

Michelle Cowan

Gen Y leader, first female AFL-accredited coach

From being the only girl in the locker room to the only Gen Y in the Boardroom, Michelle Cowan has always defied convention.

At just 21, Michelle became the first female AFL-accredited coach in Australia, going on to coach in the WA Football League and put West Perth through their paces.

At 23 she managed a largely Gen-Y staff of 150 through a \$10.3 million redevelopment of the Craigie Leisure Centre - with nationally award-winning results.

At 25 Michelle became the managing director of her own national training company, working with some of the biggest names in Australian sport.

An engaging, compelling and energetic speaker, Michelle talks about the issues surrounding women in business, women in sport and breaking down traditional barriers. As an archetypical techno-savvy, career-hopping, lifestyle-focused, Gen Y purist, Michelle also offers company managers insights into the Gen Y perspective.

Polished and down to earth, Michelle is also a superb MC, using her special blend of professionalism, vibrancy and wit to meet your specific requirements and truly light up the room!

Her many clients include Alcoa, Halogen Foundation, Master Builders Association, Small Biz NSW, Netball WA, ANZ (WA & SA), ABC 720, Health Department and several schools.

In 2013, Michelle was awarded Football Woman of the Year for her significant contribution to the game. At that time she was Assistant Coach at South Fremantle Football Club, Head Coach of WA State Team and Head Coach of Inaugural Melbourne Football Club - Women's Team.

Michelle Cowan talks about:

- Floral Bras and Football Boots - Michelle's personal story
- The Confidence Coach - The confident you, how to be more confident
- Match Fit with Coach Cowan - Is your business or company 'match fit'?



So, if you need a multi-skilled presenter, who will keep your event fresh and fabulous, then Michelle Cowan offers sharp execution, real-world relevance and passion to burn.

Client Testimonials



Michelle's honest account and energetic delivery of her personal journey was a true crowd favourite.

CompetitiveEDGE Events



Michelle speaks from the heart and her experience as a Gen Y is really informative for Baby Boomer decision makers. She is a very entertaining presenter.

Newman Global



Following Michelle's presentation I was reenergized and motivated. The team of staff who attended the session returned to work with a new outlook and drive to succeed.

Recreation Facilities Manager



Bright, warm, engaging, topical — a bundle of energy and enthusiasm who brightened up an otherwise ordinary series of presentations. Michelle's speech was certainly a highlight of the day.

Minara Resources

[VIEW SPEAKER'S BIO ONLINE ▶](#)