



WELCOME PACK



ABOUT THE MFA & NGEN

MFA

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

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.

WHAT DOES NGEN MEMBERSHIP OFFER?

NGEN membership offers entry to a diverse community of almost 3000 members, 61% from media agencies and 39% from media owners, all with less than 5 years experience in the media industry.

Our NGEN members have access to 50 exciting workshops, with in-person sessions in Sydney, Melbourne and Brisbane, plus webinars that can be accessed nationally.

[You can explore our full 2025 event calendar here.](#)

Our workshops each fall into one of four key content pillars, skills critical to career growth & development:



Exclusive social events

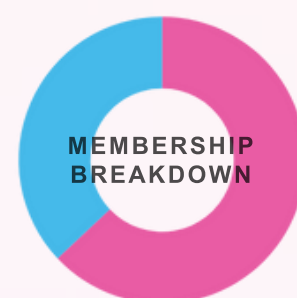
Every year, NGENers are given the opportunity to partake in exclusive social events including:

- NGEN Halloween: an EOY party to celebrate the close of the NGEN calendar, and to reward NGENers for their engagement, learning, development and contributions across the year.
- Bespoke social events to connect with peers and build relationships critical to career growth.

Recognising young talent

Members of NGEN are eligible to enter the exclusive and prestigious NGEN Category in the MFA Awards to demonstrate their strategic thinking.

39%
MEDIA OWNERS



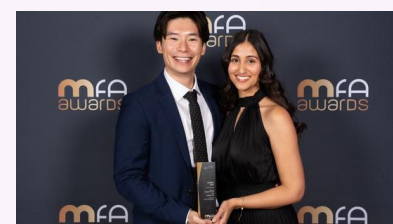
61%
MEDIA AGENCIES



NGEN Professional Career Growth, Sydney



NGEN Halloween 2024, Sydney



NGEN Award Winners 2024

OTHER BENEFITS

Mentor Program

In 2025, NGEN is launching our Mentor Program to provide guidance and support to media professionals with 3-5 years of industry experience. The goal is to connect NGENers with industry leaders to help them navigate their career paths and create a support network, as well as to share knowledge and development opportunities.

The program will run over 6 months and there will be limited availability.

Speaker Opportunities

Members of NGEN are welcome to submit content ideas for NGEN sessions. Our Industry sessions are run by industry volunteers. If you have any possible speakers or content ideas please reach out to mel@mediafederation.org.au

Industry Discounts

By being a member of NGEN, you will have access to discounts to many industry events and awards, including but not limited to:

- MFA EX
- MFA e-Learning
- MFA Inspiration Series
- B&T 30U30
- Cairns Crocodiles
- Cairns Hatchlings

If there are any others we can help you with please reach out to the team.

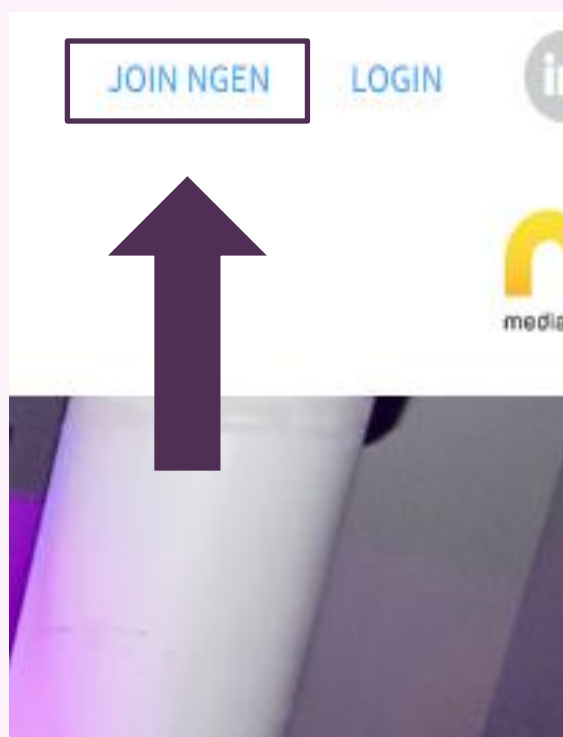
HOW TO CREATE YOUR NGEN ACCOUNT

Create your NGEN profile:

1. Visit our home page: www.ngen.org.au
2. Click on "Join NGEN" in the top right corner
3. Fill out details as much as you can
4. Select your company in the drop-down menu
5. Your email address MUST be your work email address
6. Submit your application
7. Your application should be approved immediately!

How to register for an NGEN event/session

1. To register for a session, you must be logged into your profile
2. Visit our event page: www.ngen.org.au/events
3. Choose your event and click "register"
4. Your manager will get a notification that you have registered to the event
5. Ensure you download the calendar invite and add the event to your diary so that you don't forget!




Create my NGEN Profile


Details

* Required field

Name *


Last name *

Mobile * Viewable by 


Email Address * Viewable by 

Password *



Confirm your password *

Avatar
 
 Click or Drag your image here

Company *

Gender *
 Male
 Female
 Other
 Viewable by 

Market *

Started in the Industry *   Click on calendar

LinkedIn Link

Website

TIPS FOR GETTING THE MOST OUT OF NGEN

Before a workshop:

- When you register for a workshop, you will get a confirmation email. You will also receive a "You are in" email one week out.
- Remember to add the calendar invite to your diaries.
- If you can no longer attend, de-register from the event 48 hours before the event so we can have someone take your place.
- How to de-register:
 - a. Log into your NGEN profile.
 - b. Click on "Upcoming events" and de-register from your session.
 - c. If you fail to do so, you will be marked as a no-show.

Face to face workshops:

- Two days prior to the session, you will receive a text message with a reminder to attend
- When you come to the session, BYO coffee, notebook and pen.

Webinars:

- You will be emailed with the Zoom link and details at 4pm the day prior to the session.
- Minimise distractions and lean into your session, take part and stay engaged! We also encourage you keep your camera on.

After workshops:

- Feedback: You will receive an email with a link to our feedback form. Feedback is a gift, so please fill out and submit this form as it will help us improve our content!
- Reflections: Be sure to share your learnings with your team, reflect on each session and hold yourself accountable.
- Connect: LinkedIn is a great way to connect with anyone you meet at feedback, NGEN session.
Build your support network to help further your career.

We reward our stars!

If you attend 3 or more sessions in the year, you'll receive a NGEN badge to upload to your LinkedIn profile and email signature. You will also receive a priority invite to our exclusive Halloween party.

Accessibility

NGEN aims to make our events as accessible as possible. We always endeavor to:

- Ensure that all dietary restrictions are accommodated for
- Ensure that our venues are accessible
- Create a supportive environment with inclusive communication.
- If you have specific needs or any feedback, please email the NGEN team.

MFA: OTHER PROGRAMS & MORE



NGEN Committee, MFA EX Sydney 2024

MFA EX

This annual event is where our industry comes together to be inspired with ground-breaking media thinking, best practice, innovation, and people development in driving our media industry forward. MFA EX features a mix of keynote speakers, panel discussions and interactive sessions that address topics such as AI, strategy and sustainability, with the goal of providing creative and engaging content to everyone at all career stages. It is a ticketed event, more information is available [here](#). 2025 dates are Melbourne Sept 4, Sydney Sept 18.



MFA Awards 2024

MFA Awards

The MFA Awards is the pre-eminent Awards program in the advertising media communications industry in Australia. The purpose of the MFA Awards is to highlight the value that the media agency industry contributes to clients businesses. The Awards have been celebrating the most effective and inspiring media thinking for the past two decades. The 2025 MFA Awards will be held on September 18 in Sydney. Read more [here](#).



WATC OOH Campaign, 2024

We Are The Changers

WATC is an initiative by the MFA that emphasizes the transformative power of the media industry. Launched in 2022, it serves as an industry-wide purpose, designed to unite and inspire media professionals by highlighting their role in driving meaningful change for clients, society, and the economy. You can find more info [here](#).

MFA: OTHER INITIATIVES



Ad net Zero launch 2024

Sustainability & Ad net Zero

Ad Net Zero Australia is the local chapter of a global initiative aimed at reducing the advertising industry's carbon emissions to net zero. Their mission is to decarbonize the advertising supply chain and leverage the industry's influence to foster sustainable behaviors among businesses and consumers. It employs a five-point action plan to address emissions across different aspects of advertising, including business operations, production, media planning, and events:

- Reduce emissions from advertising business operations
- Reduce emissions from advertising production
- Reduce emissions from media planning and buying
- Reduce advertising emissions through awards & from events
- Harness advertising's power to influence culture and drive.

[Find out more here](#)



NGEN Building Inclusivity in the Workplace, Brisbane

MFA Media For All - DE&I

The MFA is committed to building a diverse, equitable and inclusive industry. MFA Media For All aims to create a media agency industry where everyone can thrive, feel heard, supported and safe to do their best work. We invite everyone to play an active role in this movement - it is the responsibility of all of us to drive this change through every aspect of what we do: our people and culture, our supply chain and the communications we produce.

[Find out more here](#)



MFA Psychosocial Safety

Psychosocial Safety Playbook & Resources

The MFA People First Psychosocial Safety Playbook for Leaders is a vital guide that covers:

- Understanding the psychosocial safety approach to workplace wellbeing.
- Learning the psychosocial hazard legal framework and leader expectations.
- Support for designing and implementing a compliance plan.
- Managing the risk of harm with best practice methods.

Additionally, there are curated resources, including checklists, template and processes to assist us all create an industry where our people can thrive, feel heard, supported, belong and safe to do their best work.

[Click here to find out more](#)

MFA: E-LEARNING



MFA Digital Foundations

A comprehensive however, e-Learning program that sets a benchmark for what constitutes foundational digital media advertising knowledge. Participants achieve industry recognised certification following successful completion of two exams; Certificate I and Certificate II. Learning outcomes include a clear understanding of the digital landscape, its terminology, the trading models, and the evaluation and measurement methods of the key channels. The program is designed for everyone, however, is a mandatory requirement for all MFA member agency staff with less than 2 years' experience, not recommended for under 3 months. Register [here](#).



MFA Television Foundations

A 9-week e-Learning program that sets a benchmark for what constitutes basic television media buying proficiency. Learning outcomes include a clear understanding of the television landscape, terminology, planning processes, trading models, and the evaluation and measurement methods. Participants receive industry recognised certification upon successful completion of one exam. The program has been designed for everyone, however, is a must-have capability for all MFA member agency staff with less than 2 years' experience. Register [here](#).



MFA How to Buy Television (MFA Member Agencies only)

A 9-week e-Learning program that provides industry best-practice training for media agencies trading television in the Australian marketplace. The learning outcomes include a comprehensive understanding of how to successfully prepare, create, execute, manage performance delivery, and report outcomes of a television buy. Upon the successful completion of one exam and one LIVE Television buy assessment to be completed by a mentor, participants receive industry recognised certification. This program has been designed for people who have completed the MFA Television Foundations course. Register [here](#).

SBS Inclusion (MFA Member Agencies only)

A suite of Australia's leading online inclusion training courses helping to embrace diversity and promote safe, happy and productive workplaces. Courses cover the diversity topics of Core Inclusion, First Nations, LGBTIQ+, Gender Equity, Disability, Cultural Diversity, Generational Diversity, and Appropriate Workplace Behavior. There are no formal assessments, however participants earn certificates of achievement following completion of each course. Agencies can register [here](#). Media owners can arrange access by contacting SBS.



MEET 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:

 1 Shelley St, Sydney NSW 2000

 ngen@mediafederation.org.au

 <http://ngen.org.au>

 NGEN an MFA Initiative

 @ngen_mfa