

Take part in making our industry better: why everyone should complete the MFA Media i survey

Australian media agencies currently employ 4,412 people – more than ever before – and we need each and every person to get involved in measuring our industry health and to set us up for collective success.

A big ask? We don't think so.

It's actually quite easy. All it will take is 5 minutes or so of your time to complete the Media i survey.

Is there a catch?

Only a small one. We need every single employee of MFA member agencies to take part in the survey – from newcomers to managers, CFOs and CEOs, whether you're media owner facing or not, EVERYONE needs to get involved and participate.

The Media i survey is the single most important survey of our industry precisely because it represents the ENTIRE industry, from our most recent recruits to the most experienced leaders.

Experience has shown that measuring what matters is a critical element to driving change and improvement. For example, when we identified a gender pay gap among media agency employees some years ago, our members acted quickly on the data to bridge the gap. Now, our gender pay gap oscillates between 0% and 3% – an achievement we're proud of!

Measurement was what helped us improve. The areas we'd like to pay particular attention to now are job satisfaction and our DE&I profile.

Ok, what's in it for me?

A better industry. For all of us.

The Media i survey is an important industry tool to measure our industry health and develop industry programs and initiatives that benefit all of us.

The MFA's objective is to use the survey as a tool to hold us accountable and to develop an Industry Scorecard for our We are the Changers industry purpose and DE&I programs.

The Scorecard will be used to benchmark and track each agency's and the industry's ongoing progress against set goals, and to identify areas of improvement.

What type of questions will I have to answer?

The questions seek to measure each person's experience of the industry: are they enabled to do interesting and varied work; are they being given opportunities to learn, develop and progress; are they happy in their careers, and do they have the means to make a difference in the workplace?

We're proud to be one of only a few industries to be measuring and benchmarking this information at a collective level.

The survey should only take 5 minutes to complete.

Is there a deadline?

The Media i survey opens on **2 May**, and must be completed by **13 May**.



Look out for the Media i survey from 2 MAY.