



PRESS RELEASE

MFA & ROY MORGAN JOIN FORCES TO CLOSE DIVERSITY GAP IN MARKET RESEARCH

30 April 2025: A bold new initiative from the Media Federation of Australia's (MFA) Diversity, Equity & Inclusion (DE&I) Advisory Council is set to transform how the advertising industry understands and reflects modern Australia.

In a first-of-its-kind partnership, the MFA DE&I Advisory Council has teamed up with leading research company Roy Morgan to rethink the way Australian demographics are captured in advertising data. Together, they're introducing new Roy Morgan Single Source survey questions to better represent the full spectrum of Australia's population — from cultural backgrounds to health conditions and neurodiversity, and key characteristics that contribute to Australia's vibrant cultural landscape.

The enhanced dataset now includes questions around physical and mental health as well as neurodivergent experiences. Later this year, Roy Morgan will also introduce additional insights around cultural and language media preferences — ensuring the data not only reflects who Australians are, but how they connect with media.

MFA DE&I Advisory Council members Elena Giannini, Katy Eng and Luisa Dalli led the project with strong support from the MFA Board. Board directors Imogen Hewitt, Publicis Groupe Chief Media Officer, and Aimee Buchanan, GroupM ANZ CEO, played a key role in brokering the partnership with Roy Morgan.

"This initiative is an excellent demonstration of our industry purpose of We Are The Changers. By making sure our media data includes everyone, we're giving advertisers the tools to create campaigns that speak to all Australians," said Luisa Dalli, Strategy Director at Havas Media. "This is a game-changer for media planning — and a win for brands, agencies, and audiences alike."

Roy Morgan CEO Michele Levine welcomed the collaboration, highlighting its potential to reshape how the industry connects with Australian audiences. "We're proud to be working with the MFA on this important initiative," she said. "Ensuring that all Australians are represented in Roy Morgan Single Source is a critical first step — and one we're committed to making a reality. Our decision to invest in returning to face-to-face addressed-based interviewing as part of our Single Source framework makes it possible to ensure hard-to-reach and diverse populations are adequately represented."

"We're also opening up deeper access to our data and introducing more nuanced questions," Levine



added. “This empowers advertisers to identify, reach, and meaningfully engage with Australia’s rich mix of communities and subgroups — using the right channels, in the right ways.”

Katy Eng, National Head of OMG Diverse, added: “This is a significant leap forward, signalling that diversity profoundly impacts media and creativity. By unlocking insights that lead to diverse media solutions, our clients will expand their reach and deepen attention with millions of Australians. Our sincere gratitude goes to Roy Morgan for their partnership and commitment to bringing about this change.”

Elena Giannini, Business Director at Avenue C, highlighted the power of collaboration in driving industry change. “Seeing the progress we’ve made is incredibly motivating. Real change takes collaboration, dedication and hustle. Working alongside value-aligned people to create meaningful, long-lasting change leads to a stronger, more inclusive media industry.”

For more information, please contact:

Andrea Sophocleous

T: 0431 98 94 99

E: andreasophocleous@mediafederation.org.au

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.