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Kate McCarthy named The Game's 2026 AFLW ambassador

Seven West Media's free tipping platform, [The Game](#), has announced AFLW premiership player and 7AFL commentator Kate McCarthy as its ambassador for the 2026 AFLW season.

As one of the competition's most recognisable voices, McCarthy will play a key role in driving engagement throughout the AFLW season, providing weekly tips, expert insights and exclusive content for The Game's growing community of footy fans.

With more than 120,000 registered users across AFL, AFLW, NRL and cricket, The Game continues to deliver strong audience engagement, creating a premium environment for fans and advertisers alike.

Seven West Media Chief Executive Officer, Maryna Fewster, said: "Kate is one of the most respected voices in AFLW, and we're thrilled to have her join The Game, where her passion, expertise and strong connection with fans make her a fantastic addition to the platform.

"The Game continues to grow as an important part of Seven West Media's digital portfolio and Kate's involvement reflects our ongoing investment in the platform and commitment to delivering even more engaging experiences for fans throughout the AFLW season."

Kate McCarthy said: "Footy tipping is all about bringing people together, whether it's mates, family or colleagues, and The Game has created a fantastic platform for fans to enjoy the AFLW season.

"I'm excited to be part of The Game in 2026, sharing my tips and insights each week and hopefully helping a few people climb the leaderboard."

Registrations for AFLW tipping are now open at thegame.com.au, with a \$500 cash prize awarded each week to the round's top tipper, and a \$5,000 prize for the season's overall winner.

For more information, please contact:

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About Southern Cross Media Group

Southern Cross Media Group (ASX:SXL) is one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

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