



**Peter Funnell
Entertainment**

Speakers | Entertainers | Bands

35 years of entertainment expertise



Max Walker



http://www.funnellentertainment.com.au/celebrity_speakers/max_walker.htm

Max Waker is the son of a Master Builder/Publican and attended a Quaker School in Hobart, Tasmania. Sport was an obsession – especially football and cricket.

At an early age his above average talents were recognised and encouraged.

At 18 he crossed Bass Straight to manifest his sporting destiny. Melbourne Football Club talent scouts had earmarked the schoolboy potential (he played 85 senior VFL games with the Demons.) At the same time his cricket career flourished. First as a bowler for the Melbourne cricket Club ... soon Max was playing for Victoria. In 1972/73 he was rewarded with a Green Baggy Cap ... sharing the Australian dressing room with legends of the game – Ian and Greg Chappell, Dennis Lillee, Rodney Marsh, Jeff Thomson and Doug Walters.

Cricket had an enormous impact on his life. Max was an early signature to Kerry Packers World Series Cricket revolution. A turbulent 2 years expanding the television mogul's vision for the marriage of prime time television and



sport. It became a marketing magnet and players like Max 'Tangles' Walker became more than just cricketers.

He became the face and voice of multi-million dollar marketing campaigns. "Avagoodweegend Mr Walker" spearheaded the Aeroguard insect repellent to instant recognition – 30 years later it is part of the Aussie vernacular.

Max's architecture degree signified a creative bias ... a profession he practised for more than a decade. But it was the media career that beckoned. Four years along side Alan McGilvray on ABC Radio as a cricket commentator confirmed his unique talent for descriptive language. The Nine Network agreed and big Max was headhunted. Television dominated his world for 2 decades.

As a popular host of the iconic Wide World of Sports programs he spent many hours every weekend in households across the nation – his big, toothy smile and slow Tasmanian drawl allowed him to become part of the family.

In an effort to lift the bar on his skills of communication ... he began to write regularly. Fourteen books and a million plus sales later he is one of Australia's best selling authors. New books are being penned for early release. (His books are written with an old fashioned fountain pen.)

Today his love of art, architecture, writing and photography has blended with his media experience to discover new media and marketing potential in cyberspace using cutting edge technology.

As an entrepreneur, Max is constantly considering new growth. The China bubble is compelling ... so too the sleeping elephant of India.

Max's unique mix of intellect, mischief and travel has created an extremely consistent speaking business. He is a Certified Speaking Professional ... recognised worldwide. His presentations focus on change and use graphic notes, mind maps and naïve diagrams to hammer home his thinking.

Max's speaking has enabled him to sit in the engine rooms of businesses ... to hear their thinking for the future ... an understanding of what works and what does not. He would never betray their trust but acknowledges the privileged education. This is invaluable when creating corporate presentations.



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Today he is recognised more for speaking, writing and marketing than sport.

His attitude of being 'best in your world' is a common catalyst for all endeavours. Together with his larger than life enthusiasm, Max brings a compelling list of skill sets to any project.

After a lifetime in the spotlight, the name Max Walker has become a brand that is synonymous with integrity, credibility and success

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