

# MFA tackles industry talent shortage with new tertiary scholarship

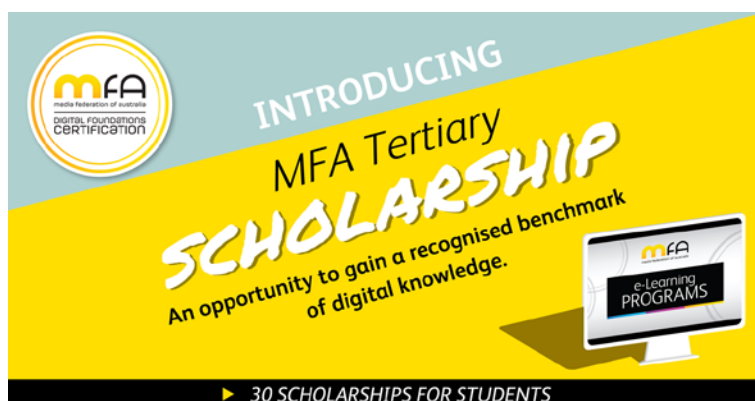
The first-ever MFA Tertiary Scholarship provides 30 final-year university students across Sydney, Melbourne and Brisbane with access to the MFA Digital Foundations e-Learning course as well as tutoring by industry leaders.

The MFA has an extensive Tertiary program of work including keeping lecturers up to date, student visits and guest lectures. The newest addition to the program, the MFA Tertiary Scholarship aims to equip students with the foundation digital knowledge required to work in the industry, while exposing them to the career options available in media agencies.

## How will it work?

Final-year university students in Sydney, Melbourne and Brisbane can apply for one of 30 scholarships with the endorsement of their lecturer. The scholarship grants them access to the MFA Digital Foundations e-Learning course – mandatory for anyone in the industry who has less than two years' experience. Upon successful completion, they will receive MFA Digital Foundations certification.

As part of the scholarship, the students also have access to three online Q&A sessions with an industry specialist. The e-Learning program will run from Monday 29 November and Monday 6 December, with exams held on 17 December. Applications have now closed. If the program is successful, the scholarships will continue in 2022.



## What is the benefit for MFA members?

The primary aim of the MFA Tertiary Scholarship is to address the ongoing talent shortage in our industry by attracting graduates to media agencies and ensuring they have the foundation knowledge required to work in the industry. Agencies offering tutors to the program, will be given priority to interview students who pass the course.

Linda Wong, Director of People at the MFA, said:

*“As our industry continues to face an ongoing shortage of talent, we are regularly re-evaluating how we attract and train the next generation of media agency professionals. The MFA Tertiary Scholarship will play an important role in introducing graduates to our industry and preparing them to succeed. The response from member agencies eager to be involved has been enormous, demonstrating the need for such an initiative.”*

## Did you know?

Since the commencement of the MFA Digital Foundations course five years ago, 63% of media agency employees have completed the MFA Digital Foundations program.

### ► How to get involved

Agencies can nominate a tutor or register their interest for involvement in the 2022 MFA Tertiary Scholarship by contacting the MFA.