



PRESS RELEASE

MFA LAUNCHES PROGRAM TO SUPPORT AGENCY TALENT AFFECTED BY COVID-19 JOB LOSS

15 June 2020: The Media Federation of Australia (MFA) has launched **MFA Support**, a program to support media agency professionals who have lost their job due to the Covid-19 pandemic

The aim of **MFA Support** is to retain valued talent in the industry by ensuring they remain connected to the industry and providing them with an accessible mechanism for re-employment.

An initiative of the MFA Board, the program provides support to anyone who has worked in an MFA member agency and lost their job due to Covid-19, in three different ways:

1. Access to continued learning via MFA People programs: free access to all of the MFA's learning and knowledge programs – MFA TV Foundations, MFA Digital Foundations, NGEN and MFA 5+.
2. Talent directory for re-employment: the MFA has created a Talent Directory of all out-of-work professionals for agencies to access when new roles open up. Available roles will also be posted on the MFA website and emailed to **MFA Support** members.
3. Staying connected via introduction to industry leaders: the MFA will facilitate conversations with senior leaders and industry peers at member agencies, providing an opportunity to build their networks, chat about developments in the industry, and gain CV feedback or career guidance.

MFA CEO Sophie Madden said: “The impact of Covid-19 has meant media agencies have had to make some incredibly tough decisions, in some cases having to let go of valued staff who are very good at their jobs. In speaking with our members, we identified a real desire to provide emotional and practical support to all those affected by job loss, to ensure we keep them connected to their colleagues in the industry and provide a smooth pathway to re-entry through future employment opportunities.”

MFA Board member Aimee Buchanan, CEO of OMD Australia, added: “The entire board felt very strongly that we have a responsibility to ensure media agency professionals who have lost their job during this difficult time feel supported and remain connected to the industry. We are confident that this program will provide real value to our community.”



If you've lost your media agency job as a result of Covid-19, you can join **MFA Support** by contacting the MFA at: mfa@mediafederation.org.au

For more information, please contact:

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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.