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HCF appoints BMF as lead creative agency



by **Alisha Buaya**
Posted on 26 August 2025



Martin Whelan: 'We have an already strong campaign platform and through the new partnership with BMF we are excited to see how it can further develop.'

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HCF has appointed BMF as its new lead creative agency after a competitive pitch.

BMF will work alongside Spark Foundry, which handles media, and other partners in HCF's agency village to support the fund's brand and communications strategy.

The move follows HCF's exit from Clemenger BBDO due to consolidation within the Clemenger Group and a resulting client conflict.

The pitch process, run by **TrinityP3**, began with 12 agencies before narrowing to four finalists. BMF secured the account after a final round of presentations with HCF's executive leadership.

"After a robust review process, we are excited to appoint BMF and look forward to working with them in further strengthening our position as Australia's largest not-for-profit private health insurer," said **Martin Whelan**, HCF General Manager Marketing.

"We have an already strong campaign platform and through the new partnership with BMF we are excited to see how it can further develop," Whelan said.

The new partnership reflects HCF's focus on strengthening its brand presence and leveraging creative effectiveness to engage members and the wider community.

"We are excited to be appointed to work with HCF," said **Stephen McArdle**, BMF Chief Executive Officer. "This is an opportunity to shape and lift the profile of one of Australia's great brands. We can't wait to get started."

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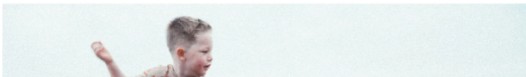


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TV Ratings Monday 25 August 2025: Seven News leads Total People, The Block rules demos



Total TV highlights: Seven News first overall; The Block ahead in 25-54 and 16-39. ACA and 9News stayed competitive; The Voice held for Seven.

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Total People TV Ratings

Seven's *Seven News* recorded a total TV national reach of 2,218,000, a total TV national audience of 1,465,000 and a BVOD audience of 115,000.

Nine's *9News* recorded a total TV national reach of 2,195,000, a total TV national audience of 1,418,000 and a BVOD audience of 148,000.

Nine's *The Block* recorded a total TV national reach of 2,180,000, a total TV national audience of 1,210,000 and a BVOD audience of 205,000.

Nine's *A Current Affair* recorded a total TV national reach of 1,923,000, a total TV national audience of 1,216,000 and a BVOD audience of 125,000.

Seven's *The Voice* recorded a total TV national reach of 1,753,000, a total TV national audience of 949,000 and a BVOD audience of 114,000.



Total People			Total TV Overnight Top 50 Programs Monday 25th Aug 2025		
Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	2,275,000	1,462,000	114,000
2	NEWS	Nine	2,190,000	1,414,000	140,000
3	THE BLOCK: MON	Nine	2,185,000	1,319,000	205,000
4	A CURRENT AFFAIR	Nine	1,522,000	1,219,000	122,000
5	THE VOICE: MON	Seven	1,170,000	940,000	114,000
6	TIPPING POINT AUSTRALIA	Nine	1,101,000	837,000	83,000
7	KOMM AND KESKY	Seven	1,068,000	890,000	101,000
8	THE CHARGE AUSTRALIA	Seven	1,040,000	820,000	55,000
9	ABC NEWS 6V	ABC	1,317,000	992,000	42,000
10	7:30V	ABC	1,219,000	890,000	61,000
11	FOUR CORNERS 6V	ABC	1,198,000	899,000	30,000
12	SURVIVOR: AUSTRALIA V THE WORLD MON	10	1,120,000	555,000	70,000
13	HAVE YOU BEEN PAIDING ATTENTION?	10	1,090,000	644,000	34,000
14	AUSTRALIAN STORY 6V	ABC	1,030,000	741,000	46,000
15	RAMBOP	Seven	861,000	493,000	41,000
16	THE ROOMIE	Seven	805,000	429,000	67,000
17	NEWS 6P/6P+1 6V	ABC	895,000	492,000	34,000
18	PLANET V AMERICA 6V	ABC	895,000	442,000	21,000
19	NON POLITY	Nine	775,000	291,000	32,000
20	WHEEL AFTERNOON	Nine	767,000	411,000	24,000
21	TODAY	Nine	742,000	313,000	45,000
22	SAW TAUNTON: HOW TO TIE A TIE	10	712,000	162,000	9,000
23	PRODY TO ADDRESS: MON	Nine	695,000	231,000	20,000
24	WRCQ: Q&A BY RPT	ABC	695,000	391,000	14,000
25	NEWS 6P/6P+1 6P	ABC	611,000	278,000	17,000
26	10 NEWS	10	605,000	227,000	10,000
27	THE MORNING SHOW	Seven	595,000	244,000	27,000
28	SEVEN NEWS 6V	Seven	595,000	295,000	23,000
29	DEAL OR NO DEAL	10	575,000	261,000	23,000
30	TIPPING POINT UK	Nine	542,000	319,000	24,000

Total People 25 August 2025.

People 25-54

Nine's *The Block*:

- Total TV national reach: 821,000
- National Audience: 523,000
- BVOD Audience: 123,000

Nine's *9News*:

- Total TV national reach: 691,000
- National Audience: 429,000
- BVOD Audience: 77,000

Nine's *A Current Affair*:

- Total TV national reach: 616,000
- National Audience: 374,000
- BVOD Audience: 68,000

Seven's *Seven News*:

- Total TV national reach: 609,000
- National Audience: 369,000
- BVOD Audience: 59,000

10's *Survivor: Australia V The World*:

- Total TV national reach: 509,000
- National Audience: 308,000
- BVOD Audience: 43,000

People 25-54			Total TV Overnight Top 50 Programs Monday 25th Aug 2025		
Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	THE BLOCK: MON	Nine	821,000	523,000	123,000
2	NEWS	Nine	691,000	429,000	77,000
3	A CURRENT AFFAIR	Nine	616,000	374,000	68,000
4	SEVEN NEWS	Seven	609,000	369,000	59,000
5	SURVIVOR: AUSTRALIA V THE WORLD MON	10	509,000	308,000	43,000
6	THE VOICE: MON	Seven	594,000	254,000	58,000
7	HAVE YOU BEEN PAIDING ATTENTION?	10	552,000	294,000	21,000
8	KOMM AND KESKY	Seven	444,000	295,000	11,000
9	TIPPING POINT AUSTRALIA	Nine	380,000	211,000	46,000
10	NON POLITY	Nine	375,000	99,000	20,000
11	THE CHARGE AUSTRALIA	Seven	331,000	146,000	21,000
12	SAW TAUNTON: HOW TO TIE A TIE	10	308,000	80,000	9,000

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