

Kevin Sheedy AO

A MAN FOR ALL REASONS

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.



Sport

AUSTRALIAN FOOTBALL

Prahran - VFA premiership in 1966.

Richmond - 251 VFL games, 91 goals, three premierships.

Essendon - Coached 634 VFL/AFL games, four flags.

All-Australian coach in 1984/85/93, 2000.

State of Origin - Coach in 1984/85.

Greater Western Sydney - Giants' inaugural coach.

Australia - Toured Ireland in 1967, coached successful International Rules teams in 2005/06.

Life Memberships - Prahran, Richmond, Essendon, GWS, AFL.

Sheedy Medal - Awarded to GWS Best and Fairest.

CRICKET

Richmond - Played First XI cricket as a leg-spinner.

SPORTING HONOURS & ACHIEVEMENTS

2000 Australian Sports Medal, Australian Sports Commission coach of the year.

2008 AFL Ambassador for the 150 Years Celebration of Australian football, inducted into the AFL Hall of Game.

2009 Inducted into Sport Australia Hall of Fame.

2016 Establishes the "Country Game" to join other Sheedy-inspired blockbusters, the Anzac Day match and the Dreamtime at the 'G match.

2017 Awarded a Victorian Government Sports Achievement Award.

2018 Elevated to Legend status in the AFL Hall of Fame.

2022 Adopted as a member of Tiwi Island clan Mantiyupwi and given the name Tartuwali, meaning 'shark'

2022 Elevated to Immortal status of Essendon Football Club.



Corporate & community work

- **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.
- **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.

HONOURS & AWARDS

- 1998** Order of Australia
- 2001** Centenary Medal
- 2003** National Service Medal
- 2008** Australian Thinker of the Year, State Finalist Senior Australian of the Year
- 2009** Honorary Doctorate from The Australian Catholic University
- 2013** Honorary Doctorate from the University of Western Sydney
- 2014** Presented the David Parkin Oration for Sport and Social Change at Deakin University
- 2016** Ambassador for the Patrick Cronin Foundation
- 2022** Victorian of the Year

THE AUTHOR

Kevin Sheedy is the author or co-author of nine books, his latest 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.

THE SPEAKER

Kevin Sheedy's most famous footballing speech came in the 1993 preliminary final when Essendon overcame a 42-point deficit at half-time to beat Adelaide.

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.

“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

