



PRESS RELEASE

TOP MARKETERS JOIN MFA AWARDS AS SIGNATURE JUDGES

31 March 2025: The Media Federation of Australia (MFA) has unveiled the five senior marketers who will serve as Signature Judges for the highly anticipated 2025 MFA Awards.

This year's esteemed Signature Judges are:

- Kate Bailey, GM Brand, Digital & Media, Coles
- Joe Lunn, International Head of Media, Uber
- Suzana Ristevski, Chief Marketing Officer, Google ANZ
- Nicole Smart, GM Group Media & Media Planning, Woolworths Group
- Sarah Sorrenson, Global Media Director (VP), Diageo

These top industry leaders will lead a judging cohort of over 100 experienced professionals from media agencies, media owners, tech companies, and a record number of marketers. Their role is pivotal in ensuring that the judging process maintains a sharp focus on proven media effectiveness, reinforcing the MFA's commitment to excellence.

The inclusion of CMO Signature Judges further strengthens the MFA Awards' rigorous and impartial judging process, which features automatic conflict filtering, independent auditing, blind voting and proof of media contribution. This year, NotebookLM by Google Labs will be used for the first time to identify ineligible entries, flagging them for human review to ensure every submission complies with MFA Award rules before reaching the judges – upholding integrity and fairness.

MFA Awards Co-Chairs Chris Colter, Managing Director of Media Strategy ANZ at Accenture, and Catherine Rushton, Chief Strategy Officer at This Is Flow, thanked the Signature Judges for their dedication in identifying the most effective and inspiring media thinking in Australia: "Every year we aim to recruit the most robust and respected panel of judges in the industry and we couldn't be prouder of the calibre of outstanding marketing leaders joining the MFA Awards this year.

"Each one of our Signature Judges is a true champion of media effectiveness, with deep expertise, industry knowledge and proven delivery of world-class media activation. Their unique insights and perspectives will be immensely valuable in evaluating the most innovative and effective media thinking in the country."

Coles GM Brand, Digital & Media Kate Bailey said: "I'm excited to be judging the MFA Awards as a



Signature Judge this year. I strongly believe in the power of media to deliver real impact for brands and businesses, and I'm eager to see the exceptional strategic thinking coming out of Australian media agencies. In addition to effectiveness, I'll be looking for deep customer insight, smart strategy, and bold execution."

Entries to the MFA Awards are open until 2 May, with early bird submissions due by 17 April. Eligible participants – including MFA members, non-member agencies, clients and media owners – are encouraged to submit work that embodies the industry's We Are The Changers purpose, showcasing best-practice media thinking and long-term business growth.

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

The winners will be announced at a black-tie gala dinner on **Thursday 18 September** at Sydney's Randwick Racecourse.

The 2025 MFA Awards sponsors are:

Grand Prix: Seven

Platinum: Meta, Outdoor Media Association, SBS

Gold: OzTAM, Pinterest, YouTube

Silver: Nielsen

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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.