



PRESS RELEASE

MFA LAUNCHES INDUSTRY DE&I STRATEGY WITH THREE-YEAR PLAN

3 March 2022: The Media Federation of Australia (MFA) is today launching 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.

Launching this morning through a virtual event hosted by SBS Australia presenter and comedian Michael Hing and members of the MFA DE&I Advisory Council, the MFA Media For All strategy aims to create a media agency industry where everyone can thrive, feel heard, supported and safe to do their best work. During the event, the lived experiences of people working in our industry were shared as part of the strategy to build awareness through storytelling.

The three-year plan involves:

- **Year 1, 2022:** Increasing industry awareness, education and engagement on why diversity, equity and inclusion are important and how we can contribute as individuals, businesses and as an industry.
- **Year 2, 2023:** Focus on attracting more diverse talent into the industry and developing talent pipelines, sharing resources and exploring partnerships.
- **Year 3, 2024:** To start to see real change in the industry measurement and metrics, aligning to Australian culture.

As part of the year 1 goal of industry education, the MFA has partnered with SBS to provide free access for all MFA member agency employees to Australia's leading online DE&I training course, SBS Core Inclusion, which has been designed to help companies embrace diversity and promote safe and happy workplaces.

The MFA's goal is for 70% of all member agency employees to complete the SBS Core Inclusion course by the end of 2022.

In addition, the MFA will continue to measure the diversity, equity and inclusion in the industry through the annual MFA DE&I Survey, conducted since 2020. Survey data will be used to benchmark and track each agency's and the industry's ongoing progress against set goals, and to identify areas for improvement.

MFA CEO Sophie Madden said: "The MFA is committed to building a diverse, equitable and inclusive industry.



While we perform well in certain areas, with women holding 43% of all management roles in Australian media agencies, and with 43% of media agency employees describing their cultural background as non-Australian, there is room for improvement to ensure we are more closely aligned with the Australian population, to achieve greater inclusion and to ensure workplaces are safe for all.

“Through the MFA Media For All strategy, we are inviting everyone to play an active role in this movement – it is the responsibility of all of us to drive this change through every aspect of what we do: our people and culture, our supply chain and the communications we produce.”

Initiative Melbourne Client Partner and MFA DE&I Council Chair Wayne Philbert added: “We’ve already seen changes and improvements since the first DE&I survey in 2020, but we also know that it takes time to see a real shift in the dial. By setting out a clear three-year strategy and providing educational resources and other tools to our members, we expect to see real progress industry-wide.”

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About the MFA

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA’s vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.