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TrinityP3 urges agencies to submit pitches for New Business Report



by Vihan Mathur

Posted on 9 December 2025



Darren Woolley: Report will give a clear lens on new business opportunities for 2026.

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Agencies have just over two weeks left to submit their 2025 new business wins as **TrinityP3** prepares to publish its first New Business Report, a comprehensive snapshot of client wins across the Australian market.

The inaugural report, due in January, follows the consultancy's benchmark **State of the Pitch** survey and is designed to give New Business Directors and agency leaders clearer visibility on the trends shaping the year ahead.

A clearer lens on 2026 opportunities

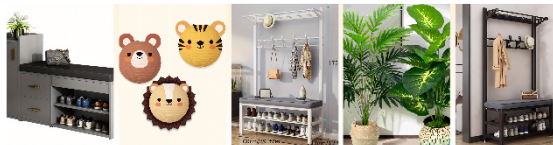
Darren Woolley, CEO of **TrinityP3**, said the new report expands on the company's long-running focus on pitching transparency.

"2025 has been a fascinating year for pitching. We saw tremendous amounts of activity in the first half of the year, but in the second half, that activity across the media and creative really slowed," Woolley said.

"We expect that 2026 will see many brands look to go to market. The purpose of the TrinityP3 2025 New Business Report will be to give the market a clear picture of where the opportunities are and how they can best position themselves for what we expect will be an interesting year of pitching."

Early internal data from TrinityP3 shows that throughout 2025, the consultancy recorded more than 100 media pitches, 88 creative pitches, 23 PR pitches, 12 social pitches and nine full-service pitches.

A broader view beyond media



Senior Global Consultant **Kylie Ridler-Dutton**, who is authoring the report, said the focus is deliberately across the whole pitch landscape.

"For too long, new business reports have focused almost exclusively on the media side of things. The data clearly shows that media is still a big driver of new business in 2025," Ridler-Dutton said.

"But equally, we are conscious that a lot is happening in other areas such as creative, PR and increasingly social. The TrinityP3 2025 New Business Report will be designed to give anyone working in the new business space clarity on the competitive market and where the opportunities are in the new year."

If you're an agency and want to submit new business wins, [click here](#).

State of the Pitch still open for feedback

Alongside the New Business Report submissions, agencies also have two weeks remaining to complete the 2025 State of the Pitch survey, now in its third year.

"The State of the Pitch is now firmly on the radar in Australia but also globally," said Woolley.

"The report gave the industry a clear lens on the state of new business for agencies and



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how marketers handle the pitching process, and has now been rolled out in Canada, the US and Germany.”

“Each year it’s helpful for agencies, marketers and the industry bodies to hear the real-world stories of what pitching is like for agencies and where things can improve.”

Agencies can access the 2025 State of the Pitch survey via [TrinityP3’s website](#), where the full 2025 edition will also be available for download.

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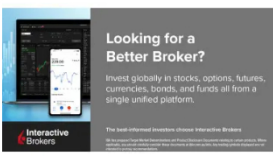
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Australia's ad market to reach \$30.7 billion in 2026

By **Makayla Muscat**

Posted on 8 December 2025



Pure-play internet advertising is expected to climb to 83.5% by 2030.



Australia's advertising market grew 5.2% to \$28.9 billion in 2025, according to WPP Media's *This Year Next Year* report.

The holding company forecasts a further 6.5% rise, to roughly \$30.7 billion, by the end of 2026.

"As we close out 2025, the Australian advertising market has demonstrated resilience and adaptability," said **WPP Media** ANZ chief investment officer **Melissa Hey**.

"The structural shift continues as investment continues to move away from traditional linear channels and into digital ecosystems, reshaping how brands connect with audiences. While the broader economy wrestles with modest GDP growth and stubborn inflation, advertising investment is accelerating."

According to the report, pure-play internet advertising accounts for 75.9% of total ad revenue and is expected to climb to 83.5% by 2030.

- Retail media is the fastest-growing channel, with spending forecast to rise 28.1% in 2025 and a further 24.4% in 2026. The sector is also on track to surpass total TV ad revenue for the first time in 2027.
- Search advertising is set to grow 10.2% in 2025 and 9.1% in 2026, holding a steady 23% share of total ad revenue.
- TV and streaming ad revenue fell 8.7% and is expected to decline a further 5.1% in 2026.
- Audio ad revenue, including digital and podcasts, rose 1.1% this year, offsetting declines in radio.
- Print continues to decline, with newspaper ad revenue down 17.4% in 2025 and magazine ad revenue down 2.9%.
- Out-of-home advertising rose 8.2% in 2025 and is set to grow another 6.2% in 2026.
- Cinema ad revenue also grew 5.2%, remaining a niche, premium environment.

Hey, said the story behind the numbers is "compelling".

"Advertising is no longer the domain of big brands alone. Small businesses are driving this growth in the sector."

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