



SEVEN WEST MEDIA

Sustainability 2022 Report



About Seven West Media



Seven West Media is one of Australia's most prominent media companies, with a market-leading presence in broadcast television, digital streaming, content production and publishing.

The company is home to some of Australia's most renowned media businesses, including the Seven Network which includes Seven, 7two, 7mate, 7flix; broadcast video on demand (BVOD) platform 7plus; 7NEWS.com.au; The West Australian, The Sunday Times, thewest.com.au and regional publications including the Broome Advertiser, Bunbury Herald and the Kalgoorlie Miner.

Seven West Media is the country's largest and #1 total television network, the #1 BVOD service and the fastest-growing news, print and digital brand in the country.

We are #1 for premium news, sport, drama and entertainment, and deliver creative and high-quality content for audiences across Australia. We spend every day connecting millions of people to the moments that move the nation and deliver Australia's most powerful audience data insights.

Our wide variety of content across television, newspapers and digital platforms plays a critical 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.

For more information regarding Seven West Media's annual financial performance, please read our 2022 Annual Report [here](#).

ABOUT THIS REPORT

Seven West Media's inaugural Sustainability Report comprehensively covers our ESG activities in FY22 and earlier.

This report is the first time we've undertaken such an in-depth review of our ESG activities, and it is part of our journey to address sustainability issues within our business and across the communities in which we operate. In developing our sustainability approach, we canvassed the views of our stakeholders and reviewed our current activities. As part of our journey, we are assessing our baseline carbon emissions as a precursor to considering future initiatives around our emissions.

Seven West Media has adopted the United Nations' Sustainable Development Goals (SDGs) framework which was endorsed by the United Nations in 2015. The United Nations' SDGs provide a clear path for achieving sustainable development globally and our adoption of them highlights our commitment to sustainability targets and performance. The SDGs are recognised as a key benchmark for corporate accountability on sustainability matters.

Our sustainability strategy is divided into four key pillars:

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

We have identified these focus areas as offering the best and most meaningful positive outcomes for our people, communities and the environment.

In addition to reporting on our sustainability activities, we have outlined our approach to innovation and transformation as a key measure of our sustainability efforts to be an enduring media and content company.

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Seven West Media acknowledges Traditional Custodians of Country throughout Australia and recognises their continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

A Letter From Our CEO



Seven West Media is very proud to launch our 2022 Sustainability Report. As a company we have always strived to use the power of our platforms to inspire a better “us” – making a difference in areas that matter to individuals, families, communities, businesses, organisations and to our nation. Importantly, we strive to ensure Seven West Media is an employer of choice and a company that leads by its values.

This report is part of our commitment to that goal, cementing the sustainability efforts that have long been part of our day-to-day operations and charting a course for a more sustainable future for Seven West Media. As a media company that entertains, informs and connects with millions of people through a range of content, we play an important role in reflecting and shaping Australia's society, culture and democracy. On behalf of our audiences, advertisers, partners and employees, we take the responsibility of our privileged position seriously.

Our new long-term sustainability framework, which underpins this report, focuses our available resources on the key areas where Seven West Media can make the biggest difference.

In building this framework we have engaged with multiple internal and external stakeholders who have passionately championed the sustainability issues they see as most important for our business. We are very grateful for their input, which is reflected in this framework.

Seven West Media's sustainability framework is built around four pillars which each align to our stakeholders' expectations, our values as a business and our ability to achieve meaningful outcomes. Our focus and activity in these areas are subject to ongoing improvement and growth but we believe we have already made many important contributions.

- **Representing Australia** is about how we reflect the nation's diversity in our workplace and in the depiction of Australian communities through our platforms and content.
- **Opportunities for future generations** focuses on our work to nurture the aspirations of and create clear pathways for all young Australians. We have a long history of fundraising for children's health services and medical research ensuring every child is given the best possible start.
- **Uniting people and communities** is built around our role in supporting the communities we operate in, right across Australia. From the small regional towns in heartland Australia to the largest metropolitan cities, we support these communities by providing trusted news and information they can rely on, as well as community leadership and support for local businesses, community groups and charities.
- **Bringing awareness to environmental issues** sees us harness the power of our platforms to bring awareness to important environmental issues. It is also about striving to be more environmentally responsible and adopting new practices to reduce our own footprint.

I'm proud of the progress we have made in executing our sustainability strategy. We are Australia's first media company to receive a citation as an Employer of Choice for gender equality by the Workplace Gender Equality Agency; in the past year we've raised over \$100 million for health and medical research; we've donated more than \$45 million of community service airtime to more than 150 causes and organisations; and we've implemented our inaugural Reconciliation Action Plan.

We are also committed to the success of the Screen Diversity and Inclusion Network's (SDIN) 'The Everyone Project' and extended our strong partnership with UN Women Australia to participate in the Unstereotype Alliance, which seeks to eradicate harmful stereotypes in media and advertising content.

We can, of course, always do more. Over the next year we will partner with Planet Ark to raise environmental awareness through our platforms, accelerate our Reconciliation Action Plan and assess our emissions and energy consumption before considering future initiatives.

As we continue to build the media company of the future, powered by content, audience, and technology, we are committed to evolving our sustainability strategy with discipline and determination.

We look forward to providing you with updates on our sustainability journey as we continue to evolve and improve.

Regards

James Warburton

Managing Director and Chief Executive Officer
Seven West Media



The foundation of our sustainability journey was understanding the issues that are most important to Seven West Media's stakeholders, including our employees, advertisers, partners, investors, audiences and local communities.

Independent consultants interviewed a cross-section of our staff across a mix of seniority, gender, geography and roles to find out what issues mattered most to them. Additionally, a range of external stakeholders were interviewed to understand the ESG issues important to them.

As part of the discovery phase, an audit of our global and local peer set was conducted. We also considered our ESG strategy in relation to the expectations of major agencies and the investment principles of our top investors.

The issues identified as most material to our business have guided the development of the pillars of our strategy. Social issues were most important to our stakeholders, especially the diversity of our business and content, as well as our strong community engagement and contribution. Using our platforms to support environmental and social progress was also rated as a priority.

STAKEHOLDER ENGAGEMENT

To inform this strategy and identify material issues, we conducted more than 25 discovery meetings and focus groups with internal and external stakeholders. A set of standard questions was asked to ascertain stakeholder views on Seven West Media's current ESG activities, identify areas that were most critical to each stakeholder, and where we could improve our efforts.

UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

Seven West Media supports the United Nations' Sustainable Development Goals, endorsed by the United Nations in 2015. The United Nations' SDGs provide a clear path for achieving sustainable development globally and our adoption of them highlights our commitment to sustainability targets and performance. Seven's 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

THREE STEP PROCESS

1

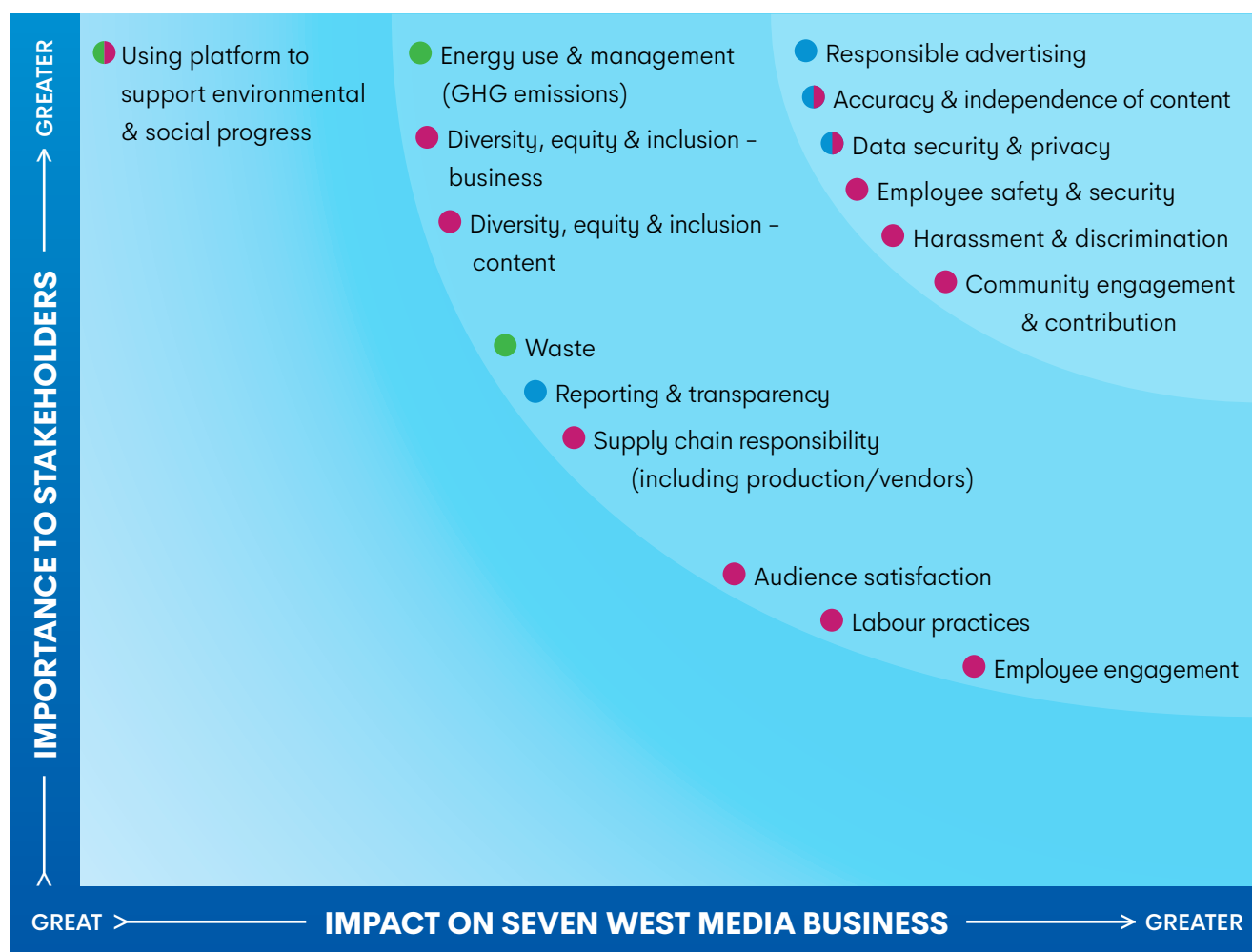
- Peer assessment
- Review of ESG agency ratings
- Discovery meetings with employees
- Engaging with external stakeholders

2

- Synthesise and prioritise
- Validate with stakeholders

3

- Shape framework and pillars around the most important issues
- Develop strategy and partner alignment against material issues



● Environmental
 ● Social
 ● Governance

SOCIAL

Stakeholders had the highest expectations of Seven West Media in relation to our social efforts relating to people and communities. Community engagement and contribution, measures to combat harassment and discrimination and employee safety and security were the highest priorities for stakeholders here. Stakeholders also placed diversity, equity and inclusion within our business, as well as within our content (representation), as among the most important issues to them.

ENVIRONMENTAL

While social issues were seen as more widely material for stakeholders, there were two environmental issues that our stakeholders noted as critical. Energy use and management, particularly around our greenhouse gas emissions, was seen as highly important, as was using the reach of our platform to support environmental and social progress.

GOVERNANCE

As a media business, the governance of our content was raised as a key issue.

Data security and privacy was seen as vital given our stewardship over the data of those using our services. Also essential was our responsible approach to broadcasting, with the accuracy and independence of our content and responsible advertising both rated as most important to stakeholders.

Sustainability Framework



Seven West Media's critical role in Australian society is underpinned by our commitment to use the **power of our platforms to inspire a better "us"**.

We do this by informing and uniting Australians each and every day. Our role is underpinned by our unwavering commitment to the communities in which we operate, supporting diversity and awareness, and operating ethically and responsibly.

Us is all of us. It includes individuals, groups, communities, businesses, organisations, the nation as a whole and internally at Seven West Media. We recognise as a media company with a reach into almost every home in Australia

that we have powerful platforms that help shape who we are as Australians. We aim to achieve a positive impact through our four sustainability pillars focused on uniting people and communities; providing opportunities for future generations; representing Australia by supporting diversity, equity and inclusion internally and externally; and by being environmentally responsible and promoting important environmental causes.

As a trusted provider of news, information and entertainment, we bring people together as we tell the nation's stories. We connect Australia with quality content, fostering a shared identity and belonging. In short, we're bringing all of us closer to the moments that move us.



"Us" is all of us

Us as individuals
Us as teams

Us as communities
Us as a nation



Representing Australia

- Seven West Media was the first media company in Australia to be named an Employer of Choice for Gender Equality by the Workplace Gender Equality Agency, with **50 per cent of management roles held by women**
- **74 per cent** Australian content on Seven's primary channel
- Implemented our inaugural Reflect **Reconciliation Action Plan**
- Launched a **female leadership** development program for emerging and first-time leaders
- People and Culture issued a comprehensive new set of recruitment guidelines to ensure **greater diversity, equity and inclusion**
- Member of **SDIN, UN Unstereotype Alliance** and **Media Diversity** Australia



Opportunities for future generations

- **\$62.1 million** raised in the 2021 Channel 7 Perth Telethon
- **\$22.3 million** raised in the 2022 Good Friday Appeal in Victoria to support the Royal Children's Hospital
- **\$1.7 million** in grants and awards provided by Channel 7's Children's Research Foundation in South Australia
- Launched the **David Leckie Seven Scholarship Program**



Uniting people and communities

- More than **\$45 million** of community service airtime donated to over **150 causes in FY22**
- Supported the Australia Unites: Red Cross Flood Appeal, which raised **\$25.3 million** for people and communities affected by the Queensland and NSW floods in 2022
- **\$19.8 million** raised for Fight Motor Neurone Disease via the 2022 Big Freeze
- **7NEWS broadcasts 55 bulletins each week day**, totalling 23 hours a day over 50 weeks of the year, producing more than 5,500 hours of news
- **80 per cent** of Seven West Media employees "enjoy the company culture" (up 33 per cent YoY)



Environmental awareness

- Launched a partnership with **Planet Ark** to sponsor national recycling week
- **27.5 per cent** reduction in vehicle fleet over the past eight years
- Independently measuring emissions and consumption to understand our current footprint to plan for future **reduction initiatives**
- Less than 5 per cent of printed material is waste at The West Australian and Sunday Times, with **all waste reprocessed**

Community Service Announcements



Seven West Media is proud of the ongoing support we provide to charitable causes and other organisations across Australia via Community Service Announcement (CSA) airtime on our platforms.

We know our audiences care deeply about the issues in their communities and trust us to shine a light on causes that matter. Seven West Media helps organisations highlight important issues that affect our audiences, and provides a platform for ongoing support among the wider community.

CSAs are broadcast free of charge and allow charitable and community organisations to promote their causes to the public. Seven West Media donates tens of millions of dollars' worth of airtime to CSAs annually for charities and community groups through the Seven Network. We also provide advertising and other support through The West Australian.

In the last financial year we provided CSA support with a value of more than \$45 million to more than 150 organisations across the nation.

Television has a critical role to play in raising awareness of important causes, and the organisations we support benefit from the wide reach of Seven's platforms. We are the most watched television network in Australia and we are committed to using our platform to inspire a better us.

Our CSA support during FY22 spanned a wide range of important issues. We ran important campaigns by providing free airtime to help raise funds, promote availability of important services and provide education on important social issues.

These campaigns included:

- **Bush Heritage Australia:** The #beabushhero campaign was supported by Seven West Media to promote the work of Bush Heritage Australia and raise awareness and support for their important environmental programs.
- **Gidget Foundation Australia:** Seven West Media was proud to run the Gidget Foundation Australia's Start Talking campaign to promote its program which provides free specialist perinatal telehealth psychological counselling services for expectant and new parents nationwide.
- **Mood Tea:** Through our support of UnLtd, we provided extensive CSA airtime for the Sip Selflessly campaign for Mood Tea, an organisation that sells tea with all profits going towards funding mental health projects to save young lives.
- **Ronald McDonald House Charities:** Seven is a long-time supporter of Ronald McDonald House Charities, which supports the needs of seriously ill children and their families with a range of programs to help families stay together and close to the care they need, including on its Wear Red Day fundraiser and its Christmas campaign. Our reporter Elly Wicks is proud to be an Ambassador for Ronald McDonald House Charities.
- **RFDS:** Seven West Media ran the "Biggest Waiting Room" campaign which promotes the services of the RFDS right across Australia.
- **RSPCA Australia:** The RSPCA Approved Farming Scheme focuses on improving the lives of farm animals and making higher welfare eggs, meat and fish readily available.

Provided more than

\$45 million

in CSA support to more than

150 organisations

Aired

693,063 total spots*

* In FY21-22, across all Seven Network markets and channels (Including regional markets serviced by Prime and Seven Queensland).



BUSH HERITAGE
AUSTRALIA

Representing Australia



Our team at Seven West Media hails from a wide range of backgrounds and life experiences. We believe a diverse workforce, operating within an inclusive and equitable workplace, delivers better outcomes for our stakeholders and for our business.

INTERNAL DIVERSITY AND RECONCILIATION SUPPORT

Diversity, equity and inclusion are core values that underpin our business strategy. We are focused on improving opportunities for people from diverse backgrounds and we have the structures and programs in place to ensure continuous improvement, with positive steps undertaken across the business this year.

Seven West Media is the first media organisation in Australia to receive a citation as an Employer of Choice for gender equality by the Workplace Gender Equality Agency. Seven West Media is one of only 12 new change-making organisations across Australia to receive the highly regarded citation in 2022, after being assessed against extensive and rigorous criteria.

There is always more to be done – we've set internal targets for gender diversity across our business, from the Board down, as well as stronger actions to address pay inequalities including a gender-neutral paid parental leave policy.

In 2022, we again celebrated LGBTIQ+ Pride by holding a company-wide lunch and learn event, celebration party and team events across the company to support our diverse and inclusive culture.

We also celebrated International Women's Day as an official partner of UN Women. In 2022 this partnership involved Seven West Media supporting five key UN Women events across Australia which all internal staff had the opportunity to participate in. Seven West Media also had the privilege of providing five of our inspiring women to emcee the events around the country.

As part of our reconciliation journey we launched our Reflect Reconciliation Action Plan in 2022. Through our partnership with Alexandria Park Community School, we were able to support business skills training for under-represented senior school students. We also implemented internal learning programs focused on diversity, equity and inclusion, including First Nations people speaking with our employees.

A key priority for Seven West Media is to counteract the discriminatory norms and attitudes, including unconscious biases, that contribute to ongoing failures to address inequality effectively. The company has reviewed and refreshed its Workplace Behaviour Policy along with compulsory 'Respect@Work' training – a new program comprising three key modules: 'Diversity and Inclusion', 'Workplace Bullying' and 'Discrimination and Harassment' delivered both face-to-face and online.

Key actions included:

- Executives attended a full day, face-to-face training session;
- In August 2021, we launched our first online compulsory module on 'Diversity and Inclusion', for all employees;
- The 'Workplace Bullying' and 'Discrimination and Harassment' modules commenced in September and October 2021; and
- Managers were required to attend a webinar and Q&A session.



REPRESENTING AUSTRALIA'S DIVERSITY ON-SCREEN

Seven West Media reflects Australia's diversity through our news, entertainment and sport content, supporting how Australians perceive themselves and their country.

We constantly evolve our content to be more diverse and inclusive, ensuring our products and services continue to appeal to Australian audiences from all backgrounds.

Quality Australian content has far-reaching impacts beyond the number of people who watch and engage with it each day. It enriches the social fabric of Australia. It informs voters. It holds the powerful to account. It tells stories. It provides employment. It promotes Australian tourism. It promotes important environmental and social causes. It unites Australian communities.

Seven West Media is committed to fulfilling its role as Australia's leading broadcaster to help guide positive social change.

PARTNERING WITH INDUSTRY TO DRIVE CHANGE

In 2022, the company joined the Unstereotype Alliance's Australian chapter to help end harmful stereotypes in advertising and media content that hold women back.

Seven West Media is a member of the Screen Diversity and Inclusion Network's (SDIN) and is participating in the 'The Everyone Project' together with the SDIN to benchmark and track the diversity of the Australian screen industry. Through participating in this project, the company can determine which areas of our diversity and inclusion strategy require improvement.



Commentary Team, Paralympics Tokyo 2020, Emma Vosti, Kurt Fearnley, Annabelle Williams, Matt White.

Seven West Media has joined Media Diversity Australia, which champions cultural diversity in Australian journalism and news media. They help to create pathways by delivering relevant, quality programs for media professionals to support their full and equal participation in the industry.

We are also driving representation in our own productions. In 2021, Seven shot the drama series RFDS in Broken Hill. The production starred five First Nations actors, 30 First Nations extras, one First Nations consultant, and the content was overseen by a First Nations writer/director.

CONTENT THAT REFLECTS WHO WE ARE

Seven's #1 hit entertainment show, The Voice, encourages and embraces participation by contestants that represent diverse heritage, age, ability, sexual orientation and gender.

We have also engaged with production partners to continue the journey of better reflecting who we are as a nation on our screens.

Our long-term partnership with the AFL spans a number of diversity and community initiatives including the AFL Indigenous Round, the AFL ANZAC Round and the AFL Sir Doug Nicholls Round.

Seven West Media also supports Australia's Para athletes. We proudly broadcast the Paralympic Games Tokyo 2020, the Paralympic Winter Games Beijing 2022 and the Birmingham 2022 Commonwealth Games, which included a fully integrated Para program.

As a supporter of the "Green and Gold Virtual Seat" campaign we helped raise funds for the Australian Paralympic team, and we used our platform as the broadcaster of the Olympics to encourage Australians to get COVID-19 vaccinations.

Home and Away plays a unique and important role in representing Australia on the global stage. In June we released an independent report on the economic and global impact of Home and Away from 1988 to 2021. The report found that over 34 seasons Home and Away has contributed a \$7.5 billion increase in real income, \$1 billion in export real GDP, and a 33 per cent increase in destination appeal of Australia among international viewers (UK, Ireland and New Zealand).

ACKNOWLEDGING ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AND CULTURES

The first bilingual Noongar-English front page of The West Australian was published in 2022 to mark the beginning of National Reconciliation Week. The initiative is part of The West Australian's ongoing commitment to coverage of First Nations issues and truth-telling, including the Paint it Blak YouTube channel featuring proud Yindjibarndi/Ngiyaparli woman Rangì Hirini, covering past and current issues affecting Aboriginal and Torres Strait Islander peoples and their communities. Rangì was one of the first journalists at The West Australian to launch their own YouTube channels. The West Australian also supports The National Indigenous Times with their publication, performing the layout and printing at cost.

PARTNERING WITH THE UNSTEREOTYPE ALLIANCE TO REMOVE HARMFUL STEREOTYPES IN MEDIA

Seven West Media is committed to assist in ending harmful stereotypes in the media and recognises its position as an industry leader to accomplish this. Seven West Media has been a proud member and partner of the Unstereotype Alliance since April 2022. Within this role, we have assisted in implementing policies and procedures which end bias in advertising.

These policies include coordinating internally to ensure that more women are in positions of senior leadership and within creative roles, so that stereotypes do not become entrenched in our advertising. We also ensure our internal training programs address unconscious bias through Respect@Work training, and this is bolstered by our comprehensive diversity and inclusion programs.



The Voice.

Opportunities for Future Generations



Contributing to better opportunities for future generations, particularly when it comes to health and social outcomes, is important to Seven West Media. We dedicate major resources to projects and initiatives across Australia that deliver a better future for younger Australians, especially around children's health, medical research and career and mentoring opportunities.

CHILDREN'S HEALTH AND MEDICAL RESEARCH

Seven West Media, in partnership with the Channel 7 Telethon Trust, runs the annual Perth Telethon. The Telethon contributes significant funding to support the medical and social welfare of children and young people, and funds new preventions, treatments and cures for diseases affecting young people across Australia.

The Telethon has raised over \$400 million since its inception in 1968. Since 2010, each Telethon has set a record for the total amount raised with last year's tally reaching \$62 million.

In Victoria we support the Good Friday Appeal, a partnership with the Royal Children's Hospital and The Herald Sun that spans 90 years. The 2022 Appeal raised more than \$22 million for the hospital.

In South Australia The Channel 7 Children's Research Foundation (CRF) awards annual grants to organisations carrying out children's medical research. Last financial year the CRF awarded over \$1.7 million in research grants.

MENTORING AND SUPPORTING FUTURE CAREERS

Demonstrating our commitment to future generations, in 2021 Seven West Media established the David Leckie Seven Scholarship Program in memory of former Chief Executive Officer, the late David Leckie AM.

The annual program, set up in conjunction with Skye Leckie and David and Skye's sons Harry and Ben, offers a 12-month scholarship at Seven West Media for a junior graduate with a passion for sales, programming or news. In 2022, Madeline McKeown was announced as the inaugural recipient.

In 2022, Seven West Media became a proud partner of The Careers Department who work with Australian students, teachers and parents to drive better career decisions for school leavers. They aim to inform, inspire and challenge students to evaluate all the options available to them. Licenced by over 650 high schools and 1,000 primary schools, The Careers Department is an online platform that helps 1.4 million Australian families.

SUPPORTING YOUTH DEVELOPMENT

Seven West Media works with organisations focused on supporting young Australians, including UnLtd, an organisation that connects the media, marketing and creative industries with charities working with at risk children and young people, and Whitelion, an organisation that supports highly vulnerable individuals to help reduce disengagement and increase pathways to work.

We are a key supporter of the 7NEWS Young Achiever Awards which acknowledge, encourage and promote the positive achievements of all young people throughout Australia up to and including 29 year olds.



David Leckie Scholarship recipient, Madeline McKeown (centre), with Skye Leckie and James Warburton.

REGIONAL QUEENSLAND - COMMUNITY RUN FESTIVALS

Seven in Queensland has been a foundation partner and naming rights sponsor of the 7Cairns Marathon, Townsville Running Festival – 7NEWS 10K Classic, Mackay Marina Run, Beach to Gardens, 7Rocky River Run, GPC Fun Run, Rotary Walk for Mental Health and the Sunshine Coast Marathon.

By engaging our local communities through these community run festivals, we are proud to provide meaningful and ongoing support at a grassroots community level, including to the Ronald McDonald House Charities (RMHC) which provides much-needed accommodation for families of sick children; and R U OK?, to address youth mental health issues and youth suicide prevention.

Seven Queensland has invested \$450,000 in these events, and in any given year, donates \$500,000 in airtime to promoting RMHC.

CHANNEL 7 CHILDREN'S RESEARCH FOUNDATION

The Channel 7 CRF is an independent not-for-profit organisation dedicated to enriching the lives of children through research grants to universities, research institutes and health service organisations across South Australia.

Established in 1976 with proceeds from Christmas Telethon Appeals, CRF is committed to funding research today, to improve the lives of children tomorrow, allocating around \$1.7 million a year through its annual grants program and two CRF mid-career fellowships.

Over its history, CRF has supported organisations including Flinders University, the University of South Australia, the Queen Elizabeth Hospital, the Women's and Children's Health Network and Novita, contributing to almost 1,000 research projects into children's health, education and welfare in South Australia.

CRF is also passionate about fostering research talent and career opportunities for young researchers through Early Career Researcher Grant opportunities and its partnership with Healthy Development Adelaide for supporting PhD scholarships.



Good Friday Appeal tally (Photo: Clint Peloso).

Uniting People and Communities



We are locals in the communities in which we operate. We are part of the glue that unites our communities, creating shared understanding and fostering the spirit of Australia.

In FY22 we provided television airtime support with a market rate value of more than \$45 million to over 150 organisations across the nation through community service announcements (CSAs). Our team members also contribute through workplace giving and our on-air talent donate their time.

SUPPORTING LOCAL COMMUNITY GROUPS

Giving back to our communities is in our DNA. Several of Seven West Media's partnerships with community groups, NGOs and charities focus on community engagement, connection and support – including multiple initiatives focused on young people and fostering leadership.

This includes helping to rally support around national crises – such as the Australia Unites: Red Cross Flood Appeal, which raised more than \$25 million for people and communities affected by the Queensland and NSW floods in 2022.

SUPPORTING VULNERABLE MEMBERS OF THE COMMUNITY

Seven West Media prioritises helping the most vulnerable in our community.

We have initiatives to support and protect the victims of domestic abuse – including partnerships with White Ribbon and Make No Doubt.

As of 2022, we continue our advisory role to the NSW Government's Corporate Leadership Group in relation to domestic and family violence and sexual assault. We also provide contact details and links to domestic violence groups in all relevant editorial and support campaigns through on-air CSAs.

Internally, we provide support and paid leave for any employees experiencing domestic or family violence issues. In accordance with the Modern Slavery Act 2018 (Cth), Seven West Media reports on the actions taken to address modern slavery and human trafficking in its business and supply chain.



Big Freeze Neil Daniher and family.

MENTAL HEALTH INITIATIVES

Seven West Media is also focused on supporting mental health initiatives, both internally for our people, and to raise awareness of mental health issues in the community. Our workplace health and safety agenda is focused on embedding a safety and mental health mindset in all areas of the business. A number of sponsorships are also in place, in particular in regional Queensland where, for example, Seven is naming rights sponsor of the Rocky River Run where youth suicide prevention is a key focus. Seven is also a proud host of the '50 Days OK' campaign, run alongside the R U OK? campaign, as well as the ancillary Spotlight on Our Youth and R U OK? Day Morning Tea events.

Seven West Media is committed to ensuring that there is an internal culture of mental health awareness and assistance. The Employee Assistance Program features free confidential counselling services for any members of Seven West Media that need assistance, and a number of webinars and podcasts are hosted concerning contemporary mental health issues such as burnout and dietary habits. Training sessions are also offered internally around vital topics such as vicarious trauma, psychological risk and mental health first aid.

BIG FREEZE 8

The Big Freeze, through events such as the celebrity slide and sale of its iconic blue beanies, raises awareness and funds for Fight Motor Neurone Disease. Big Freeze 8, held in 2022, raised a record \$19.8 million. Seven West Media is proud of its ongoing support for Big Freeze, including the special one-hour live broadcast on Channel 7, 7mate and 7plus this year.

SUPPORTING ARTS AND CULTURE

As part of Australia's creative industry, we are proud to support arts and cultural initiatives that unite and enrich Australian communities.

Seven West Media invests in arts and culture partnerships, including the National Gallery of Australia, Art Exhibitions Australia, the Melbourne Symphony Orchestra and the Perth Fringe World.

We have also worked with the Schools Spectacular to create virtual experiences during the pandemic, embodying our purpose of bringing Australians closer to the moments that move us.



Mark Ferguson, 7NEWS.

EMPOWERING COMMUNITIES WITH TRUSTED SOURCES OF NEWS AND INFORMATION

Whether it's 7NEWS, Sunrise or The West Australian, Seven West Media provides our metropolitan and regional communities with the latest, trusted news and information that helps them stay up to date with what is happening in our nation, their state, territory or local community.

With an ongoing commitment to fearless and accurate reporting, we contribute to the healthy functioning of our democracy.

We also enable more members of the community to access this information through accessibility initiatives, including closed captions on most programs and providing coverage of Auslan interpreters when they are present.

As a commercial television broadcaster, Seven abides by a comprehensive set of inter-related rules and regulations to ensure that our services meet community standards. We provide regular training on our requirements under relevant laws and regulations.

Internally, a framework guides how we provide the news to the Australian public, including the Seven West Media Editorial Policy, covering television, online and print service guidelines. Our West Australian Newspapers has the Independent Media Council to address any complaints.



Natalie Barr reporting from QLD during floods.

COMMUNITY ACHIEVEMENT AWARDS

The Community Achievement Awards, sponsored by Seven in NSW, the ACT, Victoria, Queensland and Western Australia, received more than 1,000 nominations of community groups, businesses and individuals in the latest awards period.

As well as airtime and brand association support, our regional representatives join with a panel of industry experts, government officials, community representatives and other award partners to participate in the judging process for each state or territory.

Award recipients benefit from increased exposure and can leverage their wins to further promote the positive social causes they support, helping to change lives and enrich our local communities.

LOCAL CHAMPIONS

7NEWS Perth and The West Australian partnered with the WA Royal Automobile Club in 2022 for the inaugural Local Champions Awards.



7NEWS RAC Local Champions, Winners, Fostering Hope.

Over 10 weeks, 7NEWS told the stories of Local Champions who were nominated by fellow community members. More than 600 volunteers were nominated for awards by their fellow citizens for enriching their communities.

With the support of RAC Insurance, a total of \$15,500 in prize money was awarded across eight categories based on contribution and impact in the local community, with a major prize of \$5,000 awarded to the overall winner.

The awards brought awareness to volunteers and carers, the unsung heroes and their good causes, with the programs receiving additional donations from their exposure.

Bringing Awareness to Environmental Issues



One of the most effective ways for us to raise environmental awareness and highlight environmental issues at Seven West Media is through the power of our media platforms.

We see it as our responsibility to partner with organisations that are sustainably focused and conservation driven so that together we can navigate the growing number of issues facing our environment. One such organisation is Planet Ark. Seven West Media is the official media partner for Planet Ark's 2022 National Recycling Week, aimed at increasing trust in recycling and helping Australians recycle correctly. Planet Ark is a well-respected environmental organisation on a mission to make positive environmental actions accessible to everyone.

Seven is also committed to reducing the environmental impact of our business activities on the communities and the environment in which we operate. We have begun this journey by engaging external partners to measure our emissions as a precursor to considering future initiatives around our emissions.

RAISING AWARENESS FOR IMPORTANT ENVIRONMENTAL ISSUES

Seven West Media supports community initiatives to raise awareness of important environmental issues.

In addition to Seven West Media's role as official Media Partner for Planet Ark's 2022 National Recycling Week, we have also previously supported Planet Ark's National Recycling Week with free airtime and brought awareness to Planet Ark's National Tree Day, Australia's largest community tree planting and nature care event.

Over the last year, Seven West Media has supported OzFish Unlimited, a not-for-profit organisation dedicated to the protection and restoration of our waterways.

Free airtime was provided to promote the Clean Up The Beaches campaign and the Great Barrier Reef Marine Park Authority. In 2022 we also provided support to the Rockhampton Regional Council with their disaster management campaign.

During November and December 2021, Seven West Media provided CSA support for the Fraser Coast Regional Council's annual waste awareness campaign. We also supported the Waste Monsters campaign, raising awareness and engagement on the council's new waste and recycling trucks. In Central Queensland staff presented a workshop to the council's leadership team on how to work with the media to promote waste management messaging.

Reducing Our Impact

Seven West Media is actively taking steps to work at reducing our emissions under the National Greenhouse and Energy Reporting Act 2007 (Cth).

With the acquisition of the assets of Prime Media Group completed during the financial year, a new baseline of emissions will be calculated for 2022/23 to account for the increased footprint of the combined entity.

Seven West Media operated on 18.6 per cent renewable energy in FY21. Over the next year we will assess our emissions and energy consumption as a precursor to considering future initiatives around our emissions.

Seven West Media will make significant energy savings by vacating its Martin Place tenancy in the Sydney CBD during 2023 and by relocating the studio and news and public affairs operations to its South Eveleigh site, a five star NABERS building with a four star Greenstar Interiors rating.

We are also looking for other opportunities to consolidate our building space to reduce our environmental impact.

We donate or recycle the majority of our redundant electronic IT assets via certified eCycling companies, reducing what goes to the landfill. This achievement is aided by the permanent e-waste recycling bins placed at our largest sites. In FY22, only an immaterial amount was not donated or recycled.

As part of our long-term fleet reduction initiative, we will continue to reduce vehicle numbers. The size of our fleet has increased this year as a percentage year on year through the addition of Prime Media Group vehicles; but excluding this, the fleet has decreased 27.5 per cent over the past eight years.

Bringing Awareness to Environmental Issues



Printed editions of our newspaper are important for accessibility to news in many of the communities in which we operate, particularly those in regional or remote areas. We are mindful of the impact that newspaper production has on our environment and aim to reduce the impact of the physical copies of our newspapers. West Australian Newspapers undertakes the following sustainability initiatives:

- The paper used to print the West Australian, the Sunday Times, regional and community titles is sourced from a mix of recycled consumer product and certified plantation forests
- West Australian Newspapers also ensures paper used is not from illegally logged timber, with any virgin fibre that is used to be sustainably sourced
- The West Australian and the Sunday Times printed waste measure is less than 5 per cent per year
- Waste ink produced in Perth is collected and reprocessed and plant wastewater is processed and used for reticulation on site



West Australian Newspapers' printing facility.

PARTNERSHIP WITH PLANET ARK

Seven West Media is a proud partner of Planet Ark's National Recycling Week November 7-13, 2022. National Recycling Week is one of Planet Ark's flagship campaigns and every year aims to educate and empower people to reduce and recycle. Through our media partnership we aim to reframe waste as a resource. By keeping materials in circulation for longer, this benefits the environment by reducing the extraction of virgin materials, as well as the water and energy it takes to produce new products.



PUT IT IN LOOSE



Keep recyclables out of bags! Otherwise they won't be sorted correctly and will end up in landfill. Accepted items include:

- Paper and cardboard
- Metal cans
- Glass jars and bottles
- Plastic containers
- Fresh beverage cartons



INNOVATION FOR LONG-TERM SUSTAINABILITY

Innovation and the adoption of advanced technologies drives our sustainability agenda, as well as our performance and growth. Staying relevant and evolving to meet and exceed customer and audience needs are essential enablers to remain competitive and sustainable in today's media market.

Innovation at Seven West Media comes from across the business, through our partners and from our customers. New products and enhancements are often the result of continual effort to seek out and refine innovative concepts rather than a singular breakthrough moment, and this is the culture of innovation we seek to foster at Seven West Media.

Over the course of 2021 our digital innovation efforts were focused on ensuring feature and platform readiness for the Tokyo Olympic Games 2020 which aired in July and August 2021. Attention was directed to improving the consistency of user experience by focusing on discoverability and presentation across all major devices and platforms, and advertising innovation by building features that assist the monetisation of content and audiences on 7plus.

FOSTERING A CULTURE OF INNOVATION

The workforce profile of Seven West Media has evolved as digital technology and innovation becomes increasingly significant to our business operations. We employ a rich and deep expertise in data analytics, data science, product management, solution architecture, UX design and software engineering.

To harness the knowledge and creativity of our workforce, we promote and develop a culture of creativity and innovation. This allows us to surface new ideas and support them through to development. This approach to innovation has resulted in the launch of new products, improvement in existing products, better processes and new services.

Central to building a culture of innovation is the 7Ignite Innovation Series, which captures the company's innovation activities. At the centre is the 7Ignite Hackathon which brings multiple business areas together, most recently with our tech partner Amazon Web Services (AWS), to harvest, evaluate and select the most promising ideas and assign innovation teams to develop prototypes. This approach gives our teams the time to focus on innovation and new product development.

This year's 7Ignite Innovation Series produced six ideas and prototypes that have been added to the 7plus product roadmap. A further 60 ideas will be reviewed and potentially included in future product development.

INNOVATION FOR OUR AUDIENCES

Seven West Media reflects Australia's evolving identity through our adoption of the latest technologies and channels. By accelerating our digital transformation, we are delivering access to high quality free content to more people, where and when they want that content.

With 12.5 million registered users, 7plus is the leading and fastest growing commercial free-to-air BVOD platform in Australia. 7plus is distributed over 13 platforms with more than 15,000 content hours of video on demand (VOD) and 40+ live channels with a combination of show and genre-based channels.

Feature and technology innovation has been the focus for 7plus. Excellent results have been achieved through engaging visuals, consistency and a cohesive experience as users move seamlessly between devices, giving Australians better access to our content at no cost to them.

With live streaming, we released a new interface to house our growing list of live and FAST channels, achieving significant growth year-on-year from FY20 to FY21.

Personalisation was identified as a major product goal for FY22. AWS was chosen as our personalisation product partner and provided specialist skills as part of a combined team to deliver a prototype including personalised shelves on the 7plus home screen including "Recommended for You" and personalised content ordering.

Audience intelligence is a primary driver of innovation across the entire organisation. In FY22 we transformed our approach to analytics and insights with a new audience intelligence team. The team leveraged partnerships to quickly accelerate our data strategy and drive the commercial value of Seven West Media and our partners.



7Ignite Hackathon winning team.

INNOVATION FOR OUR ADVERTISERS

Premium advertising and first-to-market solutions are a key differentiator for Seven West Media, underpinned by the innovation of our advertising experience. We seek to increase revenue through higher engagement and an optimised advertising experience.

Interactive Advertising is key to our push to deliver more engaging advertising experiences and a more compelling user value proposition. To service this strategic and consumer need, 7plus partners with leading adtechs, including Brightline, to serve and deliver enhanced and interactive advertisements for connected TVs and over-the-top streaming.

The Australian-first 7Interactive premium advertising experience was launched in 2021 and puts 7plus viewers in control of their advertising experience, allowing them to easily explore more content from a brand through a connected TV.

BEST AUDIENCE INSIGHTS AND DATA MEANINGFUL TO CLIENTS

Seven West Media's 24-month data strategy is focused on building a market-leading, transparent and trusted first-party data asset that reflects our vision of 'Insight to Activation to Measurement' through user identity.

With user consent at the core, Seven West Media is about the consumer, their motivations, their passions and when it's best for a brand to reach them.

The sophisticated strategy of integrating tech and data partners has future-proofed our data approach and along with 7REDiQ – our market-leading audience intelligence platform – is driving results.

Our customer data platform has shifted our understanding on how we see our audiences, their behaviours and actions in both the online and real world. It is moving us from 'what we think we know' to 'what we do know' – providing a unique and true market leadership position in data visualisation.

Assisted by leading adtech and martech solutions, Seven West Media is helping brands succeed in creating new data tool sets to reach audiences.

WHAT'S NEXT

Seven West Media is well positioned to stay ahead of the innovation curve, helping us to maintain a high-performing and sustainable business.

We are sharpening our focus on hyper-personalisation to better understand our customers and deliver on their needs. We will continue to engage and grow audiences by delivering relevant content experiences at scale and aim to consistently delight through a more dynamic user experience.

TOKYO OLYMPIC GAMES 2020 ON 7PLUS

The country's biggest-ever broadcast and digital event, Seven's award-winning coverage of Tokyo 2020 Olympic Games in July and August 2021 presented a broadcast innovation like nothing ever seen before.

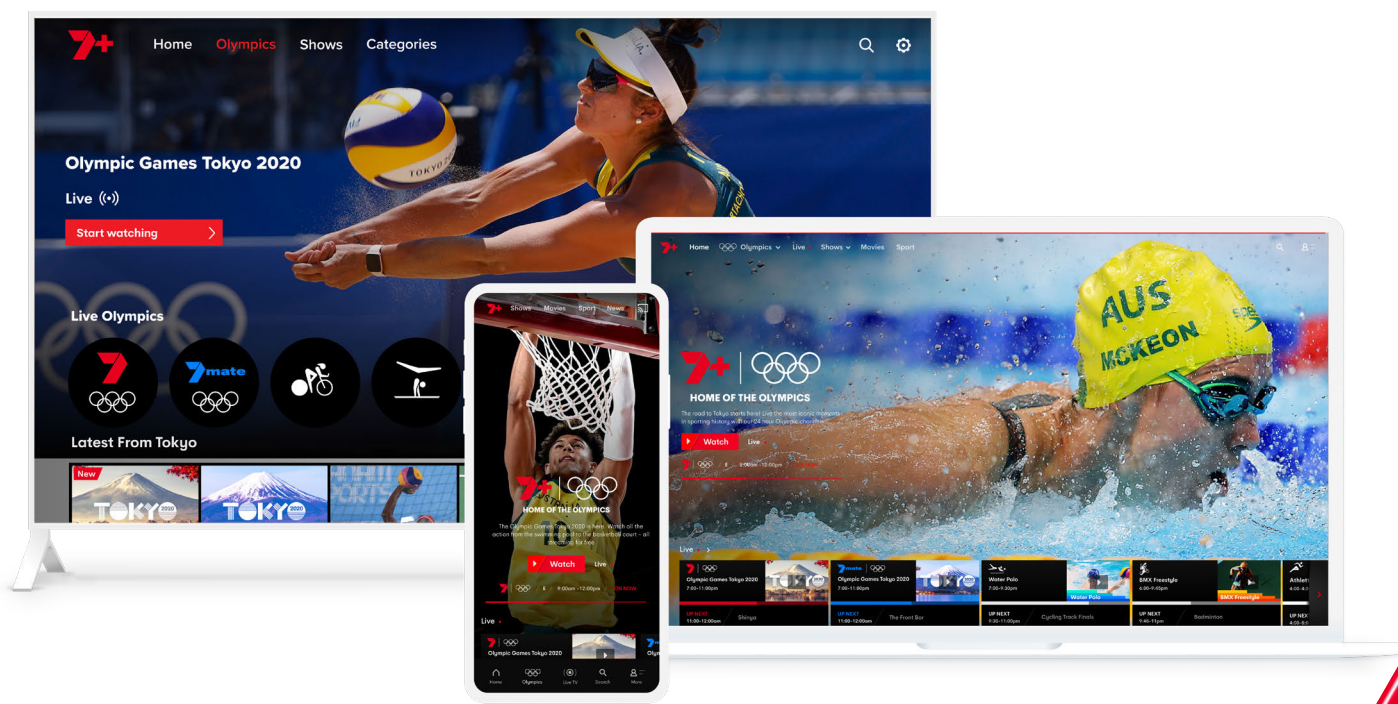
As the pandemic kept us apart, Seven had the largest Australian contingent on the ground in Tokyo, bringing viewers all the latest news, colour and atmosphere of the Games, while more than 300 staff were directly involved in our Australian-based Olympic broadcast operations. Over the 18 days, Seven delivered a world-class broadcast and digital experience, with the world's best commentators calling the action remotely from Melbourne, unified seamlessly with their counterparts across stadia in Tokyo. For viewers at home, the implications of the pandemic were unseen across the screens of Seven.

Key to our Olympic coverage was evolving 7plus into a streaming destination capable of delivering a world-class Olympics experience for millions of Australians. The digital strategy was to ensure users could easily discover and stream an expansive amount of live and VOD content.

The success of Seven's broadcast coverage can be tangibly measured with 4.7 billion minutes of content streamed through the Games, across 44 live and on demand channels, leading to a 40 per cent growth in registered 7plus users. The market first FAST channel strategy came from using an innovative, new in market, AWS product with 7plus being the first to use the technology in Asia-Pacific. During the Olympics, 7plus was #1 in the Australian app stores.

KEY INNOVATIONS:

- Real-time viewing insights on 7plus streaming used to help influence programming on Seven's broadcast channels
- Custom-built solution to translate closed captions into 12 languages in real-time, leveraging AWS technology
- Bespoke integration with live video encoder technology to control advertising breaks, graphic overlays and standby slides, eliminating expensive traditional playout technology
- Deployment of predictive analytics to alert on potential platform issues



Seven West Media is guided by a robust approach to corporate governance to ensure the highest standards of ethics and responsibility. Our Board has direct oversight of our corporate policies, which can be found on the company's website.

The Board has approved Seven West Media's sustainability strategy and framework following its development by an executive committee. A cross-company, cross-discipline team is managing its implementation. This strategy has been guided and shaped by our core values – Be Brave, Better Together and Make it Happen.

Outlined below is our approach to key governance issues our stakeholders raised as material in discovery meetings held as part of the strategy development.

DATA PRIVACY

The Board recognises that the management of financial and non-financial risk is an integral part of Seven West Media's operations and has established policies and procedures for the oversight and management of material business risks, including cyber security and privacy.

Seven West Media integrates good governance principles in every corporate process it undertakes, which is particularly important when dealing with personal information and other data that is collected. As such, we have a senior Privacy Officer and have implemented a comprehensive Privacy Policy which covers all aspects of our activities. This policy deals with personal information and other data collected by any means and by any technology and is compliant with the Australian Privacy Principles.

The objective of Seven West Media's Privacy Policy is to handle personal information in a responsible and transparent manner.

CYBER SECURITY

Seven West Media invests in strong cyber, data and security governance. We have a Chief Digital Officer, whose remit includes information technology and cyber security, as well as Board expertise across cyber security.

We continue to grow our investment in the technical staff and systems required to appropriately manage cyber threats that could potentially result in adverse effects. Security technologies such as Firewalls, Endpoint Detect and Respond, Autonomous Network Intrusion Prevention, Centralised Logging and Multi Factor Authentication are deployed to protect our systems and data.

The Board actively oversees the cyber risks of the business and our staff receive ongoing training to ensure that they are aware of the risks that cyber-attacks pose and understand their role in preventing incidents from occurring.

RESPONSIBLE ADVERTISING

Seven West Media recognises the impact that advertising can have on the community and has adopted policies to ensure any decisions are compliant with good industry practice and legal requirements.

Our scheduling teams ensure that our advertising is balanced with the content that our audiences love by observing relevant time limits contained in the Commercial Television Industry Code of Practice.

We also provide comprehensive training to ensure that advertisements are appropriate for young audiences and are broadcast during suitable viewing.

All advertisements broadcast by Seven West Media are also compliant with the Food and Beverages Code and the Children's Advertising Code put forward by the Australian Association of National Advertisers, helping to ensure that community expectations of the company are met. Seven West Media ensures that alcohol advertisements are compliant with the ABAC Responsible Alcohol Marketing Code.

Seven West Media also recognises the impact that advertising can have on vulnerable members of the community. We are committed to removing harmful biases that can permeate advertisements. To this end, Seven West Media is proud to partner with the Unstereotype Alliance to address this issue. All marketing activity undertaken by Seven West Media is aligned with the policies and objectives of the Unstereotype Alliance.

EDITORIAL AND CONTENT GUIDELINES AND REGULATIONS

We abide by numerous codes of practice and guidelines, as well as internal editorial policies, as part of our commitment to ethical practices in creating and delivering news and public affairs.

The content of commercial television programs must comply with the conditions in our licence, Australian Communications and Media Authority program standards, and industry codes of practice. These cover what can be broadcast, the classification of programs, how much advertising there is and how to deal with any complaints.

West Australian Newspapers adheres to an editorial policy and a code of conduct which defines the principles by which their publications, including all online publications, are to be judged by the Independent Media Council when a complaint is made against a publisher.

CODE OF CONDUCT AND OTHER COMPANY POLICIES

The Board has adopted a Code of Conduct for directors, establishing guidelines for their conduct in matters such as ethical standards and the disclosure and management of conflicts of interests.

We have adopted a Code of Conduct for employees which provides a framework of ethical principles for conducting business and dealing with customers, other employees and other stakeholders. Material breaches of the Codes of Conduct for directors and employees are reported to the Board.

The Board has implemented several other policies and procedures to maintain confidence in the company's integrity and promote ethical behaviour and responsible decision making. These include a Continuous Disclosure Policy, Share Trading Policy, Procurement Policy, Diversity Equity and Inclusion Policy, Whistleblower Policy, Fraud, Anti-Bribery and Corruption Policy and Modern Slavery Statement.

EMPLOYEE WELLNESS AND ENGAGEMENT

The safety, wellbeing and engagement of our team is integral to how Seven West Media successfully manages our business. We are committed to building 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.

We have a range of programs in place to ensure we are delivering the best outcomes for our people every day, including a comprehensive mental health framework, strong risk management processes and engaging wellness initiatives.

We have a thorough framework of training, initiatives and events to build awareness and support for managing mental health in our workplace, including our SWM Wellness program, plus wellness initiatives across RU OK Day?, Mental Health Month, White Ribbon and campaigns on gender-based violence and financial stress.

We place particular emphasis on delivering programs on resilience across the organisation including burnout and vicarious trauma programs for our news and broadcast operations teams.

We also have comprehensive reward and performance frameworks and strategies in place to attract and retain talented employees in line with our governance principles, as well as a talent and development framework that ensures employees have access to learning and development opportunities.

Seven West Media has recently reviewed and refreshed our recruitment processes, including introducing the following:








- Gender-balanced internal shortlists, recruitment targets and succession plans
- Psychometric testing to detect unconscious bias
- Support for applicants with disabilities, including workplace modification

Further detail about our people policies and practices can be found in our annual report.

United Nations Sustainable Development Goals









The table below demonstrates how Seven West Media's sustainability pillars and activities align with the United Nations SDGs.

PILLAR	SDG	WHY THIS IS IMPORTANT TO SEVEN WEST MEDIA	HOW WE SUPPORT THIS GOAL
Representing Australia 	Goal 5.  <i>Achieve gender equality and empower all women and girls</i> Goal 10.  <i>Reduce inequality within and among countries</i>	<p>As a leading media organisation, we have a responsibility to reflect the nation and communities we represent. All our audiences need to feel that they can see themselves reflected in our content. Our audiences expect a rich array of diversity on screen as do our staff and other stakeholders.</p> <p>We understand that to attract and retain great staff we need to have a workforce that reflects who we are as a nation.</p>	<p>Ensuring diversity within our team is very important to Seven West Media.</p> <ul style="list-style-type: none"> We are the first media organisation awarded an Employer of Choice for Gender Equality citation by the Workplace Gender Equality Agency. 50 per cent of our management roles are held by women and we have set targets for female representation: 30 per cent on our board, 35 per cent for executive KMPs and 40 per cent for Heads of Business. We have conducted an annual pay gap analysis since 2018 and implemented targets to reduce imbalances. In 2022 we launched our Reflect Reconciliation Action Plan. <p>We also use our platform to progress diversity in representation:</p> <ul style="list-style-type: none"> We are helping to benchmark the diversity of the Australian screen industry via our work with 'The Everyone Project' and the SDIN. We are also driving representation in Seven productions by engaging constructively with production houses to ensure we are reflecting Australia and our audiences. Seven West Media has joined the Unstereotype Alliance's Australian chapter to help end unhelpful stereotypes in advertising and media content that hold women back. In 2022 Seven West Media joined Media Diversity Australia, which champions cultural diversity in Australian journalism and news media.
Opportunities for Future Generations 	Goal 3.  <i>Ensure healthy lives and promote well-being for all at all ages</i> Goal 5.  <i>Achieve gender equality and empower all women and girls</i> Goal 10.  <i>Reduce inequality within and among countries</i>	<p>The younger generations and families are key audiences for Seven. Seven West Media has a long history of supporting fundraising for children's medical and research facilities in Australia.</p> <p>Contributing to better opportunities for future generations, particularly when it comes to health and social outcomes, means a lot to Seven West Media's stakeholders.</p>	<p>Children's health and wellbeing is supported through the following fund-raising initiatives.</p> <ul style="list-style-type: none"> The Perth Telethon, which raised \$62.1 million in 2021 and has raised over \$400 million since its inception to fund research into children's diseases and support the welfare of children. The Good Friday Appeal in Victoria, which raised \$22.3 million in 2022 to support the Royal Children's Hospital. Seven's CRF in South Australia, which awarded around \$1.7 million in grants last financial year. <p>We also support development opportunities for young people in Australia, including:</p> <ul style="list-style-type: none"> The annual David Leckie Seven Scholarship Program in memory of our former Chief Executive Officer, which is awarded to a junior graduate with a passion for sales, programming or news. Our support for, and partnerships with, organisations like UnLtd, Whitelion, 7NEWS Young Achiever Awards and The Careers Department.

United Nations Sustainable Development Goals



PILLAR	SDG	WHY THIS IS IMPORTANT TO SEVEN WEST MEDIA	HOW WE SUPPORT THIS GOAL
Uniting People and Communities 	Goal 16.  <i>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels</i> Goal 10.  <i>Reduce inequality within and among countries</i> Goal 3.  <i>Ensure healthy lives and promote well-being for all at all ages</i>	<p>We are locals in the communities in which we operate. We are part of the glue that unites our communities, creating shared understanding and fostering the spirit of Australia in an authentic and engaging way.</p>	<p>Seven West Media supports and gives back to the communities in which we operate:</p> <ul style="list-style-type: none"> • We provided over \$45 million of community service airtime to 150 organisations in FY21. • Seven West Media supported the Australia Unites: Red Cross Flood Appeal, which raised \$25.3 million for people and communities affected by the Queensland and NSW floods in 2022. • We also prioritise helping those in our community who are most vulnerable, working with organisations and initiatives like White Ribbon and Make No Doubt to support and protect the victims of domestic abuse. • Seven West Media is focused on supporting mental health initiatives, both for our own people and through raising awareness of mental health issues in the community. • Seven West Media raised \$19.8 million for Fight Motor Neurone Disease via the 2022 Big Freeze. <p>Seven West Media also provides our communities with the latest, trusted news, ensuring public access to information and helping to support accountability and transparency in Australian institutions.</p>
Environmental Awareness 	Goal 12.  <i>Ensure sustainable consumption and production patterns</i>	<p>As a media organisation that reaches 91 per cent of the Australian population, we believe the most effective way we can help our environment is to bring awareness to important environmental issues by using the power of our platforms to support better environmental outcomes.</p> <p>Reducing the environmental impact of our business activities on the communities and natural systems in which we operate is important to all our stakeholders.</p>	<p>The biggest impact Seven West Media can have is through using our platforms to help promote awareness of environmental issues.</p> <ul style="list-style-type: none"> • Through our partnership with Planet Ark, a well-respected environmental organisation, we can support the sustainable management and efficient use of natural resources. <p>We are working to reduce the impact of our operations:</p> <ul style="list-style-type: none"> • Seven West Media operated on 18.6 per cent renewable energy in FY21, and we are assessing our emissions across the business as a precursor to developing a plan for emissions reduction. • We are always looking for ways to be more energy efficient, such as consolidating our building space and moving into more energy-efficient facilities. We have also reduced our vehicle fleet 27.5 per cent over the past eight years. <p>Seven West Media publishes printed editions of our newspaper, which is important for accessibility to news in many of the communities in which we operate. We seek to reduce the environmental impact of the physical copies of our newspapers by using recycled paper and reprocessing waste ink and wastewater.</p>