



PRESS RELEASE

TOP MARKETERS JOIN MFA AWARDS AS SIGNATURE JUDGES

8 April 2026: The Media Federation of Australia (MFA) has locked in a powerhouse line-up of senior marketers as Signature Judges for the 2026 MFA Awards, reinforcing the Awards' reputation as the industry's benchmark for media effectiveness.

This year's Signature Judges are:

- Kate Bailey, GM Brand, Digital & Media, Coles
- Anneliese Douglass, Director – Marketing & Communications, Nestlé
- Naysla Edwards, VP, Customer Marketing & Member Experience, American Express ANZ
- Mim Haysom, EGM Brand & Customer Experience, Suncorp
- Megan Henderson, Global Head of Marketing, Flight Centre
- Michelle Klein, Chief Marketing Officer, Westpac
- Joe Lunn, International Head of Media, Uber
- Suzana Ristevski, Chief Marketing Officer, Google ANZ
- Sarah Sorrenson, Global Media Director, Diageo

These influential marketing leaders will lead a judging cohort of more than 100 experienced professionals spanning agencies, media owners, technology companies and a growing number of marketers.

Bringing a sharp client lens, Signature Judges play a key role within the MFA Awards' rigorous judging process – helping ensure the work recognised delivers real business impact, commercial effectiveness and proves the role of media in driving growth.

The MFA Awards' judging process remains one of the most robust in the industry, with independent auditing, strict conflict management, blind voting and a clear focus on proven outcomes and media contribution.

MFA Awards Co-Chairs Catherine Rushton and Chris Colter said the calibre of this year's panel reflects the increasing ambition of the Awards.

“The MFA Awards continue to raise the bar for what great looks like in media – and that starts with the people in the judging room. This year's Signature Judges are some of the most accomplished marketers in the country. They know what real effectiveness looks like, bringing the rigour and



perspective needed to identify work that genuinely moves the needle.”

Naysla Edwards, VP, Customer Marketing & Member Experience at American Express ANZ, said: “As a marketer, this role is an immense honour and a chance to contribute to the marketing industry that has given me so much. It allows me to ensure the most innovative campaigns receive the recognition they deserve and for everyone in the industry to learn from them.

“A winning entry goes beyond meeting criteria; it demonstrates creativity, innovation, and measurable results. It stands out by deeply understanding the target audience, having a clear strategy, and exceptional execution underpinned by great collaboration. I can’t wait to join my fellow judges in reviewing the most effective media thinking in Australia.”

Entries to the MFA Awards are now open, with early bird submissions due by 21 April and final entries closing on 5 May.

Importantly, the Awards are open to the entire industry – including MFA members, non-member agencies, clients and media owners – reinforcing the MFA’s commitment to showcasing the very best media thinking from across Australia.

This year’s MFA Awards will be celebrated with a black-tie gala dinner on **24 September** at Sydney’s Randwick Racecourse.

The 2026 MFA Awards sponsors are:

Grand Prix: Seven

Platinum: Meta, Reddit, SBS

Gold: Ad Standards, Google, News Australia, Nine, OMA, OzTAM, Pinterest, Uber Advertising

Silver: CRA, Foxtel Media, 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.