



PRESS RELEASE

TRIVIA, TEAMWORK & \$20K+ RAISED: NGEN CHARITY CUP DELIVERS FOR YOUTH IN NEED

23 March 2026: Members of the MFA NGEN community put their trivia skills to the test across Brisbane, Sydney and Melbourne for the 11th annual NGEN Charity Cup – the Trivia Edition! – raising \$20,558 for UnLtd charity partner Down the Track.

Fundraising efforts saw teams of NGENers go all in, organising cake sales and inter-agency challenges, as well as selling raffle tickets for prizes generously donated by industry supporters, including a Paramount Survivor Pack (featuring a 12-month Paramount+ subscription), AFL passes from Seven Network, a \$500 Westfield voucher by News Australia, and more.

The NGEN Charity Cup aims to raise vital funds for youth charities while bringing together NGENers – those with less than five years’ experience in the media industry – to connect and live up to the industry’s We Are The Changers purpose.

This year’s UnLtd charity partner, Down the Track, delivers early intervention programs for at-risk young people in the regional NSW. Through mentoring and tailored support, the organisation helps young people build confidence, resilience and the skills they need to make positive choices and pursue their goals.

Down the Track will also be represented in the NGEN Award category of the MFA Awards, giving NGENers the opportunity to respond to a real-world brief by Down the Track – with the potential to bring their ideas to life as a live campaign.

Teams from both media agencies and media owners battled it out to raise much-needed funds and then prove their trivia prowess of the night.

Melbourne	Brisbane	Sydney
Total raised: \$5,906	Total raised: \$5,082	Total raised: \$9,570
Trivia winners: Nine	Trivia winners: Nine	Trivia winners: iProspect
Most money raised: Nine	Most money raised: Nine	Most money raised: oOh!media

Download Charity Cup photos from all three cities [HERE](#).



UnLtd CEO Philippa Moig said: “It’s been fantastic to see the NGEN community bring such energy, creativity and generosity to the Charity Cup fundraising – putting their brains to the test for a great cause. We’re equally excited to see these young change-makers take on a brief Down the Track as part of the NGEN Award, and we can’t wait to see the brilliant ideas they bring to life.”

The MFA’s Head of NGEN, Melanie Aslanidis, added: “NGENers showed up with incredible energy, creativity and drive – running raffles, cake sales, pancake breakfasts and even ice bucket challenges before taking on the trivia competition itself. The passion to make a real difference for Down the Track was unmistakable and raising more than \$20,000 was an outstanding result. I’m incredibly proud of this community and excited to see that momentum carry through to the NGEN Award. A huge thank you to everyone who got behind this effort.”

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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.