



MEDIA RELEASE

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AFL legend Stan Alves to motivate State Conference delegates with closing address

Delegates at the VTA's annual State Conference, which kicks off next Sunday, June 4, will be treated to an inspirational keynote address from former AFL premiership player and coach, motivational speaker, and successful businessman Stan Alves.

"Stan is perhaps one of the most gifted leaders, motivators and communicators to have ever been associated with AFL football, not to mention an individual that has experienced considerable success in the business world, with all its challenges," said VTA CEO Peter Anderson.

"I can't think of a better way to end the Conference than by having someone as qualified and experienced as Stan send delegates back to work energised and motivated to apply what they have learned to their operations," he said.

In wide ranging remarks, Stan will cover the art of leadership, staying positive and motivated through tough times, letting go of the past, and facing your toughest opponents, drawing on experiences and anecdotes from his 30 years as champion AFL player and coach.

Stan played 283 games with Melbourne and North Melbourne, captaining Melbourne from 1973 to 1976, and winning club best and fairest on two occasions. He is a Melbourne football club hall of fame inductee and Brownlow medal runner-up. He was a member of the North Melbourne 1977 premiership team.

In 1994, Stan was appointed coach of St. Kilda and tasked with rebuilding the club. After five years and 130 games, Stan had taken St Kilda to two final series, won the pre-season cup, and guided the club to their first grand final appearance in 26 years. Stan became St. Kilda's second longest serving coach and was rewarded with 1997 coach of the all Australian team and 1997 AFL coach of the year.

Off the field, Stan has significant experience in business management, development and communication, as a director of a financial planning firm that employed up to 40 investment advisors, and manager of training and development at I.O.O.F. Financial Group. He is patron of many community groups, and was awarded an OAM for services to Australian rules football and the community in 2008.

The VTA continues to accept full or single day registrations to its State Conference at www.vta.com.au

Under the theme of ***Make Business More Productive – Learn from the Experts***, the Conference will provide delegates the opportunity to learn from an extensive list of transport industry stakeholders including Federal Infrastructure Minister **Darren Chester**, NTC CEO **Paul Retter**, NHVR CEO **Sal Petrocchio**, Transport Certification CEO Chris Koniditsiotis, and others.

Ends...

For further information, please contact Brian O'Neil on 0411 055 284.