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KEVIN SHEEDY AM

KEVIN SHEEDY is one of the Australian Football League's most enduring figures. A player and coach over five decades, Kevin has an unsurpassed record of involvement in a 1000 games and eight premierships.

He began his career at Prahran Football Club in the Victorian Football Association in 1964. After playing in a premiership with that club, he transferred to Richmond in the Victorian Football League in 1967 and played 251 games before retiring in 1979. Kevin played in three winning grand final sides for the Tigers - 1969, 1973 and 1974.

He was the Skills Coach at Richmond when the club won the 1980 Premiership.

In 1981 he was appointed Senior Coach at the Essendon Football Club, where he coached for a record 635 games during 27 years of continuous coaching. In that time the club completed in 19 finals series.

Kevin's success ratio as a coach is 61.0% - 386 wins, 242 losses and 7 draws. In finals, he won 23 games and lost 20.

During his time at E.F.C., the club competed in seven Grand Finals, winning flags in 1984, 1985, 1993 and 2000. The club also won six of eight "Night" grand finals in which it competed. Overall, Kevin has coached in 69 pre-season competition games.

Sheeds was "All Australian" coach in 1984, 1985, 1993 and 2000 and State of Origin coach in 1984 and 1985.

He was also the successful Coach of the International Rules Team in 2005 and 2006, winning three of the four Tests played during his tenure.

In round 15 of 2007, Kevin broke the VFL/AFL's combined playing/coaching record with 251 games played and 628 coached - 879 games.

As well as on field success, Kevin also helped develop Essendon off the field. In 1980, membership was 15,000, in 2008, Kevin was given the honour of being the club's 40,000th member in recognition of his efforts in making the club a national "brand".

Kevin has also received a number of other accolades during 2008. He has been inducted in to the Australian Football League's Hall of Fame, made a Legend of the Essendon Football Club and nominated as The Australian Thinker of the Year.

He was appointed to be an Ambassador for the AFL during the 150th anniversary celebrations of Australian football.

Kevin is a life Member of the Richmond Football Club, Essendon Football Club and the Australian Football League

He received the Advance Australia Award in 1993 and in 1998 was admitted as a Member of the Order of Australia in recognition of his service to sport and the community.

He was named the Australia Sports Commission Coach of the Year for 2000 [Domestic]. Also in 2000 he was awarded an Australian Sports Medal in recognition of his service to Australian Football.

Other awards include:

Runner up in the Vic Division for 2008 Senior Australian of the Year

The Centenary Medal in 2003.

Kevin was one of three finalists for 'Coach of the Year' in the 2000 Australian Sports Awards, and the Essendon Football Team were judged as the National Team of 2000. The club and Kevin are justifiably proud of achieving these awards in an Olympic year.

He is the co-author of seven books:

"Sheeds – A Touch of Cunning"

"Sheeds – Pockets of Greatness"

"Footballs Women – The Forgotten Heroes"

"Second Chance Winners"

"Sheeds - Follow Your Dreams"

"Coaches 500 Club".

"Stand Your Ground" - a memoir to be released by Pan MacMillan in October, 2008.

CORPORATE PRESENTATIONS

As an AFL Coach the number of requests for "Inspirational Presentations" by companies Victorian and national have been impossible to fulfil. Listed below are some of the organisations he has visited on more than one occasion:

AMP
Coles-Myer

QANTAS
Government Departments

Steggles Poultry
Safeway

Ensign Industries
nab

He excels at Presentations on "Positive And Lateral Thinking" encouraging staff and management to "think outside the square: for company and personal pride". Presentation requests include: "Building a Team": "Developing Young Employees": "Coping With Change": "Empowerment AND/OR Leadership In The Workplace."

Sheedy's successful coaching career anecdotes coupled with a selection of inspirational video clips produce powerful motivational sessions.

He received the Advance Australia Award in 1993, was Honoured in 1998 as a Member of the Order of Australia in recognition of his service to sport and the community, awarded the Australia Sports Commission Coach of the Year for 2000 [Domestic] and was also awarded an Australian Sports Medal in recognition of his service to Australian Football. Kevin is a member of the Team of the Century of the Richmond Football Club, and in 2003 he was awarded the Australian Centenary Medal.

He was one of 3 finalists for 'Coach of the Year' in the 2000 Australian Sports Awards, and the Essendon Football Team were judged as the National Team of 2000. Which in an Olympic year is an award that both the EFC and "Sheeds" are justifiably very proud of.

SAMPLE CLIENT FEEDBACK

“Excellent. It was obvious that Kevin enjoyed himself in the “total CLUB environment.” He related well to all our members and created a great atmosphere during his presentation.”

Clubs Victoria

“Kevin was very relaxed and quite interesting. He sought to relate the growth and changes experienced in football with the business world, which was most appropriate.”

National Australia Bank

“Excellent. Very impressed with Kevin’s style of delivery and the parallels drawn between football and our business. Everyone benefited from the presentation.”

Australian Wheat Board

“Very stimulating speaker giving the audience a multitude ways of thinking and making things happen.”

Northcote Training Services Inc

“Excellent. Kevin’s presentation was enjoyed by everyone who attended.”

Adelaide City Council

“Very well prepared and focussed on the audience, related well to audience, excellent interactive presentation.”

Rowville Secondary College

“He was well prepared, interesting and related well to a mixed audience.”

Moorabbin Football Club

“Presentation very well tailored to our objectives – a seasoned presenter who was particularly well received by an attentive audience.”

Australian Eagle Life

“Excellent. Kevin was inspiring and in a subtle way kept driving home our theme.”

VECCI

“Excellent. A great success. Everyone loved his presentation. It was fantastic that he stayed & signed everyone’s flags, posters, ect.

Hume City Council

“Kevin was very entertaining, engaging of the audience and generous of his time in signing autographs and talking to clients. Our guests really enjoyed themselves.”

Hunt and Hunt Lawyers

“Excellent. Top performance – I think attendees could have listened to him all day!”

AIM South Australia

“Excellent. As the key presenter at our Business Planning Forum, Sheedy provided a excellent balance of thought provoking ideas, incite and motivation which set the tone for a fantastically successful day.”

A.G Coombs

“Excellent. Kevin’s presentation was outstanding, he appeals to staff from around Australia, he clearly made a difference to our conference.”

Rentokil Pest Control

“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 perspective 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

“Excellent. Kevin Sheedy is a fabulous speaker, he really engages his audience. We received fantastic feedback from our guests.”

REIV

“Excellent, Kevin was witty, extremely well spoke, friendly and easy to deal with and had the crowd hanging on every word.”

Champion Events