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The Media Agency 50: Celebrating leadership, culture and impact



by Mediaweek

Posted on 1 September 2025



Australia's most respected recognition of media agency leadership is back and bigger than ever.

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The *Mediaweek* Media Agency 50 list has been shaped with input from a distinguished advisory board, whose perspectives on leadership, client impact, culture, and industry capability informed the development of the 2025 framework.

The advisory board's role was consultative – helping *Mediaweek* define the values and criteria by which leaders will be recognised.

The final selection and ranking remain the responsibility of *Mediaweek*'s editorial team, ensuring independence and integrity.



The 2025 advisory board includes:

- **Philippa Moig**, CEO, UnLtd
- **Sam Buchanan**, CEO, Independent Media Agencies Australia
- **Sophie Madden**, CEO, Media Federation of Australia
- **Darren Woolley**, Founder and Global CEO, TrinityP3
- **Rowena Millward**, Growth and Capability Expert
- **Virginia Hyland**, former CEO, Havas Media Network

The redefined Media Agency 50 ensures that both independents and global holding groups are recognised on equal footing. Leaders will be celebrated for their creativity, their culture, their resilience, and their contribution to progress, rather than size or scale alone.

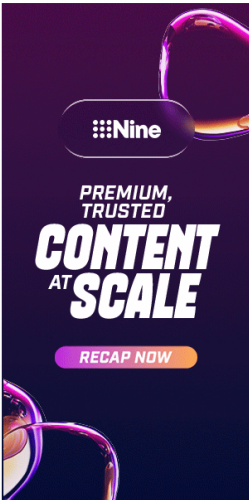
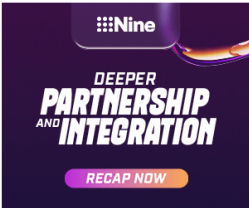
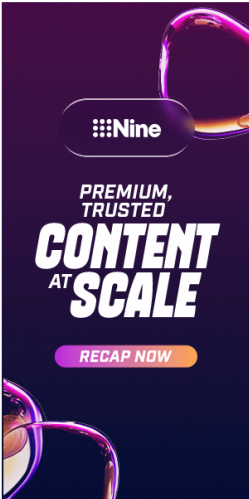
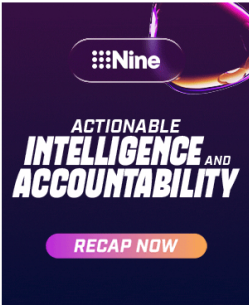
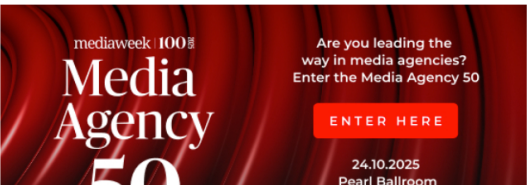
Alongside the revamp of our Media Agency 50 list, the annual Mediaweek 100 will also have a new approach. Five new lists have been introduced to replace the single 100-name list: the **Power 20**, the **Growth 20**, the **Innovation 20**, the **Influence 20**, and the **Impact 20**.

Together, these lists provide a broader and more inclusive showcase of the leaders redefining today's media landscape.

Event details

The 2025 Mediaweek 100, including the Agency 50, will be revealed at a gala event on Friday, 24 October 2025, at Crown Sydney's Pearl Ballroom.

Submissions close 24 September 2025 (11:59 pm AEST). [Enter here.](#)





Tickets for the event are available now.

The 2025 Mediaweek 100 and Media Agency 50 are proudly supported by **News Corp Australia, Perion, and QMS**

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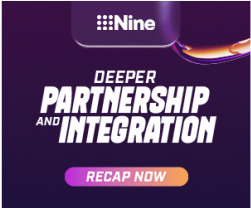
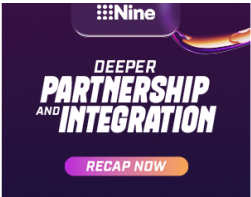
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[Book now](#)**Krista Walton steps up as NSW agency sales
director at oOh!media**

By Mediaweek

Posted on 1 September 2025



Krista Walton has been promoted to lead the NSW agency sales team at oOh!media, after six years as group business director.



Krista Walton has been promoted to New South Wales agency sales director at **oOh!media**, stepping into the role after six years as group business director.

Walton brings more than 20 years of experience across Out of Home, publishing and brand partnerships. During her time at oOh!, she has played a central role in shaping agency strategy and driving commercial results.

"Krista is an exceptional leader whose impact is felt across every corner of our business," said **Mark Fairhurst**, **chief revenue officer, oOh!media**. "Her commitment to our customers, combined with her ability to inspire and develop high-performing teams, makes her the ideal person to lead our agency sales function in NSW."

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