

# Profile

Talent Management



## MOANA HOPE

Not only is Moana Hope a powerhouse of Women's Football; she is familiar to Australian audiences of ***Australian Survivor: Champions Vs Contenders*** (2018) and 3rd place winner on ***Australian Survivor: All Stars*** (2020). Most recently in 2024 Moana hosted her own digital radio show ***Entrepreneur Her*** on Disrupt Radio where she inspired her listeners with deep discussions on women in leadership, financial freedom and breaking through societal norms.

Moana Hope knows what it takes to be a strong woman. She is an incredibly talented AFLW player, runs her own business, speaks out against sexism and rocks a suit like nobody's business.

"I don't think women get the same opportunities as men, and I want to

see women shining in more areas of life. In sport, in business, everywhere." - Moana Hope

She has played premier division Australian football for the Darebin Falcons, St Kilda Sharks, Melbourne University, and the Western Bulldogs. In the 2016 season she kicked over 100 goals, the first ever female player to do so in the AFL Women's competition.

Since the AFL Women's Exhibition Game in September 2016 where Moana starred for the Western Bulldogs in their win against Melbourne, kicking six goals, the interest in Moana and her journey was amazing.

Following the announcement of the inaugural AFLW season, Moana took her goal kicking prowess from suburban grounds to the big stage, representing the biggest sporting club in Australia, Collingwood. After two AFLW seasons with Collingwood, Moana was approached by North Melbourne to join their inaugural team for the 2019 Season.

Moana's career has also been hugely successful off the field. In 2016 Moana featured along side Susan Alberti on the ABC's ***Australian Story*** and in 2017 released her memoir ***My Way***, published by the Melbourne University Press.

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In 2019 she was included in *Who* Magazine's list of Sexiest People.

With a great AFLW playing career behind her Moana has been an ambassador for brands including **NIKE**, **Special K**, **Gameday**, **Hydralyte**, **La Roche Posay** and **Cocobella**. She has also been the face of the **MYER** Beauty Campaign and the **Melbourne Racing Club Caulfield Cup** and in 2019 worked with international fashion brand **Tommy Hilfiger**. Moana is also an in-demand public speaker, talking about women in sport, leaders in business, and being part of the LGBTQI community.

Moana runs her own Traffic Control company, and has fourteen siblings. With a strong focus on family, her sister Vinny is a big part of her life, who lives with a rare condition called Moebius Syndrome. Moana is a proud mother to daughter Svea and son Ahi, both via IVF.

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