

## News release

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### **Coaching legend Kevin Sheedy to kick off conference**

It's a good time to be a footy fan in the South West.

Following Saturday's NAB Challenge match in Bunbury between the Dockers and Carlton, comes news coaching legend Kevin Sheedy will be a guest speaker at the upcoming South West Focus Conference.

The event has the theme "engaging global industries" and Sheedy will discuss the challenges and rewards of finding new markets for the Australian Football League.

A player and coach for more than 36 years, Sheedy has an unsurpassed record of involvement in eight Premierships and in 1998 he broke the record for coaching more professional AFL games than anyone else in history.

He is now a consultant to the AFL and the Richmond Football Club.

South West Chambers of Commerce and Industry president David Kerr welcomed Sheedy's inclusion in the conference line-up.

"Kevin is a great of the game and a fantastic speaker," he said.

"We are honoured to have him as the keynote speaker at the conference and hope residents of the South West embrace this chance to hear from him in person."

Other speakers at the event, which will highlight the opportunities and challenges of conducting business in global economic hotspots, include former Agent General of Western Australia in London Noel Ashcroft and the Australian Centre for Digital Innovation's Alan Lindsay.

The South West Focus Conference will be held at Bunbury's All Seasons Sanctuary Golf Resort on April 2 and is hosted by the South West Chambers of Commerce and Industry and South West Development Commission.

For more information about the conference or to register your interest in attending, visit [www.southwestfocus.com.au](http://www.southwestfocus.com.au)

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