



**Female Leaders of
Tomorrow.**

**FAQ:
MENTEES**



PROGRAMME: FREQUENTLY ASKED QUESTIONS



The Female Leaders of Tomorrow Programme was 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 by creating this network.

The following document aims to answer any questions that members might have on the process, logistics, commitments and involvement. However, if anything still needs to be covered, please reach out directly.

WHO IS THIS PROGRAMME SUITED FOR?

This programme is exclusively available to members and media partners of the IMAA and designed for individuals who currently hold a manager position and have at least five years of experience in any media agency discipline, such as Investment, Strategy, Client Lead, Data, Tech, Sales, etc.

HOW DO I APPLY FOR THE PROGRAMME?

Step 1: Seek approval from your leader.

Step 2: Applicants create a 60-90 second video. (60% weighting)

Applicants must create a 60 - 90 second video showcasing why they should be selected for this cohort of mentees.

This video is your elevator pitch, to sell your application to the judges and is the most heavily weighted part of the application.

STEP 3: Applicants complete the written submission, which consists of four short responses with a maximum of 200 words per response. (40% weighting)

The written submission consists of four short responses, with a maximum of 200 words per response. The questions and their respective weightings are as follows:

- What is the single most important goal you aim 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)
- 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)

Please ensure your concise and thoughtful responses reflect your genuine aspirations and commitment to the programme.

Step 4: All applications must be submitted through the IMAA Google Drive. When you're ready to submit your application, email info@theimaa.com.au to receive your link.

Step 5: Upload your 90 second video as an MP4 file along with your Agency Leader recommendation letter and written application in a PDF format by **5.00pm Friday November 21st 2025**.

PROGRAMME: FREQUENTLY ASKED QUESTIONS



IS THERE A COST TO PARTICIPATE IN THIS PROGRAMME?

Yes. There is a fee to cover the costs of facilitating the programme, which will only be invoiced if the applicant is successfully selected.

WHAT DOES THE COST COVER?

- For this initiative, we have engaged with an external training, coaching and mentoring consultant, Wendy Gower CEO WeGrow.
- Wendy has over 15 years of experience in agency leadership and five years of coaching and mentoring.
- Wendy will be available throughout the programme to support as required and can be contacted on: wendy@wegrow.net.au
- Also included in this programme are 2 events, 2 milestone events, collateral and resources.

IS THE PROGRAMME NATIONAL?

This programme is open to all IMAA Members and Partners; however, mentors will be in Sydney, Melbourne, Brisbane and Perth.

Applicants from any state are welcome to apply. However, please note that if selected as a mentee, you will be required to attend the face-to-face launch and arrange in-person meetings with your mentor. Any travel expenses incurred will be the responsibility of the mentee.

HOW DOES THE SELECTION OF MENTORS / MENTEES WORK?

At the programme launch, mentees will have the opportunity to meet with all potential mentors in a 'speed network' capacity. Both mentors and mentees will have an opportunity to meet and determine where they believe is the best fit.

Following this session, the Programme Facilitator will match mentees/mentors based on preferences and suitability.

CAN I SELECT MY MENTOR?

No. The IMAA has carefully selected a group of exceptional industry leaders. Matches will be made based on mentee and mentor feedback, ensuring the best fit across the entire cohort.

WHAT ARE THE PROGRAMME TERMS AND CONDITIONS

The IMAA cannot guarantee tenure of mentees within an agency however a non-solicitation clause is within the mentee and mentor agreements, which both mentees and mentors must sign.

PROGRAMME: FREQUENTLY ASKED QUESTIONS



WHAT ARE THE BENEFITS TO ME FOR PARTICIPATING IN THIS PROGRAMME?

- The IMAA programme is designed to support the Female Leaders of Tomorrow in the media sector, helping them accelerate their learning and growth.
- Even the highest-performing individuals need guidance to avoid complacency, continue growing, and reach new heights.
- You will be thoughtfully matched with an experienced and highly skilled mentor who will guide you, challenge you, and share valuable insights with you throughout the 6-month engagement.
- This programme will also enable you to expand your network across your home state and share learnings and challenges with other future leaders.

Previous cohorts identified key learnings of:

- 100% of participants reported an uplift in their leadership abilities.
- 100% described the programme as life changing.
- 100% showed improvement in actively applying new leadership capabilities after the programme.
- 86% felt more confident in utilising their leadership skills in challenging situations, truly stepping outside their comfort zones.

WHAT IS MY COMMITMENT AND INVOLVEMENT?

Participants are encouraged to commit approximately 17 hours over the course of the programme. While there is a mix of before and after work activities, the mentoring sessions will primarily take place during work hours, as arranged in consultation with each mentor.

Pre-Programme:

- a. Through the application process you will be asked to identify what success looks like for you and what you think a mentor can provide to help you achieve your ambitions.
- b. Attend the launch, milestone, closing and speed dating events.
- c. Sign up to all elements outlined in the Code of Conduct.
- d. Complete the Benchmark Survey.

Mentoring Stage:

- a. Organise and attend 6 x mentoring sessions
- b. Be prepared and on time for all scheduled mentoring sessions
- c. Engage with your state networking chat
- d. Respond to any requests from the IMAA including completing progress report

Post-Programme:

- a. Attend the closing event.
- b. Complete the benchmark survey and provide feedback on the experience.
- c. Respond to any requests from the IMAA.
- d. Be open to engaging in the FLoT Alumni.

FEMALE LEADERS OF TOMORROW: MENTORING PROGRAMME OVERVIEW



ACKNOWLEDGEMENTS



PROGRAMME FACILITATOR

Wendy Gower
WeGrow



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