

MFA MEDIA FOR ALL, is about ensuring that those working in our industry and those that we want to attract into the industry, will thrive, feel heard, supported, and safe to do their best work. We invite you to play an active role in this movement and together forge a media industry that is truly for ALL.

AS AN INDUSTRY, to achieve our ambition of Media for All, with thanks to SBS, your first action is to sign up and complete the SBS Inclusion program. As an MFA member agency you will have access for FREE until February 2024.

WHAT IS THE SBS INCLUSION PROGRAM?

SBS DESIGNED THIS TRAINING to help build inclusion in organisations and so contribute to their primary purpose – building social cohesion.

The Inclusion Program is Australia’s leading online inclusion training course helping companies embrace diversity and promote a safe and happy workplace.

WHO SHOULD DO THE COURSE?

Everybody that works at a MFA member agency. We want our industry to be 100% inclusive.



SBS INCLUSION PROGRAM LEARNING OUTCOMES

- Improved knowledge (*through facts and lived experiences*)
- Definitions and language (*unhelpful and harmful*)
- Appreciation of differing views, based on culture/history
- Awareness of discrimination
- Understand strategies and behaviours
- Tools to move forward

OUR TIPS FOR LEARNING

- Watch the video on your own, or together with your teams
- Always meet up and discuss/reflect on what you have learnt
- Continue the conversation

CERTIFICATES

Certificate of achievement will be available on the completion of each course.

There are no formal assessments, pass or fail, however there are some activities within the course that need to be completed.

THE e-LEARNING PROGRAM

COURSE	TOTAL DURATION (approx)
 Core Inclusion	1:45
 Indigenous	0:50
 LGBTIQ+	1:30
 Gender	1:30
 Disability	2:00
 Culture	2:15
 Age	1:00

FEEDBACK FROM THE MFA DE&I COUNCIL ON THE SBS INCLUSION PROGRAM

It isn't your typical compliance course at all, which is what many thought it would be.

It provides practical things you can do on a day-to-day basis to make interactions with diverse people a little easier.

The content is entertaining, and all of us, who already felt we knew everything, came away with new learnings.

It is a series of short films, including lived experiences, tips and facts, jointly created with reputable expert organisations, such as the Diversity Council of Australia.



IMPORTANT KEY DATES AND RECOMMENDED TRAINING TIMES



2022 MEDIA FOR ALL TRAINING CALENDAR

	1 FEBRUARY Lunar New Year CULTURE	3 MARCH MFA DE&I Launch	8 MARCH International Women's Day GENDER	JUNE Pride Month LGBTQI+
	MAR - DEC SBS CORE INCLUSION	15 FEBRUARY - 7 MARCH Mardi Gras	22 MARCH Harmony Day Cultural Diversity CULTURE	
3 JULY NAIDOC Week INDIGENOUS	27 AUGUST Wear it Purple Day LGBTQI+	18 SEPTEMBER Equal Pay Day GENDER	10 OCTOBER Mental Health Day World Inclusion Day CORE INCLUSION AGE	3 DECEMBER International Day of Persons with Disability DISABILITY
			24 OCTOBER Diwali CULTURE	