



PRESS RELEASE

MFA TACKLES INDUSTRY TALENT SHORTAGE WITH NEW TERTIARY SCHOLARSHIP

16 August 2021: The Media Federation of Australia (MFA) has launched a scholarship program for university students, providing them with access to the MFA Digital Foundations e-Learning course and tutoring by industry leaders.

The MFA Digital Foundations course provides industry-standard certification and is mandatory for all MFA member agency employees with less than two years' experience. There are 30 scholarships up for grabs by final-year university students across Sydney, Melbourne and Brisbane.

In addition to gaining access to the course, each student will be guided by a media agency professional tutor through Q&A sessions via Zoom.

The aim of the MFA Tertiary Scholarships is to equip students with the foundation digital knowledge required to work in the industry, while exposing them to the career options available in media agencies.

The MFA will assist all successful students in gaining interviews at MFA member agencies.

Linda Wong, Director of People at the MFA, said: "As our industry continues to face an ongoing shortage of talent, we are regularly re-evaluating how we attract and train the next generation of media agency professionals. The MFA Tertiary Scholarship will play an important role in introducing graduates to our industry and preparing them to succeed. The response from member agencies eager to be involved has been enormous, demonstrating the need for such an initiative."

The scholarship is part of the MFA's Tertiary program of work, which includes the annual Lecture the Lecturer event, Student Visits and [The MFA Guide](#), an essential learning resource for anyone wanting to understand the fundamentals of the media agency industry.

Scholarship applications close on 20 September. All applicants must be endorsed by their lecturer.

Since the commencement of the MFA Digital Foundations course five years ago, 63% of media agency employees have completed the MFA Digital Foundations program.

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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.