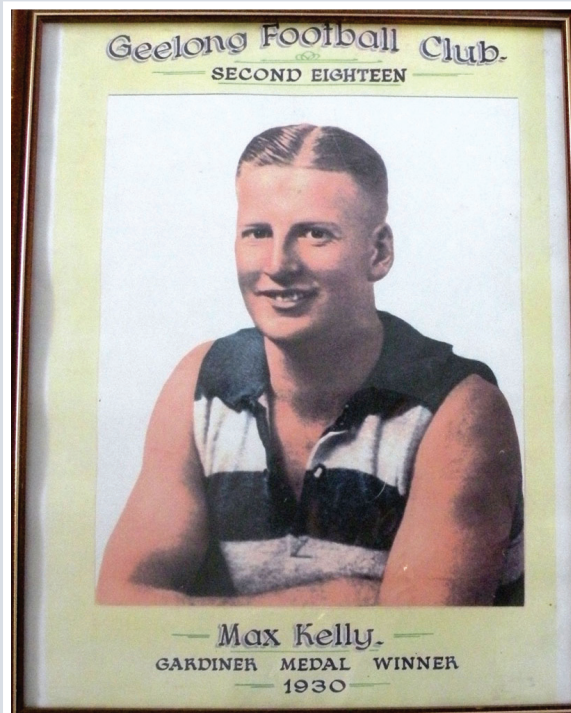




LIFE MEMBER

Sydney Max Kelly ("Max")

27 November 1909–22 March 1987



Max Kelly was born in Geelong. He was captain of the school football team at Matthew Flinders College, and then played for Geelong West. He also played cricket and was a swimmer and sprint runner.

His grandfather established Kelly's Bakery in Geelong West (first in Spring Street, then in Shannon Avenue), complete with stables for the horses which pulled the delivery carts. Jack Hart recalls the hot pies Max brought to Kardinia Park for the reserves after Thursday night training in the 1940s.

Max Kelly played in the 1930 championship reserves team. That year he won the Gardiner Medal (League Reserves Best and Fairest), coming equal first with Selwyn Baker of Richmond.¹ He played 12 games with the firsts in 1931 but was not selected to play in the grand final. He also played

some games with the firsts in 1933 (total 21 senior games).

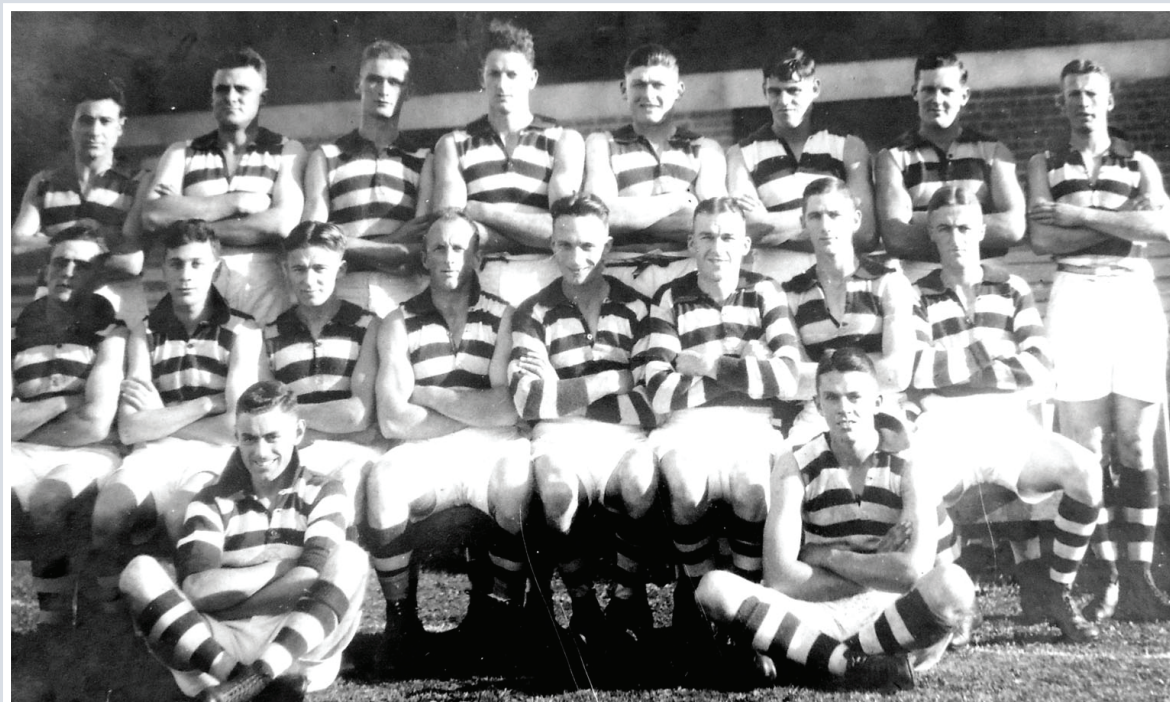
In 1933, Max Kelly played in the current players' team (versus past players) which sparked the formation of the Past Players Association.

Max Kelly left Geelong and played for Carlton and North Melbourne reserves. He returned to Geelong where he married and had five sons, the eldest born in 1936. He was an SP bookmaker and in 1952 left the bakery after an argument with his brother when Max's son Lane drove a horse and delivery cart through Shannon Avenue narrowly missing other vehicles. A loaf of bread was thrown into the proving dough and the whole batch was ruined.

Max worked work at other jobs, including Charles Cole & Co and driving a security van for banks before opening a mixed drapery business in Corio.²

Max Kelly was an important and long-serving committee member of the Past Players and Officials Association. During his 48 years on the committee (1939–87) he was Vice-President in 1939, a committee member in 1945, played in the past players' matches in 1950 and 1954, and was Vice-President again in 1976. He was made a life member on 27 May 1976, was Senior Vice-President in 1977, and was press correspondent from 1977 to 1984.

In later years he suggested and helped to organise a luncheon for the 1951–52 premiership team in 1975, a luncheon for the 1930 reserves championship team in 1980, and a dinner which was eventually hosted by GFC for the 1931 premiership team in 1981. Max Kelly was a selector at Geelong Football Club and was made a life member of Geelong Football Club in 1950.



Max Kelly, front right

Sources

- ¹ Hutchinson, C. 1984, *Cat's Tales*, Geelong Advertiser Pty Ltd, pp.322-3; en.wikipedia.org (accessed 17.2.2013)
- ² Lane Kelly, talking to Susan Kruss, 2012