



JOEL SELWOOD

Talent Profile





A 16 year career in the AFL saw Joel Selwood stamp his name as one of the best to have played the game. Now, the longest-serving captain in AFL history is entering the next phase of his career, sharing his knowledge beyond the AFL.



NATIONALITY

Australian

DATE OF BIRTH

5/26/88

TEAMS

Geelong
Bendigo Pioneers
Sandhurst

CAPABILITIES

Guest Panellist
Clinics
Ambassador
Social Media
PR Campaign
Appearances

INTERESTS

Health & Nutrition
Lifestyle
Beauty & Fashion
Wellbeing
Leadership
Family

BIO

Widely celebrated for his professionalism, leadership and football brain, Joel has steadily built one of the most impressive resumes in VFL/AFL history and is recognised as a key element in creating a remarkable culture of success at the Geelong Football Club.

From a gifted sporting family in Bendigo, he and his three brothers have all played football at the highest level, driving and inspiring each other to be the best they can be.

He displayed athletic talent from an early age, winning multiple State junior hurdling titles, but it was footy in the backyard with his brothers that ultimately shaped his sporting future. The third of four boys, he became accustomed to dealing with bigger and stronger opponents from a young age.

But his natural talent and fearlessness were only part of the puzzle. In the lead up to being drafted in 2006, he was recognised by talent scouts for his meticulous and dedicated preparation. All these elements combined to see AFL Talent guru Kevin Sheehan describe him as 'the best 17 year old in Australia.'



Having grown up in country Victoria, Joel has a love for the outdoors and a passion for all things sport, particularly horse racing. He also loves spending time with his family and, together with his wife Brit, invests time supporting events and charities around the Geelong region, whilst also traveling the world in their downtime.

Highly sought after in the corporate and charity worlds, he has held many of his ambassadorial roles for up to 15 years, further testament to the value he places on long-term relationships and the value he provides to organisations.

Selwood is currently an ambassador for NAB, Asics, Ford & One Touch and has worked with the Cotton On Foundation for many years to empower youth through quality education. In addition, his role as the NAB Auskick Ambassador has seen him mentor, guide, support and influence both male & female Auskickers over the last 14 years around Australia by assisting them to believe in themselves to reach their full potential.

Joel has also launched two books; the first being “The Selwood Boys” which is a recollection of his younger years along with his three other brothers, which is aimed at encouraging young kids to read & the second is his autobiography “All In”, in which Joel reveals the grit, determination and personal sacrifice behind his AFL success as he tells his story in his own words.

An influential role model, Joel will continue to lead and engage within the greater Australian community whilst also doing volunteer and ambassador work for various organisations and brands.

His first move in this space in working with the Melbourne Storm current and emerging leaders from 2023.

SOCIAL MEDIA MARKERS

194K+

INSTAGRAM FOLLOWERS

4.22%

ENGAGEMENT

91.6K

TWITTER FOLLOWERS



CAREER HIGHLIGHTS

2022 Geelong Premiership Player
2012-2022 Geelong Captain
2013-2014 Geelong Best & Fairest
2012-2014 AFLPA Most Courageous Player
2014 Australian International Rules Captain
2011 Geelong Vice-Captain
2011 Geelong Premiership Player
2009 Geelong Premiership Player
2007 Geelong Premiership Player
2017 All Australian
2016 All Australian (C)
2014 All Australian (C)
2013 All Australian (C)
2010 All Australian
2009 All Australian
2013 AFLPA Best Captain
2010 Geelong Best & Fairest
2009 AFLPA Most Courageous Player
2007 NAB Rising Star
2007 AFLPA Best First Year Player

TESTIMONIALS

“Joel has been a NAB ambassador since he won the NAB AFL Rising Star in 2007. Hes been the face of our Auskicker of the Year competition since it commenced in 2008 and has also appeared in AFL campaigns and as a speaker at a number of NAB events. We love working with Joel, hes a great fit for our brand and a great ambassador for our AFL pathway programs.”

TERYLL BREWER, SENIOR CONSULTANT, SPONSORSHIP, NATIONAL AUSTRALIA BANK LIMITED



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“I’ve loved going to work. You don’t
come to the Geelong footy club to
go to work for money – you come
for the experience and I’ve loved
every part of that. ”

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