

Friday, 23 August 2024

Natalie Wolfe appointed Editor of 7NEWS.com.au

The Seven Network today announced the appointment of Natalie Wolfe to the role of Editor of [7NEWS.com.au](https://www.7news.com.au).

Ms Wolfe will have editorial oversight of 7NEWS.com.au and will be responsible for driving digital growth and managing the website's editorial team, live news coverage and blogs, original journalism and lifestyle content, videos, podcasts and digital and social content. She will report to Seven Network Director of News and Current Affairs and Seven West Media Editor-In-Chief, Anthony De Ceglie.

7NEWS.com.au has a unique monthly audience of 9.15 million according to the industry-audited IPSOS iris figures for July. The 7NEWS.com.au app was launched in June this year and has been very successful with news consumers.

Most recently, Ms Wolfe was Deputy Editor of *The West Australian* newspaper based in Perth, where she steered the daily news agenda and oversaw the state's biggest-selling newspaper.

Before *The West Australian*, Ms Wolfe held a key senior editorial role for six years with News Corp Australia's news.com.au. She also worked in London with News Corp's national editorial team and was an assistant editor at Daily Mail Australia.

Mr De Ceglie said: "Natalie is one of Australia's most exciting young leaders in the journalism profession.

"Her senior experience with news.com.au and the Daily Mail, coupled with her most recent role as Deputy Editor of *The West Australian* newspaper, make her a unique standout in the cross-platform space.

"I'm very excited about how Natalie will help drive 7NEWS.com.au into its next era as Australia's number one website for breaking news while fully harnessing all the broadcast video that Seven is so uniquely placed to deliver to Australians online," he said.

Ms Wolfe said: "I'm thrilled to be returning to Sydney to steer 7NEWS.com.au into this exciting next phase.

"I'm grateful for the opportunity to work alongside the 7NEWS leadership team as we evolve our digital-first future, and I can't wait to lead our incredibly talented online team as we break the big yarns and tell stories that matter utilising the full breadth of the

network's media platforms.”

For further information, please contact:

Neil Shoebridge

M: 0417 511 012

E: neil@skmediagroup.com.au

Brittany Stack

National Publicity Manager, News & Public Affairs and Sport

M: 0410 724 424

E: bstack@seven.com.au

About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [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**, **SAS Australia**, **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.