

Max Walker - Profile

Max Walker 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 Strait to pursue his passions and seek 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 Baggy Green 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 Packer's 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. The television advertising campaign "Avagoodweegend, Mr Walker" catapulted the Aeroguard insect repellent to instant recognition – and 30 years later it is still recognised as part of the Aussie vernacular.

Max's architectural pursuits enabled him to express some of his creative talents ... a profession he practised for more than a decade. Max remains a registered Architect with the RAIA. But it was the media career that really beckoned. Four years along side Alan McGilvray on ABC Radio as a cricket commentator confirmed his unique talent for descriptive language and entertaining commentary. 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 drawing him into the viewer's family.

In an effort to expand 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 and in a touch of old-world charm, still uses a trusty fountain pen to fashion his thoughts.

Today his love of art, architecture, writing and photography is merging with his media experience to help develop new marketing potential in cyberspace using cutting edge technology.

The Max Walker Company

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As an entrepreneur, Max is constantly considering new growth in all multi-media platforms.

Max's unique mix of intellect, personality and willingness to travel has enabled him to develop a popular, constant speaking business. He is a Certified Speaking Professional ... a designation recognised worldwide. His presentations focus on change with the use of graphic notes, mind maps and logic diagrams to reinforce his points of view.

Max's consulting and moderating services enable him to sit in the engine rooms of corporate businesses ... to hear the thoughts and plans of senior management and staff for the future ... an understanding of what works and what does not. It provides him with a privileged but confidential education. The exposure is invaluable background for his corporate presentations and it helps open doors to between corporations and their business interests.

Today he is recognised more for his business activities, speaking, writing and marketing than sport. He has become a Master Communicator.

His attitude of "striving to be the best in your world" is a common thread in of his all endeavours. Together with his larger than life enthusiasm, Max brings a compelling list of skill-sets to any project.

We are proud to acknowledge the appointment of Max as a Member in the General Division of the Order of Australia in the 2011 Queen's Birthday Honours List (AM).

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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