

Shane Crawford

Former AFL Player, Media Personality & Keynote Speaker

Shane 'Crawf' Crawford is nothing less than a super star of AFL. A four-time Hawthorn Best and Fairest winner and All-Australian, his 305th and final AFL game in 2008 saw him taste the ultimate success, winning a Premiership medal with the Hawkes.

Since his retirement from AFL Shane has developed a strong presence across television, radio and social media. He has been a key member of Channel Nines' The Footy Show, Sunday Footy Show, Postcards and KidsWB. He has also starred on Celebrity Apprentice and featured as a contributor on numerous programs including Random Acts of Kindness and Money For Jam.

With strong public recognition, Shane Crawford is in high demand as a corporate speaker, host and MC, renowned for his fun and entertaining style.

More about Shane Crawford:

Born in Mount Barker, South Australia Shane received his football grounding at Assumption College in Victoria. With an obsession for all sports but particularly football, he made his debut in 1993 and soon developed into one of the AFL's premier players, entertaining football fans with his superb skills, endurance and tremendous courage.

During 305 AFL games, Crawf achieved four All-Australian selections, won the 1999 Brownlow Medal (the same year he became the Hawks' Captain) and represented Australia in three International Rules series, captaining back-to-back victories under Coach Garry Lyon.

After leading the Hawks to consecutive finals series in 2000 and 2001, Shane returned to his best, winning the club best and fairest in 2002 and 2003, All-Australian selection in 2002 and narrowly missing winning his second Brownlow in 2003.

On-field, Shane Crawford's 305th and final AFL game saw him finally taste the ultimate success, with the Hawks' 2008 triumph delivering him one of the most well deserved Premiership medals any individual has ever received. He'd played more AFL games before receiving his first Premiership Medal than any other player.



Shane was one of few AFL players to successfully transition to full time media. In addition to his regular appearances on television, he is a successful columnist. With the Sunday Herald he took readers behind the scenes and into the mind of a champion; with the Herald Sun, he covered horse racing, during the major Autumn and Spring Carnivals and also assumed the role of Supercoach, the Herald Sun's popular interactive AFL competition played by over 400,000 readers. He and his long-time colleague Glenn McFarlane produced his autobiography, *That's What I'm Talking About* in 2010 through Penguin. A series of children's books under the title *Kick It To Nick* followed in 2013.

On radio, Shane Crawford was a feature on Triple M's AFL coverage in 2009 providing special comments on its main Sunday broadcast. Crawford's balance between providing the listener with some great insight into the game as it unfolds alongside a mix of fun and humour was a perfect fit for Triple M's audience. In 2012, Crawford was part of AFL Live's Saturday afternoon match broadcasts into regional markets.

Shane's high media profile has seen him engaged by corporate Australia to promote their products. Large scale retailer Focus on Furniture incorporated Shane into their marketing strategy for several years with great impact, along with the likes of Crown's WestEnd precinct and Country Racing Victoria.

In 2010, Shane Crawford displayed the ultimate show of dedication and generosity when he embarked on his journey *That's What I'm Walkin' About*, an 11-day ultra-marathon from Adelaide to Melbourne. The run raised an incredible \$500,000 for the Breast Cancer Network Australia and confirmed Shane's weight as a heavy-hitting media personality who has the ability draw a crowd anywhere he goes. In 2013, he raised more money for the Breast Cancer Network of Australia, riding from Melbourne to Perth a distance of over 3700 km on the *Tour De Crawf*.

Shane Crawford was appointed as the NAB AFL Auskick Ambassador, with the aim of enhancing junior development for Australia's Game for its 180,000-plus participants and their families.

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