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Creative firepower delivers Vodafone for Howatson+Company

by Mediaweek
Posted on 23 July 2025



Howatson+Company has won Vodafone's creative account following a competitive pitch.



Vodafone Australia has appointed Howatson+Company as its new creative agency of record following a competitive pitch led by Trinity P3 and TPG Telecom (the parent company of Vodafone) procurement.

Howatson+Company will now take the creative reins for one of the country's most recognised telco brands.

TPG Telecom Chief Marketing Officer **Bec Darley** said, "Howatson+Company impressed us with their bold thinking, cultural alignment and creative firepower. Vodafone is a brand that thrives on challenging conventions, and we're excited to partner with Chris and the H+Co team to push boundaries.

She also acknowledged the outgoing agency: "I would like to thank Saatchi & Saatchi for their commitment and creativity over recent years."

Howatson+Company founder and CEO **Chris Howatson** said: "This appointment means a lot to us. Personally, Vodafone was my first carrier. Professionally, Vodafone is one of the top 100 most valuable global brands and is on a growth gradient here in Australia. It's a privilege to partner with Bec, Lisa Cronin and their teams".

The appointment is effective immediately.

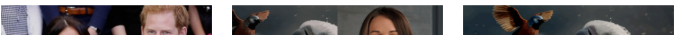
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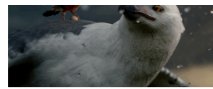




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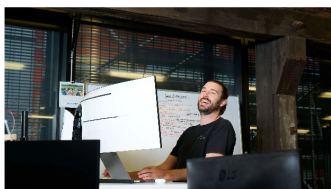
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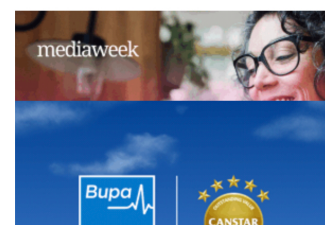
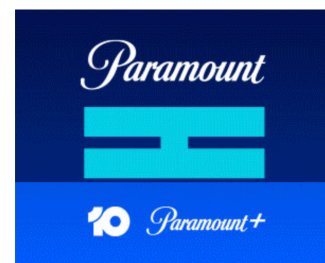
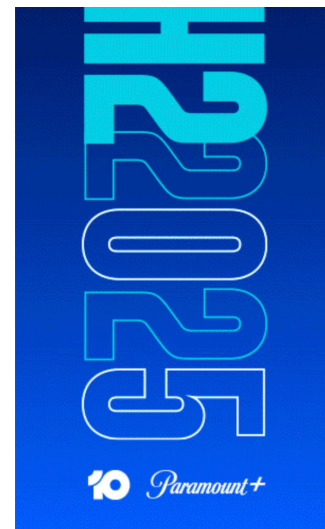
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Interest in Indigenous issues falls to five-year low.





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Interest in Indigenous issues falls to five-year low, Ipsos finds



By Tom Gosby

Posted on 23 July 2025



Younger Australians remain engaged, but national interest in Indigenous affairs has dropped to its lowest point since 2020, according to Ipsos' annual study.



Australians' interest in **Indigenous** issues has fallen to its lowest point in five years, with a sharp generational divide and declining support for symbolic gestures such as Acknowledgements of Country and traditional place names.

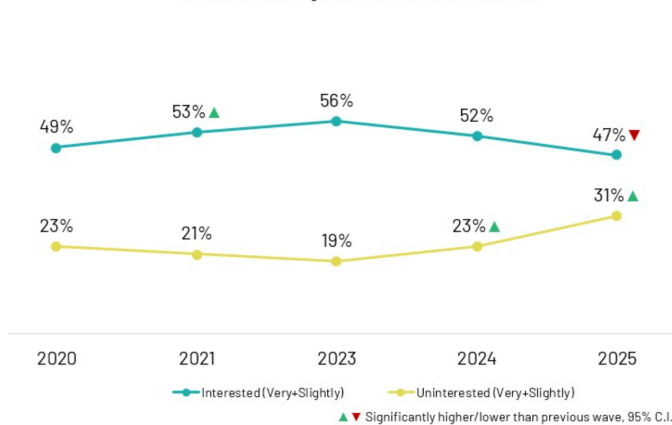
That's according to the **Indigenous Issues 2025 report** released today by **Ipsos**, which surveyed 942 adults nationwide between 23–27 April 2025. The annual study tracks perceptions around First Nations recognition, government performance and reconciliation initiatives.

Public interest drops, particularly among older Australians

Just 47 per cent of Australians now say they are interested in **Indigenous** issues, down from 56 per cent in 2023, when public engagement peaked around the Voice to Parliament referendum.

At the same time, the share of Australians who are uninterested has jumped to 31 per cent, a significant increase from 23 per cent last year. This trend reflects what Ipsos calls a "fatigue" effect following intense debate around constitutional recognition.

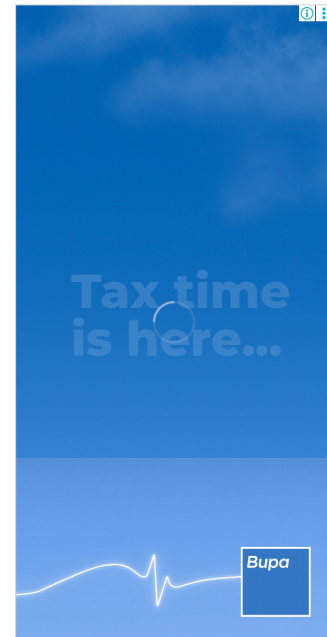
Interest in Indigenous issues in Australia



Support for symbolic gestures continues to decline

The report shows waning support for symbolic reconciliation measures. Just 39 per cent support Acknowledgements of Country, down from 44 per cent in 2024, and only 35 per cent support using traditional place names, compared to 38 per cent the year prior.

In contrast, initiatives tied to education and tangible outcomes continue to resonate more



strongly with the public, particularly among younger Australians.

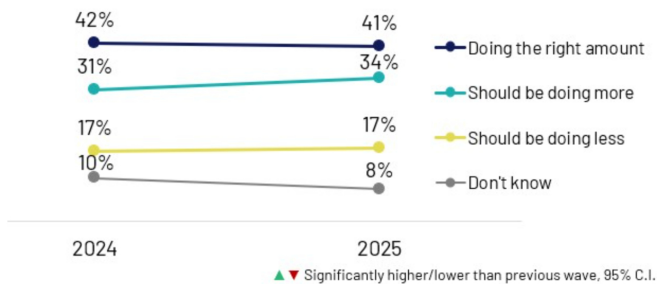
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Government action remains a point of tension

Despite the drop in overall interest, a growing number of Australians want to see more action from government. In 2025, 34 per cent of respondents said the government should be doing more for **First Nations** people, up from 31 per cent last year.

That view is strongest among 18–29-year-olds, where 45 per cent believe the government should be doing more.

Australian Government action for First Nations Peoples



Modern racism and misperceptions persist

The report also explores the role of “modern racism”, a term used to describe covert, socially acceptable forms of discrimination, which Ipsos says remains a major barrier to reconciliation.

These attitudes not only drive resistance to change but also contribute to a “false consensus” where people mistakenly believe their views are widely shared.

Younger Australians driving hope for change

While national interest has declined, Ipsos highlights the continuing strength of younger generations' engagement with **First Nations** issues. According to **Nonie Finlayson**, Ipsos Australia Public Affairs Research Director, this demographic could play a key role in reinvigorating reconciliation efforts.

“Many Australians appear to be experiencing fatigue around Indigenous issues,” Finlayson said. “However, the strong engagement of younger generations offers hope for the future of reconciliation efforts. Their higher levels of interest, cultural sensitivity and support for government action suggest that focusing on youth engagement could help reinvigorate the reconciliation agenda.”

Support for changing Australia Day remains low

Support for changing the date of Australia Day remains a minority position. In 2025, 46 per cent of Australians said they disagreed with changing the date, while 23 per cent were in favour. Among young adults, that figure rises to 35 per cent.

The *Indigenous Issues 2025* study was conducted without external sponsorship. Ipsos notes the results carry a credibility interval of ±3.5 percentage points.

[View the full report here.](#)

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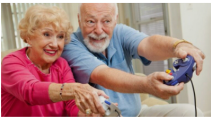
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