



PRESS RELEASE

MFA HIGHLIGHTS MAJOR ACHIEVEMENTS AND FUTURE PLANS AT ANNUAL AGM

24 November 2025: The Media Federation of Australia (MFA) capped off a landmark year at its annual general meeting in Sydney, celebrating major 2025 achievements and outlining plans to elevate industry excellence even further in 2026. The event brought together member agency leaders, MFA committee leads and the media partners whose support helps power the MFA's programs.

Download photos from the event [here](#).

With a sharp focus on uniting the industry around critical challenges, the MFA celebrated a series of industry-shaping initiatives, including the launch of the **Psychosocial Code of Conduct**, reshaping audience planning data through the new Roy Morgan partnership, and the expansion of the MFA Foundations e-learning program. These projects underscore the MFA's commitment to building a more collaborative, sustainable and people-centred media industry.

The AGM also marked a leadership transition, with Match & Wood Chief Operating Officer Christopher O'Keefe elected to a two-year term on the MFA Board, succeeding This is Flow CEO & Founder Jimmy Hyett, following his impactful six-year tenure. This is a return to the Board for O'Keefe, who previously served two terms from 2021 to 2024. The hotly contested position drew nominations from five independent agency leaders, reflecting the high regard associated with serving on the MFA Board.

Two of the MFA Board positions are reserved for local and independent agency leaders, voted by their peers in independent MFA member agencies. Involved Media Managing Director Sarah Keith holds the second local board seat.

Addressing members and media partners, MFA Chair Mark Coad, CEO of IPG Mediabrands, highlighted the year's key achievements, reflecting the industry's commitment to meaningful progress, including:

- **Mental Health & Wellbeing:** Championing safer, healthier workplaces with the launch of the Psychosocial Code of Conduct, a landmark framework reinforcing the industry's shared responsibility for psychosocial safety.
- **DE&I and audience innovation:** Partnering with Roy Morgan to redefine Australian demographic data, adding new survey questions that capture cultural background, health



conditions and neurodiversity – helping agencies and advertisers better understand and represent all Australians.

- **Responsible Marketing:** Future-proofing the industry with the AANA and ACA through the launch of the Responsible AI in Marketing Council and draft Industry Guidelines on Ethical AI use in Marketing, setting clear principles to help marketers harness AI responsibly, protect consumers and build trust.
- **Audience Innovation:** The culmination of more than two years of work and 500 hours of collaboration by the MFA Systems Committee alongside member Investment Leads to help transition to VOZ.
- **Education:** Updating MFA Foundations e-learning to keep pace with industry change and launching the VOZ As a Currency course. More than 10,000 professionals have now completed MFA Foundations certification – with 25% being from media owners and clients.
- **Future Leaders:** Investing in emerging talent with the launch of the NGEN Mentor program, pairing 35 early-career professionals with seasoned industry leaders to help the industry's future leaders succeed.

Presenting the MFA's key priorities in 2026, CEO Sophie Madden said the organisation will continue to be a force for making the industry better at what it does, with plans that include:

- **Signature Events:** The return of the hugely successful **MFA Awards and MFA EX**, which attracted 2,500 people in Melbourne and Sydney. MFA EX Melbourne will take place on Wednesday 9 September 2026, followed by MFA EX Sydney and MFA Awards on Thursday 24 September 2026. The Seven Network has once again renewed its commitment as Grand Prix Sponsor, marking its 17th consecutive year of sponsoring the category.
- **Future-proofing the industry:** The MFA outlined three focus areas in 2026 for addressing the key industry disruptors identified in its **The Media Workforce of the Future** whitepaper launched at the AGM: upskilling, reskilling and educating talent; redefining the role of media agencies; and developing future-ready remuneration models.
- **Setting the standards for ethical AI use:** Building on the launch of Industry Guidelines on Ethical AI use in Marketing to roll out a broader program of activity.
- **Upskilling the industry:** MFA Out-of-Home Foundations launching in March 2026 and new NGEN workshops focusing on AI literacy and emerging technologies, ensuring early-career professionals stay ahead of the curve.
- **Psychosocial Safety:** A new Work Design certification, demonstrating leaders' commitment to building safer, more inclusive workplace, while the MFA embeds the Psychosocial Code of Conduct across industry practices – including pitching and contracting.

For more detail, head to the MFA 2025 Year in Review report:

<https://mfa.shorthandstories.com/mfa-year-in-review-2025/index.html>



MFA CEO Sophie Madden said: “2025 was a year of action – building inclusivity, elevating sustainability, and ensuring our industry in one where everyone can thrive. From psychosocial safety and sustainability to AI and audience innovation, our focus has been on creating long-term, meaningful impact. It all aligns with our industry purpose, We Are The Changers – a rallying cry that reminds us why we do what we do and celebrates the power and impact of our craft.”

The MFA remains steadfast in its mission to elevate the media industry, fostering collaboration and innovation to meet the challenges of today while building a stronger, more sustainable future for the industry.

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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.