

**Kelly Exeter**  
**Communications Director - Perth Redbacks**

Relationship to Redbacks

Kelly's late husband Anthony played three of his 13 SBL seasons for the Redbacks in 2001, 2004 and 2005. Their son Jaden began his WABL journey with the Redbacks at the 2018 State Champs and has played in the Redbacks domestic competition for three years. Their daughter Mia is now also playing both WABL for Redbacks and in the Redbacks domestic competition.

Qualifications:

Kelly has a Bachelor of Science (Human Movement and Exercise Science) from the University of WA.

Background:

After University, Kelly worked in Sports Administration for two years before retraining in graphic design. She then worked full-time for a marketing agency as their a graphic designer for four years.

While holding down those full-time roles in sports admin and graphic design, Kelly was also competing at an elite level in triathlon. The highlights of that career included representing the country of her birth – Trinidad and Tobago – at two Commonwealth Games (2002, 2006) and one World Championships (2000), and winning the Busseton Half Ironman in 2003.

During her 10 years competing in triathlon, Kelly worked in a volunteer capacity for Triathlon WA, managing their design, publications and communications (online and print).

Upon retiring from triathlon Kelly started her own graphic and web design business, Swish Design. She also reactivated her love of writing at this time. Over the past ten years she has written five books of her own while ghostwriting and/or editing ten others.

Together, Kelly and Anthony built a suite of businesses under the Swish banner: Swish Design, Swish Online, Swish Consulting and Swish Publishing. After Anthony's death in a freak accident at the start of 2019, Kelly wound up Swish Design and Swish Consulting.

Today, her sister manages Swish Online while Kelly focuses her time and energy on her kids and Swish Publishing.

Memberships

- Fremantle Football Club
- Perth Wildcats