

Wednesday, 2 October 2024

Majella Hay appointed Director of Content, Unscripted

The Seven Network today announced the appointment of Majella Hay to the new role of Director of Content, Unscripted.

Ms Hay will report to Seven’s Chief Content Officer, Brook Hall, and will work closely with the network’s Director of Production Operations Andrew Backwell; Director of Content, Scripted, Julie McGauran; and Head of Production Mandy Roberts.

In her new role, Ms Hay will head a team that includes Head of Reality Sylvia D’Souza, Supervising Executive Producer Digby Mitchell and Executive Producer Ewa Dobrowolska. She will be responsible for the creative direction and content of Seven’s unscripted entertainment programs, and work closely with the Seven sales team to drive new revenue and integration opportunities.

Ms Hay joined Seven as Head of Entertainment in June 2022. She had previously been Head of Entertainment at ITV Studios Australia for more than four years. Her resume also includes senior roles at Endemol Shine Australia, Nine Network, Network 10 and Southern Star.

Mr Hall said: “As Head of Entertainment, Majella had led some of our biggest and most successful shows, including **The Voice**, **Australian Idol**, **The 1% Club**, **Dancing With The Stars** and **The Chase Australia**. Her talent and passion for making great content have made a real difference to our entertainment slate.

“Majella will now also lead the creative direction of key shows such as **Farmer Wants A Wife**, **My Kitchen Rules**, **Better Homes and Gardens**, the **TV WEEK Logie Awards** and **Stranded On Honeymoon Island**. I’m looking forward to working with her to take our unscripted content to even greater heights.”

Ms Hay said: “This new role looking after all of Seven’s unscripted content could not have come at a better time. Our production team internally, and the production companies we work with, deliver exceptional shows and results. But we also have a fresh approach, to look at opportunities with our programs to go beyond what we have done before. To think differently. It’s about aligning and being smart about how we use our content to continue to entertain but also to benefit all parts of the Seven business.”

Ms Hay began her television career as a news and current affairs reporter and presenter, and producer working on programs such as *Today*, *A Current Affair*, *Sunday*, *RPA* and *Getaway*.

Her credits include **The Voice**, **Operation Live**, **Beat The Chasers**, **This Is Your Life**, *Shark Tank*, *Love Island*, *This Time Next Year*, *Last Chance Surgery*, *Embarrassing Bodies*, *Down Under*, *The Cube* and *The Great Australian Spelling Bee*.

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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](https://www.7plus.com.au); *The West Australian*; *The Sunday Times*; [PerthNow](https://www.perthnow.com.au); [The Nightly](https://www.thenightly.com.au); and [Streamer](https://www.streamer.com.au). 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.