

David Parkin

A motivating mix of sport, academic and business expertise

David Parkin is one of Australia's most inspirational and motivational corporate speakers. Transferring his talent from the sporting and academic arenas to the world of business, David inspires audiences with the power to perform with greater effectiveness and to rise to greater heights in their business and personal life. He is rated as a superbly practical and motivating speaker.

David's accomplishments as a football player and coach are outstanding. They include captaining the Hawthorn Football Club to their second premiership in 1971, and then coaching them to a flag in 1978. He later coached Carlton Football Club to successive Premierships in 1981-82, as well as taking them to a record breaking number of victories in 1995, which culminated with them becoming Premiers.

David's professional experience includes President of the Australian Football Coaches Association (1994-2002); Executive Officer Australian Football Coaches Association (1989-90); Director of Football, Hawthorn Football Club (2001-2002) and President, Australian Football Coaches Association (Victorian Branch)

He spent twenty-four years as Senior Coach, Victorian Football League/WAFL/AFL and nine years as Physical Education Adviser to Hawthorn Football Club. He was State Director of Coaching for the Victorian Football Development Foundation from 1989 to 1990 and was State Coach in 1979, 1982-83 and 1989-1990.

As a player, David Parkin played 220 Senior Games for Hawthorn (212) and Subiaco (8) from 1961 to 1974 and was captain for 6 years of Hawthorn Football Club from 1968 to 1973. He was also State Representative in 1965 and 1968.

David has been an AFL commentator on ABC Radio, Radio 774 and Fox Sports. He was AFL All Australian Coach in 1995 and is a Member of the Australian Football Hall of Fame (2002) and the Inaugural Member of the Hawthorn Football Club Hall of Fame (2003).

David Parkin's academic achievements include developing and lecturing in the Sports Coaching Degree course at Deakin University. He has also lectured at Victoria College Burwood Campus, State College of Victoria Burwood Campus and Burwood Teachers College.



A prolific writer, David has written and published more than a dozen books and numerous articles including: *Preparing the Australian Footballer* (1979); *Children's Sport - Equalizing the Opportunity to Play* (Sports Coach, 1980); *Premiership Football* (1984, revised 1987) and *Perform or Else* (1999). His book *Winning With Pumped Up People* (2001) co-authored with Paul Bourke, focuses on helping employers and employees achieve business success in a changing marketplace. David and Paul also wrote *What Makes Teams Work* (2004), having interviewed dozens of CEO's and taken a detail look at successful

Australian companies like Flight Centres, Ford Australia (Ford's only profitable worldwide subsidiary) and Dun & Brad Street, as well as top Australian coaches such as Leigh Matthews, Brian Goorjian and Ric Charlesworth. The book has been described as "The In-Search of Excellence" for Australia - it explores the reasons for and lesson from the highly successful businesses and sporting teams.

David's client list includes MLC Life, Spalding Australia, RACV, Campbells Soups, Telstra Australia, Australia Post and KPMG.

David Parkin talks about:

- Team dynamics
- Planning, preparation and performance
- Motivation, achievement, success and enjoyment
- Ownership and empowerment
- Organizational and individual changes
- Health / lifestyle management
- People development
- Coaching culture
- Values and team rules
- Recruitment

Client testimonials

“ David was extremely well received by our delegates. David has an excellent ability to connect with the audience on a relational and interactive level. His passion and down to earth style of relating coupled with his excellent sense of humour was well received and assisted in preparing a platform for some thought provoking topics for the Leadership Forum.

- **Bega Valley Shire Council**

“ David covered the key issues very professionally and entertained the audience for the entire time. Telstra To say he exceeded our expectations would be selling him short.



- QANTAS

“ David was well received and adapted easily to the casual and informal meeting space which we created. He interacted positively with the group and provided key insights into leadership through his experience in both business and football.

- YMCA Victoria

“ Entertaining. Had street credibility in another management area we were able to translate football coaching practices to our leadership directions.

- Australian Tax Office

“ David was extremely well received by all delegates and members of the MG. In fact, David stayed for awhile following the dinner and his overall presentation, passionate delivery and personal attributes made the conference dinner so good. We have had many good comments and feedback. David is an accomplished presenter and After Dinner Speaker. Thank you so much David for your great contribution.

- Municipal Group of Valuers Victoria

“ Feedback was mostly 5 out of 5. He was well presented and joined the participants afterwards. Friendly and approachable.

- Kilmany Uniting Care

“ David covered the key issues very professionally and entertained the audience for the entire time.

- Telstra

“ Exceptionally good response by everyone present. A diverse audience (teaching and non-teaching staff, senior and junior staff, school executive etc) Comments included, “best speaker we have ever had!” David was well prepared, was very good in the prior conversations in responding to our needs (not to his!) David was very, very professional and most personable.

- Westbourne Grammar School

“ Extremely well received. His address was a highlight and he made many friends mingling with our guests during lunch afterwards. I would have no hesitation in recommending David to anyone looking for a passionate, interesting and thought provoking speaker on leadership and working as a team.



- **IAG - Insurance Australia Group**

“ David was well received by our audience, everyone I have spoken to who attended the day has commented positively on the way he presented his information.

- **Reid Stockfeeds Pty Ltd**

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