

Tuesday, 15 October 2013

AANA AND MFA LAUNCH MEDIA FORUM

The AANA and the MFA have joined to create a media forum where advertisers and media agencies will discuss the challenges of a rapidly evolving media market and their impact on both advertisers and media agencies.

This partnership between the AANA and MFA underlines the push from stakeholders for greater collaboration between industry organisations over common issues. It is expected that the forum will provide guidance to both advertisers and media agencies around key issues including remuneration, transparency, training, digital education requirements, data management, proliferation of measurement parameters, talent retention and third party procurement practices.

The forum will be co-chaired by John Sintras (Chairman Starcom MediaVest Australia, AANA Board Member and MFA Board Member) and Toby Dewar (GM Media, Sponsorships and Awards, Telstra). Forum members will meet bi-monthly and be drawn from AANA's Media Reference Group and the MFA Executive.

AANA chief executive Sunita Gloster said that the creation of the new forum would help foster greater understanding between advertisers and media agencies across a range of issues.

"As technology continues to evolve, new challenges and opportunities are ever present. The AANA/MFA Media Forum will be an excellent setting in which industry members can raise issues, find areas where there is common ground and work towards resolutions that will benefit the media and marketing community.'

MFA chief executive Sophie Madden said "This forum is a great opportunity for clients and media agencies to step outside the normal day to day client/agency dealings and work together to resolve industry issues where there is mutual interest. It will also provide both industry bodies a platform for garnering feedback and a deeper understanding of the other's key focus areas."

Forum members from the AANA will be Toby Dewar – GM Media, Sponsorships and Awards, Telstra; Jen Davidson – General Manager: Media, PR & Social, Commonwealth Bank; Anneliese Douglass – Head of Media, Unilever ANZ; Andrew Caie – GM Marketing, Subaru; Jane Walshe – Manager Brand Portfolio Media Planning & Effectiveness, Suncorp; Mark McCraith – Director of Marketing, Fiat Chrysler.

MFA members will be John Sintras – Chairman, Starcom MediaVest Australia; Annick Perrin – MD, Initiative; Toby Hack – MD, PHD; Stella Carnegie - Executive Business Director, OMD; Andrew Sherman – COO, Zenithoptimedia; Karen Halligan – GM, Slingshot.



About the AANA: Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

About the Media Federation of Australia (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 around 72% 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 member and the role it plays in servicing its clients. Phone: 02 8986 3966. www.mediafederation.org.au

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Media contact: Res Publica, Gabriel McDowell

E: gmcdowell@respublica.com.au | M: +61 417 260 918 | T: +61 2 8297 1515