



PRESS RELEASE

BACK BIGGER & BETTER: MFA RESPONDS TO AGENCY DEMAND WITH MFA EX SYDNEY & MELBOURNE EDITIONS

5 May 2021: After a year marred by uncertainty and isolation, the Media Federation of Australia (MFA) has acted on calls from media agency leaders for the return of **MFA EX: Media For All Effectiveness Expo**, with the 2021 conference featuring an event in Melbourne as well as Sydney.

First launched in 2019 and postponed in 2020 due to Covid-19 restrictions, the MFA EX conference aims to inspire and educate the media industry by highlighting global best-practice work, media innovation and cutting edge thinking.

The MFA found strong support from members for MFA EX to go ahead 'bigger and better' in 2021 as a way for the industry to reconnect post-Covid, share knowledge and tackle challenging conversations.

MFA EX Melbourne will be held on Thursday 7 October at a venue to be announced. A unique conference program designed for Melbourne agencies, clients and media owners is expected to draw 600 industry professionals, to be followed by networking drinks in the evening. The Sydney event will take place on Thursday 14 October at Royal Randwick, and flow into the MFA Awards in the evening.

According to the 2021 MFA Industry Census, 58% of media agency employees are based in Sydney, and 28% in Melbourne.

Both Sydney and Melbourne agency leaders have committed to shutting their doors on the day to ensure all employees are able to attend.

MFA CEO Sophie Madden said: “After a tough year for our industry, we received an overwhelming response from agency leaders for MFA EX 2021 to go ahead and to introduce a Melbourne-inclusive event. There was a strong consensus that a uniting, inspirational event will benefit all agency staff – particularly those with less than three years’ experience, whose careers were interrupted by the Covid crisis.”

The 2019 event – which attracted more than 1,500 media professionals in Sydney – covered topics including lessons in effective innovation from biochemical engineering; an interactive social experiment exploring ways to address industry churn; delving into the power of mindset, motivation and attitude to make a difference; and showcasing industry best-practice case studies in driving long-term growth.

Speaking in support of the Melbourne event, MFA Board member and IPG Mediabrands CEO Mark Coad said: “This will be a wonderful coming together for Melbourne as part of the MFA EX national program. It will celebrate our work, our industry and our people. In all likelihood, it will be the first time the entire industry is together again in person. That in itself is worth celebrating.”

Nickie Scriven, CEO of Zenith Media Australia, added: “It’s great to see the MFA expand the MFA EX event to Melbourne this year. The Melbourne media community has always been super tight and will absolutely embrace the opportunity to come together face-to-face at this event, after such a long period apart throughout 2020. This is just what the Melbourne media community needs.”

Madden added: “MFA EX Melbourne will follow the same format as Sydney, of inspirational and thought-provoking presentations with a focus on media effectiveness. We look forward to bringing the industry together for this important event.”

Member agencies nationally are once again invited to [submit proposals](#) by 21 May for presentations and panel discussions to help curate the content for each event.

Media agency employees with less than 15 years’ experience are also invited to [submit proposals](#) for Inspiration X – short and snappy presentations addressing the wider theme of delivering greater effectiveness.

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ABOUT THE MFA

Established in 1997, the MFA is the peak body representing media communication agencies to government, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia.

<https://www.mediafederation.org.au/>