



PRESS RELEASE

REWIRED FOR CHANGE: MFA OPENS CALL FOR CONTENT FOR MFA EX 2026

18 February 2026: The Media Federation of Australia (MFA) is calling on member agencies to think boldly and help shape the agenda for **MFA EX 2026**, with submissions now open for content under this year's powerful theme: **Rewired for Change**.

In an industry being reshaped at breakneck speed, MFA EX – the MFA's flagship annual event – is challenging media agencies to unlearn, unearth and unleash the way they work, lead and create impact.

The dual-city event kicks off in Melbourne on **Wednesday 9 September at the Melbourne Convention & Exhibition Centre**, before heading to **Sydney on Thursday 24 September at Royal Randwick Racecourse**. The Rewired for Change theme builds on the industry's collective purpose of We Are The Changers.

As the industry's largest annual gathering of media agency professionals, MFA EX will once again bring together more than 2,500 attendees, with agencies in both cities participating in an agency shutdown to enable employees at every level to attend. The events unite the industry in a collaborative, non-competitive environment dedicated to showcasing the power of media to drive meaningful change.

In a time of relentless acceleration, the greatest risk isn't disruption – it's falling behind. MFA member agencies are invited to submit session proposals that challenge, educate, and inspire the industry to embrace change across three key pillars: elevating media agency product and craft, progressing our people, and creating a better world.

Agencies are strongly encouraged to collaborate – across teams, across agencies and even across cities – to deliver bold responses to the brief that reflect the industry at its best.

Submissions close on 8 April, with all proposals to be reviewed and selected by the MFA EX 2026 curators: Consultant Mitch Long, Bare Feat Founder Chloe Hooper, Tumblturn Media Partner Dan Johns, Leadership Team Coach Rob Pyne, and UnLtd CEO Philippa Moig.

From AI transformation and radically progressive media practices to new-world business models and media-fuelled creativity that unlocks entirely new possibilities, MFA EX will challenge the industry to rethink its role in shaping brands, businesses and society.



Leading CMOs will also take to the stage to share their most pressing challenges – and explore how media agencies can partner more deeply to deliver impact for brands, customers and communities.

MFA EX Curator Philippa Moig, CEO of UnLtd, said: “Every year, MFA EX reminds me just how powerful this industry can be when we show up with openness, curiosity and ambition. It’s more than an event – it’s a moment where our entire community comes together and lifts each other through learning. Agencies, partners, platforms, clients are all in one room, united by the ambition to raise the standard of our craft, our leadership and our impact.

“The ideas shared on that stage don’t stay there. They ripple out. They shape how we collaborate, how we innovate, and how we lead long after the day ends. This call for submissions isn’t just a formality. It’s an invitation to elevate our people, to challenge the status quo, and to be part of a movement that is actively shaping the future of our industry. We are the Changers. And this is where it starts.”

MFA CEO Sophie Madden added: “The scale of MFA EX is extraordinary, but what makes it truly special is the spirit of unity behind it. We’re at our best when we lean into collaboration over competition. I’d love to see agencies partnering, co-creating sessions, and bringing differing perspectives to the table. When we combine our thinking and talent, we elevate the entire industry. Rewired for Change isn’t about one agency leading the charge – it’s about all of us moving forward together.”

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

Grand Prix: Seven

Platinum: Meta

Gold: Google, News Australia, Nine, OMA, OzTAM, Pinterest, Uber

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.