



PRESS RELEASE

CHANGE OF DATE: MFA SHIFTS MFA AWARDS & MFA EX TO END OF YEAR

4 August 2021: The Media Federation of Australia (MFA) board has rescheduled **MFA EX: Media For All Effectiveness Expo** and the **MFA Awards 2021**, in light of the ongoing Covid-19 restrictions in Sydney and Melbourne.

MFA EX will now be held on **Tuesday 23 November** in Melbourne and **Thursday 2 December** in Sydney. The MFA Awards gala dinner will follow in the evening of 2 December in Sydney, once the conference wraps up.

MFA CEO Sophie Madden said: “After 18 months of challenges and uncertainty, and super-human effort by our people, it’s more important than ever to come together in person and celebrate everything that is great about our industry.

“While the MFA Board made the decision last year to postpone MFA EX and the MFA Awards to 2021, we are committed to going ahead this year and we will. We believe it will have a huge impact on the morale and momentum of our industry, providing a chance to reconnect, tackle challenging conversations and celebrate the wins. Changing the date to December allows for more time for Sydney to get the current Covid-19 outbreak under control and it’s the ideal timing for an all-industry end-of-year celebration. We will continue to provide our members with updates as the situation changes.”

The MFA Awards have been celebrating the most effective and inspiring media thinking in Australia for the past two decades. Created as an accompanying event, MFA EX’s aim is to educate and inspire our industry to create the next piece of world-class work. Media agencies, marketers, publishers and tech partners will participate in 20+ sessions at MFA EX in Sydney and Melbourne, curated to highlight ground-breaking media thinking, innovation, people development and best practice in driving marketing effectiveness.

MFA EX Sydney is expected to attract an audience of 1,500 media professionals, with 600 expected for the Melbourne conference.

Tickets for MFA EX Melbourne and Sydney, and the MFA Awards are on sale on the [MFA website](#).

To stay up to date with MFA news and developments, follow us on LinkedIn: [MFA](#) and [NGEN](#)



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About the MFA

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.