



## PRESS RELEASE

# MFA EXPANDS FLAGSHIP FOUNDATIONS PROGRAM, BRINGING INDUSTRY-LEADING TRAINING TO OUT-OF- HOME

**2 February 2026:** The Media Federation of Australia (MFA) has reinforced its position as the leading authority on media education with the expansion of its flagship MFA Foundations program, launching **MFA Out-of-Home Foundations** with the support of the Outdoor Media Association (OMA).

Trusted by thousands of media professionals, marketers and media owners, MFA Foundations is the benchmark for foundational media training in Australia, setting the standards for industry-recognised proficiency across digital media, television and now OOH.

Created by media experts, MFA Foundations delivers a rigorous, practical understanding of the media landscape – from language and terminology to buying and trading models, evaluation and measurement. Participants who successfully complete the program earn professional certification through examinations, providing clear evidence of their knowledge and capability.

Since its launch, more than 10,000 people have gained certification through MFA Foundations courses – MFA Digital Foundations, MFA Television Foundations and MFA How to Buy TV Foundations – with 25% of participants being marketers and media owners.

Launching on 23 March, the new MFA Out-of-Home Foundations 10-week course extends this gold-standard training into the OOH channel. Developed and tested by 25 out-of-home subject matter experts from MFA member agencies, in partnership with the Outdoor Media Association, the course covers every aspect of the OOH ecosystem and the art of planning and buying.

Content is delivered by an expert panel of 12 trainers, ensuring participants receive current, practical and channel-specific insight. Registrations are now open: <https://www.mediafederation.org.au/our-programs/mfa-e-learning-programs>

Aidan Ryan, dentsu Queensland Head of Investment and Chair of the MFA's Outdoor Futures Council, said: "As a complex channel spanning multiple environments and formats – and with rigorous accountability introduced through MOVE launching in March – out-of-home demands a clear understanding. This industry-leading course is designed to deliver exactly that, equipping media professionals, marketers and media owners with the practical knowledge they need to plan and deploy OOH in the most effective way possible."



Elizabeth McIntyre, CEO of the Outdoor Media Association (OMA), added: “It’s fantastic to partner again with the MFA on growing the industry and supporting the development of our incredible talent through the MFA Out of Home Foundations course.

“The course is an invaluable experience, and it comes at the perfect time with OMA’s MOVE audience measurement tool going live on 9 March. Within the course are great insights on how to confidently use MOVE to plan, buy and measure OOH campaigns and I’d strongly encourage those wanting to grow their OOH skillset to take part.”

The introduction of the OOH course further cements MFA Foundations as the media industry’s pre-eminent training program. **Registrations close on 6 March.**

In addition, MFA Digital Foundations kicks off the year with a major refresh, featuring fully updated content and a brand-new AI course to keep learners sharp in a fast-moving digital world.

**For more information, please contact:**

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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.