as well.

*Each year we work with UnLtd to choose a charity partner and create a brief for entrants to respond to. This year's charity is youth mental health organisation **Batyr** and the brief calls on NGENers to develop a campaign to encourage participation and donations for Batyr's annual **Splash the Stigma** fundraising event.*

Previous winning entries have gone on to make significant impact for participating charity partners, such as John Dawson and Mark Golafshan's winning 'Lace it up' entry for Youth Off The Streets in 2014. Using distinctive blue laces to symbolise the reality of homeless youth sleeping with their shoes on, for fear they may be stolen, 'Lace it up' reached more than 1.4 million Australians through earned media. Best of all, the campaign resulted in a 112% increase in donations to Youth Off The Streets.

The 2017 winning entry from Nolan Yu and Max Learmont resulted in the creation of a world-first virtual mentoring world for deaf teenagers inside Minecraft, called 'League of Hearoes', in response to a brief from Hear For You.

Both of these examples, as well as the work of every winning NGEN Award recipient, are proof of our industry purpose: We are the Changers.

If you're an NGENer, get involved and help make a difference for our chosen charity and the community at large, while boosting your career and showcasing your talents. The opportunity to be celebrated by our entire industry is – we're told by previous winners – a unique and valuable experience.

If you're a leader, please encourage the NGENers in your teams to enter this important award that ultimately demonstrates the change-making impact of our industry.

Could you join this esteemed group?

NGEN WINNERS 2008 - 2021

Year	Winner	Current Role
2008	NAOMI BUCK	Wellbeing & Strategy Consultant
2009	SAM GEER	Managing Director, Initiative
2010	AMANDA MARGARITI	Senior Partner Manager, ANZ, LinkedIn
2011	SAM GEER & ALEX RYAN	Managing Director, Initiative & Head of Strategy, Initiative, US (New York)
2012	KARLEE FANCOURT	Senior Brand Manager, Champagne & Cognac, Pernod Ricard
2013	JOHN DAWSON & MARK GOLAFSHAN	Consumer Insights & Journeys, UNITE China & Account Manager, Hired (San Francisco)
2014	JOHN DAWSON & MARK GOLAFSHAN	Consumer Insights & Journeys, UNITE China & Account Manager, Hired (San Francisco)
2015	DECLAN PEACH & JACQUELINE OSBORN	Client Director, UM & Global Strategy Director, Initiative UK
2016	WILLIAM BERBER	Senior Sales Account Manager, Procter & Gamble
2017	MAX LEARMONT & NOLAN YU	Strategy Director, SPEED & Strategist, OMD
2019	MAX LEARMONT & NOLAN YU	Strategy Director, SPEED & Strategist, OMD
2021	GEMMA HARRIS & THOMAS MURPHY	Account Executive, Zenith & Digital Media Planner, The Media Store