



## PRESS RELEASE

# BACK BIGGER & MORE SPECTACULAR FOR 2024: MFA EX CONFIRMS NEW VENUES IN SYDNEY & MELBOURNE

**20 February 2024:** The MFA's dual-city flagship event MFA EX is gearing up for greater impact in 2024, taking place in brand new and bigger venues in Sydney and Melbourne while tackling the theme of 'Change for the Better'.

Kicking off in Melbourne on **Thursday 5 September at The Timber Yard**, and in Sydney on **Thursday 19 September at White Bay Cruise Terminal**, the new venues will be able to accommodate larger audiences following previous years' sell-out events resulting in standing room only for many of the 2,500-plus attendees.

Content submissions for MFA EX sessions are now open for MFA member agencies, with a call to educate and inspire the industry to continue to 'Change for the Better' across three key areas: bettering our product and craft; bettering our people; and bettering the environment and society. The theme is a natural extension of the industry purpose of We Are The Changers.

The conference will also invite keynote CEOs and CMOs onto the stage to reveal their most pressing industry issues and discuss how media agencies can help them, their customers and broader society change for the better.

Member agencies nationally are invited to [submit content proposals](#) by 28 March for presentations and panel discussions.

Media agency employees with less than 15 years' experience are also invited to [submit proposals for Inspiration X](#) – short and snappy presentations (just 4 minutes!) with the goal of presenting a new or provocative perspective to inspire the industry to change for the better.

MFA Awards Co-Chairs Sophie Price and Chris Colter said: "We're excited to be bringing the industry together again for this important event, bigger and better than ever before, to champion our industry purpose of We Are The Changers. The goal of MFA EX is to highlight ground-breaking media thinking, innovation, people development and best practice in driving marketing effectiveness, all the while making the case for positive change. We can't wait to see what inspiring and thought-provoking ideas are put forward by our industry colleagues."



Agencies in Sydney and Melbourne will once again participate in an agency shutdown on the day of their respective events, to enable everyone to attend.

In 2023, MFA EX Sydney and Melbourne attracted more than 2,500 media professionals, covering topics such as AI versus EQ, people-focused marketing, avoiding greenwashing and arriving at a personal Net Zero roadmap, with a sprinkle of Spice Girls and business walrus thrown in.

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

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

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**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.