



2023 Essendon Football Club Board Election

Candidate Profiles

There are THREE (3) candidates for TWO (2) positions. The order of candidates as they appear on this ballot paper has been determined by lot by the independent Deputy Returning Officer.



Kevin SHEEDY*

Essendon is on the path back to being a premiership-winning, powerhouse club. The most important thing now is stability, which is why I am again standing for the board alongside Tim Roberts.

From a lifetime in the game, including 27 years as senior coach in which Essendon won four flags and featured many times in finals, I have the skill set to help Essendon to its next great era of achievement.

I have had success:

- as a player and coach
- as a businessman
- in marketing
- in administration
- as networker at all three tiers of government
- as a communicator

I am an instigator who has been involved in creating many successful projects that have helped change the game for the better.

- Upgrading the AFL Coaches Association
- Helping establish Sports Ready
- Setting up GWS as a powerhouse club
- Creating three Icon Games
- Writing books on football, during which I have gained a deep insight into what makes a great club.

I am an Essendon and AFL Life Member, an AFL Hall of Fame Legend and a passionate fan who wants to see our club restored to its rightful place in the AFL, and Australian sport.

It can, and will, be done.



Tim ROBERTS*

A life long fan and passionate 30 year member, I joined the EFC Board in November 2022 with a mandate to find alternative revenue opportunities for long term financial stability and choice.

My background in property development as a partner of a global consultancy practice provides the Essendon Board with over 30 years of experience.

12 months into my tenure and we have significant momentum across multiple projects.

My commitment is to continue to drive outcomes beyond current revenue streams to ensure we have the very best people, coaching, player development, facilities and community outcomes to achieve the success we all crave.

With Board responsibility for the redevelopment works at Windy Hill, I am proud to have the AFLW team playing there this season. We will continue to deliver the WH work for our teams, members, fans and WH community.

We are also focused on upgrades to the Hangar as our high performance facility to provide Essendon with the tools for success and to remain competitive across the league.

Having joined the Board after a period of change, it's time for stability.

It's an honour and a privilege to represent the members on the Board of the mighty EFC.

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Graham EVANS

Essendon's reliance on poker machines damages our community and our brand. I am running as a voice for change, to push our club to move to alternative revenue streams.

I am a lifetime Essendon supporter with local connections going back to the 1890's with my Grandfather living and working in Ascot Vale.

I have had extensive experience in corporate and retail banking and recently moved into the Disability sector. These experiences equip me to be an active and contributing board member, while strongly relating to the grassroots fanbase.

As a community sporting club, we should always work to strengthen the communities we serve. Poker machines are designed to create addiction and we must reckon with the fact that Essendon's continued reliance on 190 of these machines is a decision to contribute to social harm.

In recent years other AFL clubs have moved out of the gaming industry. I will work towards Essendon committing to strengthening our community by exiting the pokies. It's time that the Essendon FC returned to being a community organisation that we can be proud of. A community sporting club that doesn't take money from poker machines.

Contact me on grekee37@gmail.com with any questions.
