



PRESS RELEASE

MFA ANNOUNCES THREE NEW BOARD DIRECTORS, CELEBRATES 2024 ACHIEVEMENTS AT ANNUAL AGM

25 November 2024: The Media Federation of Australia (MFA) wrapped up a milestone year of collaboration and progress at its annual general meeting in Sydney, spotlighting key 2024 achievements and unveiling plans to drive industry excellence in 2025.

With a sharp focus on uniting the industry around critical challenges, the MFA celebrated the successful rollout of initiatives such as **Ad Net Zero** and **MFA People First – A Playbook for Leaders on Psychosocial Safety**. These projects underscore the MFA's commitment to fostering collaboration, sustainability and wellbeing across the media landscape.

The AGM also marked leadership transitions within the MFA Board. Sarah Keith, Managing Director of Involved Media, was elected to a two-year term, succeeding Chris O'Keefe, Managing Partner of Match & Wood, after his impactful service of two election terms. This is Flow CEO & Founder Jimmy Hyett continues in his independent board role.

The Board further strengthened its leadership with the appointments of UM Australia CEO Anatheia Ruys and Dentsu CEO Fiona Johnston, alongside the reappointment of five esteemed directors for an additional two-year term: Omnicom Media Group CEO Peter Horgan; Havas Media Group CEO Virginia Hyland; Publicis Groupe CEO Michael Rebelo; GroupM ANZ CEO Aimee Buchanan; and Publicis Groupe Chief Media Officer Imogen Hewitt.

Reporting back to members and media owner supporters at the event in Sydney, MFA CEO Sophie Madden highlighted the year's achievements, reflecting a shared commitment to meaningful progress, including:

- **Mental Health & Wellbeing:** Championing a supportive work environment with the launch of the MFA People First playbook, equipping leaders with tools to create safe, inclusive workplaces that prioritise mental wellbeing.
- **Climate Action:** Establishing the Australian chapter of Ad Net Zero, in collaboration with AANA, IAB, and ACA, uniting the industry to combat climate change.
- **Audience Innovation:** Collaboration across 500+ hours to develop VOZ and Move 2.0, advancing industry measurement standards.
- **Education:** Expanding the MFA e-Learning program to non-member agencies, clients, and media owners, driving industry-wide skill development.



- **Future Leaders:** Continued growth of the NGEN program with 117 trainers, mentors and leaders contributing to build the careers of the 2,920 NGENers, the industry's next generation of media leaders.
- **Leadership Development:** Revitalising the MFA Leadership Series, offering thought-provoking insights from inspiring leaders beyond the media sphere.

In 2025, the MFA will continue to be a force that makes the industry better at what we do, with some of the plans including:

- **Signature Events:** The return of the hugely successful MFA Awards and MFA EX, which attracted 2,500 people in Melbourne and Sydney. MFA EX Melbourne will be held on Thursday 4 September 2025, followed by MFA EX Sydney and MFA Awards on Thursday 18 September 2025. The Seven Network has once again signed on as Grand Prix Sponsor, marking the 16th consecutive year of sponsoring the category.
- **Psychosocial Safety:** Launching the Psychosocial Safety Industry Code of Conduct, a practical tool to foster safe and supportive workplaces throughout the media and marketing supply chain.
- **Sustainability:** Leading education and adoption of Ad Net Zero principles to embed sustainable practices across the industry.

MFA CEO Sophie Madden said: "This year marked the most collaborative period in my 12 years with the MFA. From driving climate action to pioneering psychosocial safety, our proactive stance is creating long-term impact. As we look to 2025, our focus will be on embedding these initiatives and working alongside our members to sustain meaningful change. Together, we are shaping an industry we can all take pride in – embodying our industry purpose of We Are The Changers."

The MFA remains steadfast in its mission to elevate the media industry, fostering collaboration and innovation to meet the challenges of today while building a stronger, more sustainable future for the industry.

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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.