

MFA 5+ Inspiration Series inspires industry leaders to be Changers

Did you miss the most recent MFA 5+ Inspiration? It was a call to arms, uniting us to strive towards building a better world. Titled “Leadership in the ESG Era: Who dares to build a better world”, the event in Melbourne and Sydney inspired all attendees to realise that every agency and every individual has a role to play in making a positive impact and living up to our industry purpose of We Are The Changers.



The inspiring keynote speeches were delivered by Nik Robinson and Natalie Kyriacou, who reminded us that by being Changers we can build a more sustainable and equitable world.

Nik and his 12-year-old son, Harry, shared their incredible family story of how when Harry was 8 and worried about the volume of plastic in the ocean, the family rallied to do something about it. Guided by the mission to untrash the planet, they developed Good Citizens sunglasses, made from 100% recycled plastic. Their story demonstrated to our audience that small actions can lead to significant changes.

Natalie, a well-known ESG subject matter expert, emphasised that business has much to lose from the social, environmental and economic cost of inaction, and that we must all work together to build a better future.

MFA 5+ Co-Chairs share their key takeouts:

Sarah Kramer

Strategy Lead Media, CHEP Network – Melbourne Co-Chair

“One of the most inspiring MFA 5+ events I’ve been part of, that proves we can be Changers. A great reminder that no business can afford the social, environmental, or economic cost of inaction.”

Mark Tzintzis

Business Lead, Mindshare – Melbourne Co-Chair

“There were a lot of important learnings from this event. One of the things that resonated with me was the realisation that diversity, social inclusion and environmental stewardship largely determine a leader’s ability to sink or swim in today’s world.”



Michael Tramonte

Client Partner, Mindshare – Sydney Co-Chair

“One of the biggest takeouts for me was the need to think outside the box when speaking to clients about sustainability. For example, aligning conversations around limiting clients’ impact on the environment with their business values, not their bottom line.”

Lauren Bauer

Senior Account Director, Hearts & Science – Sydney Co-Chair

“One of the key messages for me was the importance of having conversations with key decision makers – from clients to media partners as well as internally – around goals and metrics for sustainability and diversity.”

Don’t miss our next MFA 5 event in June.

“Extraordinary Leadership: The Power of Change” with keynote speaker Gerard Penna. In this inspiring session, you will be challenged to become an extraordinary leader by learning how to change yourself before you can change the world around you.

Gerard Penna, a coach and advisor to leaders from all walks of life, will help you find your untapped potential and capability within your team, organisation and community. You will learn the characteristics of extraordinary leadership, discover the key developmental challenge that holds leaders back, and identify opportunities to become a remarkable leader.

Contact your Agency’s MFA 5+ representative or the MFA to register.

