



# TOM MITCHELL

Talent Profile





Growing up as the son of an AFL star, Tom Mitchell has followed in his father's footsteps to cement himself as one of the best players in the game.



#### **NATIONALITY**

Australian

#### **DATE OF BIRTH**

31/5/1992

#### **TEAMS**

Collingwood  
Claremont

#### **CAPABILITIES**

Guest Panellist  
Clinics  
Ambassador  
Social Media  
PR Campaign  
Appearances

#### **INTERESTS**

Health & Nutrition  
Lifestyle  
Beauty & Fashion  
Wellbeing  
Leadership  
Animals



## BIO

The son of former Sydney Swans player Barry, Tom grew up in Melbourne before relocating to Western Australia as a 15-year-old, where he played his formative years of football with Claremont in the WAFL.

A natural ball magnet capable of amassing huge disposal numbers through his innate reading of the play, he was drafted to the Swans under the father-son rule in 2011. He made his AFL debut in 2013, after having to work hard to find a spot in a star-studded Sydney premiership midfield.

After 65 games in four seasons with the Swans (including the 2016 Grand Final), Tom moved to Melbourne and made an immediate impact in his first season with Hawthorn, breaking the VFL/AFL record for the most disposals in a home and away season – an incredible 787 – on his way to his first All-Australian blazer and Peter Crimmins Medal as Hawthorn's Best & Fairest.

Incredibly, he took his game to yet another level in 2018, becoming the first player to have multiple 50+ disposal games in a season and smashing his own record for most disposals in a season (home and away and finals), with 825 over 24 games.

It was a remarkable performance that earned him the game's most prestigious award, the Brownlow Medal and he was also voted by his peers to be the AFLPA's Most Valuable Player. A second All-Australian selection and club Best & Fairest rounded out a stellar season.

Mitchell celebrated his 150th game in 2021, and, ready for a new challenge, made the move to Collingwood ahead of the 2023 where he has slotted in to a star studded line-up.





Off the field Tom has a love for health and fitness, travel, sport, fashion and animals. He loves spending time with his two dogs Macy and Nala, whom he credits to helping him during one of his darkest moments; having broken his leg in 2019.

Mitchell also loves playing all sorts of card games (with Uno being his favourite), loves reading books (especially about his favourite basketball players) and has been lucky enough to travel all over the world. With a keen interest in Strength and Conditioning, he is completing a degree in Exercise Science with an interest in pursuing a post-playing career in mentoring and coaching.

Mitchell is an ambassador for Asics, Nissan and Telstra, and is the first Australian lifestyle ambassador for Californian-based brand TOMS. He was particularly attracted to the organisation's community-minded philosophy and values, which centre around giving back to the community and those in need.

He also is passionate about mental and physical preparation, and in 2021 launched Ball Magnets, an app designed to share pro tips to people at home. This includes tips on how to maximize output in any field of endeavour through focus, preparation, and the importance of diet, sleep and goal-setting.



#### **SOCIAL MEDIA MARKERS**

52K+

**INSTAGRAM FOLLOWERS**

6.5%

**ENGAGEMENT**

## CAREER HIGHLIGHTS

2017 All-Australian  
2017 Hawthorn Best & Fairest  
2018 Brownlow Medalist  
2018 All-Australian  
2018 Hawthorn Best & Fairest  
2018 Leigh Matthews Trophy  
2018 Lou Richards Medal

## TESTIMONIALS

“We value our partnership with Tom immensely; as its a collaboration on and off the field driven by a positive, motivated and hard-working professional athlete, who represents our core brand values so well. He has a great understanding of the importance of brand marketability and is always willing to amplify our brands awareness.”

**KATE VILI, SPORTS MARKETING MANAGER, ASICS OCEANIA**

“Tom has been a brand ambassador for TOMS since 2019 and from day 1 has been a natural fit due to the alignment of his personal values and the TOMS brand values. Toms professional approach, positive attitude and always being authentic as well as making himself accessible and accommodating ensures our relationship is built on a strong foundation. His desire to inspire his followers, as well as grow the TOMS brand so we can continue to have a positive impact and improve lives, makes for a very meaningful and rewarding partnership.”

**TREVOR SITT, CUSTOMER EXPERIENCE MANAGER, RETAIL PRODIGY GROUP**



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“It’s an incredible feeling to have  
received the Brownlow alongside  
players I idolised as a kid... it’s such a  
surreal feeling ”

TOM MITCHELL