

Monday, 1 December 2025

Seven congratulates Bruce McAvaney **Legendary broadcaster receives World Athletics** **President's Award**

Seven West Media is proud to congratulate Bruce McAvaney OAM on receiving the World Athletics President's Award for his lifelong support and contributions to athletics broadcasting.

Presented on Sunday night in Monaco by Sebastian Coe, the World Athletics President's Award – which was first bestowed in 2016 – is given to those who have made significant contributions to the sport and is one of the highest honours in world sport.

The most recognised, respected and loved sport commentator in Australia, Bruce started his television career at **7NEWS** in Adelaide in 1978 and went on to present many high-profile sports throughout his career, including AFL, horse racing, motor racing, tennis, golf and Olympic and Commonwealth Games – but none is dearer to his heart than athletics.

The legendary broadcaster is synonymous with major sporting events, including the AFL Grand Final, Melbourne Cup, Australian Open tennis, Test cricket and the Summer Olympic Games, covering every Olympiad from Moscow 1980 through to Paris 2024, with the exception of the 2012 Games.

Seven West Media Chairman, Kerry Stokes AC, said: "I have known Bruce for three decades and love the guy. He is synonymous with athletics and many other sports, and I am very proud of his huge contribution to Seven Sport's success.

"Bruce has a unique and very warm connection with both athletics and the public, and I congratulate him on receiving this honour. Everyone at Seven is very proud of Bruce and his achievements," he said.

Bruce said: "Athletics has been the central thread of my career at Seven and is a sport I hold incredibly close to my heart.

"To be honoured in this way, and by someone I have such enormous admiration for in Sebastian Coe, is truly one of the highlights of my career.

"The timing makes it feel especially meaningful. I genuinely believe Australian athletics is entering a revitalised golden era, and with the renewed focus on the sport right now, this recognition carries even greater significance for me," he said.

"I've been incredibly fortunate to work across many major events and sports, but nothing compares to athletics at the highest level. The opportunity to call those defining, once-in-a-lifetime moments, from Cathy's unforgettable race at Sydney 2000, to Ollie Hoare's brilliance

in Birmingham, and everything still to come at Glasgow in 2026 – those moments are what fuel my passion and make my job as a broadcaster so special.”

Australian Sport Hall of Fame Legend and five-time Olympic Medal winner, Catherine Freeman OAM, said: “Bruce McAvaney is a gift to us all. His voice, his charisma and his ability to tell athlete’s stories while taking sports fans along for the ride, is an experience for us all to behold.

“Bruce continues to connect sports lovers through his passion, professionalism and his infectious love for life that has shone the whole way through his broadcasting career.

“Congratulations Bruce McAvaney on your World Athletics President’s Award, a truly well-earned honour,” she said.

Three-time Olympian, Tamsyn Lewis Manou, added: “Australian athletics is incredibly fortunate to have had someone like Bruce championing the sport with such passion for so long. His voice has helped keep our athletes in the public eye and turned so many of them into true household names.

“When you think about the generations of athletes Bruce has covered, his recall of the sport – both here and on the world stage – is simply extraordinary. Right now, Australian athletics is in an incredible place: medal winners, rising stars and extraordinary young talent like Jess Hull, Nina Kennedy, Gout Gout and Lachie Kennedy are leading a thrilling new era.

“What sets Bruce apart is the genuine excitement and love he brings to every moment. His enthusiasm is infectious, and the care and respect he shows every athlete, regardless of nation, is second to none. His reactions are always authentic, and that’s why audiences trust him so deeply. Congratulations, Bruce. This honour is so richly deserved,” she said.

The World Athletics President’s Award joins a long list of honours Bruce has received over the years, including the World Athletics Veteran Pin in 2025; induction to the Australian Football Hall of Fame in 2023; induction into the *TV WEEK* Logie Awards Hall of Fame in 2022; Medal of the Order of Australia in 2002 for service to sports broadcasting and to the community through charitable and sporting organisations; induction into the Sport Australia Hall of Fame (also in 2002); the International Olympic Committee Media Award in 1989; the inaugural *TV WEEK* Logie Award for Most Outstanding Sport Broadcaster in 1999; and the Melbourne Press Club Lifetime Achievement Award in 2020.

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