



The MFA exists to champion a dynamic and valued media industry. We dedicate ourselves to making the media agency industry better at what we do for clients, showcasing the impact of our work and the value we create. We are single-minded when it comes to promoting the interests of our members.

join OUR COMMUNITY

THE BENEFITS OF MFA membership

Everything we do is designed to assist our members to be the best they can be. Membership offers a range of benefits.

STRONG LEADERSHIP

As the peak body representing media communication agencies to government, industry, media owners and the general public, the MFA represents the common interests of our industry.

Our recent project collaborations include:

- An industry submission to the ACCC Ad Tech Inquiry;
- Negotiation of the Advertising Industry Labour Agreement (AILA) with the Department of Home Affairs, in collaboration with The Communications Council;
- Addressing legal and commercial concerns in relation to the AANA Master Media Planning & Buying Services Agreement;
- Creating agreed Australian Digital Advertising Practices in collaboration with the AANA and IAB.

STRUCTURED PROFESSIONAL DEVELOPMENT

We offer a comprehensive program of learning to help you nurture your people's skills where you'll gain access at no charge to our industry-developed training content and resources.

On average, we provide more than 24,000 hours of training across 6 industry development programs.

The MFA's e-Learning programs – **MFA Digital Foundations** and **Television Foundations** – are industry-recognised programs that set a benchmark for what constitutes basic digital and television advertising proficiency; the **NGEN** program, including access to extensive training, development and networking for your agency staff with less than 5 years' industry experience; and **MFA 5+**, designed to inspire, challenge thinking and retain those with 5 or more years' experience in our industry.

ACCESS TO KNOWLEDGE

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

BE INSPIRED

From NGEN workshops, MFA 5+ Inspiration Series events and MFA EX: Effectiveness Expo, which educates and inspires our industry to deliver best-practice work and effectiveness in media – we offer access to world-class inspirational content.

DRIVE BEST-QUALITY RESEARCH

We work on your behalf to ensure our current and future industry measurement is trustworthy and meets agency and advertiser needs.

FIND NEW TALENT

Super-charge your agency internship program with the MFA's Tertiary Program, gaining access to MFA-accredited universities to reach the next generation of media professionals, showcase your agency and recruit staff.

You can also use the MFA jobs board and Facebook page to advertise and recruit new staff, and member agencies receive an MFA Media Guidelines textbook and Induction Kit for new recruits.

HAVE YOUR SAY

We encourage our members to get actively involved with the MFA community by joining our Committees and Taskforces.

As a member, you can join in debates about important issues and have a say in the direction and future of our industry.

Our taskforces cover:

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|  <p>ATTRACT – To attract graduates to plan for a career in our industry.</p> |  <p>TECHNOLOGY – Determine more efficient and effective ways of working.</p> |  <p>INTERACTIVE – Build the efficiency and effectiveness of interactive advertising.</p> |
|  <p>RETAIN – To retain valuable talent in our industry.</p> |  <p>EFFECTIVENESS – Demonstrate the effectiveness of our work and the impact on clients' businesses.</p> |  <p>INTELLIGENCE – Develop business intelligence to measure industry and business health.</p> |
|  <p>METRICS – Drive more efficient and effective industry measurement for our businesses.</p> |  <p>MARKETING – Actively market and promote the value agencies bring to clients and the compensation this deserves.</p> |  <p>INDUSTRY VOICE – Tackling ongoing industry challenges and issues as they arise.</p> |

Do you qualify as a member?



To qualify as an MFA member:

LET'S TALK COST

MFA membership is at agency level and the annual fee is based on national staff numbers, and includes access to all NGEN training and our e-Learning programs – providing a value return much greater than the fee.

Contact us at mfa@mediafederation.org.au for all fee enquiries.

Membership fee renewal is conducted in July each year.

FOR MORE INFORMATION GO TO:

www.mediafederation.org.au/about-us/membership

- 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.

OUR programs

MFA TERTIARY

Attracting top talent.

Our goal is to build lecturer and student awareness of our industry and what we do, to attract the right talent. Each year we engage with more than 1,000 tertiary students across Australia, through Career Days conducted at member agencies, guest lectures and student visits.

LECTURE
the Lecturers
2020

Our **Lecture the Lecturer** series, trains lecturers to ensure they have access to the most up-to-date industry information.

NGEN

Super-charging careers.



NGEN empowers and inspires the next generation of media professionals, having helped build the career of seven in 10 people working in our industry today. NGEN is our biggest and most established program, empowering our young talent to learn, challenge themselves and build their industry network.



NGEN Plus – for those with 3-5yrs experience a dedicated learning stream for our young leaders of the future – provides access to industry leaders and mentors to build critical management and leadership skills.

MFA DIGITAL FOUNDATIONS

We believe everyone working in media needs to have a consistent and standardised level of foundation digital advertising knowledge for successful careers. The MFA Digital Foundations Certification e-Learning program has been created by the industry for the industry. Participants will receive professional certification as evidence of their knowledge, and is a mandatory requirement for all MFA member agency staff with less than 2 years' experience.



MFA TELEVISION FOUNDATIONS

MFA Television Foundations e-Learning has been designed for all, but specifically for people with less than two years' experience. This industry recognised program sets a benchmark for what constitutes basic television buying proficiency, ensuring that all members have a clear understanding of the television landscape, including its language and terminology, planning, the buying and trading models, and the evaluation and measurement methods.



MFA 5+

Our aim is to build our industry's commercial acumen and leadership skills by inspiring and challenging those with five or more years' experience to think differently. The MFA 5+ Inspiration and Connect series are all about inspiring, informing and motivating this group to build careers in our industry that they can feel excited about.



MFA AWARDS

Celebrating tangible long lasting results for Clients.



The purpose of the MFA Awards is to highlight the value that the advertising media communication industry contributes to clients businesses. The Awards show-case the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign.

MFA EX

Inspiring effective media thinking.



Alongside the MFA Awards, MFA EX: effectiveness conference is a key component of our mission to demonstrate media agencies' contribution to achieving tangible, long-lasting results for clients.

MFA CODE OF behaviour



Our code of behaviour requires our members to act professionally, honestly and to always provide advice that serves their clients best interests.

PLAY FAIR

Respect your competitors; compete on merit and encourage keen and vigorous competition. Be fair; don't poach staff with less than 18 months' experience.

VALUE YOUR PEOPLE

Place a high value on recruiting, developing and retaining talent. Invest in their continued learning. Leave room for family, friends and fun.

DO THE RIGHT THING

Don't break or bend the law. Don't go looking for loopholes. Follow your good conscience and demonstrate self-regulation. Comply with all IP rights laws.

BE TRANSPARENT AND TRUSTWORTHY

Always act professionally. Give clients honest, unbiased advice that serves their best interests. Act impartially and independently in the provision of services. Conduct business in a socially responsible manner.

BE HONEST

Stand up for what you believe is right, and encourage others to do the same. Create an open and trusting environment with colleagues, clients and suppliers. Keep your word. Respect confidentiality.

UPHOLD AND BUILD OUR REPUTATION

Respect the values and standing of the MFA and its members. Do not disparage other MFA members.

FOR MORE INFORMATION FOR MFA CODE OF BEHAVIOUR GO TO:
www.mediafederation.org.au/about-us/membership

You should also read the [MFA Transparency Framework](#).
FOR MORE INFORMATION GO TO: www.mediafederation.org.au/resources/news-view

MFA constitution

The MFA is a not-for-profit public company limited by guarantee. Members must agree to uphold our constitution.

The MFA Constitution document describes how the MFA will be managed internally. You can download this document to read it in full.

FOR MORE INFORMATION GO TO:
www.mediafederation.org.au/about-us/membership

OUR members

MFA members represent over 90% of all media billings placed by media agencies in Australia.

As an MFA member, you'll be in good company.

Our members reflect the full spectrum of the media agency industry; small and large agencies, local independents and multinationals, specialists and full-service agencies. Similarly, our board is made up of leaders from global agency networks, local agency brands and local independents, working together to further our industry.



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CARAT



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Initiative

IPG MEDIABRANDS

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MERKLE
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OMG
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pearman

Performics
mercerbell

phd

pmg
publicis media group



REPRISE

resolution



SPARK
FOUNDRY

THE M AGENCY
themediastore.

tug



Wavemaker

Zenith
The ROI agency

“Our business vision at The Media Store is to raise the bar so in order to do this we need to keep developing our people and influencing our industry to be the best it can be, offering true value and transparency to clients and a great place to work for our people. Being an active independent member of the MFA gives us the opportunity to have a voice, keep connected to the wider industry and provide bespoke media training to our people.”

**JACQUIE ALLEY,
CHIEF OPERATING OFFICER,
THE MEDIA STORE**

“Havas Media is a proud member of the MFA, and has been since its foundation in Australia in 2013. As members we derive the fullest understanding of all the issues facing our industry, and get to participate in a wide range of inspirational, and career-building initiatives. Particularly valuable are the thorough, wide-ranging training and education programs which enjoy a high participation rate from all our agency staff, regardless of their experience levels. The MFA leadership is of the highest calibre, and as an added benefit they are very pleasant to work with too!”

**MIKE WILSON, CHAIRMAN,
HAVAS MEDIA GROUP, AUSTRALIA & NZ**

“Everyone in our business benefits from PHD’s membership with the MFA. Whether that be our junior teams participation in the NGEN community or our senior leaders taking advantage of ongoing learning opportunities. The MFA have been a great partner for PHD over the years; it is a highly collaborative body which has a huge impact on shaping our industry. They are continuously at the forefront of change and take proactive steps to ensure the industry as a whole is set up for success, from initiatives around Visa access to support and education, with the Digital Foundations exams a great example of their education initiatives.”

MARK JARRETT, CEO, PHD AUSTRALIA

Find out more by contacting the MFA
at mfa@mediafederation.org.au
or **(02) 9282 9634**