



## PRESS RELEASE

# 25<sup>th</sup> MFA AWARDS OPEN FOR ENTRY: CALLING ON AGENCIES, CLIENTS & MEDIA OWNERS TO DEMONSTRATE BEST-PRACTICE MEDIA THINKING

**7 March 2024:** The Media Federation of Australia (MFA) today launched the **2024 MFA Awards**, Australia's pre-eminent media awards, celebrating 25 years of change-making and effective media thinking.

Entries are open to MFA member media agencies, clients and media owners, with a call to showcase work that lives up to the industry's We Are The Changers purpose, demonstrating best-practice media thinking and long-term business growth for clients.

With the Seven Network back on board as the Grand Prix Sponsor, marking the 15th consecutive year of sponsoring the category, this year's MFA Awards will be celebrated with a black-tie gala dinner at White Bay Cruise Terminal in Sydney on **19 September**.

The MFA Awards is one of the industry's most credible awards programs thanks to the rigorous judging process, which includes independent auditing, blind voting and proof of media contribution, with diverse judges from the whole spectrum of our industry: marketers, media agencies, media owners and tech companies.

Complementing the awards, the MFA's industry-wide conference MFA EX will be held in Melbourne on 5 September and in Sydney on 19 September, leading into the awards. MFA EX aims to inspire and educate the media industry by highlighting global best-practice work, media innovation and cutting edge thinking.

MFA Awards Co-Chairs Sophie Price and Chris Colter said: "Celebrating the 25th anniversary of the MFA Awards is an important reminder of the value of this awards program, the only awards in our industry with a focus on the craft of media and media effectiveness in the work we do for clients. With categories ranging from Business Impact to Long-term Results, as well as media innovation and an ESG Award, our purpose is to recognise and champion thinking that achieves positive change and long-lasting business results for clients."

The MFA Awards are open for entry until 3 May. Download the entry criteria here:

<https://www.mediafederation.org.au/mfa-events/mfa-awards>



The NGEN Award, designed to develop the skills and recognise the talent of young media executives with less than five years' experience, will issue a separate call for entries in June.

Nominations for judges are also being accepted from industry professionals with a minimum of 10 years' experience. To be considered, complete the online nomination form here:

<https://www.mediafederation.org.au/mfa-events/mfa-awards>

**Sponsors so far confirmed for the 2024 MFA Awards and MFA EX are:**

- **Grand Prix:** Seven
- **Platinum Sponsors:** Meta, OMA, SBS
- **Gold Sponsors:** Ad Standards, OzTAM, Foxtel Media

**For more information, please contact:**

Andrea Sophocleous

T: 0431 98 94 99

E: [andreasophocleous@mediafederation.org.au](mailto:andreasophocleous@mediafederation.org.au)

**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.