



MATTHEW LLOYD

Talent Profile





Sharp, efficient, precise and uncompromising during his Hall of Fame playing career, Matthew Lloyd's media analysis and commentary on the modern AFL game share those same qualities.



NATIONALITY

Australian

DATE OF BIRTH

4/16/78

TEAMS

Essendon Football Club
Nine Network
3AW
AFL Media
Croc Media

CAPABILITIES

Keynote
Guest Panellist
Ambassador
Social Media
PR Campaign
Appearances

INTERESTS

Health & Nutrition
Lifestyle
Wellbeing
Leadership
Family
Business

BIO

The son of Carlton player John (29 games for the Blues, but not enough to qualify for Father-Son), Matthew grew up a Fitzroy fan, idolising the great Bernie 'Superboot' Quinlan, who booted 9 goals for the Lions in the first game Lloyd ever attended.

After spending three years living in Scotland due to John's work, Matthew returned to Melbourne and became a promising young footballer himself and Essendon pounced when Lloyd became available to them as a 16 year-old compensatory selection for losing Todd Ridley to the Fremantle Dockers in the 1995 Pre-Season Debut. The Bombers snared Lloyd and fellow key forward Scott Lucas in arguably the greatest bargain in AFL Draft history.

Lloyd debuted as a 17 year old in the opening round of 1995 and his three goals against the Crows immediately stamped him as a future player to watch.

After two seasons in and out of a strong Essendon team as he honed his craft under the guidance of Kevin Sheedy, Lloyd cemented his place in the senior side in 1997, booting 63 goals to claim the first of his 12 club goalkicking titles.



Matthew's journey into the media actually began while he still at the height of his on-field powers.

Upon retiring, he joined Network Ten's AFL coverage and radio SEN1116, before aligning with his current partners Nine (where he appears on Footy Classified & the Sunday Footy Show) and 3AW. He has also been a newspaper columnist with the Herald Sun.

Lloyd is known for forthright observations and commentary. Prepared to call it as he sees it, he has earned a reputation for giving credit and blame where due in equal measure, asking the uncomfortable questions when they need to be asked.

Lloyd has also been heavily involved in developing the next generation of stars, working closely with the AFL Academy for several years alongside his role as the Head Coach of Haileybury College's successful APS football program, which has bred a number of up-and-coming young AFL stars in recent years.

Lloyd and his wife Lisa live in bayside Melbourne with their three children and his family involvement in the game extends to older brothers Simon and Brad, who hold down the Head of Football role at Geelong and Carlton respectively.

SOCIAL MEDIA MARKERS

10K+

INSTAGRAM FOLLOWERS

9.6%

ENGAGEMENT

20K

TWITTER FOLLOWERS

CAREER HIGHLIGHTS

1997	Essendon Leading Goal kicker
2005	Essendon Leading Goal kicker
2007	Essendon Leading Goal kicker
2009	Essendon Leading Goal kicker
1998 - 2001	All-Australian Team
2003	All-Australian Team
2000	Premiership Player
2000	Premiership Player
2000 - 2001	Coleman Medallist
2003	Coleman Medallist
2006	Jim Stynes medallist
2006 - 2009	Essendon Medallist
	Australian Football Hall of Fame

TESTIMONIALS

“Matthew Lloyds team ethic is first class - he is held in the highest esteem by not only his peers, but also our audience Matthews preparation, knowledge and delivery throughout a radio broadcast is as good as it gets - a clear picture as to why he is highly sought after by many organisations”

- CRAIG MOORE, HEAD OF SPORT NINE RADIO



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“What you see is what you get. I
strive to be genuine, loyal, honest
and reliable In everything that I do
and everyone that I associate with –
Matthew Lloyd ”

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