We acknowledge the Traditional Owners of the nations across Australia and pay our respect to Elders past, present and emerging.
MESSAGE FROM CHAIR

Dear all,

Greetings from Media Diversity Australia!

As Chair, I am delighted to present our 2023 Annual Report, showcasing our progress in advancing media representation and promoting diversity across the Australian media landscape. Our unwavering commitment lies in creating an inclusive industry that authentically reflects our nation's diversity. Through evidence-based research, tailored programs, and strategic partnerships, we are driving transformative change.

Our Annual Report provides an overview of our key initiatives, accomplishments, and the impact we've made in 2023. We've made substantial strides towards our mission and setting the agenda for transformative action.

For further inquiries please feel free to reach out to us. Together, let's shape a more inclusive and representative media landscape in Australia.

Best regards,

Mariam Veiszadeh
Founder & Chair

MESSAGE FROM CEO

Dear All,

I am delighted to present the progress we've made in recent years, as the inaugural CEO of Media Diversity Australia.

The Annual Report showcases our key initiatives and accomplishments, reflecting our commitment to building an inclusive industry that truly represents the diversity of our nation.

I extend a warm invitation to join us in this impactful movement. Your ongoing support amplifies diverse voices within the media industry and drives lasting change.

I express my heartfelt gratitude to all who have contributed to this journey, propelling us towards an extraordinary future where representation knows no bounds.

Thank you for your dedication and support.

Best regards,

Mariam Veiszadeh
Chief Executive Officer
VISON AND MISSION

Creating a media landscape that looks & sounds like Australia

Media Diversity Australia (MDA) is a national not-for-profit organisation led by journalists, media professionals, and diversity advocates. We have a unique role as a not-for-profit organisation championing cultural diversity, representation, and participation in Australian journalism and the news media industry. Founded in 2017 by two journalists and diversity advocates, Isabel Lo and Antoinette Lattouf, MDA’s vision is a media industry with full and equal participation for diverse people at all levels and an Australian media landscape that looks and sounds like Australia.

Our mission is to bridge the divide between the Australian population and how it is represented in the media. To achieve our vision, our activities focus on three areas:

1. **Setting the agenda:** our research holds a mirror up to the Australian media industry, and our advocacy invites the recognition that diversity is essential in the media’s role and success. We champion the opportunity for change, illuminate the pathway forward and support ongoing learning and accountability.

2. **Creating pathways:** we engage deeply in designing relevant, quality, and multi-layered programs for media professionals. We centre the people we advocate for, adapting our programs to community needs and supporting their full and equal participation in the industry at all levels. We are paving the way for a new generation of diverse media professionals/leaders through our focus on employment and leadership pipelines.

3. **Partnering for change:** we are an honest partner for media organisations seeking to drive change. In partnership with industry stakeholders, we have a track record of delivering impactful programs, collaborating to empower diverse communities, and working with industry leaders to drive systemic change.

WHY WE EXIST

Media is a *megaphone for culture* - it not only reflects but has the incredible power to create and influence social and cultural norms. The faces, voices, stories and perspectives that are reflected back at audiences have broad implications. The decisions made in the top echelons of the industry, whether in production content, coverage or sources ultimately impact Australian culture and social cohesion. MDA’s 2020 *ground-breaking report* ‘Who Get’s to Tell Australian Stories?’ revealed a challenging picture about the representation of culturally and linguistically diverse (CALD) people in the media.

Non-Europeans remain most severely under-represented. Population is at least 19 *times greater* than what was shown on screen *(1.3% share)* on commercial networks.

Non-European audiences have stopped using a news source because they thought it was biased.
As young, ethnically diverse journalists – there are many, many reasons we might harbour certain doubts about ourselves and our ability to succeed in this industry. It’s okay to have and hold these doubts – but do not let them stop you. Cast them aside, apply anyway, and just be in the practice of being in the running – you never know who’s on the other end.

This industry can feel impenetrable at times, but it only takes one co-sign to get you in the door.

Don’t give up!

Rachel Evans
MDA 2021 Summer intern
WHO ARE WE

Since 2017, Media Diversity Australia has grown significantly to include a National team as well state chapters in NSW, VIC, QLD and the ACT!

Our National team brings deep knowledge of Australia’s media, together with an understanding of the challenges faced by minorities – based on our first-hand experience as journalists, commentators, and media professionals.

In partnership with industry stakeholders, we have a track record of delivering impactful programs.

Our influential Advisory Board brings together senior figures from across the media, law, advertising and academia who are committed to increasing diversity on and off-screen.

Advisory Board

Alvaro Fernandez  Isabel Lo  Stan Grant  Waleed Aly

Kartina Rathie  Tanya Denning Orman  Maker Mayek  Sheba Nandkeolyar  Monica Attard
As the nation’s most recognised advocacy body for cultural diversity and representation in media, MDA champions dynamic collaboration. We work alongside those seeking to make a change in a media industry that looks and sounds like Australia.

With a track record of driving systemic change and creating pathways, in 2022, MDA was pleased to offer our diversity, equity, and inclusion expertise through our MDA Membership.

MDA’s bespoke membership program is for companies working across print, broadcast and digital media. We empower members through our strategic insights and frameworks and translate our research and advocacy into practical, actionable, and genuine steps towards greater diversity and representation.

Member organisations benefit from MDA’s expert directory and TalentHub, strategic insights and frameworks, and practical tools we’ve developed to help enrich the mix of faces and voices Australians hear, see and read daily. We are proud to announce that by the end of 2022 saw ten media organisations signing up for and benefitting from MDA’s membership.

Our CEO, Mariam Veiszadeh, has delivered diversity and equity training to a range of media companies, focusing on how unconscious bias can manifest, the negative impacts it can have and what employers and employees alike can do to be aware of such biases and work towards limiting its influence in the workplace.

As part of their membership, members are also granted access to MDA’s Expert Directory, TalentHub and receive selected diverse intern journalists as part of our Programs and Projects. On a weekly basis, current job opportunities available at member organisations are forwarded to MDA. These job opportunities are shared via MDA’s Instagram, LinkedIn and an email is sent out to all TalentHub candidates (we are currently sitting at more than diverse 200 candidates).

To find out more about MDA Membership, you can visit https://www.mediadiversityaustralia.org/membership/ or email us at membership@mediadiversity.org.au.

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**OUR MEMBERS**

- **News Corp Australia**
- **10**
- **7**
- **9**
- **The Guardian**
- **aap**
- **ABC**
- **SBS**
- **PRIVATE MEDIA**

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Media Diversity Australia (MDA) on Friday July, 14 held its inaugural industry roundtable in Sydney, bringing together Australia’s media leadership and the Federal Communications Minister to commit to a path to industry-wide improvement around diversity, equity and inclusion. The meeting, which was held at SBS, brought together the CEOs, Managing Directors and other senior representatives from MDA member organisations AAP, the ABC, Private Media Group, News Corp Australia, Nine, SBS, Seven, Ten, The Daily Aus, The Conversation Group and The Guardian, alongside the Minister for Communications Michelle Rowland.

Some notable attendees included Nine’s CEO Mike Sneesby, Ten’s Executive Vice President, Chief Content Officer & Head of Paramount, Beverley McGarvey, Seven’s Chief People and Culture Officer Lucinda Gemmell, ABC’s Chief Content Officer, Chris Oliver-Taylor, SBS’s News Director Mandi Wicks and News Corp Australia’s Group Executive, Corporate Affairs, Campbell Reid.
# Income & Expenditure

## Media Diversity Australia Limited

For the year ended 30 June 2023

<table>
<thead>
<tr>
<th>Account</th>
<th>2023</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>Donation Revenue</td>
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<td>Grant Funding</td>
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<td><strong>Total Revenue</strong></td>
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<td>$ 620,610.9200</td>
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<tr>
<td><strong>Expenses</strong></td>
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<td>Contractors &amp; Consultants</td>
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<td><strong>Net Surplus (Deficit)</strong></td>
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OUR PROGRAMS

Fellowships
Inaugural political fellowship for emerging journalists in Canberra Press Gallery team during Federal election

Mentorships
12 month Women of Colour Mentorship Program in partnership with Crescent Foundation, University of Melbourne and Monash University to support mid-career women of colour enter leadership roles

Internships
In partnership with Google News Initiative offering final year media/communications students industry experience

Secondments
Chinese-Australian Media Secondment Program in partnership with the National Foundation for Australia-China Relations and the National Ethnic and Multicultural Broadcasting Council offering mid career Australian media professionals of Chinese heritage to undertake an eight-week program to help pave a pathway for them into mainstream newsrooms.

OUR RESEARCH & RESOURCES

Who Gets To Tell Australian Stories
Part 1 released August 2020
Sponsored by Deakin University, MEAA, Sydney University, Western Sydney University, iSentia, Telum Media & Google News Initiative

Who Gets To Tell Australian Stories
Part 2 launched Nov 2022
Sponsored by Google, MEAA & University of Sydney

Online Safety for Diverse Journalists
Research incl Training & Handbook
launched May, 2023

Capacity Building Programs

Amplifying Voices
CALD community leaders intensively media trained and mentored

Community Voices in partnership with Judith Nielson Institute offering CALD cohort training, support, practical experience and industry knowledge over the course of 12 months

Diversity Directory
'Find an Expert' directory compiled to help newsrooms access diverse CALD talent and voices for interviews

Awards
Annual MDA award at the prestigious Mid-Year Walkleys

#MDA IMPACT

Angelo Ho
Former MDA Intern 10 News
First Perth
NOW Digital Reporter
ABC News Perth
SUMMER FELLOWSHIPS
JANUARY - MARCH 2022

The second annual Media Diversity Australia Summer Fellowships (formerly internships) Program took place over the summer of 2022 (January - March) in ten newsrooms across Australia.

The purpose of the program was:
1. to place ten First Nations and culturally diverse media students from various tertiary institutions across Australia at ten mainstream commercial media outlets for a period of six to eight weeks.
2. to create a pathway to major newsrooms often not traditionally seen as places for First Nations and culturally diverse journalists.
3. to have students get their work published and broadcast at their respective newsrooms during their internship, and
4. for candidates to be offered casual or permanent work at their respective placement newsrooms after their internship.

The program was designed and delivered by MDA with the support of Google News Lab over five months (preliminary work beginning in August 2021). Despite ongoing challenges presented by COVID-19, eight of the ten internships were completed within the projected time frame. These took place either in-office, in work-from-home situations, or a combination of both. The remaining two internships were completed by June 2022.

Outcomes

NSW
- After completing her internship with MamaMia, Ricky Kirby, is now in a casual position with NITV/SBS as he completes his final-year studies.
- After completing his internship with The New York Times, Manan Luthra was offered a casual position with the same newsroom upon completing his final-year studies.

VIC
- After completing her internship with ABC Everyday, Rachel Evans is now in a casual position with the ABC News Melbourne as she completes her final-year studies.
- After completing her internship with Nine News, Shazma Gaffoor has been offered a casual position within the same newsroom upon completion of her final-year studies.

WA
- After completing her internship with 10 News First, Angelo Ho was offered a casual position with 10 News First and ABC News, She accepted the latter position as she completed her final-year studies.
- With her internship put on hold due to WA’s COVID-19 regulations, Zahra Al Hilaly concluded her internship later on in 2022 while completing her final-year studies.
- With her internship put on hold due to WA’s COVID-19 regulations, Daniel Yong concluded his internship later on in 2022 while completing his final-year studies.

QLD
- After completing her internship with The Courier-Mail, Tahnee Maxwell, secured another internship at Southern Cross Austereo. She is now working as a full-time journalist at ARN.

SA
- After completing her internship with ABC News, Morsal Haidari secured a casual position with ABC News Adelaide as she completed her final-year studies.

ACT
- After completing her internship with CanberraFM, Sohani Goonetillake secured an Editorial Internship at Broadsheet Media. She is now working full-time as a Content Coordinator at Shameless Media.
The first Media Diversity Australia Political Fellowships Program occurred during the Federal Election Campaign (March - May) in three newsrooms across Australia. The program's purpose was:

1. to place young (under-30) Australians in leading political bureaus, including time spent in Canberra's Press Gallery, during the 2022 Federal Election
2. to create a pathway to major newsrooms often not traditionally seen as places for First Nations and culturally diverse journalists
3. to have Fellows get their work published and broadcast at their respective newsrooms during their Fellowship, and
4. for candidates to be offered casual or permanent work at their respective placement newsrooms after their Fellowship

The program was designed and delivered by MDA with the support of Google News Lab over seven months (preliminary work beginning in late 2021). Shortlisted applicants had to demonstrate a keen interest in politics and a future career in journalism. In a departure from MDA’s usual training programs, candidates did not need to have attained or be in the process of attaining a journalism or communications degree.

Outcomes

The Guardian
- After successfully completing his Fellowship with The Guardian, Khaled Al Khawaldeh was hired on a casual basis. He is now a rural and regional reporter in QLD with The Guardian.

AAP
- After successfully completing her Fellowship with AAP (her first time in a newsroom), Famida Rahman was considered for casual work with the outlet and was encouraged to apply for their Cadetship program.

Fairfax Media (Sydney Morning Herald/The Age)
- After successfully completing her Fellowship with Fairfax, Katherine Wong went on to become a successful AAP Cadet. She now works for AAP.
In its second year, The Amplifying Voices Program was a five-day course that took place over five weeks (14th May - 11th June, 2022) on concurrent weekends in Chippendale, NSW at the Judith Neilson Institute for Journalism and Ideas. The purpose of the event was fourfold:

1. to build the capacity of delegates to engage with traditional Australian media and their skills as media spokespeople
2. to strengthen delegates’ knowledge of how social media operates and how they can better engage their audiences
3. to promote accurate information and better representation of the Muslim faith and community in Australia, including correcting misrepresentations; and,
4. to help improve the relationship between Muslim communities and the community of media professionals. While delegates identified several significant challenges facing Australian Muslims, the feedback to the program itself was overwhelming positive.

The program involved 20 Muslim community representatives, both men and women from diverse ethnic and religious backgrounds, exploring their relationship with the media. The sessions covered the general landscape of the Australian media, engaged with research into the media’s portrayal of Muslims, provided interactive presentations and panels with news directors, journalists and presenters, mock interview training opportunities, and suggested guidelines on social media backlash and trauma.

**Session 1: The News Process**
Mariam Veiszadeh, CEO of Media Diversity Australia
Lesley Power, CEO of Alliance of Journalists Freedom
Simone Amelia Jordan, Director of Special Projects at Media Diversity Australia
Rayane Tamer, SBS News Digital Journalist
Emily Feszczuk, Journalist at The Western Weekender
Daniel Sutton, Senior Journalist at Network 10

**Session 2: Islam and the Media**
Stijn Denayer, CEO of All Together Now
Maha Abdo, CEO of Muslims Womens Association
Ahmed Kilani, Muslim Chaplain
Sheikh Wesam Charkawi, Abu Hanifa Institute

**Session 3: Pitching Your Opinion**
Luis Garcia, Canning Strategic Communications
Matthew Knott, National Correspondent at Sydney Morning Herald
Antoinette Lattouf, Co-Founder of Media Diversity Australia
Leigh Tonkin, Editor, features and context, ABC News
Helen Pitt, Author and Journalist at The Sydney Morning Herald
Chip Rolley, Head Talks & Ideas, Sydney Opera House

**Session 4: Understanding Broadcast Media**
Monica Attard, Co-Director Centre for Media Transition, UTS
Justin Stevens, Director of ABC News, Analysis & Investigations
Kylar Loussikian, Business Editor, The Australian
Mandi Wicks, SBS Director of News and Current Affairs
Ky Chow, Media Consultant, Writer & Presenter
The Chinese-Australian Media Secondment Program, in partnership with the National Foundation for Australia-China Relations and the National Ethnic and Multicultural Broadcasting Council, offered mid-career Australian media professionals of Chinese heritage an eight-week placement program to help pave a pathway for them into mainstream newsrooms.

The project focused on improving reporting and coverage of Chinese communities in Australia by offering a Secondment for three professionals, ideally of Chinese-Australian heritage, into mainstream media newsrooms. The candidates were entry and mid-level journalists with a background in community outlet(s) and other media platforms, such as documentary filmmaking.

The project aimed to established career pathways for community media journalists (or others with close ties to the Chinese-Australian community) into mainstream media. Each Secondee was assigned a mentor to provide guidance every fortnight during the secondment.

MDA sought to improve journalism coverage of Chinese communities in Australia by increasing the number of journalists with strong Chinese cultural connections. It provided Chinese-Australian professionals with the knowledge and skills to navigate climbing the tanks of editorial leadership and mid-career Chinese-Australians working in other professions with flexible journalism work that may lead to a potential career pivot. The project’s outcomes were:

1. the publishing of stories about the Chinese-Australian community, which were produced by the secondee and journalists from the host-company
2. enhanced relations between community and mainstream media outlets
3. improvement in the host-company’s access to the Chinese-Australian community and strengthened information-sharing flows
4. increased diversity in the host-company’s commentary and interview subjects on stories relevant to the diverse Chinese-Australian communities
5. new pathways for community media journalists (and those in adjacent careers) to enter mainstream media with improved knowledge and understanding of mainstream media and journalism

Yimin Qiang
ABC Asia Pacific

Jenny Tang
ABC Asia Pacific

Minyue Ding
The Age
The Women of Colour Mentorships program was designed to empower culturally diverse female journalists with the requisite knowledge and skills to navigate climbing the ranks of leadership. 12 female mentees of culturally diverse backgrounds who had between 5 to 10 years of experience undertook the 12-month program to help pave a pathway for them into leadership roles. The program included:

- 10 x 1-day in-person session between mentee and mentor in their respective workplaces
- 6 x 1-hour zoom workshops with all other mentors
- 6 x 1-hour zoom workshops with all other members that will focus on professional development, leadership skills, presentation skills, compelling storytelling, and insights into effective editorial processes
- Mentees were assigned with finding stories of personal interest or newsworthy stories to write about with the possibility of their story being published
- Mentees were invited to attend an MDA networking event that was arranged to allow mentees to meet and mingle with high profile industry professionals and senior journalists

The following mentors and mentees were paired over the 12-month program:

1. Mentor: **Antoinette Lattouf**, Senior Journalist, Author & Co-Founder of Media Diversity Australia
   1. Mentee: **Nehal Dalgliesh** (mid-career), extensive radio experience & Founder of CelebrityKind.com (took time off to be a mother)

2. Mentor: **Mibenge Nsenduluka**, Senior Journalist at AAP
   2. Mentee: **Ruth Brook** (entry-level), Online Content Officer at Monash University

3. Mentor: **Bernadine Lim**, Commissioning Editor, Documentaries at SBS
   3. Mentee: **Angelique Lu** (mid-career), Late Supervising TV Producer at ABC

4. Mentor: **Shuba Krishnan**, Journalist at Nine (during the mentorship) and currently Head of Communications at Australia India Institute
   4. Mentee: **Pranjali Sehgal** (entry-level), ABC News Melbourne, Media Officer (VIC Govt)

5. Mentor: **Paula Kruger**, Talent Manager at ABC until March 2023, currently Managing Director at 2ser
   5. Mentee: **Alicia Vrajlal** (mid-career), Culture Editor at Refinery 29

   6. Mentee: **Anushri Sood** (entry-level), Associate Producer at Insight SBS

7. Mentor: **Rhanna Collins**, Head of Indigenous News & Current Affairs at NITV/SBS
   7. Mentee: **Rashida Yosufzai** (mid-career), Cross-Platform Reporter at SBS

8. Mentor: **Tanya Denning-Orman**, Director of Indigenous Content at NITV
   8. Mentee: **Madison Howarth** (entry-level), Community Content Coordinator at Future Women (Wonnarua and Yuin woman)

9. Mentor: **Cathy Wilcox**, Cartoonist at SMH/The Age
   9. Mentee: **Famida Rahman** (entry-level), MDA Political Fellow at AAP with interest in cartooning

10. Mentor: **Tania Lee**, Acting Editor at SBS Chinese
    10. Mentee: **Junko Howe** (mid-career), Audio/Video at SBS Japanese
Our Impact

The face of and management of broadcast journalism in Australia is more diverse since MDA released its landmark report and rolled out its programs.

MDA is holding up a mirror to the industry and also providing solutions. There’s been a palpable push from many newsrooms to have their journalists and commentators reflect the broader community and by default, the wider conversation.

Multiple MDA interns have been offered paid positions!

Changes in the Industry

- 2 of 5 TV News Directors are women and 1 of CALD background
- 4 of 5 networks have Indigenous co-hosts on Breakfast TV

Not only does MDA really add and change the direction of discourse in our industry for the better, but they implement systemic changes that will benefit the future of media and the future of so many young journalists.
“We really enjoyed having Angela [Ho] in the newsroom and watching her progress. It’s fair to say she impressed everyone here with her work ethic and her attitude. I feel like she embraced the opportunity and couldn’t have done any more to get the most out of her time in the newsroom. She’s also a lovely person.” ~ Pamela Magill, 10 News First Perth

“It was great to see the newsroom from an intern’s perspective, and also have a fresh face in the newsroom. We are always looking to hear different opinions and ideas about how we do things. Sohani [Goonetillake] has the potential to become a great journalist, and it was a pleasure having her in the newsroom with us.” ~ Samantha Rose, CanberraFM

“Shazma [Gaffoor]’s cheerful and social demeanour and natural curiosity would give her a head-start to securing work in our or other newsrooms in the future.”

~ Tom Kelly, 9NEWS Melbourne

“Hosting Morsal [Haidari] was a very positive experience and it was great to have MDA partner with us as often the planning and organising for these kinds of internships is the hardest part.”

~ Nicholas Harmsen, ABC News Adelaide

“It was a pleasure working with Ricky [Kirby]. During his time at Mamamia, Ricky proved himself to be an incredibly fast learner. He picked up our processes and systems quickly, and always took on feedback on his articles with a positive attitude.” ~ Jessica Staveley, MamaMia

“At the end of her internship, Rachael [Evans] was taking on our fast turnaround stories and had worked across a broad range of story formats and verticals. She was a regular contributor to our team meetings too. The editors were really impressed with Rachael—her approach to work and the stories she produced while with the team, especially as she shared that she’d previously had no journalism experience.” ~ Sonya Gee, ABC Everyday

“Manan [Luthra]’s ideas became more refined, more global, more Times-ian over the course of his time with us. Having an extra hand with reporting, ideas and writing is a positive aspect of this program.” ~ Damien Cave, The New York Times
**STATE OF PLAY**

Non-Europeans remain most severely under-represented. Population is at least 19 times greater than what was shown on screen (1.3% share) on commercial networks.

Non-European audiences have stopped using a news source because they thought it was biased.

More than 78% of TV reporters & presenters have Anglo-Celtic background*

78%

70% of TV journalists rated CALD representation in media industry either poor or very poor*

15 Paid summer interns supported

3 Political fellowships awarded for 2022

Number of diverse thinkers & professionals MDA has trained that are now part of our Find an Expert Database

120

Non-Europeans remain most severely under-represented. Population is at least 19 times greater than what was shown on screen (1.3% share) on commercial networks.

30 CALD community leaders intensively media trained and mentored

4 MDA state Chapters & 40 Volunteers

MDA’s Indigenous & Disability Handbooks downloaded tens of thousands of times

77% of CALD respondents believe CALD background is barrier to career progression*

*Statistics from MDA’s 2022 Report ‘Who Get’s to Tell Australian Stories?’ 2.0
Our Services

**DIVERSE TALENT POOL**
Promote your job advertisements across our socials and networks to reach a diverse talent pool.

**TALENT HUB**
A first of its kind, growing pool of diverse media talent with multi-level media expertise for you to tap into. We send you a shortlist of candidates meeting your search criteria and arrange a warm referral once you’re ready to proceed.

**D,E&I CONSULTING**
Access our diversity, equity, and inclusion consultancy offering via our CEO Mariam Veiszadeh who has expertise in bespoke strategic consulting and extensive experience in delivering training to media companies and executives over the course of her career.

A diversity, equity & inclusion expert, award-winning human rights champion, lawyer, contributing author, and social commentator, Mariam’s sessions provide pivotal support to decision-makers.

**INDUSTRY ROUNDTABLES & EVENTS**
As members you will be automatically added to our mailing list to have exclusive early access to MDA’s Industry Roundtables, Masterclasses and events.

**BESPOKE TRAINING**
Bespoke training sessions delivered by experts with lived experience to meet your needs.
OUR PARTNERS

CONTACT US

1300 694 190

Mariam Veiszadeh
Chief Executive Officer
ceo@mediadiversity.org.au

We acknowledge the Traditional Owners of the many nations across Australia, and pay our respect to Elders past and present. We recognise that their sovereignty has never been ceded.

Media Diversity Australia 2022
ABN 83 618 492 729
www.MediaDiversityAustralia.org