New WA chief for Seven West

Ben Harvey

Seven West Media has appointed advertising and marketing veteran John Driscoll as chief executive of Seven West Media WA.

Mr Driscoll, who is chairman of the Rottweil Island Authority and Trinity College and deputy chairman of the Wheelchair Sports Association WA, will report to Seven West Media chief executive Tim Worner.

Mr Driscoll forged his 30-year career in advertising at leading Perth communications company Marketforce, where he was chief executive and more recently chairman.

He holds a bachelor of economics from the University of WA and an MBA from Edith Cowan University.

“John knows Western Australia and has played a very significant role in not only media and marketing but also has deep connections with the community,” Mr Worner said.

“More than that, he has a proven track record in leading the growth of a media business.

“We are all looking forward to working with him as we grow and get to know even better our huge audience in Western Australia.”


He will also be responsible for Seven West Media’s shareholding in the Community Newspaper Group.

“As the chief executive of Marketforce, I have managed the budgets of many of WA’s most well-known brands and understand, better than most, the power of SWM’s media assets in reaching and influencing consumers,” Mr Driscoll said.

“I am very excited about the prospect of being a part of that future.”

Seven West Media WA chief executive John Driscoll at Newspaper House yesterday. Picture: Nic Ellis

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Seven West Media WA chief executive John Driscoll

Drive you quackers

Sound experts have developed a quacking car horn to alert people to danger and reduce the cacophony on city streets.

The aim was to find a sound that could be noticed without being irritating or stressful to other drivers, such as the traditional angry honk.

Scientists remodelled the classic klaxon “ah-oo-gah” car horn of 1908. Researchers from South Korea’s Soongsil University said sounds were tested on 100 volunteers before deciding on the pedestrian-friendly “quack”.

Fishing fleets waste fish catch

Fishing fleets dump about 10 per cent of the fish they catch back into the sea, according to the Sea Around Us review by the University of British Columbia and the University of WA.

Industrial fleets often throw back fish that are damaged, diseased, too small or of an unwanted species.

Almost 10 million tonnes of fish are discarded each year, scientists say.

The report welcomed the decline in discards from a peak of about 19 million tonnes in 1989, about 15 per cent of a total catch of 130 million tonnes.

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