



PRESS RELEASE

MFA BOARD APPOINTS MARK COAD AS CHAIR, VIRGINIA HYLAND TO CONTINUE AS DEPUTY

13 February 2025: The Media Federation of Australia (MFA) board has voted at its first sitting for 2025 to appoint IPG Mediabrands Australia CEO Mark Coad as Chair, and to re-appoint Havas Media Group CEO Virginia Hyland as Deputy Chair.

Mark Coad succeeds Omnicom Media Group CEO Peter Horgan as Chair of the MFA Board, following Horgan's completion of a decade in the role across five consecutive two-year terms. Horgan will remain on the board until the conclusion of his tenure at Omnicom.

MFA CEO Sophie Madden said: "Our industry remains strong and resilient in the face of increasing pressures, and that's a testament to the dedication and leadership of the MFA Board. Each member is actively engaged and committed to making the media agency industry better at what we do for our clients and our people, guided by our industry purpose of We Are The Changers. Congratulations to Mark and Virginia on their election by their peers. I look forward to working alongside them and the rest of the Board as we continue to tackle the key challenges and opportunities shaping our industry's future.

"Thank you also to Peter Horgan for his exceptional leadership and the lasting positive impact he has made on our industry. It's been a privilege to work alongside him, and his vision is embedded in so many of the MFA's achievements over the past decade."

Mark Coad added: "This industry has been a significant part of my life. I've been an active member of the MFA throughout my career and have proudly served on the Board for many years. Being elected Chair by my peers is a true honour. Our industry is in for quite a ride over the next few years.

"Our business model is being stretched into new areas, new deal structures are emerging, and our contractual relationships with clients are undergoing fundamental shifts. We are also seeing increasing scrutiny from clients, regulators and other stakeholders. Now more than ever we must remain dedicated and driven to focus on the things that matter to ensure our industry continues to shine. And that is something I'm dedicated to achieving."

Virginia Hyland said: "The We Are The Changers EVP has played a crucial role in uniting our dynamic industry, elevating the work we do for clients, creating a dynamic industry and fostering a diverse talent pool. It is an incredible honour to be re-elected Deputy Chair of the MFA by such talented



peers, and I am committed to driving forward the opportunities that make our industry great under our industry purpose of We are the Changers.”

Upcoming initiatives by the MFA include:

- Next week’s launch of the **Psychosocial Safety Industry Code of Conduct**, a practical tool to foster safe and supportive workplaces throughout the media and marketing supply chain .
- The return in September of the hugely successful **MFA Awards and MFA EX**, which attracted 2,500 people in Melbourne and Sydney .
- Leading education and adoption of Ad Net Zero principles to embed sustainable practices across the industry .

The MFA remains steadfast in its mission to elevate the media industry, fostering collaboration and innovation to meet the challenges of today while building a stronger, more sustainable future for the industry.

The full board of the MFA comprises:

Sophie Madden, CEO, MFA
Aimee Buchanan, CEO, GroupM ANZ
Mark Coad, CEO, IPG Mediabrands Australia
Virginia Hyland, CEO, Havas Media Group – Deputy Chair
Peter Horgan, CEO, Omnicom Media Group ANZ
Megan Brownlow, Non-executive Director
Imogen Hewitt, CEO, Spark Foundry
Peter Vogel, CEO, Wavemaker ANZ
Michael Rebelo, CEO, Publicis Groupe ANZ
Jimmy Hyett, CEO & Founder, This Is Flow
Mark Jarrett, CEO, PHD Australia
Sarah Keith, Managing Director, Involved Media
Fiona Johnston, CEO, Dentsu
Anathea Ruys, CEO, UM Australia

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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.