



MENTOR PROGRAM: MENTORS



Purpose

What is the purpose of the NGEN Mentor Program?

The media industry is rapidly evolving, and professionals navigating their careers can often feel uncertain about the path ahead.

As a mentor, you have the power to make a meaningful impact.

While many professionals develop mentor relationships within their workplaces, an external mentor offers fresh perspectives and helps shape long-term career growth in a unique way.

Those with 3–5 years of experience are at a crucial stage—balancing leadership responsibilities, refining their craft, and determining their next steps. With your guidance, you can help them map out future roles, build essential skills, and create a clear, tailored development plan.

That's where the MFA comes in. We connect experienced mentors like you with professionals seeking honest, impartial guidance to grow their careers in the media industry.

Ready to share your expertise and help shape the next generation of media professionals? Let's get started!

What are the expectations and discussion areas?

- Help your mentee set and achieve their professional development goals.
- Commit to monthly mentoring sessions (in person or virtual).
- Keep it career-focused—this is about workplace growth and industry insights.
- Share your real-world experiences and practical advice.
- Assign actionable tasks to keep progress moving.



Criteria & Selection

Criteria for Application

- Your company must be a member of the MFA (agency) or NGEN (media owner).
- You must have 10+ years of media industry experience.
- You are looking to inspire, motivate and support an NGENer.

Selection Process

1. **Application:** Applicant to review criteria above and complete application form [here](#).
2. **Review:** NGEN team will review applications.
3. **Success:** All successful applicants will receive an email in mid-March, approximate timing w.c. 17/03/25. You will then get paired up with a mentee.
4. **Briefing:** Successful mentors will receive a brief on what the expectations are, and guideline on what topics to tackle during mentoring sessions.

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 and wrap up. Feedback.

Expectations

Things to consider before applying:

- What are your goals for this mentoring program? How will mentoring improve your career?
- What are your expectations for this mentoring program?
- How much available time do you have for your mentee?
- What other work commitments may be involved?
- Are you willing to show up to all meetings as scheduled?

What is expected from mentors?

- Recommend NGEN sessions that align with your mentee's goals.
- Boost your mentee's confidence and empower them as a professional.
- Be approachable and open-minded.
- Initiate contact and foster a strong mentor-mentee bond.
- Lead by example and offer genuine support.
- Set boundaries – this is a professional mentorship program.
- No salary discussions.

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 Potamianos
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.