



FIFA
WOMEN'S
WORLD CUP
2023™



LICENSED BROADCASTER

LIVE & FREE 20 JULY-20 AUGUST

MEDIA KIT

EVENT SNAPSHOT



Australia and the world are set to unite and celebrate the biggest global sporting event of the year, at the **FIFA Women's World Cup 2023™**, to be staged across Australia and New Zealand for the first time ever.

With exclusive free-to-air broadcast rights, the Seven Network will take the nation on an exhilarating ride through the blockbuster tournament; with Australia's mighty Matildas at the heart of the action, as they go in search of game time glory and their maiden Cup title.

From the spectacular opening ceremony on July 20, through to the Cup final on August 20, **7SPORT's** Mel McLaughlin and Bruce McAvaney will lead an elite commentary team delivering 15 key matches – including the first round clash between Australia and Ireland, major Quarterfinals, both Semi-Finals and the decider – all to be broadcast live, free and in HD on Channel 7 and 7plus.

Stream replays of all Matildas matches on demand on 7plus, as well as bonus content including athlete interviews and feature stories.


Sunrise is the place Australians will be able to see all the highlights every morning while **7NEWS** will feature up-to-the-minute exclusive reports, team news and pitch access, with live coverage from 5.30am each day, through to **The Latest** each night (check local listings).


7NEWS.com.au will also dedicate a **FIFA Women's World Cup 2023™** hub to breaking news, live match statistics, match scheduling and broadcast information. Join live blogs for all key matches, including social media integration, expert analysis, and match highlights. The site will also provide access to a free, downloadable sweep for fans to run a **FIFA Women's World Cup 2023™** 2023 sweep at home or in the office.


A Tournament of Firsts:


- First FIFA Women's World Cup™ to be co-hosted (Australia and New Zealand)
- First 32-team FIFA Women's World Cup™ (up from 24 in 2019)
- First FIFA Women's World Cup™ in the Southern Hemisphere
- First FIFA Women's World Cup™ hosted by two confederations (Asia and Oceania)
- First FIFA Women's World Cup™ with 10 stadiums and 64 matches

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#FIFAWWC #BeyondGreatness

FIFA Women's World Cup 2023™

live, free and in HD* begins 20 July on Channel 7 and 7plus

* Data charges may apply

MEL MCLAUGHLIN HOST



LICENSED BROADCASTER

@Mel_Mclaughlin @mel_mclaughlin

Mel McLaughlin is an experienced and popular sports presenter and commentator, who has covered a host of major international sporting events for the Seven Network.

She began her almost 20-year media career in Sydney, as a radio reporter and presenter, before moving to Sky News, Fox Sports and Network 10, while always wearing her love for football on her sleeve.

This passion is evident in her body of work covering the code, marked by her insightful commentary, knowledgeable interviews and a genuine warmth and likeability that connects her with every football fan.

Since joining Seven in 2016, Mel has hosted the network's coverage of the **2016 Olympic Games in Rio**, **2018 Winter Olympics in PyeongChang**, **2018 Commonwealth Games in Gold Coast**, **2020 Olympic Games in Tokyo**, **2022 Olympic Winter Games in Beijing**, and **2022 Commonwealth Games in Birmingham**.

Her FIFA credits are just as impressive, covering the Socceroos World Cup qualifier in 2005 (for the **FIFA World Cup** in Germany 2006); as well as hosting **FIFA World Cups** in South Africa in 2010 and Brazil in 2014. Mel also fronted every night of the Confederations Cup in Russia in 2018 and France 2019.

She is a **FIFA Women's World Cup 2023™** 'Beyond Greatness' champion and was invited to host FIFA's World Cup Draw, in Auckland/Tāmaki Makaurau in October, recognition of her standing in the international football community.

Mel will anchor Seven's coverage across the tournament, as well as present the **Highlights** program, to air 2.00pm (check local listings) daily on Channel 7 and 7plus.

WHO WILL WIN?

AUSTRALIA

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

MESSAGE FROM MEL

The FIFA Women's World Cup 2023™ is as big as it gets and will, I predict, transcend any football, sport or gender references. The best of the best players are coming to our shores, and Australians, as well as thousands of overseas fans, will come together and party like they did at Sydney 2000. The excitement has been building for months ... ticket sales are through the roof, poised to make it the most-attended women's sporting event, ever. Then there's the Matildas. Our Matildas. A team bursting with talent and genuine belief they will go all the way. We can't wait to follow them on their journey and bring that journey to our viewers. I feel beyond privileged to lead Seven's team for an event I have no doubt will see this already hugely popular sport absolutely explode. Come on Aussies!



BRUCE MCAVANEY

HOST



LICENSED BROADCASTER

Known around the world as 'the master sportscaster,' Bruce lends his extraordinary talents and gravitas to the **FIFA Women's World Cup 2023™** – the first football tournament he has covered in his remarkable 47-year career.

But make no mistake, his vast sporting knowledge and methodical preparation for any assignment is without peer and has been his trademark since beginning in media as a horse racing caller for an Adelaide radio station, back in 1976.

He would go on to cover 10 summer Olympic Games, six Commonwealth Games, 20 AFL grand finals, and a host of other elite international sporting events.

Last month, his brilliant career calling AFL was recognised by the code, when he was inducted into the Australian Football Hall of Fame.

It follows similar honours last year, when he was awarded the Melbourne Press Club's Lifetime Achievement Award; The Kennedy Foundation prize for his outstanding contribution to sports broadcasting and induction into the *TV Week* Logie Awards Hall of Fame.

This followed his induction into the Sport Australia Hall of Fame in 2002, and a Medal of the Order of Australia that same year.

Joining Mel McLaughlin as host, Bruce will be the voice of all the Matildas matches licensed to Channel 7 and 7plus.

WHO WILL WIN?

GERMANY, OBVIOUSLY HOPING I'M WRONG

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

MESSAGE FROM BRUCE

The FIFA Women's World Cup 2023™ is one of the greatest events we will see in this part of the globe. Football is a shared culture, an international language and it's a privilege to host the beautiful game in our own multicultural backyard.

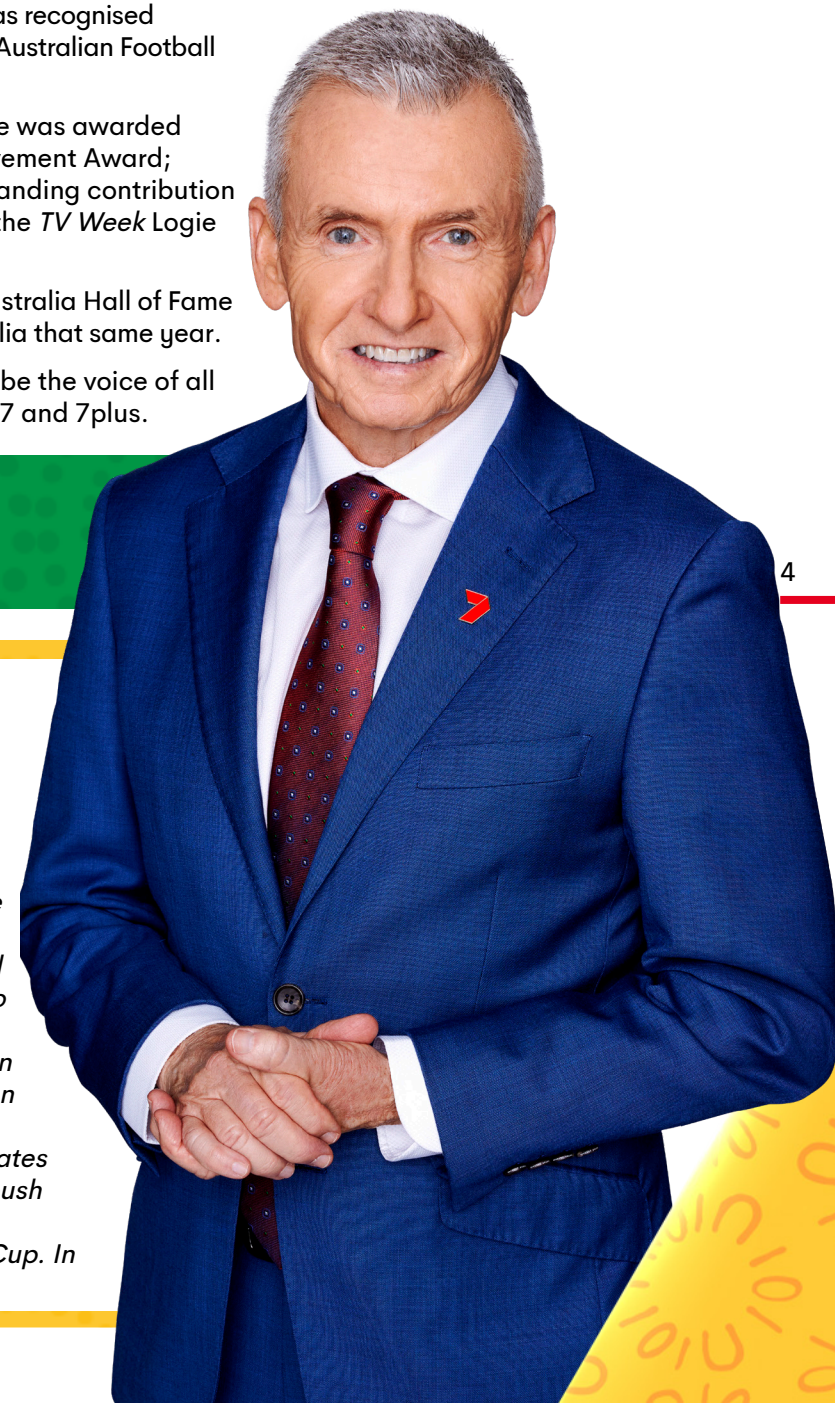
We know there will be joy and heartbreak and we'll experience together all the agonising suspense and outpouring of relief that accompanies all sport, and particularly this sport, at the highest level.

At every level, I think we're well prepared for battle. It's taken careful and sometimes ruthless planning to get the Matildas to kickoff. We've seen our team mature and we're invested in them. Some of our players have been on this journey for a decade or more; it's been a long buildup. They've lent their talents to overseas competition and come back stronger and with greater international experience. They're a cohesive unit, in no small part thanks to Coach Tony Gustavsson. He's ridden the rollercoaster with each player and has grown the momentum.

The Sydney pitch at Olympic Park resonates with many of the team members. Here, in 2000, Cathy Freeman dominated on the world stage and remains the Matildas' role model. They'll be harnessing her determination and looking for the same whole-hearted support that spurred her to victory.

For the first time, 32 teams will be competing, including the four previous World Cup winners. The United States remains perennial favourites and, in our own group, Canada is the greatest threat. The wave we'll have to push through comes from Europe – two-time winner Germany, Spain, France and the Lionesses of England.

We know there will be surprises – it's the nature of the game. We've all seen what it means to win a World Cup. In Australia we hope against hope that we get to experience that joy. It's been a long time coming.



ELISE KELLOND-KNIGHT

EXPERT PUNDIT



LICENSED BROADCASTER

@elise_kk8 @elise_kk8



Elise Kellond-Knight is an Australian international football player, who plays for Melbourne Victory in the W-League and earned more than 100 caps for the national team, the Matildas.

Elise's club career has taken her around the world, playing for Hammarby (Sweden), Turbine Potsdam (Germany), Melbourne City (Australia), Reign FC (USA), Washington Spirit (USA), and Brisbane Roar (Australia).

As a Matildas stalwart, Elise has represented her country at the **FIFA Women's World Cup™** in 2011, 2015 and 2019; and at the Olympic Games in 2016 and 2020.

With a serious Achilles injury sadly ruling her out of the **FIFA Women's World Cup 2023™**, she has taken up expert analyst duties for Seven, and will take viewers inside all the Matildas team news and tournament action.

WHO WILL WIN?

GERMANY

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

HEATHER GARRIOCK

EXPERT PUNDIT

@HeatherGarriock @heathergarriock



Former Australian international player and popular commentator, Heather Garriock, brings her gregarious personality and vast experience to Seven and Optus Sport's coverage of the **FIFA Women's World Cup 2023™**.

With over 130 caps for the Matildas, she retired in 2014 after appearing for her national side at two Olympic Games and three FIFA Women's World Cups.

After a stint as the assistant manager of the Matildas, she was inducted into Football Australia's Hall of Fame.

During the tournament broadcast, Heather will offer her expert analysis for Seven and Optus Sport, deep diving into the Australian group stage with Canada, Ireland, and Nigeria as well as taking viewers through the broader competition, in Group F (France, Brazil, Jamaica, Panama) and Group H (Germany, Colombia, Korea Republic, and Morocco).

WHO WILL WIN?

I FEEL IT WOULD BE UNAUSTRALIAN TO PICK ANYONE BUT US, BUT FRANCE WILL BE A POSSIBILITY TOO

GOLDEN BOOT?

SAMMY KERR, OR FRANCE'S EUGENIE LE SOMMER

ADAM PEACOCK

PITCH REPORTER & HOST



LICENSED BROADCASTER

@adampeacock3 @adampeacock3



Starting at Seven as a cadet back in 1998, Adam Peacock spent nearly a decade at the network, before a 15-year stint at Fox Sports leading their coverage of football, as well as tennis, cricket, Olympics, and jousting (no, really).

He is the author of *That Night: A Decade On, the story of Australian Football's Greatest Night* (Penguin) which captured the Socceroos' exhilarating qualification for the **FIFA World Cup 2006**.

WHO WILL WIN?

GERMANY

Adam's favourite sporting teams include the Socceroos, Matildas, Newcastle United and Manly Sea Eagles; while his hobbies include watching sport, eating food, sleeping and waking up to do the same.

For Seven's coverage of the **FIFA Women's World Cup 2023™**, he will contribute pitch-side for all Matildas' matches and co-host with Mel when the team is back in the host studio.

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

DAVID BASHEER

COMMENTATOR

@Bashola66 @Bashola66



David Basheer has one of the most impressive football pedigrees in Australian sport broadcasting. Alongside iconic presenter, the late Les Murray, he would anchor SBS's coverage of the European Championships in 2008 and 2012; and then lead the network's commentary team for the **FIFA World Cup™** in 2010, 2014, 2018 and 2022.

He was formerly a host and commentator with ESPN Star Sports in Asia, hosting and commentating UEFA

WHO WILL WIN?

SPAIN

Champions League, La Liga and Formula 1, as well as hosting the World Cup Today show for the **FIFA World Cup 2002™** in Korea and Japan and the **FIFA Women's World Cup™** in 2007, 2011, 2015 and 2019.

David's role for the **FIFA World Cup 2023™** will see him call all the Matildas matches licensed to Channel 7 and 7plus.

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

EMMA FREEDMAN

REPORTER



@emma_freedman @emma_freedman



Emma Freedman began her media career as a weather presenter and sporting host for Channel 9, before finding a home as the co-host of Triple M's The Grill Team. Her vivacious personality and family pedigree as the daughter of Australian horse training royalty made her a natural fit for racing coverage, joining 7Racing's team alongside her **FIFA Women's World Cup 2023™** colleague, Bruce McAvaney. She anchored Seven's morning coverage of the **Tokyo Games** in 2020, and was part of the network's broadcast

team for the **Beijing Winter Olympics** in 2022. Last year, she partnered with new **Sunrise** co-host Matt Shirvington on the early morning shift of Seven's **Commonwealth Games** from Birmingham; reporting for the **Supercars** in Bathurst; the **Sydney to Hobart** yacht race; and the **AFL Brownlow Medal** gala. Emma's passion for sport and sparkling on-air presentation will see her bring viewers all the colour of the crowds, as well as the breaking news from behind the scenes of the **FIFA Women's World Cup 2023™**.

WHO WILL WIN?

IF IT'S NOT OUR GIRLS, THE USA COULD FIND THEMSELVES BREAKING RECORDS, AGAIN

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

GRACE GILL

COMMENTATOR

@gracegill9 @gracegill.au



Grace Gill is a retired Australian football player, whose career included starring for clubs Canberra United in the A-League Women competition; and Slovaccko in the Czech Women's First League.

She has made an impressive transition to commentary over much of the past decade, and now offers her expert analysis in broadcast coverage of the A-League Women; making her debut as a play-by-play caller

during the Western United vs Brisbane Roar A-League Women's match for Paramount+ (Australia) on January 21, 2023.

Grace's role for the **FIFA World Cup 2023™** will see her call all the Matildas matches licensed to Channel 7 and 7plus.

WHO WILL WIN?

IF NOT THE MATILDAS, USA

GOLDEN BOOT?

ROSE LAVELLE (USA)

THE HIGHLIGHTS SHOW



LICENSED BROADCASTER



Mel McLaughlin will present a daily **Highlights** program, a co-production with innovative sports content studio, I Want It Yesterday Productions, to air 2.00pm (check local listings) each day of the tournament on Channel 7 and 7plus.

KAT SASSO CONTRIBUTING CONTENT CREATOR

@katsasso @katsasso @fcbootylona



A social media sensation and presenter, Kat Sasso is quickly taking the sporting world by storm, hosting beIN Sports hit football show **The Early Kick Off** throughout the 2022/23 season.

As if being a European football fan wasn't enough to disrupt her sleeping pattern, Kat is also a Formula 1 diehard who hosts **The Lockout** podcast and is a Chelsea and FC Barcelona tragic.

For Seven's coverage of the **FIFA Women's World Cup 2023™**, she will host a regular history segment which breaks down everything you need to know about each of the previous eight tournaments.

WHO WILL WIN?

AUSTRALIA

GOLDEN BOOT?

SAM KERR (AUSTRALIA)

DANI PIRRELLO CONTRIBUTING CONTENT CREATOR



LICENSED BROADCASTER

[@danipirrello_](#) [@danipirrello_](#) [@danipirrello_](#)



Dani Pirrello is a passionate football presenter and content creator whose impressive resume includes work on beIN Sports and SBS Sport, including the **FIFA World Cup Daily show 2022™** and Coppa Italia Femminile content. When she's not interviewing some of football's biggest names, she has also appeared on popular football podcasts like Born Offside and is a diehard Manchester United fan and an avid lover and watcher of Italian Calcio 'Serie A'.

As part of Seven's coverage for the **FIFA Women's World Cup 2023™**, Dani will stay across Australia's biggest competitors and best players to watch out for, in the desperate hope she finds each team's kryptonite on behalf of our beloved Matildas, as they aim up to beat them.

WHO WILL WIN?

FRANCE

GOLDEN BOOT?

ALEXANDRA POPP

NICK STAVROPOULOS CONTRIBUTING CONTENT CREATOR

[@nickstav7](#) [@nickstav_](#) [@nickstav_](#)



Social media creative Nick Stav has amassed a huge following for his football content across TikTok and Twitch. His presenting credentials include work with Optus Sport, beIN Sports and the SBS World Cup Daily show for the **FIFA World Cup 2022™**. He has also appeared as a guest on popular football podcasts like Born Offside.

When he's not creating viral TikToks, or watching Arsenal bottle the Premier League, Nick is an avid FIFA player.

As part of Seven's coverage for the **FIFA Women's World Cup 2023™**, Nick will host a daily social segment breaking down the biggest social media trends and talking points across Australia, New Zealand, and fans abroad.

WHO WILL WIN?

GERMANY

GOLDEN BOOT?

BETH ENGLAND (ENGLAND)

