

Who is this years' charity?

Down the Track. A youth charity based in Lake Cargelligo and Murrumbidgee in regional NSW. The organisation works with young people aged 8–24 who are disengaged from school, employment, or community. Approximately 90% of participants are Aboriginal young people, making Country, culture and community leadership central to the program's success.

What demographic of people currently travel to Lake Cargelligo?

There is a big grey nomad community as there are two free campgrounds. There is also a big birdwatching community that come through to Lake Cargelligo, and some pro skiers as there is a big course set up on the Lake.

Are there any places of cultural significance in Lake Cargelligo?

There are traditional middens and the biggest Ochre Pits in the Southern hemisphere just walking distance from the town.

How long do you expect people to stay in Lake Cargelligo/ The Royal Mail Hotel?

Ideally one week with the intention that the Royal Mail Hotel is their home base and they explore the surrounding areas, there's so much to do.

Is there any cell/radio reception in Lake Cargelligo?

There is a new Telstra Tower being built, it will support other networks too. And the only radio station available is triple J.

Does Lake Cargelligo have any news sources/papers?

Yes, there is a weekly Lake Cargelligo community paper that comes out every Wednesday

How many rooms will the Royal Mail Hotel have?

Between 15 and 20 rooms (including Family Rooms). There will also be an accessible room on the Ground Floor.

How will reservations be made for the Royal Mail Hotel?

This is currently in progress. There is the Royal Mail Website and discussions are being had with Booking.com.

Is there footage of the Royal Mail Hotel renovations online?

There are photos of the progress available on Down the Track's Facebook page and video updates for the community are posted every couple of weeks just to give an update on what works are being done, what services are in town.

Are there any existing festivals or events, or any key tourism/travel periods?

Yes, they are listed below.

There is a biannual NAIDOC ball and events like quick shears to raise money for local sporting clubs. There are also annual goat races, which bring a lot of people to the town. The Tullibigeal picnic races every March. There is a gymkhana that happens yearly, as well as a local show.

Lake Cargelligo is the link to the inland highways and get an influx of people journeying through when big events like Mundi Mundi are on and the Big Red Bash. There are a number of charity car rallies that venture through throughout the year.

Are there any other landmark happenings throughout the year?

Gymkhana's, local show, Tullibigeal picnic races, Euabalong Red dirt round up (it's a horse event that has barrel racing, steer rides, team penning etc), Euabalong goat races - this needs to be on everyone's bucket list!, Lake Cargelligo Fishing comp - has big prizes and attracts fishermen from everywhere.

Are there any considerations entrants should give to the weather?

Yes, the weather in summer is extremely hot 50+ degrees, and winter is very cold in the minus's. The optimal time of year is from September to December, then March to June.

Would the town cope with large numbers of people if there were to be a festival in the town?

Yes.

Are there other accommodation options in Lake Cargelligo?

There are 2 free camping grounds on the lake in town (around 20 -30 spots at each) as well as many free camps just outside of town on the Lachlan river. In town there are 2 motels (each has around 8 - 10 rooms), 3 AirBnB's (2 x full houses and one small 2 bedroom residence), caravan park (can host around 30 in cabins) and the soon to open Royal Mail hotel that will have around 15 rooms.

What are the MFA Awards?

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign. The purpose of the Awards is to highlight the value that the media agency industry contributes to clients' businesses.

When will the MFA Awards take place?

The MFA Awards will take place on Thursday 24th September 2026 at The Winx Stand, Royal Randwick Racecourse.

Where can I download the NGEN brief?

Download the NGEN Award Brief [here](#).

How do I enter the MFA Awards?

All entries must be submitted via the online entry portal [here](#).

Can I submit a joint entry?

Yes, make sure you include both companies' details in the entry portal.

Can I enter the NGEN Award if I work for a media owner?

Yes, all NGEN members are eligible to enter.

What do I need to include with my entry?

All entries must consist of a written response, headshot(s)/ team photo, creative materials. The online entry portal will walk you through each step of the process. Please avoid including branded supporting documents.

Does my supporting material go towards my word count?

No, the copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

Can I edit my entry after submitting it?

No, once you have submitted your entry you cannot make changes.

What is the entry deadline?

The NGEN Award deadline is 5pm on 28th July. Deadlines are final, and no extensions will be granted.

Is there a fee to enter the NGEN Award?

Yes, the fee is \$160 incl GST. A portion of the entry fee is donated to the chosen charity.

How do I pay for my entry?

All entries must be paid in full using a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

Who will see my entry?

Judging panels are made up of senior representatives from agencies, clients, creative, media owners and research companies. Any sensitive information can be marked/ saved as 'FOR JUDGES EYES ONLY' on the entry site.

When will the NGEN Award finalists be announced?

Finalists will be announced after NGEN Award Day on the 19th August.

What is NGEN Award Day?

It is the day shortlisted NGENers are to present their idea to a panel of judges. Those selected from the NGEN Award Day presentations will progress as this years' finalists and will be notified by phone after NGEN Award Day.

How do I purchase tickets to the Awards?

Tickets must be purchased online ahead of the event date(s).

Visit the [MFA website](#) to secure your spot.

How much does it cost to attend the MFA Awards?

Member/Sponsor Early Bird (expires 31 July 2026) \$385 incl GST per person

Member/Sponsor Standard \$424 incl GST per person

Member/Sponsor Late (within two weeks of event date) \$444 incl GST per person

Non-Member Early Bird (expires 31 July 2026) \$455 incl GST per person

Non-Member Standard \$480 incl GST per person

Non-Member Late (within two weeks of event date) \$510 incl GST per person

Who will attend the MFA Awards?

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists. We expect over 500 people in attendance.

What is the dresscode?

Black Tie

Who should I contact if I have any questions regarding the MFA Awards?

Please contact hello@rareproductions.com.au