

At 21 she became **Australia's first female WAFL assistant coach** and put West Perth through their paces.

At 23 she managed 150 staff through a **\$10.3 million** Leisure Centre redevelopment.

At 25 she became **Managing Director** of her own national company.



## Shouldn't she be talking to **your people?**

Homegrown success story and compelling speaker, Michelle Cowan, has always **defied convention**.

From being the **only girl in the locker room**, to the only Gen-Y in the boardroom, Michelle's is a daring story of **success against the odds**.

Taking the attitude which made her the **pioneer of women of professional football** coaching into the workplace, Michelle **managed a team of 150 government staff as a 23 year old**, before launching her own national training company, working with some of the **biggest names in Australian sport**.

Overcoming potential family tragedy by giving the **ultimate gift of life** along the way, Michelle's amazing stories are a tribute to what **all of us can achieve** with enough **guts, grit and groove!**

**For bookings please contact**  
**Cheri Gardiner**  
**P: 08 9328 6157 M: 0417 938 189**



# Floral Bras and Footy Boots.

**42 blokes and me smashing stereotypes and breaking nails as a woman in AFL.**

Join Australia's first professional female AFL accredited coach on her inspiring journey from the dream of a passionate teenaged athlete, to her pioneering entry into the most sacred of Aussie male domains.

In 2004, Michelle Cowan was the first female in Australia to be an accredited AFL coach and went on to coach WAFL alongside Darren Harris at the West Perth Football Club.

In this inspiring, entertaining and sometimes hilarious account, Michelle shares the drive, daring and determination which saw her planning strategy, giving guidance, but not taking any cheek from 42 of the biggest blokes in the WAFL competition.

Join her for an intimate tour of the changerooms, the training sessions and the attitudes of some of WA's premier athletes and what it has to teach us all about the potential of young women in leadership and the power of living our dreams.

- 30-40 minute keynote presentation
- 2 hour follow-up workshop with women

