



**Female Leaders of
Tomorrow:**

**APPLICATION
FORM**



APPLICATION FORM

Female Leaders of Tomorrow is a Mentoring Programme launched by the IMAA to guide and support emerging female leaders within the independent industry as they navigate their career paths and progress within media.

This programme aims to create a support network between accomplished industry leaders (mentors) and programme participants (mentees). The programme aims to provide valuable guidance, knowledge sharing, and professional development opportunities through the creation of this network.

Through a collaborative relationship, mentees will have the opportunity to learn from the wisdom and experiences of their mentors, gain valuable industry insights, expand their professional networks, and enhance their skills and capabilities. Ultimately, the mentor programme seeks to empower mentees, support their growth, excel in the industry, and enable them to achieve their career goals.

WHY TAKE PART?

The IMAA is determined to make this Mentoring Programme a sought-after learning and networking opportunity for all Participants. We have selected a range of high-calibre Mentors and designed an impactful and aspirational programme. This should be viewed as a career milestone/accolade but, importantly, one that will fit in with your day job. In addition to the above, there is a broad range of proven benefits that a mentoring relationship of this type can provide, including:

- A sought-after learning and networking opportunity.
- An impactful aspirational programme.
- A career milestone/accolade and recognition that you have been identified as talent within their agency.
- A programme 'that fits in with your day job'.
- Access to highly experienced media experts that will be vested in your success.
- The ability to gain highly relevant practical insights, guidance, and advice
- Develop your interpersonal and communication skills.
- Help you overcome career challenges and roadblocks.
- Support your career development ambitions.
- Personalised guidance to help you turbocharge your career.

WHEN WILL IT RUN?

Applications are open now and close on **Friday 27th September**.

HOW TO APPLY?

- Upon submission, include a letter of endorsement from your Agency Leader.
- Create a short 90 second max video stating why you would like to take part and what you hope to get out of this programme. This video then needs to be sent to info@theimaa.com.au
- Accompanying the video, please also attach your written responses to the specified questions in PDF format.

APPLICATION FORM

MENTORING PROGRAMME CODE OF CONDUCT AND TERMS AND CONDITIONS

1. Respect and Professionalism

- Mutual Respect: Both mentors and mentees must treat each other with respect and courtesy at all times.
- Confidentiality: All discussions between mentors and mentees should be kept confidential unless both parties agree to share specific information.
- Professionalism: Maintain a professional demeanour in all interactions, whether in person, online, or via other communication methods.

2. Commitment and Punctuality

- Time Commitment: Both mentors and mentees should commit to the agreed-upon schedule of meetings and activities.
- Punctuality: Respect each other's time by being punctual for meetings and notifying the other party well in advance if you need to reschedule.
- Active Participation: Engage actively in the mentoring process, be open to learning, and contribute positively to discussions.

3. Communication

- Open Communication: Encourage open, honest, and constructive communication throughout the mentoring relationship.
- Feedback: Both mentors and mentees should provide and be open to receiving feedback. Feedback should be given constructively and received without defensiveness.
- Boundaries: Respect each other's personal and professional boundaries. Avoid discussions or actions that could be perceived as inappropriate.

4. Integrity and Ethics

- Integrity: Act with integrity, honesty, and transparency in all interactions.
- Ethical Standards: Adhere to the highest ethical standards and avoid any behaviour that could be perceived as unethical or unprofessional.
- Conflict of Interest: Disclose any potential conflicts of interest and avoid situations where personal interests could conflict with professional responsibilities.

5. Learning and Development

- Learning Orientation: Both mentors and mentees should be committed to learning and personal growth.
- Goal Setting: Set clear, achievable goals at the start of the mentoring relationship and work collaboratively to meet those goals.
- Continuous Improvement: Regularly review and adjust the mentoring process to ensure it remains effective and relevant.

6. Termination of Relationship

- Termination: Either party may terminate the mentoring relationship if it is no longer productive or if there is a breach of this code of conduct.
- Mutual Agreement: Ideally, termination should occur through mutual agreement and with a clear understanding of the reasons.

7. Reporting and Resolution

- Reporting Violations: Any violations of this code of conduct should be reported to the program coordinator or relevant authority.
- Conflict Resolution: Conflicts should be addressed promptly and respectfully, with the aim of finding a resolution that satisfies both parties.



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8. Programme Evaluation

- Feedback on Programme: Mentors and mentees are encouraged to provide feedback on the mentoring programme to help improve its effectiveness.
- Continuous Improvement: The programme coordinator should regularly review the programme and this code of conduct to ensure they remain relevant and effective.

9. Non-Solicitation Clause:

The Mentor agrees that during the term of their involvement in the Female of Leaders of Tomorrow programme and for 12 months thereafter, they will not directly or indirectly solicit, recruit, or encourage any mentee participating in the programme to leave their current employer to work within their organisation. This clause is intended to protect the integrity of the mentorship relationship and the interests of all parties involved.

10. The IMAA cannot guarantee tenure of mentees within your agency however a non-solicitation clause is within mentor agreements.

11. If more than one staff member from the same agency applies, if successful, only one staff member per agency, per state, will be accepted into the programme.

IMAA MENTEE APPLICATION FORM

PERSONAL DETAILS

Full Name :

Agency Name :

Position :

Email :

LinkedIn Profile Link :

State/Province :

YEARS IN INDUSTRY

5 - 7 8 - 10 11 - 13

14 - 16 17 - 19 20+

Years At Current Agency :

DEPARTMENT

Client Services Data Services Digital Performance

Investment Marketing Trading & Investment

Strategy & Planning Sales Other

IMAA MENTEE APPLICATION FORM



EVALUATION QUESTIONS

What is the single most important thing for you to achieve professionally in the next 6-12 months?
(15% weighting)

How do you believe a mentor can support you achieve this goal? (15% weighting)

IMAA MENTEE APPLICATION FORM



EVALUATION QUESTIONS

Why should we select you for this programme? (5% weighting)

How will you show up, and what commitment will you make to this process? (5% weighting)



IMIAA

info@theimaa.com.au

www.theimaa.com.au