

## AGENDA DAY ONE - APRIL 6

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### 8.30 **WELCOME**

### 8.50 **THE STATE OF SPORT**

(Hybrid)

A presentation on the good, the bad and the ugly across the state of global sport and the forces and trends that will shape what comes next.

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**LISA WALTON** – Director, Deloitte Digital; Former Olympian

**PETER GIORGIO** – Principle, Deloitte, Head of Global Sport (video)

### 9.10 **COVID LESSONS LEARNED?**

(In-person)

SportNXT COVID Research findings. Continuing on from their initial research learnings released in May 2021, Karg, Robertson and Dinsdale update their tracking of what changes and the ongoing impacts and outcomes of the pandemic on sport. The session looks at key trends following their initial research, what changes are beginning to stick, what's fading, and why?

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**SCOTT DINSDALE** – Managing Director, FutureNext

**DR. ADAM KARG** – Director Sport Innovation, Swinburne (ANZ)

**DR. JONATHAN ROBERTSON** – Director, Master of Sport Business, Deakin University

### 9.30 **CEO FORUM: WHAT COMES NEXT? CHARTING SUCCESS IN A NEW WORLD**

(In-person)

An in-depth panel discussion with the leaders of Australian sport. What do they think comes next and how are leading sports organisations charting a path to future success in a new world?

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**MODERATOR: CATHERINE MURPHY** – ABC

**GILLON MCLACHLAN** – CEO, AFL

**NICK HOCKLEY** – CEO, Cricket Australia

**ANDREW ABDO** – CEO, NRL

**KELLY RYAN** – CEO, Netball Australia

**JEREMY LOELIGER** – Commissioner, NBL

**JAMES JOHNSON** – CEO, Football Australia

**ANDY MARINOS** – CEO, Rugby Australia

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### 10.20 **REFRESHMENT BREAK**

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## AGENDA DAY ONE - APRIL 6

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**10.50**

(Hybrid)

### **SPORT & MEDIA IN 2030**

Join leading industry experts for a panel discussion on what a 2030 media rights deal could look like? What will be the hallmarks and scope of deals over the next two to three rights cycles? Who's well positioned, what's needed to win, and who will be most challenged?

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**MODERATOR: JOE COLGAN** – Director, ColganBauer

**AMANDA LAING** – Chief Commercial and Content Officer, Foxtel

**ANDREW GEORGIU** – President, Discovery Sports

**SANJOG GUPTA** – CEO, Star Sports Network

**JEFFREY COLE** – CEO and Director, Centre for Digital Future

**MARTIN KUGELER** – CEO, Stan Sport

**11.35**

(In-person)

### **THE FUTURE OF DATA**

From performance analytics to audience engagement, what's in store for the future of data and sport? How will the balance be struck between commercial opportunities, privacy and integrity? Sport is already on the leading edge in the use of personal data to encourage and effect change, from performance analytics to personalised audience engagement. What opportunities are best explored, and what best left alone? How do we create our own framework in balancing commercial opportunity with privacy, integrity and policy?

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**MODERATOR: ELIZABETH OWENS** – CEO, Champion Data

**GARETH BALCH** – CEO, Two Circles

**EYAL BEN ARI** – CEO, Track160

**12.10**

(In-person)

### **SHAPING THE FUTURE OF BROADCAST**

A one on one discussion with legendary journalist, presenter, producer, executive and director, David Hill AM. Considered by many in to be the father of modern live sports television coverage, join a fascinating discussion looking at where broadcast has been, how it has evolved, and what it will look like in the future. From producing HSV7's World of Sport with Lou, Jack and Bob, through the Nine Network's Wide World of Sports with Gibbo and Chappelli, via World Series Cricket - then London and starting Sky Sports and the EPL - through to the US to founding Fox Sports - several Super Bowls, many baseball World Series - then producing American Idol and then the Oscars. From Richie Benaud, John Madden and Murray Walker, to Kerry Packer and Rupert Murdoch, David Hill AM is a classic case of been there, done that, and tick that box. In conversation with Eddie McGuire.

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**MODERATOR: EDDIE MCGUIRE** – Chair, SportNXT

**DAVID HILL AM** – Founder & Producer, Hilly Inc.

## AGENDA DAY ONE - APRIL 6

### 12.30 NETWORKING LUNCH BREAK

13.30

(In-person)

### GLOBAL LEADERSHIP KEYNOTE STEFANO DOMENICALI - PRESIDENT & CEO, FORMULA 1®

A wide-ranging keynote address looking at topics including; the season ahead, F1's return to Melbourne, F1 growth, and being a sustainable, socially responsible sport. Followed by a detailed Q&A involving Australian Grand Prix Corporation CEO, Andrew Westacott. This is a session not to be missed.

**MODERATOR: HAMISH MCLACHLAN**

**ANDREW WESTACOTT** – CEO, Australian Grand Prix Corporation

14.10

(Hybrid)

### SPORT & CLIMATE CHANGE

Frameworks for considering and acting to ensure we will always have a place to play. A fact-based understanding of the implications of climate change for sport, and an organising discussion on acting and leading to ensure the future of all remains bright.

**MODERATOR: DR SHEILA NGUYEN** – CEO, Sports Environment Alliance

**ALAN GILPIN** – CEO, World Rugby

**MATTHEW NICHOLAS** – Director of Sustainability, Tennis Australia

**JULIA PALLE** – Sustainability Director, Formula E

14.50

(In-person)

### HIGH PERFORMING EXECUTIVES: SESSION 1

Join Marina Go and Simon Cummins for an insightful discussion outlining strategies for executives navigating careers in the competitive sporting landscape. Simon Cummins, Global Head Sports, Gaming & Media Practice at Odgers Berndtson has nearly two decades of experience placing senior leaders into all major Sports organisations and International Federations around the world including most recently the Brisbane 2032 Olympic and Paralympic Games. Hear Simon's unique perspective on how to distinguish yourself in the highly competitive world of sports. Marina Go is one of Australia's most successful executives; from editor of Dolly at the age of 23, CEO of Australia's leading digital publisher by her forties, the first female Chair of an NRL club, to the Chair of Netball Australia. Marina where she will share insights from her extensive experience and from her book "Breaking Through – 20 Success Strategies for Female Leaders". Learn about successful strategies for female leaders and how they are applicable for both men and women across the sports industry.

**MODERATOR: STEPHANIE BRANTZ**

**MARINA GO** – Chair, Netball Australia

**SIMON CUMMINS** – Global Head of Sports, Gaming & Media, Odgers Berndtson

## AGENDA DAY ONE - APRIL 6

15.10

(In-person)

### GENETICS: THE FUTURE OF INJURY PREVENTION

Lior is a medical doctor with a passion for health technology, big data, DNA and personalization. He will be speaking on genetic testing for exercise prescription and injury prevention. Developing a cost-effective one-time test to help coaching staff personalize training and nutrition to help keep players injury-free.

DR LIOR RAUCHBERGER – CEO, myDNA

15.20

### REFRESHMENT BREAK

15.40

(Hybrid)

### THE GAMES PEOPLE PLAY

Over the past decade, traditional sports businesses and investors have had an on-again off-again relationship with gaming. From Esports to mobile and asset-based gaming, where is it all headed, and what should the relationship be?

**MODERATOR: SCOTT DINSDALE** – Managing Director, FutureNext

**FLORENT GUITIERREZ** – Global Esports Director Razer Inc.

**JOSEPH WADAKETHALAKAL** – SVP, Corporate Development, Mobile Premier League

**PHIL WILLIAMS** – Co-Founder, Altered State Machine

**DEV BAJAJ** – Chief Corporate Development Officer, Dream Sports

16.30

(Hybrid)

### WEB3.0, BLOCKCHAIN & SPORT

Insights across the blockchain; crypto, tokens, collectables and asset-based gaming. Debating the key trends and answering the top polling audience questions across an often confusing, fast-moving and future-certain domain.

**MODERATOR: SCOTT DINSDALE** – Managing Director, FutureNext

**TODD DEACON** – Managing Director, Techstars (ANZ)

**RIDLEY PLUMMER** – Metaverse and NFT Project Manager, Tennis Australia

**TODD COOPER** – CEO, NuArca

17.00

(Video)

### KEYNOTE: CONNECTING THE GLOBAL COMMUNITY LORD SEBASTIAN COE - NON EXECUTIVE CHAIR, CSM SPORT & ENTERTAINMENT; PRESIDENT, WORLD ATHLETICS

**MODERATOR: EDDIE MCGUIRE** – Chair, SportNXT

17.30

### REFRESHMENTS & NETWORKING

## AGENDA DAY TWO - APRIL 7

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### 8.30 DAY ONE RECAP

### 8.40 KEYNOTE: IN CONVERSATION – WOMEN...AND SPORT WITH MEGAN RAPINOE

(Video)

**MODERATOR: TRACEY HOLMES – ABC**

### 9.15 EVOLVING MODELS FOR SPORT

(In-person)

Industry experts examine evolving ownership, funding and governance models across sport. The impacts of a global pandemic have added to pre-existing pressures and expectations, for example the demands for and with the growth in women's sport, have resulted in a quickly transforming landscape. What are the forces and directions most likely to affect you?...helpful or not.

**MODERATOR: BART CAMPBELL – SportNXT Director**

**RICHARD GOYDER** – Chair, AFL; Chair, Qantas Airways Ltd

**JULIE UHRMAN** – Co-Founder and President, Angel City FC

**MICHAEL MILLER** – Executive Director, News Corp Australasia

### 9.55 ACCELERATING WOMEN'S SPORT

(Hybrid)

A detailed panel discussion considering whether we are focusing on the right strategies and actions in growing women's sport? With a large, underserved audience and all the attention of the past decade, growth in women's sport has nonetheless been more measured than exponential. What are we doing wrong and what do we need to be doing more of, or differently?

**MODERATOR: CATHERINE MURPHY – ABC**

**RAELENE CASTLE ONZM** – CEO, Sport New Zealand

**RACHEL FROGGATT** – CEO Women in Sport Aotearoa and Secretary General, IWG on Women & Sport

**SARAH STYLES** – Director, Office for Women & Sport (Victorian Government)

**KYLIE ROGERS** – Executive General Manager Customer and Commercial, AFL

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### 10.35 REFRESHMENT BREAK

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## AGENDA DAY TWO - APRIL 7

10.50

(Hybrid)

### SPORT & INDIGENOUS PEOPLES

A panel discussion with Indigenous leaders on the role and impact of sport in society. Where are we making progress and what must we continue to do better?

**MODERATOR: SHELLEY WARE** – Education lead, Culture is Life; Presenter, MC, educator.

**PROFESSOR HELEN MILROY** – Professor Perth Children's Hospital and UWA; AFL Commissioner

**PROFESSOR MEGAN DAVIS** – Indigenous Human Rights Lawyer, ARL Commissioner

**BAILEY MACKEY** – CEO, Pango Productions; Board, Ngati Porou Holding Company Limited

11.30

(Hybrid)

### MARKETING AND FAN ENGAGEMENT IN THE DIGITAL AGE

Keeping in step with today and tomorrow's CMO. In the time of celebrity, social media and digital channels, how do brands maintain and deepen their connection with and through sport, and vice versa?

**MODERATOR: IMRAN YUSUF** – SportBusiness

**KYLIE WATSON-WHEELER** – Managing Director, The Walt Disney Company (ANZ);  
President, Western Bulldogs

**RICARDO FORT** – Founder, Sport by Fort; Former Global Head of Sponsorship, Coca-Cola

**RICHARD HEASELGRAVE** – Chief Revenue & Fan Engagement Officer, World Rugby

**HEIDI BROWNING** – Chief Marketing Officer, National Hockey League (NHL)

12.10

(Video)

### GLOBAL LEADERSHIP KEYNOTE ADAM SILVER, NBA COMMISSIONER

*Please Note: Due to a scheduling change this session will now be pre-recorded.*

12.40

### NETWORKING LUNCH BREAK

# CREATE, SHARE AND CONNECT.

## AGENDA DAY TWO - APRIL 7

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**13.40**

(In-person)

### **SPORT DIPLOMACY**

What role should sport play on the world stage? Connecting sport, politics and the growing importance of the Asia-Pacific, the epicentre of global events over the next decade. Sport uniquely brings together and distinguishes peoples and communities, offering a unique platform. As we look forward with today's array of political challenges, what is sport's role in the future of diplomacy?

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**MODERATOR: STEPHANIE BRANTZ**

**JOSEPHINE SUKKAR AM** – Chair, Australian Sports Commission

**SIR ROD EDDINGTON** – Chair, Infrastructure Partnerships Australia;  
Chair, Advisory Committee Rugby World Cup 2027 Bid

**KATE JONES** – Former QLD Minister for Tourism & Events, Commonwealth Games; ARL Commissioner

**HON JULIE BISHOP** – Former Minister of Foreign Affairs

**14.20**

(Video)

### **HIGH PERFORMING EXECUTIVES: SESSION 2**

The second of our personal growth segments for developing high performing executives. Best known for his work with the All Blacks, but trusted by leading sports organisations around the world, Ceri will share his 'Red-Blue' mind model, providing attendees tools and tips for people serious about performing under pressure.

**DR CERI EVANS** – Forensic Psychiatrist and Consultant

*Please Note: Due to a scheduling change this session will be pre-recorded.*

**14.40**

(Hybrid)

### **ASIA RISING**

Join a panel discussion exploring the growing relevance and power of sport in Asia. What are the dynamics and opportunities shaping Asia's sport markets, home to a third of the world's population and its youngest cohort of current and potential fans and participants.

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**MODERATOR: KEVIN MCCULLAGH** – SportBusiness

**H.E. SANDIAGA UNO** – Minister for Tourism and Creative Economy Indonesia

**KIYOSHI NAKAMURA** – CEO, K2SM Inc

**RAVI KRISHNAN** – CEO & Founder, Stepathlon. Former Managing Director, IMG South Asia

**LIEN CHOONG LUEN** – General Manager, Gojek Singapore;  
and President, Singapore Athletics Association

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**15.15**

### **REFRESHMENT BREAK**

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## AGENDA DAY TWO - APRIL 7

15.35

(Hybrid)

### THE EVOLUTION OF MAJOR EVENTS

A panel discussion with leading major events on how they are evolving to meet the needs of fans and what major global events will look like in the future.

**MODERATOR: TRACEY HOLMES** – ABC

**CRAIG TILEY** – CEO, Tennis Australia; Tournament Director Australian Open

**NEIL WILSON** – Chairman, Victoria Racing Club

**JANE FERNANDEZ** – COO, FIFA Women's World Cup 2023

**COLLETTE ROCHE** – COO, Manchester United Football Club

16.20

(In-person)

### VISIONING THE NEW LIVE!

Animating and engaging the venue and home experience through technology and creativity. The pandemic has created an immediate craving to get back to live, however competition and engagement will soon return. This session explores how the application of technology and creativity can yield a vibrant future for live.

**MODERATOR: EDDIE MCGUIRE** – Chair, SportNXT

**ANDY PENN** – CEO, Telstra

**GEOFF JONES** – CEO, TEG

**JOHN HARN DEN AM** – CEO, Melbourne & Olympic Parks Trust; Director Cricket Australia

**PATRICK DELANY** – CEO, Foxtel

17.00

### CLOSING REMARKS

17.15

### REFRESHMENTS & NETWORKING

# NEW, ENDURING AND IMPACTFUL INDUSTRY RELATIONSHIPS.

## AGENDA DAY THREE - APRIL 8

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### CURATED SITE VISITS

Friday 8 April is reserved for SportNXT and the Victorian Government to host curated site visits to selected sports infrastructure in and around Melbourne. These site visits are complimentary for delegates to attend but registration is required which will take place via the delegate portal closer to the event.

Due to the logistics of touring the respective venues, each site visit has a capacity limit. Attendance at these site visits will be based on a first-come, first-served basis.

As site visits will be held in different locations and at different times, unfortunately, it is not possible to attend all of them. Delegates will have the option to select one of each from the morning and/or afternoon sessions. If you would like to attend the F1 Grand Prix, this will be the only site visit you will be able to attend due to the other site visit timings.

From  
**12.00**  
onwards

### FORMULA 1 AUSTRALIAN GRAND PRIX

On the eve of the Formula 1® Heineken® Australian Grand Prix 2022, get a behind-the-scenes look at how one of Australia's premier international major events operates with the Australian Grand Prix Corporation treating you to an exclusive tour of the Grand Prix set up, including hospitality and operational areas. General admission passes will be available for all delegates once the tour has concluded to stay onsite and watch the action. This unique opportunity is not to be missed.

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### MORNING SITE VISITS

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From  
**10.30**  
to  
**11.30**

### FORTRESS MELBOURNE

Fortress Melbourne welcomes you to the ultimate Esports and Games entertainment venue in the southern hemisphere. Located in the heart of Melbourne, it spans two gigantic levels and houses a purpose-built 200 seat Esports arena and LIVE broadcast production facility. Fortress Melbourne also houses 160 premium Alienware PCs, two licensed bars, private party spaces, and a huge, themed basement Tavern restaurant with VIP video game booths and board game areas. Come and experience Gamer's heaven and see how this unique, innovative and wildly popular venue is operated.

## AGENDA DAY THREE - APRIL 8

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From  
**10.30**  
to  
**11.30**

### **AUSTRALIAN GOLF CENTRE**

The Australian Golf Centre is the new home of Australian golf located in Sandringham within Melbourne's world-famous Sandbelt, opposite the Royal Melbourne Golf Club, one of the finest golf courses in the world.

With strong support from the Victorian Government, the Australian Golf Centre has united Golf Australia, PGA of Australia, and WPGA of Australia to raise Australian golf to new heights.

Come and learn about the landmark inaugural Australian Golf Strategy and the ongoing development plans for the Centre, the creation of the exciting Sandy Golf Links by world-renowned golf course architects, Ogilvy Cocking and Mead; and experience first-hand the state-of-the-art National High-Performance Centre, all of which are aimed at raising Australian golf to new heights of enjoyment and success.

From  
**10.30**  
to  
**12.00**

### **THE MCG**

The Melbourne Cricket Club (MCC) will take you on a guided tour of the iconic MCG and will discuss its commitment to Indigenous reconciliation, its innovative investments into green and sustainability infrastructure and its comprehensive game-day emergency management protocols. This is an amazing opportunity to visit the inner sanctum of the "G" and learn about its progressive and inclusive agenda.

From  
**10.30**  
to  
**12.30**

### **VICTORIA RACING CLUB - FLEMINGTON**

Flemington is the best-known metropolitan racecourse in Australia, with races run every year since 1840. With its superb facilities, Flemington hosts 25 race meetings annually, including the world-renowned Melbourne Cup Carnival.

The Victoria Racing Club invites you to an exclusive behind the scenes tour of the racecourse and take a peek into the stables complex, the tunnel through which the horses and jockeys pass, the mounting yard, the luscious green tracks and the spectacular Club Stand.

This experience will provide insights into the VRC's best practice event production and delivery techniques, environmental sustainable initiatives, facilities management and the history and heritage of one of the most famous sporting icons in the world.

This site will be explored on-foot and comfortable footwear is recommended.

## AGENDA DAY THREE - APRIL 8

### AFTERNOON SITE VISITS

From  
**13.30**  
to  
**14.30**

#### **PARKVILLE SPORTS PRECINCT**

Melbourne Sports Centres (MSC) is Victoria's home of high-performance sport, delivering world-class sporting environments to inspire people to push their limits and feel proud of their achievements. MSC Parkville offers sporting facilities and programs from the grassroots to high-performance, international, and Olympic level athletes. It is the home for Netball Victoria, Hockey Victoria and has a strong focus for women and girls in sport. Gain insights into how the venue manages more than 500,000 players and spectators per year (with over 80 per cent of these users being female) and learn about how the recent redevelopment will drive change and grow female leadership in sport.

From  
**13.30**  
to  
**14.30**

#### **MARVEL STADIUM**

Marvel Stadium currently serves as the busiest multi-purpose stadium in the world, welcoming over two million patrons through our turnstiles each year. A sport and entertainment venue, our event calendar consists of annual Australian Rules football, A-League soccer and Big Bash cricket fixtures along with a diverse range of events and functions held in conjunction with the busy major events calendar.

Holding a large number and variety of events annually, the stadium has hosted some of the biggest international sporting events, such as soccer World Cup Qualifiers and International Rugby Union tests, as well as many memorable concerts for some of the world's biggest stars, including Adele, Taylor Swift, Ed Sheeran and U2.

From  
**13.30**  
to  
**14.30**

#### **AAMI PARK**

Melbourne and Olympic Parks (M&OP) is one of the world's greatest sports precincts and home to six of Melbourne's premier venues: Rod Laver Arena, Margaret Court Arena, John Cain Arena, KIA Arena AAMI Park and CENTREPIECE at Melbourne Park. Home to nine national, elite sporting teams and millions of visitors annually, the precinct hosts hundreds of events each year, ranging from game day matches to grand finals, and from intimate occasions to epic arena spectacles. M&OP will take you on a behind-the-scenes tour of AAMI Park, one of the host venues for the 2023 FIFA Women's World Cup. Step into the shoes of a player with a guided tour of the locker rooms and then take to the pitch to learn more about the planned redevelopment of the stadium, and how the precinct is preparing for the arrival of the Women's World Cup in 2023.

# SHAPING THE FUTURE OF SPORT

6 - 8 APRIL 2022, CENTREPIECE AT MELBOURNE PARK

**SPORTNXT**  
MELBOURNE 2022



# THANK YOU TO OUR PARTNERS:

## GOVERNMENT PARTNER

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## PREMIUM PARTNERS

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## CATEGORY PARTNERS

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## DELIVERY PARTNERS

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## EXHIBITORS

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**PLEASE NOTE:** Agenda speakers, topics and schedule are subject to change.  
The conference will deliver a combination of in-person, video and hybrid sessions.

[SPORTNXT.ORG](https://SPORTNXT.ORG)