

Sam Kekovich

“You know it makes sense: I’m Sam Kekovich”

Slammin’ Sam Kekovich is a larger than life, public dynamo. As one of the very real personalities of AFL football, a flamboyant media identity and the ‘out-there’ face of the Australian meat and livestock campaign for lamb, Sam Kekovich holds huge appeal amongst Australian audiences.

A naturally gifted entertainer, Sam brings a wonderfully satirical, irreverent and hard-hitting brand of humour to any occasion. His lively presentations draw on all his experiences and the characters he has encountered over the last 30 plus years of his involvement in football, and life.

“You know it makes sense, I’m Sam Kekovich” is both the title of his top selling book, and his familiar catch-cry.

Sam Kekovich was a star AFL player with North Melbourne and Collingwood. During his 10 year AFL career, Sam participated in over 150 games, won a Club Best and Fairest and represented Victoria a number of times. He was instrumental in North Melbourne’s first Premiership victory in 1975. A controversial personality, Sam had several running battles with his icon coach Ron Barassi.

Since Sam’s playing days, he has “turned himself” into an entrepreneur and media identity. He is a regular panelist on Channel 9’s Sunday Footy Show and appears on Triple M’s pre-match AFL coverage. Sam Kekovich was a co-host of Melbourne’s 3AK radio breakfast team, a past presenter on ABC’s The Fat, PTI Australia on ESPN, and presenter on Melbourne sports radio station, SEN 1116.

Sam Kekovich was the President of the Hammerheads, the Football Team created by Channel 7’s show The Club and was the Chief Executive Officer of K Rock Radio in Geelong.

Sam Kekovich has been the face of the multi award winning meat and livestock advertising campaign for lamb since 2005. In true Kekovich style he has told the public to “buy lamb or they’ll get a serve from him.” The successful campaign has resulted in sales increasing by over one million serves per week.



Sam Kekovich talks about:

Sam Kekovich's presentations bring together all his best stories and the characters he has encountered over the last 30 plus years of his involvement in football, and life, adding his own special slant and commentary on the world.

Client testimonials

“ Very Good. 100% as expected. Sam has a public profile that is well recognised, so the audience were well aware of what to expect - in other words, expect the unexpected. On that count Sam didn't disappoint. He uses humour and 'colour' extremely skillfully, so that he maintains the ear of his audience - yet at the same time imparts knowledge and experience of life. In this case Sam spoke of the importance of being honest, speaking your mind, remembering to add value and profit to your business but still having fun.

- Australian Meat Industry Council

“ Sam delivered a great light hearted speech that really helped finish the conference on a high as he had the audience in stitches! Top work!

- Bridges Financial Services

“ Sam conducted an extremely funny & entertaining session that was well received by all who attended the function. He was able to relay his message via humour but still make his point.

- Vero Insurance

“ An engaging presentation that not only met our expectation but was carefully adapted to suit the leadership theme. With the right mix of humour interspersed with Sam's unmistakable opinions. Very Good!

- Show Services

“ Sam's presentation was perfect for our clientele, and he managed with ease to keep the laughs rolling for the full duration of his time on stage. You could sense that Sam had a very good understanding on what would appeal to his audience, and he delivered on all fronts.

- Queensland Rugby Club

“ He was a hit...our delegates were crying with laughter.

- Insight Insurance Brokers Association Inc

“ Sam was received very well by everyone , he took control of the evening and it ran like clockwork. Sam had everyone in tears at some stages from everyone laughing so much. He was very quick thinking on his feet and enthralled everyone with his stories and how he saw life in general. From serious moments to not so serious moments he was a pleasure to have for the evening.

- Lauriston Girls School

“ Very well. Sam was fantastic and highly professional throughout. He was such a pleasure to work with and he did an outstanding job as MC for our National Awards of Excellence.

- Parks and Leisure Australia

“ He was loved by everyone and made our night!

- Caravan Industry Australia - Victorian Trades Division

“ Loved him, very entertaining. Made a huge positive impact on the total night.

- Liquor Marketing Group VIC

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