

John Longmire

Executive Director Club Performance Sydney Swans, Former AFL Senior Coach & Premiership Player

Regarded as one of the most accomplished modern-day coaches in the AFL. As Senior Coach of the Sydney Swans between 2011 and 2024, John Longmire built one of the game's most consistent and successful records, underpinned by adaptability, high standards, and a deep commitment to developing people and teams.

Spanning over 500 AFL games as both player and coach (200 as a player), John has remained a fierce competitor and an evolving leader, continuously refining his coaching methods to meet the demands of the modern game and the people within it.



He began his coaching journey with the Sydney Swans in 2002 as a ruck/forward coach. After several years as

an assistant and later coaching coordinator, John was appointed Senior Coach in 2011. Since then, his impact has been profound—he led the Swans to 12 Finals Series in 14 seasons, including an incredible 5 Grand Final appearances, including a premiership in 2012.

As the longest-serving coach in Sydney Swans history, John has been recognised for excellence with AFL Coaches Association Coach of the Year honours in 2012 and 2014. His sustained success reflects a strong, values-driven culture built on relationships, high performance, and a relentless team-first mentality.

John has played a pivotal role in shaping the careers of some of the game's most iconic players, including Lance Franklin, Adam Goodes, and Isaac Heeney. Whether working with a rising talent or a seasoned star, he is committed to bringing the best out of every individual.

Before transitioning to coaching, John had a distinguished playing career with North Melbourne. He burst onto the scene as a teenager, winning the Coleman Medal, Syd Barker Medal, and earning All Australian honours—all in 1990. He was North Melbourne's leading goalkicker for five consecutive seasons and finished his playing career as a Premiership player in 1999.

His journey also included significant challenges, including two knee reconstructions—one of which sidelined him from the 1996 Premiership win.

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Towards the end of his playing career, John was elected Senior Vice President of the AFL Players Association. Roles included being part of a small team that reviewed and restructured the Association, the appointment of a CEO, and working to assist with the negotiation of a Collective Bargaining Agreement with the AFL head body.

After retiring as a player post winning the 1999 Premiership with North Melbourne, John was appointed head of AFL global firm IMG's AFL Division. This was where he was responsible for the recruitment and management of the next generation of AFL stars- including Brownlow Medallists. In 2002 John returned to club football in Sydney, where his leadership legacy has only grown.

Post-retirement, John has transitioned to be the Sydney Swans Executive Director Of Club Performance, where he looks for strategic growth opportunities for the club, as well as writing and presenting course content for the Sydney Swans Institute.

In addition to his on-field playing and coaching achievements, John is a compelling keynote speaker. He brings sharp insights and powerful stories on leadership, team culture, strategy, coaching, and resilience—applying the lessons of elite sport to the business and corporate world.

John Longmire Talks About

- Coaching and Feedback
- Managing Up, Down and Around
- Dealing with Adversity
- Succession Planning
- Trust Levels
- Building and Sustaining High Performance Teams
- Generational Changes and Impact on Management

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