

Sustainability Report 2024

SEVEN WEST MEDIA



About Seven West Media

Seven West Media is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and online.

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; streaming and video-on-demand platform 7plus; 7NEWS.com.au; The West Australian; The Sunday Times; The Nightly; and Streamer.

Seven West Media's iconic brands include 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, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, RFDS and the TV WEEK Logie Awards. Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Every day, we connect millions of people across Australia to the moments that inspire and engage the nation.

Our diverse content across television, newspapers, and digital platforms plays a crucial role in society. It inspires, informs, and entertains Australia while providing trusted, impartial local and national news that is freely available and critical to the health of our democracy.

Seven West Media recognises its responsibility to all our stakeholders to deliver sustainable environmental, social, and governance (ESG) outcomes. Through our partnerships with community organisations and charitable groups, and our own initiatives, we are using the power of our platforms to inspire a better us.

ABOUT THIS REPORT

Seven West Media's Sustainability Report, initiated in 2022, offers a comprehensive review of our sustainability efforts for FY24. Our report is structured around the four key pillars of our sustainability strategy:

- **Providing opportunities for future generations**
- **Uniting people and communities**
- **Representing Australia**
- **Bringing awareness to environmental issues**

These pillars guide us in delivering the most meaningful positive outcomes for our people, communities, and the environment.

Alongside this, we provide further detail on key areas of activity – such as our emissions reduction efforts, our key partnerships, and the important causes we support with the power of our platform by providing Community Service Announcement (CSA) airtime.

We developed our sustainability strategy through an in-depth process of consultation with internal and external stakeholders, and by assessing Seven West Media's long-term existing sustainability initiatives.

As part of this process, Seven West Media adopted the United Nations' Sustainable Development Goals (SDGs) as a framework to provide us with a clear path forward on our sustainability journey. Seven West Media supports the SDGs, which are recognised as a key benchmark for progress on sustainability matters.

ACKNOWLEDGEMENT OF COUNTRY

Seven West Media respectfully acknowledges the lands, waterways and sky country – the traditional homelands of our First Peoples. From the Gadigal of Sydney, the Turrbal and Jagera of Brisbane, the Kulin nations of Melbourne, the Noongar of Perth, the Kaurna Peoples of Adelaide and everywhere in between.

We pay our heartfelt respects to the Traditional Custodians of the land throughout Australia, community Elders and the teachers who are sharing the intergenerational knowledge and education as we work side-by-side in a new era of interconnectedness.

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A Letter From Our CEO

I am pleased to present to you the FY24 Sustainability Report, a testament to our ongoing commitment to making a positive impact in the communities where we operate.

Our sustainability strategy is not just about adhering to regulations and meeting expectations; it's about genuinely contributing to the well-being and progress of our society.

In June, I had the privilege of appearing before the Joint Select Committee on Social Media and Australian Society. As a father of two teenagers, I shared my personal concerns about the pervasive influence of unregulated misinformation and the emotional toll of online scams, exclusion and bullying. These issues are not just abstract concerns; they are real, affecting families and communities across Australia. It is in this context that Seven West Media's role becomes crucial.

Seven West Media invests over \$250 million a year in generating news content. We employ more than 1,500 journalists, producers, editors, camera operators, and support staff dedicated to creating and distributing news content across the nation. Our reach is extensive, covering 55 towns and cities nationwide. In Western Australia alone, we connect with 84% of the population through our metropolitan, regional and community media platforms.

Our commitment to delivering balanced, accurate and regulated news content sets us apart. Unlike unregulated social media platforms, our content is subject to rigorous compliance and editorial codes.

In February 2024, we launched The Nightly, a new national digital news platform covering politics, policy, business, and culture. Featuring content from esteemed sources including The New York Times, The Economist, CNBC and others, The Nightly furthers our goal of delivering trusted news by providing premium quality journalism to Australians, free of charge.

Beyond our media responsibilities, Seven West Media is deeply committed to supporting our communities. In 2023, the Perth Telethon raised a record \$78 million to support sick children, thanks to the incredible generosity of West Australians. This funding is being channelled into 136 children's charities, beneficiaries and community organisations, advancing medical research and providing essential services, equipment, and programs for sick and vulnerable children and their families across Western Australia. Since its inception in 1968, Telethon has raised over \$600 million.

Similarly, the 2024 Good Friday Appeal, broadcast on Channel 7 Melbourne and nationally on 7plus, raised a record \$23.4 million for The Royal Children's Hospital in Melbourne. This funding will enable the hospital to continue providing world-class care and conducting vital research. The event, highlighted by performances from top entertainers and appearances by popular Seven Network personalities, brought the community together in support of a common cause.

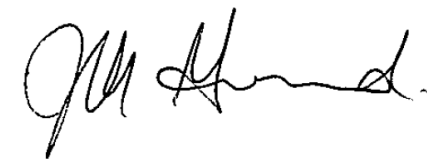
Our commitment to equality and representation is evident in our continued partnerships and initiatives. We have once again been named an Employer of Choice for Gender Equality by the Workplace Gender Equality Agency. We also marked our fourth year as the official broadcast partner with UN Women Australia for International Women's Day, reinforcing our joint commitment to gender equality and celebrating the accomplishments of women.

Environmental sustainability remains a core focus for Seven West Media. We have continued our partnership with Planet Ark to drive positive behavioural change around critical environmental issues. As the Official Media Partner of National Recycling Week and National Tree Day, we are proud to support Planet Ark, one of Australia's leading environmental behaviour change organisations.

We are pleased to see an 18 per cent reduction in our scope 1 and 2 emissions since FY22 resulting from a combination of grid decarbonisation and our own initiatives, specifically consolidation of premises in Sydney and ongoing energy efficiency measures, including introducing LED lighting across a number of our offices.

Our FY24 Sustainability Report is not just a summary of our achievements; it is a reflection of our enduring commitment to the communities we serve, the environment we cherish and the values we uphold. We are proud of the progress we have made, and we remain steadfast in our mission to create a positive and lasting impact.

Yours sincerely,



Jeff Howard

Managing Director and Chief Executive Officer
Seven West Media

Our Sustainability Framework

As we progress our long-term sustainability goals, we understand the importance of tackling the issues that impact the people and groups who support our business: our employees, advertisers, partners, shareholders, audiences, local communities and Australia more broadly.

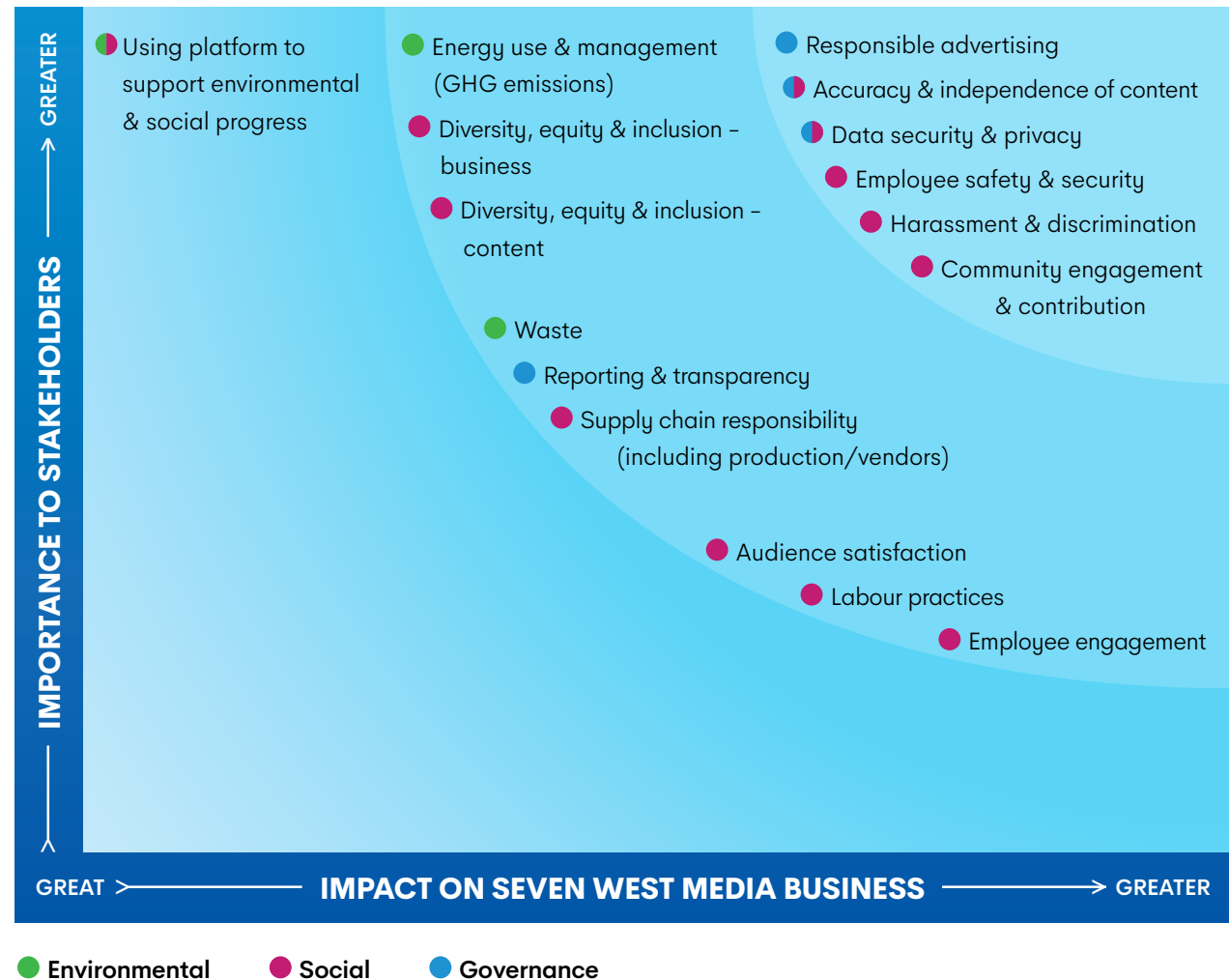
We regularly seek feedback from our stakeholders on our sustainability reporting to ensure we understand and reflect the issues that are most critical to them.

The issues identified as most material help to direct our sustainability strategy and pillars across environmental, social, and governance factors. We consistently see social issues as front-of-mind, and this is reflected strongly in our pillars, including our role in uniting people and communities across Australia, representing and reflecting our nation's diversity through our platforms, and providing better opportunities for future generations to thrive.

Environmental issues are also important to us, and our approach to these reflects our ability to use our platforms and reach to raise awareness for vital causes, like our partnership with Planet Ark, as well as making meaningful improvements in how we operate sustainably in our business, like reducing our energy use.

Governance is also a critical focus, with responsible broadcasting and advertising and adherence to data security and privacy policies clearly reflected in our strategy.

Our most material sustainability issues are identified in our **materiality assessment**.



Our Sustainability Framework

Our sustainability efforts are directed by our sustainability framework and our sustainability purpose: using the power of our platforms to inspire a better us.



UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

The United Nations' Sustainable Development Goals (SDGs), endorsed by the United Nations in 2015, provide a clear path for achieving sustainable development globally.

Seven West Media supports these goals wholeheartedly, and we continue to reflect their importance in how we progress towards our sustainability targets and performance.

Our support is focused on the following priority goals:



Goal 3.

Ensure healthy lives and promote well-being for all at all ages



Goal 5.

Achieve gender equality and empower all women and girls



Goal 10.

Reduce inequality within and among countries



Goal 12.

Ensure sustainable consumption and production patterns



Goal 16.

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels

"Us" is all of us

Us as individuals
Us as teams

Us as communities
Us as a nation

FY24 Highlights



Opportunities for Future Generations

- The **annual West Australian Telethon** raised a record \$78 million to support sick children
- The **Good Friday Appeal** raised a record \$23.4 million for The Royal Children's Hospital in Melbourne
- **The Channel 7 Children's Research Foundation** awarded \$1.5 million in research grants
- Named the third recipient of the **David Leckie Seven Scholarship Program**
- The annual **Sydney Sick Kids Appeal** raised \$14.6 million to support treatment, research, and patient experience



Uniting People and Communities

- Provided more than \$70 million in **Community Service Announcement (CSA)** support to more than 170 organisations
- Supported **Big Freeze 10**, which raised \$20.1 million for the fight against Motor Neurone disease
- Supported **local community awards** to recognise everyday heroes supporting others in their community
- Launched **The Nightly**, providing free local, national and global news and current affairs for all Australians



Representing Australia

- Named an Employer of Choice for Gender Equality by the **Workplace Gender Equality Agency**
- Fourth year as the official broadcast partner with **UN Women Australia for International Women's Day**
- Working with production partners to continuously improve processes for **diverse casting of contestants**
- **Championed women's sports** with free live coverage of **Hockey Australia's Hockeyroos**, the **Women's Big Bash League**, **AFLW** and the **FIFA Women's World Cup 2023™**
- Completed the commitments in our **Reflect Reconciliation Action Plan**
- Rolled out new **training on workplace behaviours and inclusion**
- Introduced five days of **paid fertility leave** for our employees



Bringing Awareness to Environmental Issues

- Official Media Partner for **Planet Ark's National Recycling Week** and **National Tree Day**
- Continued efforts to **reduce waste from printing** and **reduce energy usage**
- Our production partner ITV is prioritising **sustainable production methods** – all ITV Studios Australia productions, including **The Voice**, **My Kitchen Rules** and **The Chase Australia**, are certified by a third-party screen industry organisation for environmental sustainability, albert
- Preparing to publish detailed **climate-related financial disclosures from FY26**
- Achieved an **18 per cent decline** in scope 1 and 2 emissions between FY22 and FY24 through a combination of **grid decarbonisation** and our **own initiatives**

Community Service Announcements

Using the power of our platforms to inspire a better us is at the core of Seven West Media's sustainability strategy.

The ongoing support we provide to charitable causes and other organisations across Australia via Community Service Announcement (CSA) airtime helps to draw attention to critical issues, promote important community initiatives, and raise funds for these groups.

CSAs are broadcast and streamed free of charge and allow charitable and community organisations to promote their causes to the public. We also provide advertising and support through The West Australian and our other publications.

In FY2024 Seven West Media provided more than \$70 million in Community Service Announcement (CSA) support to more than 170 organisations.

Our platforms reach 19 million people across the nation every month and we know our audiences care deeply about the issues in their communities.

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GOOD360 AUSTRALIA CAMPAIGN - CASE STUDY

In FY24 Seven provided nearly \$2 Million in Community Service Airtime to Good360.

Good360 Australia works to reduce need and waste by connecting businesses with brand-new unsold or surplus goods to people in need. Every year in Australia, \$2.5 billion of unsold household goods are wasted and one in eight Australians are living below the poverty line. Good360 has been a vital lifeline amid the cost-of-living crisis, distributing almost four million items, valued at more than \$70 million, supporting over 4,200 charities and disadvantaged schools across Australia in FY2024.

Its efforts also addressed hygiene poverty by providing essential hygiene items to over 207,000 individuals, significantly improving their quality of life. Hygiene poverty affects over four million Australians, forcing them to choose between heating, eating, or keeping clean.

Good360 Australia's "EveryOne Day" campaign sought to raise funds to enable the organisation to deliver \$1 billion of brand-new goods to meet the growing needs of communities across Australia, while also reducing waste in our environment. Every \$1 donated helps Good360 deliver \$20 of unsold, new goods to Australians in need.

Case study: Championing Women's Sport

The past year has seen a welcome surge in the visibility and popularity of women's sport, including Australian women performing at the highest levels on the world stage.

As the broadcast partner for the Women's Big Bash League and the Hockeyroos in the Oceania Cup over the past year, as well as AFLW, Seven West Media has been incredibly proud to showcase some of Australia's female sports stars.

In July and August of 2023 the FIFA Women's World Cup 2023™ elevated women's sport in Australia even further, particularly the incredible semi-final against England, which reached an extraordinary 11.15 million Australians nationally. This made the Matildas' semi-final the most-watched TV program in Australia in more than two decades, as well as the most streamed event ever in Australia, with almost one million viewers on 7plus.



Award winning coverage, L to R: Elise Kellona-Knight, Mel McLaughlin, Emma Freedman, Mackenzie Arnold

Overall, Seven's TV WEEK Logie Award-winning coverage of the FIFA Women's World Cup 2023™ reached 18.6 million viewers, with nearly 15 million on broadcast and 3.82 million streaming on 7plus, reflecting the outstanding pride across Australia for the Matilda's achievements.

We know how vital representation is for advancing equality in our proud sporting traditions.

Seeing the way the Matildas, as well as our Hockeyroos, women cricketers and AFLW players, have impacted a new generation of fans and future stars already, has been nothing short of inspiring.

As a trusted Australian broadcaster, we're thrilled to see growing momentum behind women's sport, and proud to play a role in shining a light on the talents of these wonderful athletes to the world.

Opportunities for Future Generations



Contributing to better opportunities for future generations is core to Seven West Media's values and how we engage with the communities in which we operate. Our partnerships with community groups and charities, in particular the focus on children's health and medical research, is a longstanding priority for Seven West Media and an area where we are committed to making a meaningful impact.

In 2023, the **annual West Australian Telethon** raised a record \$78 million to support sick children. Thanks to the generosity of West Australians, this funding will be used by Telethon to financially support an incredible 136 children's charities, beneficiaries and community organisations to advance medical research and provide essential services, equipment and programs for sick and vulnerable children and their families all over WA. Telethon has raised more than \$600 million since it was established in 1968.

The 2024 **Good Friday** Appeal, broadcast on Channel 7 Melbourne and nationally on 7plus, raised a record \$23.4 million for The Royal Children's Hospital in Melbourne, enabling world-class care and research. The event featured performances by top entertainers and appearances by popular Seven Network personalities.

The Channel 7 Children's Research Foundation (CRF) in South Australia awarded annual research grants of more than \$1.5 million in 2023, as well as providing \$300,000 to a Fellowship Program to support research into children's health, education and welfare.

7NEWS Sydney again partnered with the Sydney Children's Hospital Foundation for the annual **Sydney Sick Kids Appeal**, one of the major fundraising appeals for the Sydney Children's Hospitals Foundation (SCHF). More than \$14.6 million was raised to support treatment, research, and patient experience.

Seven West Media continued its long-time support for **McHappy Day** to support Ronald McDonald House Charities Australia.



We delivered \$14,466 of promotional airtime in the four weeks leading up to McHappy Day, as well as 39 Seven staff and family members volunteering across 15 Queensland stores on the day.



Alessandro Rosini

We are committed to developing the next generation of media talent, including **sponsoring two scholarships** for young people with an interest in media to attend TAFE while working at Seven

as Broadcast Engineers. Seven West Media also welcomed Alessandro Rosini as the third recipient of the **David Leckie Seven Scholarship Program**, which supports graduates passionate about sales, programming, or news with a 12-month role at Seven West Media.

Seven West Media also hosts **educational tours for primary school groups** across Sydney and Melbourne – with Adelaide being added – so local kids can learn about the media industry, how TV is made, and meet a high-profile presenter.

Uniting People and Communities



Seven West Media has a longstanding legacy of strong community engagement across the nation, and we are committed to having a positive impact on the places where we operate across the nation.

We are locals in our communities and are committed to giving back. Through our numerous initiatives, often multi-decade commitments, we raise tens of millions of dollars each year to support charitable and community programs.

- In FY2024, Seven West Media provided more than \$70 million in **Community Service Announcement (CSA) support** to more than 170 organisations. The ongoing support we provide to charitable causes and other organisations across Australia via CSA airtime helps to draw attention to critical issues, promote important community initiatives, and raise funds for these groups.
- Seven West Media is proud to continue its support of Fight Motor Neurone Disease as a media partner, hosting a live broadcast of the **Big Freeze** event on our platforms. Through Big Freeze 10, FightMND raised \$20.1 million, adding to the \$97 million FightMND has invested into vital MND cure and care initiatives over the past decade.
- The **7NEWS Local Champions Awards**, hosted with the support of RAC, awarded \$15,500 in prize money to winners across eight categories and showcased their amazing stories over 10 weeks. The Awards recognise the volunteers, carers and selfless unsung heroes that dedicate their time to helping others within their communities.
- 7NEWS** continues to partner with **Awards Australia** and the **Community Achievement Awards**, helping to share the stories that inspire us all by acknowledging and rewarding the valuable contributions individuals and businesses are making to communities.

- In 2024 Seven West Media launched **The Nightly**, a new national digital news platform covering politics, policy, business, and culture news, and featuring content from *The New York Times*, *The Economist* and CNBC. The Nightly furthers Seven West Media's goal of delivering trusted news by providing premium, quality journalism to Australians for free.
- Channel 7's local programming continues to be a meaningful source of **community news** for small towns across Australia.

We are deeply embedded in communities in these regional areas and play an important role by providing platforms for community news, information, and local engagement with issues that matter.

- In FY2024 Seven West Media also refreshed our approach to **employee mental health**, shifting to a new Employee Assistance Provider with a broader, more holistic and long-term approach to wellness. Core employee services like confidential counselling will be complemented by broader wellness support around things like financial wellness and nutrition.



Representing Australia



Seven West Media is committed to creating a diverse and inclusive culture for our teams across the nation. Seven West Media is driving efforts to reflect Australia's diversity on screen, both in our programming and through industry collaboration.

REPRESENTATION ON SCREEN

- Seven West Media has continued its participation in the "The Everyone Project", an initiative from the **Screen Diversity and Inclusion Network (SDIN)** to benchmark and track the diversity of the Australian screen industry.
- We have continued our membership and participation with **Media Diversity Australia (MDA)**, a non-profit working to make the Australian media landscape more representative of the diversity of our nation. We participate in MDA's quarterly working groups and its industry roundtable, and Seven West Media representatives speak and join panels at MDA events.
- We are working with our production partners to continuously improve our processes and procedures on the **casting of contestants** to support the representation of diversity on screen with gender diverse and culturally diverse candidate shortlists.
- Production of the third season of **Logie award** winning Aussie drama **RFDS (Royal Flying Doctor Service)** has begun, with the show moving to South Australia for the new season. The production of the third season will include 36 First Nations cast and crew.



Representing Australia: Cast of award winning drama RFDS

CHAMPIONING WOMEN'S SPORTS

- Seven West Media is also excited to be launching a partnership with the AFL's **Workplay**. The initiative seeks to empower women athletes in football to pursue their sporting aspirations whilst developing successful

off field careers by partnering with organisations that can connect AFLW players, VFLW players and women in umpiring to flexible employment and professional development opportunities.

Representing Australia



SUPPORTING RECONCILIATION

- We are proud to announce we have completed the actions and commitments in our previously published **Reflect Reconciliation Action Plan**.
- We commemorated **NAIDOC Week** with an internal "SWM School" event hosted by 2023 Australian Idol winner **Royston Sagigi-Baira**, who shared his views on the theme of NAIDOC Week to drive understanding and education.
- The West Australian published the third annual dual Noongar-English front cover of **Marawar Boodjara** (The West Australian).
- Seven West Media also continues to partner with the **National Indigenous Times (NIT)**, a 100% Indigenous-owned news media organisation with an editorial focus on covering Indigenous affairs in its multi-award-winning coverage. The West Australian provides production services including layout, design and printing services to NIT pro-bono.

CREATING AN INCLUSIVE WORKPLACE

- Our Sydney office celebrated LGBTQIA+ Pride with an event during **Mardi Gras**.
- Seven West Media has updated our leave policy to include five days of paid **Fertility Leave** for eligible employees undergoing fertility treatment.
- We rolled out new **internal training on workplace behaviours and inclusion**, including recognising exclusionary behaviours, inclusive leadership and practices, and building a psychologically safe environment. Cultural education virtual sessions were also held with senior leadership and members of our Diversity, Equity and Inclusion team.

- Seven West Media has increased our focus on **diverse hiring** via our internal Seven Recruit hiring function. This includes the creation of gender and culturally diverse candidate shortlists, seeking gender and culturally diverse candidates to broaden diversity at top-of-funnel, and reviewing job ads to refine requirements and tone of voice with gender-neutral language. The rollout included 1-1 coaching with hiring leaders and interviewers to improve understanding around building diverse teams to enhance decision-making, support improved innovation and creativity, create more inclusive cultures, improve people engagement and increase team performance.

- Seven West Media also became an active member of the **NSW Domestic and Family Violence and Sexual Assault Corporate Leadership Group (CLG)**, an advisory body to the NSW Domestic, Family and Sexual Violence Board.
- Seven West Media was again named an Employer of Choice for Gender Equality by the **Workplace Gender Equality Agency**.
- We celebrated our fourth year as the official broadcast partner with **UN Women Australia for International Women's Day**, reflecting the joint commitment of UN Women and Seven West Media to focus on gender equality and celebrate the accomplishments of women.



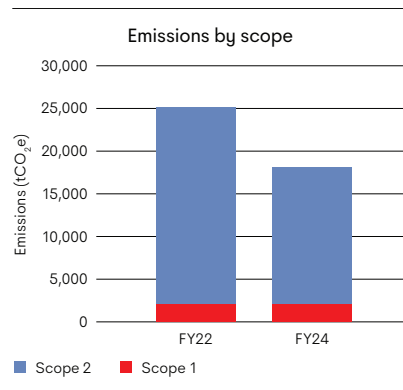
The Morning Show's Kylie Gillies interviews 2023 Australian Idol Winner Royston Sagigi-Baira for NAIDOC Week SWM School

Bringing Awareness to Environmental Issues



Seven West Media is continuing our efforts to reduce the environmental footprint of our operations by reducing our energy use and finding increasingly sustainable options to produce our printed news.

- We have continued our partnership with **Planet Ark** as the Official Media Partner of **National Recycling Week** and **National Tree Day**, driving actionable and tangible behavioural change around vital environmental issues.
- Our scope 1 and 2 emissions fell by approximately 18 per cent from over the two years from our last measurement in FY22. The reduction in our emissions was driven by a combination of grid decarbonisation and our own initiatives, specifically consolidation of premises in Sydney and ongoing energy efficiency measures, including introducing LED lighting across a number of our offices.



- Our ambition is to reduce our scope 1 and 2 greenhouse gas emissions by 50 per cent by FY30 from our FY22 baseline, through a combination of grid decarbonisation and our own initiatives.
- Seven West Media has also removed all eight of its "Link" vehicles from around Australia and has replaced them with a mix of camera back and backpack contained technology.

This means eight fewer diesel-powered vehicles on the roads, replaced instead with simpler, smaller technology, with no reduction in our ability to cover the important news events our audiences care about.

- Seven West Media is preparing to publish detailed **climate-related financial disclosures** from FY26, as part of Group 1 in Australia's new mandatory climate-related reporting regime.
- West Australian Newspapers (WAN) continues its efforts to **reduce waste from printing** – 100% of wastewater and 100% of ink waste is processed and reused, and newsprint waste is fully recycled.

Our paper is sourced responsibly from suppliers certified by the Forest Stewardship Council (FSC) or the Program for the Endorsement of Forest Certification (PEFC).

To reduce energy usage, all WAN facilities have LED lights with auto-dimmers, and we are reviewing options for expansion of solar capabilities for our WAN facilities.



The Hon Tanya Plibersek, MP, Minister for the Environment and Water, Phil O'Toole, Seven West Media and Vanessa Lyon, Think News Brands, at media event for official accreditation of the National Environmental Sustainability Agreement.

We are also working with our production partner ITV Studios Australia on **increasingly sustainable production methods** – all ITV productions, including **The Voice, My Kitchen Rules** and **The Chase Australia**, are certified by albert, a third-party screen industry organisation for environmental sustainability.

SEVEN WEST MEDIA AND PLANET ARK

Planet Ark is one of Australia's leading environmental behaviour change organisations, focused on making a difference in how people view and tackle important environmental issues. Since 2022, Seven West Media has been the Official Media Partner of Planet Ark on flagship nationwide events, including National Recycling Week and National Tree Day.

This year, National Recycling Week was a massive campaign, registering 433 schools and almost 65,000 students across the country to take part. Using the power of our platforms, we helped secure two weeks of national coverage to promote the event, with a promotional value worth over \$4 million.

National Tree Day is another event we were very proud to support as Official Media Partner. The initiative has resulted in over 27 million trees, shrubs, and grasses being planted by more than five million volunteers since 1996. Education is a vital component, with Schools Tree Day helping bring the impact of nature care activities and environmental awareness into classrooms across the country.

Sustainability Governance

At Seven West Media, we know that robust corporate governance forms an essential part of our role as an employer and an operator in this market.

Our materiality assessment revealed a number of issues of high importance to our stakeholders and high impact for our business, these being, responsible advertising; accuracy and independence of content; data security and privacy; employee safety and security; harassment and discrimination; and community engagement and contribution. We have a number of policies, processes, and procedures in place to oversee these areas, which are important to our stakeholders.

RESPONSIBLE ADVERTISING

We recognise the impact of advertising on the community and adhere to policies to ensure compliance with industry best practice and legal requirements. Our broadcast scheduling teams ensure a balanced approach between advertising and audience-loved content, adhering to time limits in the Commercial Television Industry Code of Practice.

All advertisements are required to comply with the Australian Association of National Advertisers (AANA)'s Code of Ethics, Food and Beverages Advertising Code and Children's Advertising Code, as well as the ABAC Responsible Alcohol Marketing Code.

ACCURACY AND INDEPENDENCE OF CONTENT

Seven West Media is governed by a group editorial policy which outlines the principles and processes that governs the news content on all our platforms.

West Australian Newspapers follows an editorial policy and a code of conduct, assessed by the Independent Media Council in the case of complaints, while Australia's free-to-air broadcasters are regulated under the Commercial Television Code of Practice.

Furthermore, Seven West Media shares the community concerns for mis-information and dis-information on digital platforms. We had the opportunity to appear before the Joint Select Committee on Social Media and Australian Society in 2024 as part of its inquiry into the influence and impacts of social media on Australian society.

Seven West Media outlined its concerns about the pervasive influence of unregulated mis-information and the emotional toll of online scams, exclusion and bullying on Australians. We also continue to advocate for the designation of Meta under the News Media Bargaining Code to ensure digital platforms are carrying trusted and verified news content to combat the spread of mis- and dis-information.

DATA SECURITY AND PRIVACY

We integrate sound governing principles into all corporate processes, particularly when handling personal information and collected data. We deploy secure and encrypted cloud-based technologies for housing and movement of identifiable and de-identified datasets.

We have a senior Privacy Officer and a comprehensive Privacy Policy that ensures our organisation is compliant with the Australian Privacy Principles. Our aim is to handle personal information responsibly, transparently and not hold data without value exchange for our customers.

Our maturity level for cyber security continues to evolve. We have upgraded our monitoring system, which provides enriched visibility and early warning for potential issues.

We've also achieved significant posture uplift for our As-A-Service Cloud implementations.

Sustainability Governance

EMPLOYEE SAFETY AND SECURITY INCLUDING HARASSMENT AND DISCRIMINATION

We are committed to a positive health and safety culture, with a focus on personal wellness, injury prevention and the mitigation of risk through maintaining high workplace safety and wellness standards and performance.

As part of our wellness program, we have launched a new Employee Assistance Program (EAP) with new vendor PeopleSense. The new service offering includes:

- Healthy proactive support – EAP counselling for wellbeing for employees to stay healthy, well and resilient.
- Protective support – EAP counselling to support recovery from stressors and life's ups and downs, Critical Incident Response and Manager support.
- Restorative care – EAP counselling to support employees with existing mental health conditions, manager support, debriefing.
- Immediate care – Crisis counselling 24/7, urgent manager support and welfare calls.

Seven West Media also has a clear whistleblower policy and issue escalation guidelines, which have been in place for many years. We encourage our team to raise any concerns they may have via the appropriate channels to ensure they can then be investigated appropriately.









We use an independent external reporting channel, RightCall. (RightCall's tollfree hotline within Australia is 1800 177 212; online reporting at www.rightcall.com.au/swm; or email report@rightcall.com.au)

COMMUNITY ENGAGEMENTS AND CONTRIBUTIONS




Seven West Media donates tens of millions in promotional streaming and promotion airtime for charities and non-profit organisations. The value of donated airtime and number of impressions are tracked each year with the overall number reported in the annual sustainability report.

Seven West Media is involved in a number of important telethons and foundations. They are governed by independent boards and governance structures. The Telethon is overseen by The Channel 7 Telethon Trust which is a registered charity, governed by a Board of Trustees. The Good Friday Appeal is a charity that raises money to enable The Royal Children's Hospital in Melbourne to provide world-class care for our children and it is overseen by an independent board. The Children's Research Foundation in South Australia is overseen by an independent board and funding for research projects is granted based on the recommendation of our independent Research Committee.



United Nations Sustainable Development Goals

PILLAR	HOW WE CONTRIBUTED TO THIS GOAL IN FY2024
 <p>Opportunities for Future Generations</p>   	<p>Seven West Media has a long history of supporting fundraising for children's health and wellbeing:</p> <ul style="list-style-type: none"> • The annual West Australian Telethon raised a record \$78 million to support sick children (<i>Page 9</i>) • The Good Friday Appeal raised a record \$23.4 million for The Royal Children's Hospital in Melbourne (<i>Page 9</i>) • The Channel 7 Children's Research Foundation (CRF) awarded \$1.5 million in research grants (<i>Page 9</i>) • The annual Sydney Sick Kids Appeal raised \$14.6 million to support treatment, research, and patient experience (<i>Page 9</i>) • Seven West Media continued its long-time support for McHappy Day to support Ronald McDonald House Charities Australia (<i>Page 9</i>) • We are also committed to developing the next generation of media talent including sponsoring two scholarships to attend TAFE and work at Seven as Broadcast Engineers (<i>Page 9</i>) • Named the third recipient of the David Leckie Seven Scholarship Program (<i>Page 9</i>) • Hosted educational tours for primary school groups across to learn about the media industry (<i>Page 9</i>)
 <p>Uniting People and Communities</p>   	<p>Seven West Media is committed to supporting the communities in which we operate and the charities, organisations and groups working to improve our communities:</p> <ul style="list-style-type: none"> • Provided more than \$70 million in Community Service Announcement (CSA) support to more than 170 organisations (<i>Page 10</i>) • Supported Big Freeze 10, which raised \$20.1 million for the fight against Motor Neurone disease (<i>Page 10</i>) • Supported the 7NEWS Local Champions Awards and Awards Australia's Community Achievement Awards to recognise everyday heroes supporting others in their communities (<i>Page 10</i>) <p>Seven West Media delivers trusted local news and ensures public access to news for all Australians:</p> <ul style="list-style-type: none"> • In 2024 Seven West Media launched The Nightly, providing Australians with free quality national and global news (<i>Page 10</i>) • As the largest supplier of localised regional TV news in Australia we remain committed to local programming, providing meaningful community news for small towns to large regional centres (<i>Page 10</i>)

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 <p>Representing Australia</p>  	<p>We are committed to reflecting Australia's diversity internally at Seven West Media and empowering female employees:</p> <ul style="list-style-type: none"> • Named an Employer of Choice for Gender Equality by the Workplace Gender Equality Agency (<i>Page 12</i>) • Rolled out new training on workplace behaviours and inclusion (<i>Page 12</i>) • Increased our focus on diverse hiring (<i>Page 12</i>) • Started offering five days of paid fertility leave to our employees (<i>Page 12</i>) <hr/> <p>We also use the power of our platform to promote diversity on screen:</p> <ul style="list-style-type: none"> • Continued participation in Screen Diversity and Inclusion Network (SDIN)'s "The Everyone Project" (<i>Page 11</i>) • Continued membership of Media Diversity Australia (<i>Page 11</i>) • Working with production partners to continuously improve processes for diverse casting of contestants (<i>Page 11</i>) • Fourth year as the official broadcast partner with UN Women Australia for International Women's Day (<i>Page 12</i>) <hr/> <p>We are passionate about supporting women's sports:</p> <ul style="list-style-type: none"> • Championed women's sports with free live coverage of AFLW, the Women's Big Bash League cricket, Hockey Australia's Hockeyroos, and the FIFA Women's World Cup 2023™ (<i>Page 11</i>) • Launched a partnership with the AFL's Workplay to support women athletes in football with professional development opportunities (<i>Page 11</i>) <hr/> <p>We are committed to making a positive contribution to First Nations reconciliation:</p> <ul style="list-style-type: none"> • Completed the commitments in our <i>Reflect</i> Reconciliation Action Plan (<i>Page 12</i>) • Celebrating NAIDOC Week with an internal event hosted by Kylie Gillies and 2023 Australian Idol winner Royston Sagigi-Baira (<i>Page 12</i>) • Published the third annual dual Noongar-English front cover of Marawar Boodjara (The West Australian) (<i>Page 12</i>) • Continued pro-bono production support for the National Indigenous Times (NIT) (<i>Page 12</i>)

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 <p>Bringing Awareness to Environmental Issues</p> 	<p>We are committed to using our platforms to drive environmental awareness to create a more sustainable future:</p> <ul style="list-style-type: none"> • We have continued our partnership with Planet Ark to drive positive behavioural change around vital environmental issues as the Official Media Partner of National Recycling Week and National Tree Day (<i>Page 13</i>) <hr/> <p>We are continuing our efforts to reduce the environmental footprint of our operations:</p> <ul style="list-style-type: none"> • Achieved an 18 per cent decline in scope 1 and 2 emissions in the two years from FY22 to FY24 (<i>Page 13</i>) • Seven West Media is preparing to publish detailed climate-related financial disclosures from FY26 (<i>Page 13</i>) • West Australian Newspapers continues its efforts to reduce waste from printing and cut energy usage (<i>Page 13</i>) • We are working with our production partner ITV on increasingly sustainable production methods (<i>Page 13</i>)