



**SYDNEY**  
**19 September**  
White Bay Cruise Terminal

**What are the MFA Awards?**

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign. The purpose of the Awards is to highlight the value that the media agency industry contributes to clients' businesses.

**When will the MFA Awards take place?**

The MFA Awards will take place on Thursday 19<sup>th</sup> September 2024 at White Bay Cruise Terminal.

**What are the entry eligibility dates?**

Campaigns launched within Australia between 1 January 2023 – 31 March 2024.  
The Long-term category eligibility is 1 January 2022 – 31 March 2024.

**Where can I find more information about the categories and criteria?**

You can view the entry kit and criteria document via the [MFA website](#)

**Where can I download the NGEN brief?**

The NGEN Award is having a refresh and will be launched on Tuesday 25 June 2024. Keep an eye on NGEN and MFA comms for the latest.

**What are the key dates for the NGEN Award?**

NGEN entries open – 25th June  
NGEN Briefing Call - 26 June  
Online Judging – 6 to 16 August  
'NGEN Day' (live judging) – 22 Aug  
Finalists Announced – end of August  
MFA Awards – 19 September

**How do I enter the MFA Awards including the NGEN Award?**

All entries must be submitted via the online entry portal [here](#).

**How many times can I enter a campaign?**

A campaign can be entered into a maximum of four categories and must be split across both 'Outcomes' and 'Execution'.

**Can I submit a joint entry?**

Yes, make sure you include both companies' details in the entry portal.

**Which categories can media owners enter?**

Media owners are eligible to enter all categories (excluding agency talent and culture) where it is an internal initiative, or a campaign run with a direct client. Where an agency partner is involved, it must be entered in partnership.



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### **What do I need to include with my entry?**

All entries must consist of a written response, team photo, creative materials and media schedule (where applicable – excludes People & Culture categories). The online entry portal will walk you through each step of the process. Please avoid including branded supporting documents.

### **Does my supporting material go towards my word count?**

No, the copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

### **Can I edit my entry after submitting it?**

No, once you have submitted your entry you cannot make changes.

### **Will my client be contacted for any reason?**

Client details must be submitted into the entry portal. A verification email will be sent to the individual directly; whereby they will need to view the submission and accept or decline what has been submitted.

Entries will also go through an independent review process and some clients may be contacted to verify details relating to a campaign.

### **What is the entry deadline?**

The entry deadline is 4pm on the 3 May 2024.

Deadlines are final, and no extensions will be provided. Access will be deactivated at 4pm on the date of the deadline.

### **Is there a fee to enter the Awards?**

Entry fees do apply, see as follows:

Members	\$517.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
Pro-bono	\$120.00 incl GST per entry

### **How do I pay for my entry?**

All entries must be paid in full using a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

### **What happens to the NGEN & Pro-bono entry fees post Awards?**

A percentage of the entry fees will be donated to the respective charities.

### **Who will see my entry?**

Judging panels are made up of senior representatives from agencies, clients, creative, media owners and research companies. Any sensitive information can be marked/ saved as 'FOR JUDGES EYES ONLY' on the entry site.



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**When will the MFA Award finalists be announced?**

Finalists will be announced at the beginning of June.

**Can I nominate myself to be a judge?**

Yes. Complete the [judging application form](#) on the MFA website. Please note, judges will go through a review process. Not all applications will be accepted. Applications will not be considered after the deadline.

**How do I purchase tickets?**

Tickets must be purchased online ahead of the event date(s).  
Visit the [MFA website](#) to secure your spot.

**How much does it cost to attend the MFA Awards?**

Member/Sponsor Early Bird (expires 30 July 2024)	\$320 incl GST per person
Member/Sponsor Standard	\$380 incl GST per person
Non-Member Early Bird (expires 30 July 2024)	\$430 incl GST per person
Non-Member Standard	\$475 incl GST per person

**Who will attend the MFA Awards?**

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists. We expect over 500 people in attendance.

**Who should I contact if I have any questions regarding the MFA Awards?**

Please contact [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)

**I'm not a member and would like to discuss options for membership, who should I contact?**

Please visit our membership page on the MFA website [here](#), for membership queries.

**How can I get information on how to sponsor the 2024 MFA program?**

For any sponsorship queries, contact our EX & Award Managers at Rare Productions  
[hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)

**Who can I speak to if I have questions?**

For any queries contact our EX & Award Managers at Rare Productions [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)