

# Happy 15th birthday, NGEN: our industry's largest and longest running training and development program

Here's what NGEN alumni had to say about how the program helped them thrive in their careers:

## NATALIE HARVEY

National Sales Director , Seven West Media

*"NGEN is a crucial part of our growing and retaining the amazing talent within this vibrant industry. Being part of the start of NGEN was so valuable for me to build out my network, to learn from diverse and varying voices, and to keep fuelling my love for this incredible industry. I learnt skills in those first couple of years of NGEN that I still rely on and use today."*

## JEMIMA WITHINSHAW

Senior Account Manager, Val Morgan

*"Being part of NGEN was an amazing way to build relationships with others in my industry who were at a similar level to me, as well as learn from people who had been in the same situations and navigated their way through to become senior leaders."*

## RYAN VARLEY

Strategy & Planning Director, Zenith Media

*"NGEN was an extremely valuable part of just figuring out the different parts of the media landscape. I had literally no idea what media was, but NGEN helped me understand where my agency sat amongst the wider picture – while also helping me grow my network outside of people I already worked with."*



## ELISSA HURLEY

Investment Director, Foundation

*"I love that NGEN creates a space where you are surrounded by others who are at the same level and experiencing the same challenges and opportunities in their day to day. I think it particularly helps those in smaller agencies and companies, who may not have peers at their level within their company. I am still in frequent contact with people I met at NGEN events and training over eight years ago!"*

## COURTNEY HENRY

Marketing Specialist, JCDecaux

*"NGEN provided the avenue to have exposure to the wider media industry from a media owner and agency perspective. It's critical to get exposure to the various sub-areas of your industry and to the challenges and opportunities in those early years of media."*

## EMELIA McADAM

Integrated Communications Manager, The Arnott's Group

*"I put a lot of my success on the NGEN Award, which I entered when I was quite junior. I was lucky enough to be a finalist and receive an award. That put my name on the map in the broader media industry."*

We're thrilled to be celebrating 15 years of NGEN, the industry's longest-running training and development program for media professionals with less than five years' experience, empowering them to build successful careers through learning, building peer networks, and providing tools and support.

NGEN launched on 28 February 2008 with a mission to foster and develop the future leaders of the industry, with agencies coming together for industry-wide training and career development – a unique program not replicated in other markets. In 2009, NGEN welcomed media owners as members, in recognition of the importance of building a peer network with media partners.

Over the past 15 years, NGEN has helped build the career of 7 in 10 people working in the media industry today, through inspirational content and practical skills-based training.

As a measure of the program's success, approximately 15,000 individuals have benefitted from NGEN.

- More than **\$255,000 raised** for charity through the NGEN Charity Cup and NGEN Award (part of MFA Awards)
- A combined **101,021 hours** of training
- More than **650** workshops and training sessions

