



**SYDNEY 14 OCTOBER**  
ROYAL RANDWICK SYDNEY

**awards**

**2021**

## **FAQs**

### **What are the MFA Awards?**

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign.

### **When are the Awards?**

The MFA Awards gala dinner will take place on Thursday 14<sup>th</sup> October 2021 at Royal Randwick. This is the same day as MFA EX Sydney event.

### **Who will attend?**

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists.

### **How many people will be in attendance?**

We are expecting approximately 500 attendees at the 2021 MFA Awards.

### **Will this event be COVID Safe?**

Yes, we will be adhering to any government mandates, restrictions and guidelines. Including (*where applicable*) temperature checks, COVID Safe check ins, PPE requirements, social distancing, square meter guidelines and sanitization stations.

### **Why do they exist?**

The purpose of the Awards is to highlight the value that the media agency industry contributes to clients businesses.

### **How will the 2021 MFA Awards be different from previous years?**

The Awards have more focused categories to ensure the most effective work and processes in the industry are being celebrated.

### **What are the eligibility dates?**

Enter only those campaigns launched within Australia between 1 January 2019 – 31 March 2021.

The Long-term category eligibility is 1 January 2018 – 31 March 2021.

### **How do I enter the MFA Awards?**

All entries must be submitted via the online entry portal [here](#).



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**I have used the entry platform previously but can't remember my password. Who do I contact to get that changed?**

Only you have the ability to change your password. You can request to reset your password via the online system. Be sure to check your junk mail if it hasn't come through within the hour.

**Is there a fee to enter the Awards?**

Entry fees do apply, see as follows:

Members	\$500.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
NGEN / Pro-bono	\$120.00 incl GST per entry

**Can I be invoiced for my entries rather than paying through the portal?**

All entries must be paid in full with a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

**What categories are media owners eligible to enter?**

Media owners are eligible to enter any of the 'Execution' categories along with 'Media partner', 'Industry contribution' and 'Pro-bono'.

**What categories are clients eligible to enter?**

Clients are encouraged to work with their agency on their entries however, should you like to enter the Awards directly you may enter any of the 'Execution' categories along with 'Pro-bono'.

**What if I want to enter a campaign into more than one category?**

A campaign can be entered into a maximum of four categories and must be split across both 'Outcomes' and 'Execution'.

**Can I submit a joint entry?**

Absolutely! Just make sure you include both companies details in the entry portal.

**Where can I find more information about the categories?**

You can view the entry kit and criteria document [here](#).

**Do I need client permission for my entry?**

All 'Outcome' and 'Execution' entries must be approved by the client. Client details must be submitted into the entry portal. A verification email will be sent to the individual directly; whereby they will have the opportunity to view...



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**Do I need client permission for my entry cont...?**

...the submission and accept or decline what has been submitted. Should a client decline an entry, Awards staff will communicate directly with the entrant on the next steps.

**Will my client be contacted directly for any reason?**

Entries will go through an independent review process and some clients may be contacted in order to verify details relating to a campaign.

**What do I need to include with my entry?**

All entries must consist of a written response and media schedule (where applicable). The online entry portal will walk you through each step of the process.

**I can see the NGEN category is back but where do I download the brief?**

The 2021 NGEN brief is for the 'The Indigenous Literacy Foundation' (ILF) Charity. The detailed brief will be shared and available for download from the MFA website at the end of May.

**What happens to the NGEN entry fee post Awards?**

50% of the NGEN entry fees are donated to 2021 NGEN 'The Indigenous Literacy Foundation' (ILF) Charity post Awards.

**What happens to the Pro-bono entry fee post Awards?**

The Pro-bono entry fees are donated to the winning agencies selected charity post Awards.

**Can I exceed the word count?**

The online entry portal will allow a very small buffer on the word count. Keep an eye on your tally as you type as additional words will not be accepted by the system.

**Does my supporting material go towards my word count?**

The copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

**What supporting materials need to be included with my entry?**

All entries must include a media schedule in order to be considered for judging. This excludes People & Community categories.



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Whilst not mandatory, entrants are encouraged to submit supporting materials in addition to the written submission. In this instance more is more. Entrants that provide video files must not exceed a total of 5 minutes of footage.

**Can I include company branding on my entry or supporting materials?**

Agency branding is not recommended on entries or within supporting materials.

**Can I get an extension on the entry deadline?**

Entry deadlines are final and no extensions will be provided. Access to relevant categories will be deactivated at 4pm on the date of the deadline.

NGEN

4pm – 16<sup>th</sup> July 2021

Category deadline

4pm – 23<sup>rd</sup> July 2021

**Can I edit my entry after submitting it?**

Once the entry has been submitted, you will not have access to make changes. You can save your entry and edit it right up until the deadline, before submitting.

**How do I edit my entry once submitted**

Once submitted you cannot edit your entry. For any adjustments to typos or incorrect attachments contact our Award Managers at Two de Force who will adjust for you [Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)

**Who will see my entry?**

Entries will be judged by a panel made up of senior representatives from agencies, clients, creative, media owners and research companies.

**What happens to any sensitive information in my entry?**

All entries are treated as confidential, however we do plan to showcase the finalist work at MFA EX. If there is something specific that cannot be published please make a note of it in the entry system. This is usually done by using 'JUDGING ONLY' in the file name.

When you enter you campaign details you will see a tick box and comment section where you can make a note of the concerns. Should your work be selected as a finalist, our Awards Managers will be in touch to discuss in further detail.



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**Can I nominate myself to be a judge?**

Yes, please complete the judging nomination sign up form on the MFA website. Please note, judges will go through a review process so not all applications will be accepted.

**What's involved in the judging process?**

All selected judges will need to take part in both stages of the judging process.

The first round of judging takes place w/c 19<sup>th</sup> July. Judges will need to review entries in their selected categories and score based on the category criteria provided. Judges will be able to flag any questions they would like to ask of the entrant / client and also note those that may require some further review from an external panel.

The second and final stage of judging will take place in August. Our Award Managers will address any of the questions that judges flagged during the online stage and also present any relevant findings from the independent review of entries. Once discussion has closed, judges will log back into the online judging portal for a silent vote on the winner. Judges will not know the result in their category

**I plan to enter the NGEN but may be leaving my role prior to the event. If I am selected as a finalist / shortlisted will I still get that recognition?**

If you change roles and are still within the industry (at a MFA member agency) you will still get the recognition you deserve.

**Can I enter myself into the Industry Contribution category?**

No, Individuals must be nominated by a senior representative from the agency/company.

**When will the MFA Award finalists be announced?**

Finalists will be announced at the end of August once the online and live judging has been completed.

**Do finalists get free tickets to the MFA Awards?**

NGEN finalists will be offered a complimentary ticket to the MFA Awards.

**Do I get a plus one for free?**

No. You must purchase a ticket if you wish to take a plus one.



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**How do I purchase tickets to the Awards?**

You can purchase tickets [here](#).

**I'm not a member and would like to discuss options for membership, who should I contact?**

Please visit our membership page on the MFA website [here](#), for membership queries.

**Can I be involved if I'm not an MFA member?**

There are various ways that you can get involved with the program. Please contact our Award Managers at Two de Force to discuss options available to you. [Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)

**How can I get information on how to sponsor the 2021 MFA program?**

The sponsorship prospectus is available on the MFA website. For any queries contact our Award Managers at Two de Force 02 9281 8788 [Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)