



PRESS RELEASE

ENTRIES NOW OPEN FOR MFA AWARDS 2025, CELEBRATING GAME-CHANGING IMPACT IN MEDIA

6 March 2025: Entries for the 26th **MFA Awards** are now open, calling on media agencies, media owners and marketers to demonstrate the power of an industry of Changers – where bold ideas, best-practice media thinking and long-term business growth come to life.

With 23 categories spanning Outcomes, Execution, Channel Excellence and People & Culture, the MFA Awards are the ultimate opportunity for media agencies and the industry to showcase their best work and earn the recognition they deserve. Entries are open until 2 May, with early bird submissions due by 17 April.

Download the entry criteria here:

https://www.mediafederation.org.au/images/2025/MFAAwards/MFA_2025_Categories_and_Criteria_FINAL.pdf

The Seven Network returns as the Grand Prix Sponsor for the 16th consecutive year, continuing its support of the prestigious category.

MFA CEO Sophie Madden said: “In today’s challenging landscape, achieving impactful results, driving change and celebrating media excellence are more crucial than ever. The MFA Awards set the benchmark for media effectiveness and innovation, showcasing how media agencies bring their shared purpose—We Are The Changers—to life at the highest level.

“By entering, you contribute to raising the bar for the entire industry while demonstrating the vital role media agencies play in generating long-term business growth for clients.”

This year’s MFA Awards will be celebrated with a black-tie gala dinner on **18 September** at Sydney’s Randwick Racecourse.

The MFA Awards is one of the industry’s most credible awards programs thanks to the rigorous judging process, which includes independent auditing, blind voting and proof of media contribution, with diverse judges from the whole spectrum of our industry: marketers, media agencies, media owners and tech companies.

The MFA Awards will be led by Co-Chairs Chris Colter, Managing Director of Media Strategy ANZ at Accenture, and Catherine Rushton, Chief Strategy Officer at This Is Flow. Rushton succeeds Sophie



Price, Essencemediacom's Chief Strategy Officer, who stepped down at the end of 2024, and Colter continues into his third term.

They will be joined on the MFA Awards Steering Committee by:

David Bielenberg, National Head of Strategy, PHD
Raj Gupta, Chief Strategy & Growth Officer, UM
Ryan Hancock, National Strategy & Planning Director, Match & Wood
Caroline Hugall, Chief Strategy Officer, Spark Foundry
Nick Kavanagh, Chief Strategy Officer, iProspect
Grant LeQuesne, Director, Strategy & Insight, Wavemaker
Mitchell Long, Chief Strategy Officer, Havas Media Network Australia
James Rawlings, Group Head of Strategy, OMD
Marine Turner, Sydney Head of Strategy, Essencemediacom

Complementing the awards, the MFA's industry-wide conference MFA EX will be held in Melbourne on 4 September and in Sydney on 18 September, leading into the awards. MFA EX aims to inspire and educate the media industry by highlighting global best-practice work, media innovation and cutting-edge thinking.

Nominations for judges are also being accepted from industry professionals with a minimum of 12 years' experience. To be considered, complete the online nomination form here:

<https://www.mediafederation.org.au/mfa-events/mfa-awards/apply-to-be-a-judge>

Sponsors so far confirmed for the 2025 MFA EX and MFA Awards are:

Grand Prix: Seven Network

Platinum: Meta, SBS

Gold: OzTAM, Pinterest, YouTube

Silver: Nielsen

For more information, please contact:

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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.