



Thursday, 12 June 2025

## Prime Minister opens Seven's new Melbourne HQ

Prime Minister Anthony Albanese has officially opened the Seven Network's brand new, purpose-built Melbourne headquarters, which is one of the most advanced broadcasting centres in Australia.

Melbourne Quarter Tower (MQT) on Collins Street is now home to Seven's entire Melbourne operation, including **7NEWS** Melbourne bulletins, Seven's AFL, cricket and horse racing teams, and the popular 7AFL shows **Sunday Footy Feast** and **The Wash Up**. There is also a dedicated studio space for **Sunrise** to broadcast from Melbourne.

Among the other attendees at the official opening last night were Premier of Victoria, Jacinta Allan; Minister for Communications and Sport, Anika Wells; Seven West Media Chairman, Kerry Stokes AC; SGH Managing Director and Chief Executive Officer, Ryan Stokes AO; and Seven West Media Managing Director and Chief Executive Officer, Jeff Howard.

Prime Minister, Anthony Albanese, said: "Seven is part of the fabric of Australian life - informing us, entertaining us, and helping shape the national conversation.

"This new purpose-built Melbourne headquarters is a major investment in the future of Australian media. It's not just a home for journalism and unforgettable sporting moments, but also a symbol of innovation and ambition.

"Congratulations to everyone involved. From suburbs to stadiums, Seven continues to play an ongoing role in telling our stories. And this world-class facility makes sure Melbourne remains at the heart of it."

Premier of Victoria, Jacinta Allan, said: "This new studio will be a state-of-the-art home to those who tell the stories of our city and state. Whether it's footy, breaking news or the moments that bring us together - they'll be told from Australia's sports and major events capital - here in the heart of Melbourne."

Seven West Media Chairman, Kerry Stokes AC, said: "Our new Melbourne headquarters is more than just a state-of-the-art facility. It's a reflection of the city's important role in our national sporting and media landscape, and our commitment to delivering world-class content to all Australians.

"Every day and night, millions of Australians watch Seven, both on free to air television

and on 7plus. They trust us to deliver the breaking news events and the unmissable sporting moments that matter most to them. Our new Melbourne studio strengthens our ability to tell those stories with even greater impact and in more innovative ways.”

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: “For nearly 70 years, Seven has been a trusted voice in Melbourne homes, delivering essential news from around the world and down the street, showcasing the sports Australians are passionate about and entertaining generations of viewers.

“Our new Melbourne home is without a doubt one of the most advanced broadcasting facilities in the country. It represents a significant investment in both our people and our technology, ensuring we continue to deliver the very best content to our viewers now and into the future.”

Seven Melbourne’s Managing Director and Victorian Sales Director, Peter Charles, said: “As a proud Melburnian, I’m thrilled to welcome everyone into our brand new Seven Melbourne headquarters. This facility isn’t just a workplace. It’s a hub of innovation and collaboration that is already seeing our teams work together in exciting new ways.

“With 52 kilometres of cable, more than 190 screens and one of the most technically advanced broadcast setups in the country, our new Melbourne headquarters is setting a new benchmark for media production in Australia.”

Australia’s most respected sports broadcaster, Bruce McAvaney, and **7NEWS** Melbourne presenter, Rebecca Maddern, hosted the evening, which was also attended by **7NEWS** Melbourne presenters and members of Seven’s AFL and cricket teams

After 23 years at Broadcast Centre Melbourne (BCM) in Docklands, **7NEWS** Melbourne broadcast its first bulletin live from MQT on 12 May 2025.

The innovative studio space features a digital IP-based television facility, a full high-definition LED based news set and non-linear file-based story capture and editing, and a large-scale sports control room for the production of major events.

**For more information, please contact:**

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**About Seven West Media**

Seven West Media (ASX: SWM) 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 digital.

The company owns some of Australia's most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Dancing With The Stars**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.