



## PRESS RELEASE

# NGEN AWARD FINALISTS NAMED AFTER HIGH-STAKES LIVE PRESENTATION TO JUDGES

**28 August 2025:** The nerves were high, the ideas bold and the strategic thinking razor-sharp as the 2025 NGEN Award Day wrapped up yesterday. 16 emerging media professionals battled it out in the live presentation round with six talented individuals selected as finalists for this year's NGEN Award:

**Tania Teurquetil**, Havas Media

**Joe Douglas** and **Ashutosh Matai**, Initiative

**Jesse Urquhart** and **George Hulley**, iProspect

**Ashley Hill**, Match & Wood

Now in its 15<sup>th</sup> year, The NGEN Award is a unique category of the MFA Awards for media professionals with less than five years' experience. It's a launchpad for our industry's up-and-coming talent to make a genuine impact, flex their strategic and creative muscles, and gain career-defining experience.

This year's candidates responded to a brief from **Share the Dignity**, a charity dedicated to helping women, girls and people who menstruate who are experiencing or are at risk of homelessness, domestic violence or poverty.

The top-scoring NGEN entrants had just 24 hours' notice before presenting to judges in Sydney and Melbourne – a true test of their storytelling skills and ability to perform under pressure.

Rochelle Courtenay, Founder of Share the Dignity, said: "Participating in the NGEN Award has been a game changer for our charity. There were nuggets of gold in every brief response. NGEN members brought an incredible level of creativity and passion to the task, which is not only helping raise awareness of period poverty but is also demonstrating the power of collaboration in driving real social impact."

Melanie Aslanidis, Head of NGEN, added: "The NGEN Award is all about giving young media professionals the chance to stretch themselves while also making a positive impact, and this year they more than delivered. To see them step up with such confidence and creativity – on a 24-hour deadline – shows how much talent and determination is coming through in our industry. They are true Changers and I couldn't be prouder of what they've achieved."



The winners will be announced at the MFA Awards on 18 September at Randwick Racecourse, Sydney. Tickets are now on sale: <https://www.mediafederation.org.au/mfa-events>

Winning NGEN Award entries have a track record of going on on to become actual campaigns, such as 2022 winners Ben Breden and Olivia Coxon from Initiative, who turned their entry into a fundraising campaign for youth mental health charity batyr. With the support of 19 media partners and \$1.3 million in donated media, the campaign perfectly embodied the media agency industry's shared purpose: We Are The Changers.

**The 2025 MFA EX sponsors are:**

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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.