



# MENTOR PROGRAM

## MENTEES



# Purpose

## Why does this program exist?

The media industry is rapidly evolving, understanding career opportunities within the broader landscape can be confusing. Having the right mentor can make all the difference.

While many people naturally develop mentor relationships at work, an external mentor can offer fresh perspectives and help shape your long-term career growth.

If you have 3–5 years of experience, you’re likely at a crucial stage—balancing leadership responsibilities, refining your craft, and figuring out what’s next. Having a trusted, unbiased advisor can help you map out future roles, build essential skills, and create a clear development plan that tailored to you.

That’s where the MFA comes in. We connect professionals like you with experienced mentors outside of your immediate workplace—giving you honest, impartial guidance to support your career in the media industry.

Want to take your career to the next level? Let’s get started.

## What are the benefits?

- Get direct insights from media professionals who have been in your shoes.
- Grow your network and sharpen your interpersonal skills.
- Boost your confidence and self awareness.
- Gain industry advocacy and build a support network.
- Understand the media landscape from an insider’s perspective.



# Criteria & Selection

## Criteria for Application

- Your company must be a member of the MFA (agency) or NGEN (media owner).
- You must have 3-5 years of media industry experience.
- You are looking to be inspired, motivated, and supported.
- Preference will be given to NGENers who have attended 3+ NGEN workshops in the last 12 months.

## Selection Process

1. **Application:** Applicant to review criteria above and complete application form [here](#).
2. **Review:** NGEN team will review applications. Applications will close **19/03/25**.
3. **Success:** All successful applicants will receive an email in late March. You will then get paired up with a mentor.
4. **Commencement:** Successful mentees will receive a brief on what the expectations are, and guideline of what topics to tackle during mentoring sessions. Mentor sessions will then commence.

## Key Dates

When?	What?
Late February to early March 2025 w.c. 24/02 – w.c. 10/03	Mentor applications to open. NGEN team to lock in mentors.
Mid to late March 2025 w.c. 03/03 – w.c. 17/03	Mentee applications to open.
Mid-late March 2025 w.c. 17/03	Mentors to be announced.
Late March 2025 w.c. 25/03	Mentees to be announced. Mentors and mentees to be paired up.
April 2025	First mentor session.
May 2025	Second mentor session.
June 2025	Third mentor session.
July 2025	Fourth mentor session.
August 2025	Fifth mentor session.
September 2025	Last mentor session. Graduation, wrap up & feedback.

# The NGEN team



**Melanie Aslanidis**  
*Head of NGEN*

Melanie Aslanidis leads NGEN at the Media Federation of Australia, curating a fun and impactful program for emerging media talent. With over 20 years of experience in client service, media strategy and business development, she combines sharp insights with a creative approach to help future leaders excel. Melanie is passionate about growth, innovation, and keeping the industry fresh, all while fostering a vibrant, future-ready community.



**Shanice Kim**  
*Program Manager*

Shanice is the Program Manager at the Media Federation of Australia, leading key programs and events within the media industry. With a strong background in event coordination, logistics, and social media content creation, she thrives in crafting engaging experiences and delivering impactful initiatives. Shanice is passionate about driving innovation, fostering growth, and making a lasting contribution to the media landscape.



**Allegra Lopes  
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*Program Executive*

Allegra is a Program Executive at the Media Federation of Australia, where she manages key committee relationships and supports major media initiatives. With a strong background in event coordination, communication, and customer service, Allegra excels in logistics and collaboration. She is passionate about problem-solving and committed to growing her career in the media and communications field.



**Jade Walton**  
*Program Co-ordinator*

Jade is the Program Co-ordinator at the Media Federation of Australia, supporting the delivery of e-learning programs, workshops, and industry initiatives. Passionate about industry development, Jade is dedicated to creating seamless learning experiences and helping professionals build the skills needed for successful careers.

Want to reach out?  
Find us here:

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 <http://ngen.org.au>

 NGEN an MFA Initiative

 @ngen\_mfa

# About the MFA & NGEN

The MFA, established in 1997, is the peak body representing media communication agencies to government, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia.

Media is anything and everything that touches, moves, influences, informs and inspires consumers.

Our industry is fluid, transformative, a world of colour, where everyone has a voice, purveyors of popular culture, observers of people and society.

People in media are restless, dynamic, creators, connectors, in the game, a tapestry of many skills.

To our clients, we are business and communication consultants who invest their money.

We are an Alliance of Australian media agencies who represent the COMMON INTERESTS of our members in ways that advance our industry and our clients best interests.

NGEN, an MFA initiative, was launched in 2008 to support media industry professionals with less than 5 years' experience. NGEN's goal is to empower, inspire and help their audience grow professionally in their first 5 years in the industry. This is done through developing both hard and soft skills, fostering connections and building networks that are necessary in launching fulfilling and successful careers in media.