

The Media Federation of Australia's



FUN • INSPIRING • GROWTH • RESPECT • PASSION

Company Membership Proposal 2011 – 2013 FY

Why NGen?

NGen (Next GENERation) is an initiative of the Media Federation of Australia (MFA). The MFA is a not-for-profit organisation representing media communication companies. Our current membership base represents around 72% of all media billings placed by Media Agencies in Australia.

The objective of NGen is to create a community for our media leaders of the future. To nurture and retain talent within the media advertising industry, equip them with the skills and knowledge required to be the next generation of industry leaders.

We provide a range of activities to further help develop skills, showcase abilities, create opportunities to network with peers across the media communications sector and provide a voice in the industry.

NGen now boasts over 1500 members in Sydney, Melbourne and Brisbane within Australia, and has offered its members over 180 training, social, sports events, conference tickets and much more to date since launching in 2008.

NGen has opened company membership to include media owners since 2009. We are proud of the many benefits we offer to its 20 agency and 28 media owner members.

How does it work?

NGen is an organic program based on members' needs. Each year, we conduct a survey to hear what our members want. The annual calendar of activities is based on these feedback.

NGen is not-for-profit and 100% of funding received from company membership is reinvested into the program. NGen is very much seen as a priority for the MFA Executive.

How to get involved?

The prerequisite for being an NGen member is that they must have less than five years experience in the industry and be employed by either an MFA member agency or an NGen media owner member. The individual members of NGen do not pay for any activities or training.

Eligible staff may register online via the NGen website at www.ngen.org.au. Once they are on our database, they will receive any upcoming event notifications and call to register interest, news updates and chances to enter competitions.

Training and development

In 2011, we are offering a total of 70 learning sessions including workshops, conferences, master classes, panel discussions and presentations. Some of these are:

Mentor program and Inspiring Speakers

Feedback in 2010 highlighted that those with 3-5 years experience wanted opportunities to be Mentors and to be inspired by Mentors. NGen will facilitate training and presentation, as well as provide the necessary skills to the 3-5 years members to be great Mentors.

Media landscape forum

A panel based discussion made up of senior representatives across all major media platforms. Topics include innovations, challenges and opportunities each sector face.



Understanding agency operations

A workshop for sales members only. This will provide an overview of how agencies come up with the strategy to implementation for an advertising campaign.



Digital workshops

These workshops encompass a range of interactive platforms including branding, direct response, social media, rich media, search.

Feedback from all workshops rate them at 8-10 out of 10 for meeting expectations. Each participant receives a certificate of completion that is a valuable addition to their portfolio, particularly considering all the attendance is voluntary.

Please refer to the 2011 calendars included in this membership pack for all events and dates.

Training and development

The popular workshop sessions of Presentation, Negotiation, Communication, Time Management, Taking Ownership of your Career, Stress Management, Creative Thinking will continue.

About our trainers



Around 40% of training on the 2011 calendar will be provided by Wentworth Training. They have been working with us since our inception in 2008 and know our audience extremely well.

They provide tailored content, challenging, practical and inspiring delivery from people who have operational experience in delivering effective corporate and business training. More importantly, their trainers have years of experience working in both sales and buying sides of the media fence.



MFA members, including those on the Executive, Education and Training, Digital committees, facilitates the remaining 60% of learning sessions on the calendar. Where ever possible, we approach our member companies for speakers and guest presenters who are experts in a given area to share their knowledge.

Recognition

Any opportunity to showcase and promote the talent and opinions of this market will be encouraged by NGen.

MFA Award program now includes an NGen category. This category generated nearly 120 entries in 2009 and 2010.

NGen is in partnership with AdNews and produce a weekly online blog submitted by members of the NGen community. The purpose is to give individuals a voice in the industry and provide their opinions on a chosen topic.

Networking events

Networking and connecting with like-minded peers is an important part of the NGen program. The focus for 2011 is to create opportunities at events for members to interact more with those outside of their own companies.

Networking events will include charity days, cook offs, fitness bootcamps, sports teams and speed networking.

The Halloween party NGen is known for will continue to be our biggest social event of the year.



Current member companies

20 member agencies



28 member publishers



Company fee structure

The average value received by each company member based on number of places filled at workshops in 2010 range at \$20,000 - \$30,000 annually.

Membership is national and fees below covers for Sydney, Melbourne and Brisbane for 12 months.

Tiers	Number of members	Cost (excludes GST)	Guaranteed places at workshops*
Tier 1	Less than 20	\$6,000	1
Tier 2	20-40	\$11,000	2
Tier 3	More than 40	\$15,000	3

Membership is for individual companies only, not parent companies. Companies are limited to no more than 80 members nationally.

*The guaranteed places at workshops are a minimum. More often than not, we are able to offer more than the minimum. Number of places are based on workshops with a capacity of 30-50. For sessions where the capacity is 100+, please double the guaranteed places.

Company membership application form

We, *Insert company name*, request a company membership to the NGen program for the period July 2011 – June 2013 (please select from the following):

- | | |
|-------------------------------------------------------------------|-------------------------|
| <input type="checkbox"/> Tier 1 membership (less than 20 members) | \$6,000 + GST per year |
| <input type="checkbox"/> Tier 2 membership (20-40 members) | \$11,000 + GST per year |
| <input type="checkbox"/> Tier 3 membership (more than 40 members) | \$15,000 + GST per year |

Company details: *Insert name and address of company*

Contact name: *Insert contact name of individual*

Position: *Insert contact position*

Contact details: *Insert contact phone numbers(s)*

Insert contact email(s)

Signed:

Date submitted:

Please submit all applications via email to:

Xiao Houghton

ngen Program Manager

xiao@mediafederation.org.au

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