



Wednesday, 22 February 2023

Andy Kay retires from Seven Vikki Friscic appointed Adelaide Managing Director

Seven West Media today announced the retirement of Andy Kay, General Manager of Seven Network Adelaide and the group's Head of Olympics and Commonwealth Games, effective early April.

Vikki Friscic, one of the most highly regarded media executives in Adelaide, will join Seven Adelaide as Managing Director in April.

Mr Kay is one of the Australian television industry's most respected and successful executives, holding many senior roles with Seven Network in both Adelaide and Sydney since he joined the company in 1984 as a sport reporter in the Adelaide newsroom.

During his time at Seven, Mr Kay has overseen production of 10 Olympic Games, the AFL, the Australian Open tennis, the Melbourne Cup, three Commonwealth Games and many other successful programs, as well as playing a key role with the top-rating **7NEWS** Adelaide bulletin.

Seven West Media Chairman, Kerry Stokes AC, said: "Andy is a key part of Seven's DNA and I will miss his incredible passion, energy and attention to detail that has made the network the most watched in Australia.

"I respect Andy's decision to retire and I believe Vikki will be a fine replacement as our Adelaide Managing Director."

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "I've worked closely with Andy for many years and he is without doubt one of the best media executives Australia has ever produced. His experience, talent and dedication to Seven are remarkable, and he has made an invaluable contribution to our business and the Australian media industry in general.

"Almost four decades at Seven is an incredible achievement and Andy has created a strong, enduring legacy of success and excellence. When Andy told me in September last year about his plan to retire, I was of course disappointed but understood his decision. Everyone at Seven will miss Andy a lot and we wish him and his family all the very best for their next adventures.

"I've known and respected Vikki for many years and I'm delighted that she is joining Seven," he said.

Mr Kay said: "Never in my wildest dreams did I think I would be afforded such extraordinary opportunities or spend almost 40 years working with some of the most amazing people in broadcast.

“I will be forever grateful to all of them and to Kerry and Ryan Stokes, James Warburton and Kurt Burnette in particular.

“Vikki Friscic is an inspired appointment and I wish her, the Seven Network and Seven Adelaide in particular a stellar future and a long continuance as the #1 total TV television network in Australia,” he said.

Ms Friscic joins Seven from the media agency Carat Adelaide, where she was Managing Director. She is also a former Managing Director of The Media Alliance, which was one of Adelaide’s most successful independent agencies, and has held roles at Network Ten and Central Television.

Ms Friscic said: “I have loved my time at Carat and will miss my colleagues here, but the time is right to start a new adventure. I am thrilled to be joining the #1 total TV business in the country and working with such incredible people.

“Seven Adelaide is an absolute powerhouse because of the outstanding work that Andy and the team have done in this market. I have some pretty big shoes to fill but I am looking forward to the challenge.”

For more information, please contact:

Rob Sharpe
Head of Corporate Communications
M: 0437 928 884
E: rsharp@seven.com.au

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. With iconic brands such as Australia’s leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **Blow Up** and the **TV WEEK Logie Awards**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.