

Kelly Exeter
WABL 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. So it was lovely for them to re-connect with the club when their son Jaden started playing in the Redbacks domestic competition in 2017. Today both Jaden and their daughter Mia play in the domestic competition while also representing the club in WABL.

Kelly first joined the PBA Board as Communications Director at the end of 2019. At the end of 2021, she was elected WABL Director when Amien Sym vacated the role to move into the Vice President position on the PBA Board.

Qualifications:

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

Professional 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 Busselton 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 years she has written five books of her own while ghostwriting and/or editing ten others.

Together, Kelly and Anthony built a suite of four 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 three of those businesses and today works in a communications and marketing role for HPH Solutions.

Memberships

- Fremantle Football Club
- Perth Wildcats