

Thursday, 27 March 2025

Seven and WA Football launch exciting new era Live and free coverage only on Seven and 7plus Sport

In a first for the Sullivan Logistics WAFL competition, a groundbreaking and expanded multi-year broadcast agreement has been struck with Seven West Media.

The expanded deal will see all Sullivan Logistics WAFL coverage broadcast live, free and exclusively on Seven West Media via its platforms – Seven, 7mate and [7plus Sport](#) – from 2025 to 2027, with a further option for a longer-term extension.

In 2025, 21 marquee WAFL games will be broadcast live and free on Seven or 7mate with at least 11 of those games to be played under lights. The prime-time action kicks off between Perth v South Fremantle, at Mineral Resources Park on Saturday, 5 April on Seven and 7plus Sport.

Each of the 21 marquee games will also be simulcast live on 7plus Sport, ensuring nationwide coverage and an exclusive home for all other WAFL games, including 76 league games, the WAFLW Grand Final and the WAFL Colts Grand Final.

In addition, Women's WAFL and WAFL Colts will be broadcast exclusively on West Australian Newspapers' community sports platform, [Streamer](#), for the 2025 season.

The landmark partnership, totalling over 250 games per season, will ensure live and free access to fans and consolidates the best of WA Football content under one trusted network, delivering all the action to viewers in Western Australia and beyond.

Seven West Media WA Chief Executive Officer, Maryna Fewster, said: "The WAFL is the heartbeat of football in Western Australia, and we're thrilled to bring every single match of the 2025 season live, free and exclusively to footy fans on 7plus Sport.

"With 21 marquee games also airing on Seven and 7plus – including a slew of prime-time Saturday night matches – on top of the network's seven day a week AFL offering, we're making it easier than ever for WA footy fans to watch their teams in action, live and free, all season long on Seven and 7plus Sport."

WA Football Chief Executive Officer, Michael Roberts, said: "The expansion of our long-standing broadcast partnership with the Seven Network is a game-changer for WA Football.

"This deal revolutionises how fans engage with the Sullivan Logistics WAFL and offers the most visible and accessible broadcast partnership in WAFL history.

“By teaming up with the most widely watched and trusted network in Australia, we’re not just expanding our reach; we’re bringing WAFL to a new generation of fans,” he said.

“We hope that this partnership will not only increase our audience but also raise the profile of our competition, showcasing the incredible talent and thrilling football that our players deliver every week.

“We thank the Seven Network and every WAFL Club for their support and working with us to bring this new and exciting initiative to life,” Mr Roberts said.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia’s most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.