



MITCHELL LONG
National Head of Strategy,
PHD



JAMES LEDGER
Relationship Consultant,
The Client Relationship Consultancy

A MEDIA MARRIAGE CRISIS

A Media Marriage Crisis

In many ways, agency client relationships are like a marriage. They require communication, trust, honesty, and a commitment to see things through.

At a time of immense complexity and a challenging macro-economic context, we are entering a relationship rough patch as an industry.

Join us for some couples therapy as we discuss the agency/client relationship archetypes, how to spot them, and how to get them back on track.



ANATHEA RUYIS
CEO, UM Australia
Unstereotype Alliance
Champion (Research & Measurement)



ROSE HERCEG
President, WPP ANZ
Unstereotype Alliance
Member (Research & Measurement)

Can we Unstereotype our Industry?

Positive representation of diversity in advertising is good for social cohesion and it's commercially sensible.

This session will challenge the industry to make positive representation a priority throughout the media supply chain and seek to produce lasting impact by examining how we can create an industry-first metric to measure potential stereotyping in media.

UNSTEREOTYPE
ALLIANCE



CAROLINE HUGALL
Chief Strategy Officer,
Spark Foundry



LISA LEACH
Head of Strategy
-Suncorp, OMD



TRAVIS HUGHES
Marketing Manager,
Suncorp

Deconstructing One House

What did it take to develop, launch, and bring to market one of the worlds most awarded campaigns of 2022?

This session takes you behind the scenes to find out how media thinking was integral to bringing Suncorp's One House campaign idea to life – uncovering the skills required and practical tips to inspire all of us to create work that changes the world.

DECONSTRUCTING ONE HOUSE



TIM HODGSON
Founder, MyNetZero



SCOTT LAIRD
CPO, GroupM
MODERATOR

No Greenwashing, No Excuses.

The fight against climate catastrophe requires urgent action from government, corporates, and individuals.

The MFA EX audience to create their individual Net Zero Roadmap – live and interactive – inspiring all attendees to take greater accountability.

**NO GREENWASHING, NO EXCUSES:
THE PLANET IS IN OUR HANDS**

ROLE OF MEDIA IN THE VOICE TO PARLIAMENT

Presented by



Role of Media in the Voice to Parliament

Later this year, every eligible Australian will vote in a referendum on an Indigenous Voice to Parliament. As the debate in the lead up to the first referendum in almost 25 years intensifies it's crucial that the diversity of First Nations voices and lived experiences are leading the discussion.

In this MFA EX thought-provoking session representatives from National Indigenous Television (NITV) and SBS will discuss the role of First Nations media as Changers who are providing a vital platform to connect with the world's oldest living continuous culture.

MELBOURNE



**GEMMA
HUNTER**
General Manager
Marketing, Myer

CUSTOMER OBSESSED OR PEOPLE FOCUSED?

SYDNEY



MIM HAYSOM

Executive General Manager
Brand & Marketing, Suncorp

**CUSTOMER, A CATALYST
FOR CREATIVITY**

The great media industry debate: AI vs EQ

Will best-practice media now come from human intelligence, or machine learning?

With help from a couple of friendly bots, OMD will put AI and EQ to the test to solve a real client challenge and call on the audience to be the judge – who does it best?

MELBOURNE

PENNY SHELL
Chief Product Officer, OMD

ALISON COSTELLO
Chief Transformation Officer, OMD

DERVLA MCGIVERN
Head of Group, OMD Melbourne

EMMA DRIESSEN
Melbourne Head of Planning, OMD



SYDNEY

PENNY SHELL
Chief Product Officer, OMD

ALISON COSTELLO
Chief Transformation Officer, OMD

THAD KING
National Head of Planning, OMD

LAURA NICE
Co-CEO, OMD



SYDNEY



CHRIS COLTER
Chief Strategy and
Product Officer
Initiative



SAM GEER
Managing Director
Initiative

WEAPONS OF MASS DISTINCTION

Weapons of Mass Distinction

How creative use of media can disproportionately grow brands.

Brand codes. Distinction assets. Sonic Signatures. Marketing science has codified the ingredients behind how brands grow, with media's role relegated to simply delivering effective and consistent reach. Whilst not wrong, this undercooks the potential that lays dormant with advanced media planning.

It's about time media creativity got a seat at the table of marketing effectiveness, and we're here to make the case for it.

Australia's leading sporting heroes will take to the stage to discuss their inspirational careers and the changing face of sport.

Attention around sport in Australia has never been higher – with TV ratings breaking records in recent weeks with the FIFA Women's World Cup 2023™. Capturing the hearts of over 18.6 million Aussies, the game continues to unite the country, dominate conversations, and inspire the next generation of young players and fans alike. MFA EX attendees can hear first-hand the stories behind some of Australia's leading figures in sport. How they have become Changers on their own fields, grounds, or courts - and off them. And what lessons they can offer on being a Changer in our own industry.

MELBOURNE – Inspiring the Next Generation



SYDNEY - Blazing Trails in Sport



Inspiration X

Hear from our future industry leaders, those with less than 15 years' experience in the industry. Who will present new and provocative perspectives inspiring everybody to change their thinking or behaviour and address the wider theme of MFA EX, to deliver greater effectiveness.

MELBOURNE

GOOD [CHAT]: HOW AI CAN [PROMPT] A MORE INCLUSIVE MEDIA INDUSTRY_



We have an opportunity to co-create a future that's more cheerful than fearful of ai innovation and re</write> the modern media script for good_ So join the conversation via the bots to demonstrate our industry's purpose of We Are The Changers in the room in real-time_



TOBY MACLACHLAN
Head of Creative Strategy,
Initiative

EAT RISK FOR BREAKFAST: WEIRD PARTNERSHIPS AND WHY THEY WORK



Diesel and Durex? KFC and Crocs? Celebrate marketing's weirdest partnerships that work and share three principles for partnerships that cut through – inspiring media planners across the country to try something different next time they pick up a media plan.



JENNIFER LOHAN
Communications Executive,
Match&Wood

WHAT CAN WE LEARN FROM GINGER SPICE LEAVING THE SPICE GIRLS?



Can exploring the reasons Gerri "Ginger Spice" Halliwell left the spice girls help us understand why people leave their media roles, allowing us to draw lessons from this cultural milestone to avoid burnout and minimise turnover?



BRAD SZMERLING
Associate Investment Director,
Media, CHEP Network

Inspiration X

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SYDNEY

BUSINESS WALRUS: THE KEY TO SUPERCHARGING YOUR STAFF



SOPHIE GALLAGHER
Creative Strategy Director,
Slingshot Media

INSPIRATION



We know that employee retention is increased through participation and employees feeling excited and engaged about their work. To get people thinking creatively and to ensure everyone feels valued, you too must think outside the box.

PLANNING FOR THE UNPLANNABLE: LESSONS IN IMPROV



LEAH FRANCO
Strategy Manager, Initiative
AND
KATE O'LOUGHLIN
Associate Strategy Director,
Initiative

INSPIRATION



As an inherently fast-paced industry, we need to move quickly – which ultimately means we need to think quickly. How do we do that while avoiding the stress of time pressures and last-minute changes?

OK BOOMER, MAYBE WE ARE AGEIST?



ELIZABETH GULLIVER
Connections Planning
Associate Director, Mindshare

INSPIRATION



From the average age of media age employees (32) to client briefs wanting to target people aged 25-54 (but no one 55 and over), you might say our industry has an ageism problem. Discover the impact of ageism and personalise the outcome of acting now.

MEL 5 SEP SYD 21 SEP



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