



PRESS RELEASE

ENTRIES OPEN FOR 27th MFA AWARDS WITH THE RETURN OF LIVE JUDGING & NEW INFLUENCER MARKETING CATEGORY

17 March 2026: Entries are now open for the 27th **MFA Awards**, with the Media Federation of Australia calling on media agencies, marketers and media partners to showcase the work that defines media excellence in Australia. For nearly three decades, the Awards have recognised the campaigns that deliver real business impact – setting the benchmark for strategy, effectiveness and innovation across the industry.

The MFA Awards remain the only awards program dedicated to celebrating the craft of media and the effectiveness media agencies deliver for clients.

This year, a new category for Best Use of Creators/Influencers is introduced, recognising the growing strategic role of creators in modern media plans. The category joins 23 others spanning Outcomes, Execution, Channel Excellence and People, Planet & Culture.

Entries are open until 5 May, with early bird submissions due by 21 April. This year marks the first time judging will be conducted in person since before Covid-19.

MFA CEO Sophie Madden said the Awards celebrate the thinking that continues to push the industry forward. “In today’s challenging landscape, impactful results, meaningful change and media excellence matter more than ever. The MFA Awards spotlight the work that proves what our industry can achieve when strategy, creativity and collaboration come together.

“They are also a powerful expression of our shared purpose, We Are The Changers. Every year we see agencies, marketers and partners challenge convention, pushing media into new spaces and delivering results that genuinely move businesses forward. And that’s worth celebrating.”

Another change this year is that the Innovation category will become a non-entered award. All submitted entries will automatically be eligible, with finalists and the winner selected by the MFA Awards Committee and the panel of Signature Judges, comprised of senior marketers.

Download the entry criteria here:

https://www.mediafederation.org.au/images/2026/awards/MFA_2026_Categories_and_Criteria.pdf



Seven Network returns as Grand Prix Sponsor for the 17th consecutive year, continuing its long-standing support of the prestigious category.

Watch Seven's MFA Awards video here:

<https://m.youtube.com/watch?v=8Zi936CzA8&feature=youtu.be>

Katie Finney, National Television Sales Director at Seven Network, said: "Seven is incredibly proud to have supported the MFA Awards for nearly two decades. They are one of the rare moments each year when our industry comes together – reconnecting with old friends, welcoming new ones and celebrating brilliant campaigns that showcase the power of great media.

"In a fast-moving industry like ours, it's easy to get caught up in the everyday. The MFA Awards are an important opportunity to step back and recognise the work and collaboration that continue to move our industry forward."

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

The rigorous judging process includes independent auditing, blind voting and proof of media contribution, with judges drawn from across agencies, marketers, media owners and technology companies – ensuring a diverse and balanced evaluation process.

The Awards will follow the MFA's industry-wide conference MFA EX, taking places in Melbourne on 9 September and in Sydney on 24 September.

Nominations for judges are also being accepted from industry professionals with a minimum of eight years' experience. To be considered, complete the online nomination form here:

<https://www.mediafederation.org.au/mfa-events/mfa-awards/apply-to-be-a-judge>

Entries for the NGEN Award – recognising emerging media talent with less than five years' experience – will issue a separate call for entries in June.

Sponsors so far confirmed for the 2026 MFA Awards and MFA EX:

Grand Prix: Seven

Platinum: Meta, Reddit, SBS

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

Silver: 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.