



CALL FOR **KEYNOTE**  
CONTENT

**WE ARE**  
*the changers*

MFA EX 2025 THEME

# DARE TO CHANGE

Nobody ever changed the world by playing it safe.

While the security of the status quo may create comfort in an increasingly chaotic world, it also breeds the ultimate risk to our people, our industry and our society...complacency.

That's why this year we're calling for the industry to come together and **DARE TO CHANGE.**

To embody our industry purpose of We are the Changers and bring the calculated courage needed to push beyond incremental evolution and embrace revolutionary ideas, imagine bold new realities and redefine the future of media.

From AI transformation, radically progressive media practices, new-world business models, to harnessing media creativity to inventing new possibilities, MFA EX 2025 will challenge you to rethink your reality and help us all change the world.

*Are you ready?*

**WE ARE**  
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# WE WANT A KEYNOTE THAT SHAKES THINGS UP.

Someone who can take the stage and, in just 15 minutes, **shift mindsets and spark transformation.**

Who fits the bill?

A visionary with a story of bold change. Whether they're a celebrity, sporting icon, global marketing leader, or an influential disruptor, **they need to have the power to move an entire industry forward.**

This isn't just another talk. It's a catalyst for action. We want fresh, daring, and provocative ideas—presented in any format that drives impact. Go big. Be bold. Make change happen.

**Dare to take this stage. Dare to Change.**

Submit your content as a 400 word overview and/or a short video online at <https://mfaex.awardsplatform.com/>

An independent panel of industry representatives will curate the content to ensure a varied and inspiring MFA EX agenda for everyone and a fair selection process. Content is selected based on:

- The strength of the idea
- How well it meets the brief
- Is it inspiring, challenging, and educational for the audience?
- Will it dare the industry to change?
- Does it demonstrate **We Are the Changers?**

- ⊘ **No sales pitches** - MFA EX is about industry impact, not promoting an agency, channel, tool, or service
- ⊘ **No plagiarism** - celebrate original thinking
- ⊘ **No death by PowerPoint** - visuals support, not dominate
- ⊘ **No confidential information** - respect industry boundaries



**SHARING LESSONS IN EFFECTIVE INNOVATION**

Dr Jordan Nguyen

MFA EX 2019



**CHASING SUCCESS IN A DUAL SPORT CAREER**

Ash Brazill, AFLW & Australian Diamonds Netball

MFA EX 2022



**WHEN LIFE THROWS YOU LEMONS**

Paralympic Legend Grant 'Scooter' Patterson

MFA EX 2022



**"INSPIRATIONAL WOMEN IN SPORT"**

Mel McLaughlin, Seven Netowrk  
Elise Kellond-Knight, Matildas  
Jamie-Lee Price, Australian Diamonds Netball Player  
Chloe Molloy, Sydney Swans AFLW Player

MFA EX 2023



Are you ready?

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

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*the changers*