

MEMBER CODE OF BEHAVIOUR

Play fair

Respect your competitors; compete on merit and encourage keen and vigorous competition. Don't discredit others.

Value your people

Place a high value on developing and retaining talent. Invest in their continued learning. Leave room for family, friends and fun.

Be honest

Stand up for what you believe is right, and encourage others to do the same. Create an open and trusting environment with colleagues, clients and suppliers. Keep your word. Respect confidentiality.

Recruit responsibly

Don't poach staff with less than 18 months experience.

**See page 2 for further clarity.*

Be respectful - do not use the MFA to solicit staff

Do not use MFA events, programs, or activities to solicit staff.

**See page 2 for further clarity.*

Do the right thing

Don't break or bend the law. Don't go looking for loopholes. Follow your good conscience and demonstrate self-regulation. Comply with all IP rights laws.

Be transparent and trustworthy

Always act professionally. Give clients honest, unbiased advice that serves their best interests. Act impartially and independently in the provision of services. Conduct business in a socially responsible manner.

Uphold and build our reputation

Respect the values and standing of the MFA and its members. Do not disparage other MFA members or our industry.



MEMBER CODE OF BEHAVIOUR

**Further clarity*

Be respectful - do not use MFA events, programs, or activities to solicit staff.

MFA activities are opportunities for meaningful connections, knowledge sharing, learning and collaboration. Everyone (attendees, mentors, participants, speakers) should refrain from soliciting employees from other companies through their involvement with an MFA event, program, or activity. If someone approaches you to have a follow-up meeting or to discuss an ongoing mentorship/relationship, this is under the proviso that you will not poach that person, regardless of years of experience.

Recruit responsibly - don't poach staff with less than 18 months experience from other MFA members:

The MFA and our members recognise that for everyone starting their media agency career, for that career to be successful, a significant investment in training and development is required by their media agency. In order for that training and development benefit to be realised, MFA members believe that we should not poach people with less than 18 months experience. This does not in any way preclude staff members with less than 18 months from seeking and applying for new roles and job opportunities

What constitutes the first 18 months experience:

- Time at a media agency (*members and non-members*).
- Time working at a media owner/publisher company e.g., Facebook, Seven West Media (*specifically sales roles*).
- Time working client side (*specifically marketing communications*).

What experience, should not be included:

- Internships – part or full time.

Example scenario #1

If Billy's LinkedIn profile, states that she has been working at Agency A for 7 months as a Co-Ordinator and had worked for 2 years at Seven West Media.

The recruiter should check, the 2.5 years' experience. They should check if the 2 years' experience at SWM was in fact an internship and/or in media sales. If so, then they would still have less than 18 months experience and should not be pursued.

Example scenario #2

Johnno has worked at Agency B for 9 months, casual administration for 1.5 years, part-time retail for 2 years and a 3-month internship at Agency C.

The only relevant work experience is 9 months at Agency B, this person has less than 18 months experience and should not be pursued.

The MFA Definition of 'poaching':

1. Any staff member or external recruiter phoning or emailing any agency staff member with less than 18 months experience.
2. Approaching via LinkedIn any staff member with less than 18 months experience. This includes those individuals who have their job settings set to 'let recruiters know you are looking for opportunities' or 'signal your interest to recruiters at companies you have created job alerts for'.
3. Soliciting staff with less than 18 months experience at networking or industry events.
4. Encouraging recruiters to engage in the above behaviour on your behalf.
5. Finding "work arounds", which includes coaching a candidate to say that they were not approached.

It is each members responsibility to ensure your broader team, hiring managers and external recruiters understand and are regularly reminded of the code. We acknowledge agencies may have staff incentives around recruitment leads, this practice should be conducted without breaching the above.

The MFA also recommends agencies introduce measures for checking that the recruitment process for everyone with less than 18 months experience reflects the code. These may already be in place.

What to do if a breach occurs:

1. Advise MFA of any breaches to the Member Code of Behaviour.
2. MFA will request the offending agency investigate and report on the incident.
3. If the breach is confirmed it will be reported at the next MFA Board meeting. The offending agency leader is required to attend and advise how future breaches will be prevented.

