

Thursday 6 August, 2026

Southern Cross Media Group appoints Adrian Goss as General Counsel

Southern Cross Media Group Limited (ASX: SXL) ("SCA") has announced the appointment of Adrian Goss to the executive leadership team as General Counsel. Goss will lead the Group's legal strategy, corporate governance, enterprise risk, and commercial legal operations when he commences in October.

Goss joins SCA with more than 25 years of legal, governance, and executive leadership experience spanning audio, television, print, and digital media. A seasoned media executive, he brings a deep, international track record in corporate law, regulatory compliance, and strategic M&A across the UK and Australian markets.

Most recently based in London, Goss is currently serving as Vice President, Legal & Governance at Bauer Media Group, where he led the legal and governance function across the group's European audio markets. Previously he spent over 15 years at Are Media, culminating in his role as General Counsel, Company Secretary, and General Manager of Corporate.

Commenting on his appointment, Goss said: "I'm looking forward to joining Southern Cross Media Group and working alongside the talented team at such a pivotal time in its history. The opportunity to bring together my experience across audio, digital, publishing and television to lead the legal and governance strategy of a business with such significant reach and potential is enormously exciting."

Further strengthening its corporate leadership and regulatory capabilities, SCA has also announced the promotion of Kaycie Bradford to the newly created position of Government & Regulatory Affairs Director, effective 26 October.

In her new capacity, Bradford will lead SCA's strategic engagement with government, industry regulators and bodies (including ACMA, CRA and Free TV) and key policy stakeholders to navigate and shape outcomes across the evolving media landscape.

Bradford brings more than 15 years of experience across media, corporate communications and government. A former television and radio journalist with 7NEWS and Southern Cross Austereo, she most recently served as Seven's Corporate Communications Director. Her government background includes serving as Chief of Staff to the NSW Minister for Emergency Services, Resilience and Flood Recovery during the 2022 flood emergencies, as well as Director of Communications to the NSW Treasurer.



Chief Financial Officer, Scott Butterworth said: "Throughout the global search, Adrian impressed us with his sharp commercial acumen, collaborative leadership style, and deep understanding of the media landscape. I'm confident he will be a valuable addition to our leadership team and a trusted partner to leaders across the organisation.

"Equally, Kaycie has done an outstanding job leading our communications strategy, and her public policy and government experience makes her ideally suited to lead our regulatory agenda during this pivotal time for Australian media."

Both Adrian Goss and Kaycie Bradford will report directly to Chief Financial Officer Scott Butterworth.

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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, 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](#).