



PRESS RELEASE

INDUSTRY UNITES TO LAUNCH PSYCHOSOCIAL SAFETY CODE OF CONDUCT TO STRENGTHEN WORKPLACE WELLBEING AND COMPLIANCE

19 February 2025: Media, marketing and advertising key industry bodies have come together to launch the **Psychosocial Safety Code of Conduct**, an essential new framework designed to create safer, healthier work environments across the advertising supply chain. This landmark initiative represents a united commitment across the industry to set a new standard for workplace wellbeing while ensuring compliance with evolving Workplace Health and Safety (WHS) obligations related to psychosocial risks.

The Code is the result of an industry-wide effort led by the Media Federation of Australia (MFA) in partnership with the Australian Association of National Advertisers (AANA), Advertising Council Australia (ACA), Interactive Advertising Bureau Australia (IAB), Commercial Radio & Audio (CRA), Outdoor Media Association (OMA), and ThinkTV – as well as pitching and client relationship consultants – reflecting the shared responsibility of agencies, advertisers, media owners, tech companies and other stakeholders to prioritise psychosocial safety.

Developed in response to recent changes to Australia’s WHS regulations, the Code helps employers identify, assess, and eliminate or reduce risks associated with work-related stress, also known as psychosocial hazards. It distills complex regulatory requirements into practical, industry-specific guidance to support compliance, tailored to the unique dynamics of the advertising supply chain.

“The media industry thrives on collaboration, which often comes with high-pressure environments and multiple stakeholders,” said MFA CEO Sophie Madden. “The Code empowers businesses to navigate these challenges while protecting their people and meeting legal obligations. Our goal is to deliver great work while safeguarding the wellbeing of those who make it happen. Guided by our industry purpose of We Are The Changers, the MFA is immensely proud to lead this important initiative, ensuring that everyone in our industry is protected, supported and empowered to thrive.”

ACA CEO Tony Hale added: “This Code is the culmination of 18 months of extensive industry consultation, ensuring a comprehensive approach to addressing psychosocial risks. Every potential scenario that could contribute to harm was carefully considered, resulting in a tailored framework designed specifically for the media and marketing industry. The industry coming together like this is a significant achievement, contributing to collective progress and ensuring we remain a sector where creativity thrives, talent flourishes and people come first.”

Key features of the Code include:

- Clear industry-wide responsibilities for media agencies, creative agencies, clients and media owners.



- A structured approach to consultation, cooperation and coordination within the advertising supply chain.
- Guidance on integrating psychosocial safety into client-agency contracts to ensure compliance from the outset.
- Practical steps for hazard identification, management, and resolution in fast-paced, high-stakes work environments.

The Code builds on last year's launch of the **MFA People First – A Playbook for Leaders on Psychosocial Safety**, a comprehensive resource equipping 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.

The MFA is hosting a **free webinar on Wednesday 12 March**, from 2pm–3:30pm, to educate industry leaders on the critical importance of psychosocial safety and the Code. Open to all leaders in media, marketing and advertising, this session will highlight why psychosocial safety is essential and clarify leadership responsibilities in ensuring a safe and supportive workplace. **Register now:** <https://events.humanitix.com/psychosocial-safety-webinar>

For more information and to access the MFA Psychosocial Safety Code of Conduct, 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.