

mfa

media federation of australia



year

IN REVIEW



3,684
PEOPLE IN
OUR INDUSTRY



144
EVENTS



9,310
ATTENDEES





MFA MEMBERS
REPRESENT

> 90%

MEDIA ADVERTISING
BILLINGS



Championing
a dynamic
and valued
media industry

23,310

HOURS OF TRAINING

2019

FROM THE CHAIR

PETER HORGAN

Chairman

The pressures on our industry are well publicised. From constant technological developments, media fragmentation, rising costs and falling fees, longer payment terms, the so-called race to the bottom, to the challenge of getting the balance between work and life right for our people, there are many issues that require a united industry response.

That's where the MFA comes in as a united force in bringing us together to tackle important issues that make us all better – from the advancement of our people to the improvement of the tools we use, and the ability to demonstrate the value we create for client partners.

Overall, 2019 has been a milestone year in the MFA's 22-year history, with the return of the MFA Awards and the introduction of MFA EX – both of which have a strong focus on effectiveness and excellence in execution. MFA EX was



particularly important in bringing together the industry to discuss and develop better ways of tackling the issues I mentioned above.

This report outlines our achievements across the three key MFA pillars: Advancement of our People, Improved Processes and Performance. I would like to thank everyone who has participated and contributed to MFA programs, including the 500+ people who sit on MFA committees, speak at NGEN, mentor at MFA 5+ and the many other activities of the MFA that bring us all together.

I am confident that our industry will continue to evolve in the right direction in 2020 and beyond.

FROM THE CEO

SOPHIE MADDEN

CEO, Media Federation of Australia

Throughout its 22-year history, the MFA's goal has been to champion a dynamic media industry. More recently, we've broadened this mission to ensure we are also championing a valued industry – and being more vocal about the true value our members create for their client partners.

The return of the MFA Awards and the creation of the all-day, MFA EX effectiveness expo, are the key components of our mission to demonstrate media agencies' contribution to achieving tangible, long-lasting results for clients. Educating and inspiring our industry to deliver world-class effectiveness, and celebrating the very best work that did exactly that.

Other 2019 achievements include the creation of MFA e-Learning, the introduction of the NGEN career planning tool and the launch of the Advertising Industry Labour Agreement by the Federal Government. Our consultation on the new AANA Master Media Planning & Buying Services Agreement resulted in a significantly different contract template than what was initially proposed and a White Paper for members.



Another important project was the MFA's submission to Treasury following the release of the ACCC Digital Platforms Inquiry Final Report.

Looking ahead, 2020 promises to be another busy and exciting year, with the launch of MFA Television Foundations, the introduction of NGEN Plus and driving our effectiveness agenda with the MFA Awards and MFA EX. As our industry faces evolving change and the challenges ahead, we will remain steadfast in our vision to be a force that makes the media industry better at what we do.



ABOUT THE *mfa*

The MFA is an alliance of Australian media agencies who represent the common interest of our industry and our clients. Established in 1997, we are the peak body representing media communication agencies to government, industry, media owners and the general public.



OUR PURPOSE

Championing a DYNAMIC and VALUED media industry.

OUR VISION

To be a force that makes the media industry better at what we do for clients:

- * Mastery in media agencies
- * Improvement of the tools we use
- * Advancement of our people
- * Growth of clients' businesses

HOW WE WILL GET THERE

people



To attract, keep and inspire the best talent pool of people working in our industry – all 3,500+ of them.

process



To lead the way, at pace, in driving more efficient and effective ways of working, tracking, validating and measuring for our clients.

performance



To demonstrate the value of our industry, the role we play in growing clients' businesses and the compensation this deserves.

WHAT WE DO

Attracting top talent

MFA Tertiary,
Advertising Industry Labour Agreement

Build the right experiences and skills for successful careers

NGEN,
MFA Digital Foundations,
MFA TV Foundations,
MFA 5+

Promoting job satisfaction

Industry Intelligence Insights

Improve systems and facilitate new workflows, technology and automation

TV/Screen Trading, OOH CORE,
Mediaocean, Radio Automation

Re-build trust in the Digital Advertising value chain

Australian Digital Ad Practices,
OOH Measurement,
Verification and Standardisation

Drive best quality research and metrics to meet the needs of agencies and advertisers

VOZ, Digital Measurements, MOVE,
Technical Committee Representation

Demonstrate media marketing effectiveness and the role we play in growing businesses

MFA Awards,
MFA EX

Industry intelligence

Industry Census,
Industry Salary Report,
Industry Cost Benchmark Report,
Agency Overhead Report

Collective media voice / industry perception

AANA Contract,
ACCC Digital Platforms
Inquiry Response

people

ATTRACTING TOP TALENT: MFA TERTIARY

Our goal is to build lecturer and student awareness of our industry and what we do, to attract the right talent.

We engaged with more than 1,000 tertiary students across Australia, through Career Days conducted at member agencies, guest lectures and student visits. Our Lecture the Lecturer series, which trains lecturers to ensure they have access to the most up-to-date industry information, was attended by 30 lecturers.



“The Advertising team at QUT work very closely with the MFA to ensure that our Media Planning students are learning real world skills and knowledge. Each semester, our students attend the MFA Understanding our Industry event. Our students get to hear from industry experts on topics such as strategy, programmatic and getting a job in media.”

DR LOUISE KELLY, Senior Lecturer – Advertising & Digital Marketing, School of Advertising, Marketing & Public Relations – QUT Business School



SUPER-CHARGING CAREERS: NGEN

For the past 11 years, NGEN has empowered and inspired the next generation of media professionals, helping build the career of seven in 10 people working in our industry today.

In 2019, we launched our Career Skills Guide, making it even easier for NGENers and their managers to map out their development plans. NGEN is our biggest and most established program, empowering our young talent to learn, challenge themselves and kickstart relationships.

In 2020, we'll be introducing **NGEN Plus** - a dedicated learning stream for our young leaders of the future with 3-5 years' experience, providing access to industry leaders and mentors to build critical management and leadership skills.

NGENers VIEW

TOP THREE
BENEFITS OF ATTENDING
NGEN EVENTS

Learning
new skills

1

Connecting
with the broader
media community

2

Hearing from
inspirational speakers

3





“NGEN is invaluable in helping the next generation of media professionals take control of their career journey, by giving members an opportunity to hear from industry leaders, network with peers from both media agencies and owners, and learn industry-relevant skills from experienced training facilitators. More importantly, we see past members and senior leaders actively engaging with NGEN to ensure that the next group are supported in finding their feet – proving that we don’t just work in an exciting industry, but one with great people too.”

NGEN CO-CHAIR: DUNCAN MALE,
Agency Sales Manager, News Corp Australia

THE MFA YEAR IN NUMBERS

1,000+
UNIVERSITY STUDENTS
ENGAGED

30
TERTIARY LECTURERS
TRAINED

330
GRADUATES RECRUITED

3,000
NGENers

NGEN HELPING
7 OUT OF 10
PEOPLE IN OUR INDUSTRY
TODAY BUILD THEIR CAREER



people 

BUILDING THE RIGHT SKILLS FOR SUCCESSFUL CAREERS: MFA DIGITAL FOUNDATIONS



We believe everyone working in media needs to have a consistent and standardised level of foundation digital knowledge for successful careers.

In less than three years since its introduction, we have proudly upskilled more than 1,800 media agency professionals through MFA Digital Foundations – that’s 49% of all media agency personnel, across all levels of seniority – with an 88% pass rate across 34 exams.

This year, we built on the program’s success by creating MFA e-Learning allowing for media owner and client participation. Over 18 agency digital leaders contributed a total of 245 hours to assist in the creation of the content, scripting, rehearsals and filming, creating animations and quizzes, and updating the exam questions – with 560 hours spent on editing alone!



“Thanks for having such an incredible and comprehensive online course”
LACHLAN McGOLDRICK, OMD

“This course helped me understand a lot of the situations that I face in my new role. I feel I have the basics to understand conversations between my team and our agencies.”

**CLIENT PARTICIPANT,
MFA Digital Foundations e-Learning**

EXPANDING MFA E-LEARNING: MFA TELEVISION FOUNDATIONS

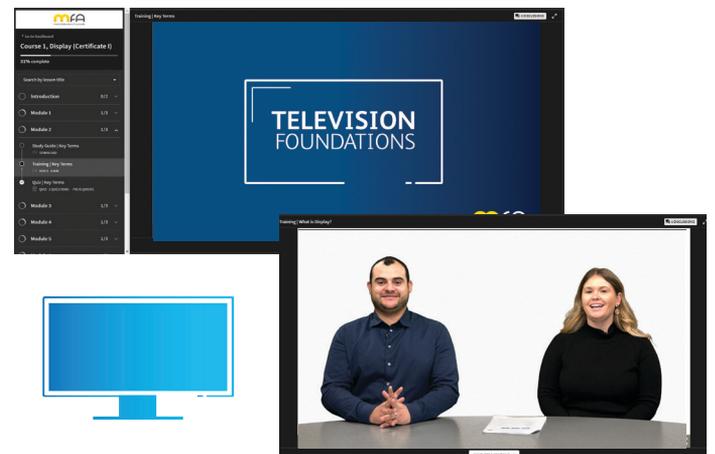


In 2020, we will be introducing MFA Television Foundations, thanks to the support of ThinkTV. Just like the successful MFA Digital Foundations program, MFA Television Foundations certification has been designed for all, but specifically for people with less than two years’ experience. Created and trained by TV experts from member agencies, the program covers TV basics – including evaluation, measurement, BVOD among other topics – across six courses.



“With the media landscape constantly evolving, television planning and trading will see some significant changes coming down the track. The MFA TV Foundations program will ensure there is a universal level of TV knowledge across each agency, with everyone having a solid understanding of the television landscape, as well as the planning, buying and evolution of television.”

AMY McDONALD, Trading Accountability & Training Director, OMD





**INSPIRING OUR
FUTURE LEADERS:
MFA 5+**

Our aim is to build our industry’s commercial acumen and leadership skills by inspiring and challenging those with 5 or more years’ experience to think differently.



“The MFA 5+ Inspiration Series has established itself in the market as a highly valuable development and networking program for future leaders in the industry. Now in its fifth year, the program has grown to include an increased attendance from media owner employees and a diverse range of agency employees with varied experience levels (5 - 10 and 10+ years).

The use of speakers from outside the media industry provides inspiration and new perspectives to future leaders, challenging them to think differently, while still being anchored in helping to develop their business acumen and leadership skills.

The program has actively created a positive community by allowing similarly experienced members to have a dialogue, discuss challenges, learn from each other, and interact with industry leaders. The MFA 5+ Inspiration Series is important in ensuring our future leaders remain engaged in the industry and are excited to be a part of it.”

**MFA 5+ CO-CHAIR: SIMON SCHOEN,
Strategy Director, Zenith**



process

INCREASING PRODUCTIVITY THROUGH AUTOMATION AND INTEGRATION: MFA SYSTEMS

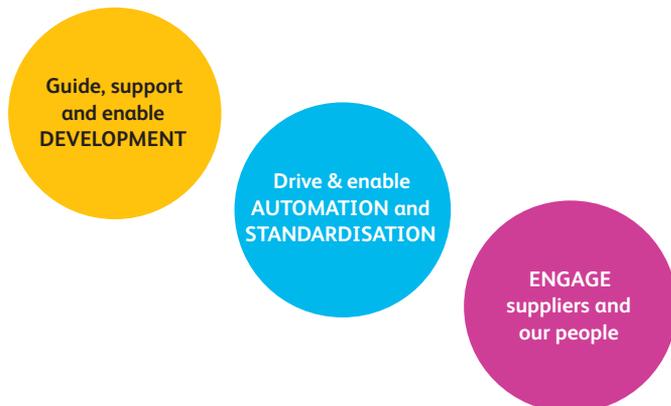
Our purpose is to drive more efficient and effective ways of working for our people and businesses .



MFA SYSTEMS CHAIR:
VICTOR CORONÉS,
Managing Director, Magna

We have a passionate and collaborative team, from across all agencies, who are committed to enabling agency and industry system solutions. Over the past 12 months, our focus has been on facilitating trading automation with TV, OOH and Radio suppliers, Mediaocean system development and the roll-out of Print automation trading system BOP. A lot of time and energy was invested in the development of a TV Ad Break ratings solution for agencies, however this is now on hold with the advent of VOZ.

We also held the first MFA Systems/Investment Heads workshop, where we launched an updated MFA Systems Strategy and co-created our 2020 plan. Coming up in 2020, our key focus areas will be on the introduction of the new VOZ television ratings data, a potential single TV automation platform, OOH digital measurement and the ongoing Radio and OOH trading automation projects. We will continue to work closely with agency Investment Heads, ensuring our energies are focused on the right areas.



“Commercial Radio Australia greatly values our longstanding relationship with the MFA and its continued support on a range of industry matters. In particular, collaboration between the MFA Systems Committee and the CRA Automation and Programmatic Committee has resulted in positive outcomes and accelerated progress for the successful launch and ongoing development of the all of industry RadioMatrix platform.”

JOAN WARNER, CEO Commercial Radio Australia

BUILDING INTERACTIVE ADVERTISING EFFICIENCY AND EFFECTIVENESS: MFA INTERACTIVE



MFA INTERACTIVE CHAIR:
STUART BAILEY,
Chief Digital Officer, PHD

The focus of the MFA Interactive Committee in 2019 has been to continue to drive and evolve the committee’s two biggest initiatives: MFA Digital Foundations and the MFA, IAB, AANA Australian Digital Advertising Practices. Both these initiatives have been important milestones in the market and delivered considerable impact – a proud achievement for all of us involved.

The MFA, IAB, AANA Australian Digital Advertising Practices, provides guidance for advertisers, agencies, publishers and tech vendors around the key issues of digital transparency, viewability, brand safety, ad fraud and data transparency. They have already been established as an excellent resource of support for everyone in the digital value chain, going a long way in driving elevated trust and confidence in the digital ecosystem.



“The Australian Digital Advertising Practices has improved McDonald’s relationships with our agency, publishers and digital platforms by creating a shared responsibility towards digital best practice. This enables us to remain at the forefront of the digital advertising landscape.”

CHRIS GRAHAM, Head of Accountability and Sourcing, McDonald’s



An updated version of the Practices, reflecting emerging opportunities and issues, is due to launch later in 2019, with a supporting training program and engagement plan to be rolled out in 2020.



Over
50 hours
of filming

560
hours
of editing

Over **55**
industry
experts
created the
content

15 hours'
dedicated
time
by each
trainer

More
than **250**
e-learning
students
so far



The MFA Digital Foundations program has continued to lead the charge in providing a consistent digital education across the MFA membership base, and the Interactive Committee has worked tirelessly to ensure the program continues to evolve and remain up to date.

The conversion of the program to e-learning and the roll-out to non-members, media owners and clients was a positive step in widening the consistent standard of digital knowledge beyond agencies. Hundreds of hours and a huge amount of work went into the creation of the program, and we're grateful to everyone who dedicated their time.

THE MFA YEAR IN NUMBERS

500+
INDIVIDUALS VOLUNTEERING
THEIR TIME TO MFA
PROGRAMS

13
MFA COMMITTEES

8
INDUSTRY SYSTEM
DEVELOPMENT PROJECTS

3
INDUSTRY RESEARCH
PRIORITIES

> 1,500
DOWNLOADS OF THE
AUSTRALIAN DIGITAL
ADVERTISING PRACTICES



DRIVING EFFECTIVE MEASUREMENT: MFA RESEARCH

Our goal is to drive best quality research and metrics to meet the needs of agencies and advertisers.

John Grono continues to lead our work in the area of research, ensuring our industry has trusted and clearly understood measurement and metrics. This year's focus has been on Digital, TV and Radio measurement, participating in industry technical groups and addressing measurement issues as they arise.

2020 is a critical year for industry measurement, with a number of significant initiatives to be introduced. MFA Research has an important role in both assessment and education, to ensure any new data and methodology meets industry standards, is trustworthy, reliable, used correctly and understood by our members and our clients. The top three 2020 projects for MFA Research are:

TV	Forensic appraisal of OzTAM's VOZ
OOH	Assessment & input into MOVE 2.0 approach
DIGITAL	A strategic planning digital data source to provide Reach & Frequency data calculations

“The way you measure is more important than what you measure.”



WORKING TOGETHER TO DRIVE INNOVATION AND ACCOUNTABILITY: OUTDOOR FUTURES COUNCIL

Formed in July this year in partnership with the AANA, the Outdoor Futures Council believes in a sustainable out-of-home advertising industry and the need for leading edge innovation in metrics, proof of performance and trading.



“The Australian OOH market is a vibrant dynamic channel that has embraced digitisation at pace and scale. As Digital OOH matures, all parts of the industry need to collaborate on developing the right metrics, technology and accountability to underpin the confidence that has driven high growth. The new MFA OOH Outdoor Futures Council has been set up to be a key stakeholder in driving industry-wide initiatives that deliver on these goals. In 2020, the Outdoor Futures Council will be focused on measurement, standardisation and verification.”

**JO DICK, Head of Partnerships,
Outdoor & Audio, OMG**

performance



CELEBRATING TANGIBLE LONG-LASTING RESULTS FOR CLIENTS: **MFA AWARDS**



The much-anticipated return of the MFA Awards on 17 October was a resounding success. Following a break in 2018 to reset our objectives, we revamped the awards program to focus on media effectiveness and business outcomes for clients.



Highlights on the night included the recognition of industry contributors Stuart Bailey, Vince Meoli and Carol Morris, and the induction of Anthony Fitzgerald into the MFA Hall of Fame.

The industry threw its support behind the revamped MFA Awards program, with Seven West Media returning as the Grand Prix sponsor for the 11th time and an unprecedented number of major and supporting sponsors.



MFA AWARDS GRAND PRIX WINNING CAMPAIGN: **OMTANKE: RETHINKING VOLVO**



"The strategic thinking out of Mindshare and whiteGREY has been pivotal in setting us up for success. Strong collaboration between our media and creative agencies is one of the reasons for Volvo's growth in market share and we're incredibly proud that the team's work has been recognised with the MFA Grand Prix."

JULIE HUTCHINSON,
Marketing Director, Volvo Car Australia



performance 

INSPIRING EFFECTIVE
MEDIA THINKING:
MFA EX



Our long-term goal is that MFA EX, alongside the MFA Awards, will become a key component of our mission to demonstrate media agencies' contribution to achieving tangible, long-lasting results for clients.



The inaugural MFA EX has been a labour of love for many of us over the past year, so it was with great excitement – and just a little trepidation – that we opened the doors to 1,500 media professionals for a day of inspiration, education and a healthy dose of provocation.

Media For All was our guiding principle, with everyone invited regardless of seniority. Most importantly, it gave everyone in the industry a voice, with sessions from our best young talent an absolute highlight, proving the future of our industry is bright indeed.

There were some challenging conversations, but if we want partners to value what we do, we must first value ourselves. So let's use MFA EX as a positive reset moment for our industry: to showcase our work, our talent and the value we bring to clients. This intent was also integral to our overhaul of the MFA Awards, with a renewed focus on effectiveness and excellence in execution.

Award numbers were reduced and replaced with outcome-led categories such as Brand Impact, Business Impact and Long-Term Results. Even greater accountability was also introduced into the process – including blind voting, independent panels and client check-ins – making this our most rigorous judging process ever.

It's a huge commitment creating a new event and transforming the awards, so thanks go to Sophie Madden, Peter Horgan and the MFA Board for embracing this reset moment; Two de Force for helping bring it to life; our sponsors; and everyone who entered an award or spoke on the day.

Most importantly, thank you to everyone on the Awards Committee. It was an immense team effort and I look forward to working with you all to make it even bigger and better in 2020!

MFA AWARDS CHAIR: JOE LUNN,
Chief Strategy Officer, Mindshare

GRAND PRIX SPONSOR



HOME OF THE OLYMPICS & PARALYMPICS

MAJOR SPONSORS



ACTIVATION SPONSORS



SUPPORTING SPONSORS





THE MFA YEAR IN NUMBERS

109

MFA AWARDS
JUDGES

50

MFA AWARD
FINALISTS

24

SYDNEY AGENCIES
'SHUT THEIR DOORS'
TO ATTEND MFA EX

1,500

MFA EX ATTENDEES

90%+

MFA EX ATTENDEES WOULD
RECOMMEND THEIR FRIENDS
ATTEND MFA EX 2020



performance



MFA Finance Chair:
VINCE MEOLI, Commercial Director,
HYLAND

2019 started with the handing down of a landmark court case decision around the client / agency relationship and the provision of services. Its findings (whilst in favour of the agency) provided our industry with learnings and a timely reminder to continue to improve on and strengthen our processes to safeguard our businesses and provide our clients with great work.

The MFA Finance Committee continues to support and contribute to our annual industry surveys. These surveys not only provide valuable current commercial data back to each participating agency, but the data from the many years of producing these surveys also gives our industry the intelligence to 'health check' itself by looking into past, present and future trends.

2019 was also the year where the MFA was invited to the table to discuss and provide input to the new AANA Master Media Planning & Buying Services Agreement. The Finance Committee and MFA Board devoted a significant amount of time to the revision process, reflecting the importance of determining what constitutes fair contract negotiations between clients and agencies. While the latest version of the agreement is much more workable than its predecessor, there is still a little more work to do in this respect.

Thank you to all MFA member agency CFOs, CEOs and other contributing staff for your ongoing support.

MEASURING INDUSTRY AND BUSINESS HEALTH: BUSINESS INTELLIGENCE

The MFA's work in gathering business intelligence aims to help our members measure the industry and their business health.

ANNUAL REPORTS & SURVEYS

Industry Census

Data collection: **October**
Distribution: **January**

Salary Survey

Data collection: **October**
Distribution: **January**

Agency Cost Benchmark

Data collection: **February**
Distribution: **April**

Agency Overhead Report

Data collection: **February**
Distribution: **April**

* The Agency Cost Benchmark Report, Salary Survey and Agency Overhead Report are available to participating members only.

COLLECTIVE INDUSTRY VOICE

In 2019, we instigated a number of projects to tackle ongoing challenges and address issues as they arose through the year.

After more than 18 months of negotiation, the MFA launched the Advertising Industry Labour Agreement (AILA), a joint project with The Communications Council. A groundbreaking five-year agreement with the Federal Government.

The ACCC Digital Platform Inquiry Final Report was released in July with a total of 23 recommendations, including changes to privacy laws and regulation and a potential inquiry into the supply of online advertising services by advertising and media agencies. The MFA submitted a response to Treasury on September 11, 2019, outlining areas of concern. Improving transparency and accountability in the digital advertising supply chain will be an ongoing agenda for the MFA in 2020.

OUR members



“Our business decisions are primarily based around what will deliver long-term growth of Flow and also the industry, which ultimately benefits us all. A crucial step in delivering this growth is having an industry body behind that exact cause and the MFA adds significant value to our business and our staff. Externally they are engaged, relevant and prominent, and internally, they have been supporting myself and our staff at all levels. As an NGEN member, a Charity Committee member, an MFA 5+ Committee member and now an MFA 5+ mentor and speaker, I have seen first-hand that there is no other industry body that’s as supportive and ingrained in the individual career path that betters the industry within Australia.”

JIMMY HYETT, Managing Director, This is Flow

“The MFA is possibly the most important part of our industry; it connects and binds us. For all the behind-the-scenes thankless hard work and hours you put in, please know that it is noticed. I appreciate your work.”

**Anonymous
MFA 5+ Member**

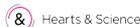
82%
**GLOBAL MEDIA AGENCIES
MFA MEMBERSHIP**

18%
**LOCAL MEDIA AGENCIES
MFA MEMBERSHIP**

5
NEW MEMBERS WELCOMED

- DentsuX
- Amobee
- Dentsu Aegis Network
- This is Flow
- Vizeum

OUR MEMBERS



THE MFA collective

MFA BOARD



PETER HORGAN
CEO Australia & NZ,
Omnicom Media Group

"In sitting on the MFA board I hope to work with agency peers to build a sustainable media industry that has a reputation for growth and trust – growth for our clients, and growth and fulfilment for our employees, which will lead to long-term prosperity for our businesses. Our ambition is that clients view media agencies as trusted partners in driving commercial success in a way we can all be proud of."



TOBY BARBOUR
CEO, Publicis Media

"The media landscape has never been more complex, with rapid change, innovation and reform. The opportunity to be part of the body identifying, challenging and evolving the themes that shape our industry, is one which I value greatly. What I hope to achieve is to be part of an aligned MFA board that leads the narrative driving growth for our clients and creates a thriving industry of the future, embracing diversity, sustainability and attracting exceptional talent."



MEGAN BROWNLOW
Independent Director

"I joined the board of the MFA in 2012 to contribute an independent view and improve diversity; at the time I was the only female director. Five years later many things have improved. Female directors have increased 400% (yes, there are now four of us) and the board culture is collegiate and committed. Collaboration is essential for the MFA's many hallmark programs that make agency people's working lives better and it's rewarding to be part of that."



MARK COAD
CEO, PHD

"Our industry, like most, is going through dynamic and expansive change. As a leader within the industry I feel an obligation, and welcome the opportunity to help create, manage and plan for that change. The MFA Board allows me to work with other industry leaders to do that. In a collaborative and constructive manner, that best positions our industry and a vital contributor to the success of our clients – now and into the future."



BRETT DAWSON
CEO, Bohemia

"The MFA plays a vital role in championing a better industry for all – clients, agencies and talent. I am proud to contribute in my capacity as board director and am committed to doing all I can to improve this great industry in collaboration with my fellow agency leaders."



MELISSA FEIN
CEO, Initiative

"Board membership to me brings responsibility in helping direct the future of our industry in its constant transformation. The MFA EX Stay or Stray session found that 60% of our people have indicated they intend to leave our industry in the next three years. My time on the MFA Board is focused on how we work together to collectively improve our operations as agencies, support our people and improve working conditions. Ultimately with the aim of creating long-term positive impact to retain the best talent for the future of our industry."



VIRGINIA HYLAND
Founder, HYLAND

“I chose to sit on the MFA Board to bring an independent voice to industry discussions. My desire is to hold our industry to account through having honest and transparent discussions around the opportunities and challenges we all face every day. To date, we have really shifted the dial on equal pay and developing the digital skills of many people within the media industry through training. I am proud of the work we are doing to better the opportunities for everyone in the media industry. We have pointed the ship in the right direction and are picking up steam.”



MARK LOLLBACK
CEO, GroupM

“Being part of the MFA Board is an opportunity for me, and GroupM, to play a constructive and positive role in shaping the future of the media industry. When this industry genuinely works together and collaborates to improve every aspect of the industry, we can have a huge impact on our people, our clients and the broader Australian economy. We saw that come to life this year with MFA EX – a day designed to inspire our people and celebrate good work.”



LEIGH TERRY
CEO, Mediabrands

“Having benefitted for so many years from the leadership and mentoring of inspiring media leaders, I relish the opportunity to be a member of the MFA Board. We are engaged with the sharp issues and opportunities across the industry, which these days are felt at all levels of seniority, particularly our young people. I’m very proud of the energy and success of our NGEN and MFA 5+ programs and with the Board I am focused on helping evolve our media industry with the highest standards of people-care and performance.”



KATIE RIGG-SMITH
CEO, Mindshare

“I feel privileged to be part of a such a dynamic industry that is simultaneously driving and adapting to change. Being on the MFA Board means I get to be part of the overall industry discussion – the initiatives, debates and actions that need to be had to ensure we drive a healthy industry going forward. This very much remains my focus going into 2020.”

THE MFA collective

Our work would not be possible without a committed and active membership.

Thank you to all our member agencies, our board and committee volunteers, who generously offer hundreds of hours from their already busy schedules to improve and champion our industry.

A huge thank you also to the hard-working MFA team.

MFA COMMITTEE CHAIRS



JOE LUNN
Awards Chair



VINCE MEOLI
Finance Chair



STUART BAILEY
Interactive Chair



JOHN GRONO
Research Chair



VICTOR CORONAS
Systems Chair



SIMON SCHOEN
MFA 5+ Melbourne
Co-Chair



ZOE EDWARDS
MFA 5+ Melbourne
Co-Chair



STEVEN BURT
MFA 5+ Sydney
Chair



LIZ ASTIN
NGEN Melbourne
Co-Chair



BRAD EASTON
NGEN Melbourne
Co-Chair



JOE McCABE
NGEN Sydney
Co-Chair



MYLES HASLAM
NGEN Sydney
Co-Chair



DUNCAN MALE
NGEN Brisbane
Co-Chair



GEORGIA RUTLEDGE
NGEN Brisbane
Co-Chair

MFA TEAM



SOPHIE MADDEN
CEO



MELANIE ASLANIDIS
Head of NGEN



CATHY ATKIN
Accountant



TAHNI BROOKS
Event Executive



SOPHIE HOOPER
Operations Manager



KATHY GIAM
Office Manager



IZZY HOPKINS
Event Coordinator



ELIZABETH HUGHES
Event Executive



LINDA WONG
Director, People

MFA SUPPORTERS

MFA



MFA 5+



NGEN



INDUSTRY

snapshot

GENDER EQUALITY

60%

FEMALE WORKFORCE

Our industry continues to outperform the Australian average

1%

GENDER PAY GAP

in favour of women



37%

SENIOR MANAGEMENT

positions are filled by women



AGE & TENURE

3.2 YRS

AVERAGE AGENCY TENURE

growing vs Australia's norm of 3 years

31.4 YRS

AVERAGE AGE

of media agency employees



7.7 YRS

AVERAGE INDUSTRY EXPERIENCE



STAFF TURNOVER

27.9%

STAFF TURNOVER

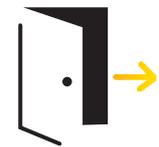
remains relatively steady



15.3%

LEAVING THE INDUSTRY

rose from 12% last year



REASONS FOR LEAVING

include switch to client side, study or career change

IN DEMAND

6.8%

VACANCY RATE

versus 9% last year



MOST IN DEMAND ROLES

in areas of implementation client service, digital & programmatic

POP.

3,684

INDUSTRY POPULATION

revealing a rise from 3,432 the year prior

2020 MFA PLANNER

PROGRAM	LOCATION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TERTIARY													
Lecture the Lecturers	SYDNEY		21										
Student Visit	SYDNEY												
Student Visit	BRISBANE												
MFA DIGITAL FOUNDATIONS													
e-Learning Semester	ALL		24	AUTUMN					24	SPRING			
Exams	SYDNEY			(CERT I) 31		(CERT II) 26				(CERT I) 29		(CERT II) 18	
Exams	MELBOURNE				(CERT I) 2	(CERT II) 28					(CERT I) 1	(CERT II) 16	
Exams	BRISBANE				(CERT I) 3	(CERT II) 29					(CERT I) 2	(CERT II) 20	
MFA TV FOUNDATIONS													
e-Learning Semester	ALL			23	AUTUMN					14	SPRING		
Exams	SYDNEY					26						18	
Exams	MELBOURNE					28						16	
Exams	BRISBANE					29						20	
NGEN													
Roadshow	SYD, MEL, BRS												
Charity Cup	SYD, MEL, BRS					(SYD) 21 (MEL) 29	(BRS) 5						
Halloween	SYDNEY											22	
Halloween	MELBOURNE											22	
Halloween	BRISBANE											23	
NGEN Workshops	SYD, MEL, BRS		WORKSHOPS										
MFA 5+													
Inspiration Series	SYDNEY			18				29		23			
Inspiration Series	MELBOURNE			10				23					
MFA EVENTS													
MFA EX	SYDNEY												
MFA Awards	SYDNEY												





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