



## Why your company should be a member of the MFA

### **YOUR SUPPORT** to champion a dynamic and thriving industry

You have a vested interest in ensuring that the Media Communication Agency industry continues to thrive.

### **YOUR INDUSTRY** should be truly representative

The MFA represents the Media Communication Agency industry and our activities should reflect all our members' interests. We represent the common interests of the industry in three key areas: **People** - attract and retain the best talent pool of people, **Process** - develop efficient and effective ways of working, and **Performance** - demonstrate the role our industry plays in growing clients' businesses and the compensation this deserves.

### **ONE VOICE** representing the common interests

The MFA is an alliance of media communication agencies who represent the common interests of our industry; the common issues, the common goals, the common ground, the common outcome, the common good and the common future.

### **AN OPPORTUNITY** to influence and shape the industry

The MFA provides opportunities for members to contribute and participate in shaping the world they operate and want to succeed in, to have a voice via our Board, Taskforces and forums.

### **NETWORK** and be inspired and learn from others

The MFA looks to provide opportunities for members to network and learn from the wider industry through forums, networking events and invitations to industry events.

### **YOU BELIEVE** in championing a dynamic and thriving industry

The MFA's purpose is to champion a dynamic and thriving industry. Our goal is to be a FORCE to make the industry better at what we do for clients, With a focus on driving media marketing effectiveness and advocating for what's in the best interest of our clients.

---

To be a FORCE that makes the industry better at what we do

## What we can do for you

### **Access to knowledge**

Members receive reports and updates on industry best practice, insights and benchmarking our industry and your agency through the annual Salary and Census surveys and Agency Cost Benchmark reports.

### **Taskforces**

Make your voice count through contributing to our Taskforces and keep up to date on developments in specialist areas:

People – *To attract graduates to plan for a career in our industry*

Technology – *Determine more efficient and effective ways of working*

Metrics – *Drive more efficient and effective industry measurement for our businesses*

Interactive – *Build the efficiency and effectiveness of interactive advertising*

Effectiveness – *Demonstrate the effectiveness of our work and the impact on client's businesses*

Value – *Drive industry reputation, credibility, value and the compensation this deserves*

Marketing – *Actively market and promote the value agencies bring to clients*

### **Training and professional development**

No charge NGEN membership. Providing free access to extensive training and development for your agency staff with less than 5 years industry experience.

Access at no charge to MFA Digital Foundations Certification, an industry recognized program that sets a benchmark for what constitutes basic digital proficiency. Providing MFA member agencies with free access to the industry developed training content and resources. Member staff can access discounted member rates for the MFA Digital Foundations Certification exams. a professional certification as evidence of their knowledge.

Access to the MFA 5+ Inspirational series, designed to inspire, motivate and retain those with 5 or more years experience in our industry. Discounted member rates apply.

### **Events, Recognition & Networking**

Exchange ideas, get connected with colleagues, showcase your work and hear from experts in the industry at any number of our forums and Taskforce meetings. Discounts to MFA endorsed industry events.

### **Industry recognition**

Showcase and have your work recognized by your industry peers and clients, through the MFA award program.

### **Research**

Giving you an informed opinion on our industry measurement and ensuring that our current and future industry measurement is trustworthy and efficient to work with.

## Recruitment

Opportunity for the MFA to facilitate participation in your agency internship program through access to the MFA Accredited universities to recruit staff and showcase your agency.

Opportunity to recruit new staff through our MFA jobs board and MFA facebook page.

Media guideline textbook and MFA induction kit for new recruits.

## Membership fee structure

### Membership fees:

The MFA membership is at agency level and based on national staff numbers. Please contact [mfa@mediafederation.org.au](mailto:mfa@mediafederation.org.au) for all fee enquiries.

Membership fee renewal is conducted in July each year.

### Membership criteria:

To qualify as an MFA member:

- Entities which act purely as agents on behalf of advertisers and/or other agents of advertisers in the selection and use of all media and related functions and
- Conduct, operate, provide or administer a business directly involved in providing media communications services to clients and have an Australian Business Number

### Representation:

All members are invited to participate in MFA Taskforces and get involved in shaping our industry, however we do provide criteria for the selection of an appropriate person for that contribution.

### Markets:

MFA is based in Sydney and our activities are run in Sydney, Melbourne and Brisbane as these three markets represent 95% of our membership base (71% Sydney : 19% Melbourne : 5% Brisbane : 5% Adelaide/Perth/Other).