



MEDIA RELEASE

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AFL/VFL great Ken Sheldon to deliver closing State Conference address

Three-time VFL premiership player and former AFL coach Ken Sheldon will deliver an inspirational closing address to delegates attending the Victorian Transport Association's (VTA) annual State Conference at Lorne later this month.

In a highly successful AFL/VFL playing career, Sheldon won three premierships for the Carlton Football Club, and is best remembered for kicking the winning goal against Collingwood in the 1979 Grand Final. He was also a part of the Blues' '81 and '82 premiership sides, and finished his playing days with St Kilda from 1987-1989.

As a coach, Sheldon took St Kilda in 1991 to their first AFL Finals Series in 18 years, repeating the feat the following year. Sheldon went on to a successful career in business, and now delivers motivational and leadership presentations throughout Australia.

"If anyone out there knows how to achieve success it's Ken Sheldon, so we are pleased to have him deliver the closing address to Conference delegates later this month," said VTA CEO Peter Anderson.

"Ken knows how to motivate people and help them to identify personal and professional skills that can improve their performance, so I know delegates will benefit from hearing him reflect on his time as an AFL player and coach, and successful business person after his playing days had finished.

"It's important to finish the Conference on an upbeat and inspiring note, and Ken will provide an interesting contrast to our other speakers and panellists whilst providing words of wisdom to all delegates," Mr Anderson said.

The VTA is urging members and others interested in attending the 18-20 March State Conference to finalise their registration this week.

Over 30 high-profile speakers from industry, government, regulators, and sector suppliers are now locked in to address the two-day conference, being held at Mantra Lorne on the Great Ocean Road. Speakers and panellists will address delegates around the theme of ***Profit or Perish – Achieving Sustained Success in Transport.***

For a full list of speakers visit the VTA [website](#). Registrations are possible [online](#), by completing the registration [form](#) or phoning the VTA on 03 9646 8590.

Ends...

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