

## **What are the MFA Awards?**

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign. The purpose of the Awards is to highlight the value that the media agency industry contributes to clients' businesses.

## **When will the MFA Awards take place?**

The MFA Awards will take place on Thursday 18th September 2025 at The Winx Stand, Royal Randwick Racecourse.

## **What are the entry eligibility dates?**

Campaigns launched within Australia between 1 January 2024 – 31 March 2025. The Long-term category eligibility is 1 January 2023 – 31 March 2025.

## **Where can I find more information about the categories and criteria?**

You can view the entry kit and criteria document via the [MFA website](#)

## **Where can I download the NGEN brief?**

The NGEN Award brief will be launched in June. Keep an eye on NGEN and MFA comms for the latest.

## **How do I enter the MFA Awards?**

All entries must be submitted via the online entry portal [here](#).

## **How many times can I enter a campaign?**

A campaign can be entered into a maximum of four categories and must be split across both 'Outcomes' and 'Execution'.

## **Can I submit a joint entry?**

Yes, make sure you include both companies' details in the entry portal.

## **Which categories can media owners enter?**

Media owners are eligible to enter all categories (excluding agency talent and culture) where it is an internal initiative, or a campaign run with a direct client. Where an agency partner is involved, it must be entered in partnership.

## **What do I need to include with my entry?**

All entries must consist of a written response, team photo, creative materials and media schedule (where applicable – excludes People & Culture categories). The online entry portal will walk you through each step of the process. Please avoid including branded supporting documents.

**Does my supporting material go towards my word count?**

No, the copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

**Can I edit my entry after submitting it?**

No, once you have submitted your entry you cannot make changes.

**Will my client be contacted for any reason?**

Client details must be included where requested in the portal at the time of entry. A verification email will be sent to the individual directly; whereby they will need to view the submission and accept or decline what has been submitted.

Entries will also go through an independent review process and some clients may be contacted to verify details relating to a campaign.

**What is the entry deadline?**

Early bird entries close at 5pm AEST Thursday 17th April, 2025 \*\*Pre EASTER\*\*  
Standard entries close at 5pm AEST Friday 2nd May, 2025

Deadlines are final, and no extensions will be granted.

**Is there a fee to enter the Awards?**

Entry fees apply as follows:

**Early bird (expires April 17)**

Members/sponsors	\$517.00 incl GST per entry
Pro-bono members/sponsors	\$120.00 incl GST per entry

**Standard**

Members/ sponsors	\$557.00 incl GST per entry
Pro-bono members/ sponsors	\$150.00 incl GST per entry

**Non-members**

\$1,000.00 incl GST per entry

**How do I pay for my entry?**

All entries must be paid in full using a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

**What happens to the Pro-bono entry fees post Awards?**

A portion of the entry fees into the Pro-bono category will be donated to the winning charity post event.

## Who will see my entry?

Judging panels are made up of senior representatives from agencies, clients, creative, media owners and research companies. Any sensitive information can be marked/ saved as 'FOR JUDGES EYES ONLY' on the entry site.

## When will the MFA Award finalists be announced?

Finalists will be announced at the beginning of June.

## Can I nominate myself to be a judge?

Yes. Individuals with 12 years or more industry experience can complete the [judging application form](#) on the MFA website. Please note, judges will go through a review process. Not all applications will be accepted. Applications will not be considered after the deadline.

## How do I purchase tickets?

Tickets must be purchased online ahead of the event date(s). Visit the [MFA website](#) to secure your spot.

## How much does it cost to attend the MFA Awards?

Member/Sponsor Early Bird (expires 31 July 2025)	\$380 incl GST per person
Member/Sponsor Standard	\$410 incl GST per person
Member/Sponsor Late (within two weeks of event date)	\$450 incl GST per person
Non-Member Early Bird (expires 31 July 2025)	\$450 incl GST per person
Non-Member Standard	\$480 incl GST per person
Non-Member Late (within two weeks of event date)	\$510 incl GST per person

## Who will attend the MFA Awards?

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists. We expect over 500 people in attendance.

## What is the dresscode?

Black Tie

## Who should I contact if I have any questions regarding the MFA Awards?

Please contact [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)

## I would like to discuss options for MFA membership, who should I contact?

Please visit our membership page on the MFA website [here](#), for membership queries.

## How can I get information on how to sponsor the 2025 MFA program?

For any sponsorship queries, contact our EX & Award Managers at Rare Productions [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)