

The MFA Awards are the industry's pre-eminent awards program, celebrating and showcasing the most effective and inspiring media thinking in Australia. Business-results, brand data and other sensitive commercial information are essential elements to a successful MFA Awards entry submission and effectiveness case-study. Protecting agency and client data confidentiality is critically important and we have several MFA Awards processes in place to keep your sensitive information safe.

1. Remove branding and sensitive information

Throughout the entry process, entrants are encouraged to remove all branding and logos from their supporting documents. This step is taken to reduce the chances of any unconscious bias during the judging process. In addition, entrants are required to use a specific naming system to identify any confidential/sensitive information or attachments. Entrants identify sensitive information in the entry/ attachments by adding the copy 'FOR JUDGES EYES ONLY'. This indicates to the MFA that they are not permitted to download, share, or publish that information/attachment. After finalists have been announced, entrants are given the opportunity to resupply any information/ attachments, removing sensitive information, ahead of the MFA collating Award materials.

2. Secure entry & judging portal

Award Force, a secure website, is used for all entry submissions. Awards Force have no claim over the IP or data submitted for the MFA Awards program.

3. Digital Confidentiality Agreement (online judging)

All MFA Award judges are required to electronically sign confidentiality agreements before reviewing any entries. Without signing the below agreement judges cannot view their allocated entries.

1. I will not divulge or utilise confidential information gained from judging submissions, or discuss with any other party, any details of any award entry that I am required to judge.

2. I will perform the task required of me to the best of my ability in accordance with the procedures set down and in the spirit of the awards, without bias or prejudice to any entrant or entry.

3. I will declare to the awards organiser any involvement that I have had in any award entry listed for me to judge.

4. I will not copy or retain any entry material during the online or live judging process, nor remove any written notice, material, score sheet, document, or part of any award entry.

4. Non-disclosure agreement (Live judging)

At the commencement of the live judging process, judges are reminded that all entries, information, attachments and results are confidential. As a result, judges are required to sign (or verbally agree) to a non-disclosure agreement relating to the discussions had and the results reached.

5. Abstentions and Conflict of Interest

Abstentions and conflicts of interest are identified before judging commences and are managed by Rare Productions. An abstention is identified when a judge works for the agency/client or brand in question or had direct involvement with the campaign, client, or brand. The entry(s) in question are removed from the judge's view – this is actioned before judging starts. Throughout the process any abstained judges are not permitted to participate in or be present for discussions about the entry in question. A conflict of interest is identified when a judge has recently worked for the agency, client, or brand in question. Or has previously worked or currently works for a direct competitor of the client, or brand in question. Once identified, the entry(s) in question are removed from the judge's view – this is actioned before judging commences, where possible.

Similarly, to abstained judges, any judges with a conflict of interest are not permitted to participate in discussions about the entry in question. And where appropriate they are asked to leave the conversation.

6. Winners and finalists case studies

Upon submission, the entrant grants the MFA permission to showcase the work at MFA EX, MFA Awards and other such times deemed appropriate. Entrants will be given the opportunity to remove sensitive information prior to any publication or showcase. The MFA will also consider the subject matter of the work and will not share any details should the client not allow it.

The MFA will not accept responsibility for errors or omissions reproduced in the finalist Exhibition.

7. Use of AI during judging

This year the MFA have partnered with Google to leverage advanced AI system, notebookLM, to revolutionise the judging experience. All entries will be assessed prior to judging commencing to ensure they meet the specific category criteria.

NotebookLM ensures strict confidentiality, no entry data, information or questions are stored, shared or viewed by human reviewers or used to train future AI models or any other programme.

During live judging, no AI interfaces or bots are permitted to attend the live judging discussion meetings in place of judges, nor are they permitted to be used for note taking during the live judging discussion.