



PRESS RELEASE

MFA UNVEILS PSYCHOSOCIAL SAFETY PLAYBOOK TO CHAMPION A SUPPORTIVE WORK ENVIRONMENT, CALLING ON COLLECTIVE ACTION FROM AGENCIES, CLIENTS & MEDIA OWNERS

14 October 2024: The Media Federation of Australia (MFA) is empowering industry leaders in agencies, client-side and media owners to create safer, healthier workplaces with the launch of the **MFA People First – A Playbook for Leaders on Psychosocial Safety**. This comprehensive guide is a first of its kind resource, representing a collaborative, industry-wide approach to tackling the important issue of psychosocial safety in the workplace.

Developed over 12 months with input from the MFA People Steering Group, agency leaders, and led by Select Wellness Australia Founder & CEO Martine Beaumont, the playbook provides tailored tools, frameworks, and insights to help leaders meet their obligations under Australia's Work Health and Safety (WHS) laws, including Safework Australia's Model WHS Act and state and territory regulations.

The launch of the playbook is timed to coincide with World Mental Health Month during October, and this year's theme of 'It's time to prioritise mental health in the workplace'.

By distilling complex legislation into a practical, industry-focused resource, the MFA has created a valuable public tool that will significantly benefit the broader marketing and media industry, marking another impactful initiative driven by the MFA.

Available via the [MFA's People First Hub](#), the playbook is part of the MFA's 2024 Psychosocial Safety Action Plan alongside the development of an industry **Psychosocial Safety Code of Conduct**, which is set to launch next month; the curation of resources, tools and training; and the measurement of industry change and sentiment.

Linda Wong, Director, People at the MFA, said: "The MFA People First Playbook was created in recognition of the critical importance of mental health and psychosocial safety in the workplace. MFA members are deeply committed to promoting mentally healthy workplaces and safeguarding their people from harm and harassment. By developing this playbook, our goal is to equip leaders with the necessary tools and insights to prioritise mental wellbeing, creating workplaces that not only safeguard people but also promote a culture of inclusivity and care.

"This unique resource is designed to be an essential guide for cultivating safe, secure, and thriving workplaces, uniting us in the mission to build an industry where every individual feels valued and empowered to succeed. We are proud to offer this guide to all, extending its benefits to marketers, media partners, and the broader marketing and media industry."



MFA CEO Sophie Madden emphasised the need for the entire industry to work together in fostering a mentally healthy workplace. “Creating a safe and thriving environment is a shared responsibility, and the broader industry plays a vital role in this effort. That’s why the MFA Board decided to make the playbook and its curated resources accessible to everyone in the industry – because real change requires collective action. Our next step has been to engage with all stakeholders in our supply chain, including industry bodies, clients and media owners, to develop a Code aligned with the government’s guidelines on consultation, cooperation and coordination. We’re excited to launch this next month.”

For more information on the MFA People First initiative and to access the playbook, visit the [People First Hub](#) on the MFA website. The hub includes a suite of resources – white papers, training materials, tools, templates, and more – all curated to help leaders foster supportive environments where employees feel safe, supported, and able to perform at their best.

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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.