celebrity speakers Presents...

Kevin Sheedy

Legendary AFL Player & Coach, Author & Keynote Speaker

Kevin Sheedy is a legend of the Australian Football League. A player and coach for over five decades, he has an unsurpassed record of involvement in 1,000 games including eight premierships. In high demand as a keynote speaker, Kevin relates well with men and women from all walks of life. Drawing on his experiences, he delivers entertaining, relevant and valuable insights into building talented teams.

During 1967 and 1979 Kevin played 251 games at Richmond Football Club (RFC), where he played in Premiership teams in 1969, 1973 and 1974. He was skills coach when RFC won the 1980 Premiership.

In 1981 he was appointed Senior Coach at Essendon Football Club(EFC) where he coached for a record 635 matches during 27 years of continuous coaching. During that time EFC competed in 19 final series and won premierships in 1984, 85, 93 and 2000. The club also won six night grand finals. In 2015 Kevin returned to EFC as General Manager, Commercial Development and Innovation.

Kevin was the ‘All Australian” coach in 1984, 1985, 1993 and 2000. He was the State of Origin Coach in 1984 and 1985 and a successful Coach of the International Rules teams in 2005 and 2006.

In 1996, in an effort to highlight the sacrifices made by our service personnel, Kevin initiated the ANZAC Day Match between the Essendon and Collingwood AFL Clubs. He felt that as the years past, the younger generation were losing sight of the history attached to this solemn day. Together with assistance of the Collingwood Club and the Victorian RSL, the match was approved and is now seen as second only to the Grand Final on the AFL yearly calendar with an average 90,000 spectators.

In 2005, Kevin introduced the “Dreamtime” match between the Essendon and Richmond clubs. This match, which salutes our Indigenous players and population, attracts an average 90,000 spectators.

Kevin was the inaugural Coach (2011 – 2013) then Director of the GWS Giants, a period he describes as one of the most personally rewarding chapters of his career. In 2016, the AFL approved another initiative by Kevin and the first “Country Match” was scheduled between the

Essendon and Geelong clubs, bringing attention to the plight of farming communities across Australia, and in particular the high rate of depression and suicide in these areas.

Kevin is a member of the AFL Hall of Fame a Life Member of AFL, Richmond, Essendon Clubs, and the first ever Life Member at Greater Western Sydney Football Club (GWS FC). The GWS B & F Medal is named after him. He was awarded an Advance Australia Award and in 1998 he was admitted as a Member of the Order of Australia. in 2022 Kevin was elevated to Immortal status of Essendon Football Club. He has Honorary Doctorates from Australian Catholic University and University of Western Sydney.

Kevin is the author or co-author of nine books, his lastest being Icons of Footy – the greatest players and coaches of my time. The magnum opus The 500 Club, regarded as one of the best books ever written about Australian sport, and his best-selling memoir, Stand Your Ground, published by Pan MacMillan in 2008.

Kevin is equally inspirational beyond the boundaries of sport, helping major corporations with team-building and entertaining as an after-dinner speaker at sports nights.

More About Kevin Sheedy

As a player, coach and ambassador, Kevin Sheedy has had one of the most successful careers in Australian sporting history.

But there is more to Kevin Sheedy than football. He is a marketer, a thinker, an innovator, the holder of awards for community service and an inspirational speaker, capable of talking about subjects way beyond the boundaries of sport.

Kevin Sheedy is a man for all seasons, and for all reasons.

He established AFL SportReady, a national not-for-profit company that has facilitated employment and education opportunities for more than 14,000 young Australians, including 2,000 Aboriginal and Torres Street Islanders.

He is an Ambassador for the Bravery Trust which provides financial support to veterans, current and former members of the Australian Defence Force, and their families, who have suffered injury or illness as a result of their service and are experiencing financial hardship.

A qualified plumber Kevin is an Australian Apprenticeships Ambassador for the Australian Government.

Client testimonials

“ Excellent, a perfect fit. Kevin slotted into the event like he was one of our own staff. He stayed

for the duration of the event and virtually spoke to everyone in the room. Kevin posed for photos and signed autographs, and his address was not only highly entertaining but relevant to our objectives on the night. He is a true legend.

- Insurance Group Australia

" Kevin was excellent, he engaged the audience fully and was very energetic and enthusiastic. All comments from the attendees were positive and I would most certainly recommend him to anyone who was looking for a very adaptable speaker who can engage all levels of the community and business world.

- Victorian Institute of Water Administration

" One of the best aspects of Kevin's presentation from our group's perspecitive was that Kevin talks from his own experiences in regard to coaching and building a business (football club and national league) which allows individuals to draw there own business parallels. Kevin was also very entertaining.

- Commonwealth Bank of Australia

" Very relevant, inspiring and entertaining. Lots of positive feedback. He filled the room with positive energy.

- Northland Shopping Centre

" He was a real surprise package for us..exceeded our expectations and the ladies loved him. So generous of his time and so genuine. He was a big hit - he can clearly relate to people at all levels and he was there over an hour early, listening to the earlier speaker, he signed books etc and made the day.

- E-Matrix Training

" Excellent, a perfect fit. Kevin slotted into the event like he was one of our own staff. He stayed for the duration of the event and virtually spoke to everyone in the room. Kevin posed for photos and signed autographs, and his address was not only highly entertaining but relevant to our objectives on the night. He is a true legend.

- Insurance Group Australia

" Kevin was very highly rated by the audience, with 85% of participants saying that he exceeded their expectations of the session. He was engaging and made the content relevant to the audience. Audience comments include: "Terrific way to end the conference with such an extraordinary bloke, who believed in the simple philosophy of one good idea, seeing beyond your backyard, being grounded and knowing who you are, reducing the bullshit and enjoying

your job and life. Thanks very much" and "Thought this was the best part of the conference - his brief was relevant to our jobs and was thought provoking - great choice of speaker"

- NSW Secondary Deputy Principal's Association

" He was very well received and rated well. He drew on his experience to give the audience a broader insight into building and developing talented teams

- Australian Institute of Superannuation Trustees (AIST)

" Very well he was personable and all levels of people within our audience enjoyed his talk

- Veolia Environmental Services Pty Ltd (NSW Office)

" The audience was totally engaged, Kevin summed up the audience very quickly and directed comments and questions towards members of the team. They talked in glowing terms about the session for the remainder of the evening.

- WFI/IAG

VIEW SPEAKER'S BIO ONLINE