

AGENDA DAY ONE - MARCH 19

8.30 WELCOME

📍 MAIN STAGE

🎤 MASTER OF CEREMONIES: HAMISH MCLACHLAN

WELCOME TO COUNTRY

8.55 THE STATE OF SPORT

(In Person)

A high powered group of global and domestic heavyweights from across the sporting spectrum to discuss and debate the macro trends that will shape the sports industry over the next decade

🎤 MODERATOR: TRACEY HOLMES – Host & Executive Producer, The Sports Ambassador

KRISHNA BHAGAVATHULA – CTO, NBA

KIEREN PERKINS OAM – CEO, Australian Sports Commission

RAELENE CASTLE ONZM – Group Chief Executive, Sport New Zealand

JAMES SUTHERLAND – CEO, Golf Australia

📍 MAIN STAGE



9.40 KEYNOTE - CASEY WASSERMAN

(Virtual)

Join a fascinating virtual fireside chat with Casey Wasserman, the globally renowned leader in sports, music, entertainment and culture. From his role as Chair and CEO of Wasserman, leading a successful Olympic bid to becoming Chairperson of LA28, alongside significant philanthropic contributions across education, arts, health service and global initiatives, this is a unique opportunity to hear from one of the most influential people in world sport.

Please Note: Due to scheduling this virtual keynote will be pre-recorded.

🎤 MODERATOR: EDDIE MCGUIRE AM – Chair, SportNXT

CASEY WASSERMAN – Chairperson, LA28 Olympic & Paralympic Games;
Chairman and CEO, Wasserman

📍 MAIN STAGE



10.10 REFRESHMENT BREAK – Presented by MKTG Sport + Entertainment

AGENDA DAY ONE - MARCH 19

10.40

(In Person)

I SEE YOU (DIVERSITY)

We deep dive into the need, development, nurturing and exposure of role models in support of sport's commitment to diversity, on and off the pitch.



MODERATOR: TAL KARP – CEO; Former Matilda; Non-Executive Director

DAME VALERIE ADAMS DNZM – Chair, World Athletics Athletes' Commission; Former Olympian

AZMEENA HUSSAIN OAM – Non-Executive Director, Victorian Institute of Sport; Principal,

Maurice Blackburn Lawyers

ANGELA TANOESOEDIBJO – Deputy Minister of Tourism & Creative Economy,

Indonesian Government

TANYA HOSCH – EGM Inclusion & Social Policy, AFL

📍 MAIN STAGE



11.30

(In Person)

MEDIA'S EVER-SHIFTING LANDSCAPE

The relationship between sport and live media, technology aside, continues to evolve year on year. An expert panel examines the last year in media deals and projects where we are headed next.



MODERATOR: STEPHANIE BELTRAME – EGM Broadcasting and Commercial, Cricket Australia

ANDREW RYAN – Managing Director, FIBA Media

REBECCA MCCLOY – Executive Director- Commercial, Sport, Foxtel Group

HAMISH TURNER – Director 9Now & Programming, Nine

📍 MAIN STAGE



12.30

NETWORKING LUNCH BREAK – Presented by Toyota

AGENDA DAY ONE - MARCH 19

CONCURRENT BREAKOUT STREAMS

COMMERCIAL AND REVENUE


EMERGING DIGITAL AND TECH

SOCIAL MEDIA

13.35
(In Person)

KEYNOTE - PARTNERSHIP GROWTH MINDSET

Partnerships and revenue go hand-in-hand, now more than ever. Catherine Carlson shares her insights for the future of collaborative growth, developed across a career that started with rugby league and spans partnership and revenue leadership positions at the Orlando Magic, Philadelphia Eagles, Brooklyn Nets, New York Liberty, and the Barclays Center.

 MAIN HALL

 CATHERINE CARLSON – EVP, Global Partnerships, BSE Global / Brooklyn Nets



14.00
(In Person)

CASE STUDIES - FINDING DIRECTION

An expert panel draws from their personal experiences in providing insights and direction for sustained growth during uncertain times.

 MAIN HALL

 MODERATOR: ROWENA SAMARASINHE – MD, GENSport; Partner, LEVEL

GLENN LOVETT – CEO & Global MD, Dentsu Sports Analytics

JEN WATT – CEO, North Melbourne FC

BEN SLACK – CCO, World Rugby



14.40
(In Person)

DEBATE PANEL - COMMERCIAL QUANDARIES

Codes not supported by a highly visible commercial season face an ongoing challenge to compete and grow in an increasingly noisy attention economy. A panel of the sector's leaders discuss and debate their experiences and the direction it is giving them toward sustainable futures.

 MAIN HALL

 MODERATOR: ROB NELSON – CEO, MI Global Partners

MATT SCRIVEN – CEO, Basketball Australia

MARNE FECHNER – CEO, AusCycling

DAVID PRYLES – CEO, Hockey Australia



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COMMERCIAL AND REVENUE

EMERGING DIGITAL AND TECH

SOCIAL MEDIA

13.35

(In Person)

KEYNOTE - SPORTTECH: INSIDE OUT



601 Analytics, a sports analytics platform, was launched into the market off the back of applications developed internally by the Miami Heat's tech team. Edson Crevecoeur (SVP, Strategy & Data, Miami Heat & 601 Analytics COO) shares lessons learned and whether it's something for everyone.

AUDITORIUM



MODERATOR: SCOTT DINSDALE – CEO, Power'd Digital

EDSON CREVECOEUR – SVP, Strategy & Data, Miami Heat; COO, 601 Analytics

POWER'D

14.00

(In Person)

CASE STUDIES - DEMYSTIFYING AI

A early practitioners panel presents harbinger cases forecasting the impacts and questions that will surround AI as it begins to evolve across the sport ecosystem.

AUDITORIUM



MODERATOR: SCOTT DINSDALE – Content Director, SportNXT

DR. STUART MORGAN – Lead MI, AI and Data Innovation, AIS

DR. JEREMY NGUYEN – Sr Researcher and Lecturer, Swinburne Business School

PROF. MATT KUPERHOLZ – Director, Champion Data Labs

POWER'D

14.40

(In Person)

DEBATE PANEL - TECH CHECKIN'

Is sport overly obsessed with tech? Should sport rely more or less on internal tech IQ? Is IoT and Web3 still a thing? These and other emerging digital and tech debates are tackled by a panel of practitioners and the audience.

AUDITORIUM



MODERATOR: SCOTT DINSDALE – Managing Director, FutureNext

JENNY SIMPSON – CEO, Major Events Growth Alliance

KEN MARTIN – Managing Director Global Sales (Sports, Media & Entertainment), Cisco

NED COTEN – CEO, EngageRM

POWER'D

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COMMERCIAL AND REVENUE

EMERGING DIGITAL AND TECH

SOCIAL MEDIA

13.35

(In Person)

KEYNOTE - SOCIAL'S NEXT FRONTIER

Deakin's Kim Toffoletti and Kasey Symons discuss their perspectives on the key trends in today's fragmenting social media landscape and then deep dive into the state of social media and women in sport.

📍 TENNIS HQ

🎤 **A/PROF. KIM TOFFOLETTI** – Assoc. Professor, Deakin University
DR. KASEY SYMONS – Lecturer, Deakin University



14.00

(In Person)

CASE STUDIES - AMPLIFYING BIG WINS

Like all, but more so than most, social success emanates from doing. Campaign by campaign, reaction by reaction, season by season, day by day, minute by minute, second by second. Leading practitioners pull out the tricks to staying in the game.

📍 TENNIS HQ

🎤 **MODERATOR: SEAN CALLANAN** – Founder, Sports Geek
NADINE RABAH – EGM Communications, Collingwood FC
PETER FILOPOULOS – Head of Marketing, Communications & Corporate Affairs, Football Australia
SPENCER RETALLACK – EGM - Customer, Broadcast and Media, Netball Australia



14.40

(In Person)

DEBATE PANEL - SOCIAL ISSUES

Is social getting more attention than result? Should sport be held to high standards in its socials than other enterprises? Expert practitioners take to these and other prominent social media issues.

📍 TENNIS HQ

🎤 **MODERATOR: JACQUELINE COMER** – Co-Founder, Areto Labs
MITCHELL JONES – Managing Editor - Social Media, AFL
RANA HUSSAIN – Founder, Good. Human
EMMA RACE – CEO, Making the Call



AGENDA DAY ONE - MARCH 19

15.20

REFRESHMENT BREAK – Presented by Dentsu Sports Analytics

15.50

(In Person)

EMERGING SUPERPOWERS - SESSION 1 QATAR PART 1

From mega-event hosting football, golf, cricket and everything in between to ownership at all levels, the sports world is experiencing unprecedented change through ever increasing investments and influence from markets such as the Middle East and India. Hear from leaders working within these emerging sport super powers on their strategies and approach, where they see opportunity, and the implications on and off the pitch.

Tracey Holmes will lead an in-depth fireside conversation with FIFA World Cup 2022 CEO, Nasser Fahad Al-Khater, as they reflect on the strategy, outcomes and approach to the first FIFA World Cup hosted in the Middle East.

📍 MAIN HALL

🎤 **TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador
NASSER FAHAD AL KHATER – CEO, FIFA World Cup Qatar 2022

 **ODGERS BERNDTSON**

16.10

(In Person)

EMERGING SUPERPOWERS - SESSION 1 QATAR PART 2

Following their one on one, Tracey and Nasser are then joined by Alexandra Chalet to explore the legacy of the FIFA World Cup 2022, both on and off the pitch, and take a future view of sport in the region.

🎤 **MODERATOR: TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador
NASSER FAHAD AL KHATER – CEO, FIFA World Cup Qatar 2022
ALEXANDRA CHALAT – Executive Director, Partnerships and Strategic Alignment, Qatar Foundation

📍 MAIN HALL

 **ODGERS BERNDTSON**

AGENDA DAY ONE - MARCH 19

16.35
(In Person)

EMERGING SUPERPOWERS - SESSION 2 INDIA

From mega-event hosting football, golf, cricket and everything in between to ownership at all levels, the sports world is experiencing unprecedented change through ever increasing investments and influence from markets such as the Middle East and India. Hear from leaders working within these emerging sport super powers on their strategies and approach, where they see opportunity, and the implications on and off the pitch.

 **MODERATOR: SACHIN KUMAR** – GM, Product & Partnerships, News Sport Network

NIKHIL BARDIA – Head, RISE Worldwide Ltd.

UNMISH PARTHASARATHI – Board Chairman, The GoSports Foundation

 **MAIN HALL**



17.00
(In Person)

KEYNOTE – JULIE UHRMAN

Join the force behind LA's Angel City Football Club, recently reported as the world's most valuable women's sports team, as she shares her journey in building the club alongside her co-founders, actor and activist Natalie Portman and VC Kara Nortman. Learn how the team's sponsorship model that reallocates 10% of all sponsorship revenue back to the community has paid back in spades and sold out their home stadium of 22,000 over and over.

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

 **MAIN HALL**



17.30

REFRESHMENTS & NETWORKING

– Presented by CENTREPIECE @ Melbourne Park

— 18.30 – CLOSE OF DAY 1 —



OFFICIAL POST CONFERENCE
ENTERTAINMENT VENUE

AGENDA DAY TWO - MARCH 20

8.45 WELCOME & DAY ONE RECAP

 **BART CAMPBELL** – Co-Founder, SportNXT; Global Content Director, TEG Sport


9.00
(In Person)

KEYNOTE - ANDREW LIVERIS AO SHINE BRIGHTEST, TOGETHER IN AN OLYMPIC YEAR



With the Paris 2024 Olympic and Paralympic Games only months away, momentum is gathering pace for the Brisbane 2032 Olympic and Paralympic Games. Hear from the President of the Brisbane 2032 Organising Committee, Andrew Liveris on how the smallest region to ever Host a Games is harnessing communities across Australia and abroad to prepare for the biggest global event.

 MAIN HALL

 **ANDREW LIVERIS AO** – President, Brisbane 2032 Organising Committee

 **ODGERS BERNDTSON**

9.25
(In Person)

KEYNOTE - KYLIE WATSON-WHEELER GAME ON FOR NEXT GEN SPORTS



US sports fandom is on the rise in Australia and ESPN is growing its NFL, NBA, NHL, MLB and UFC programming foothold with young and highly engaged audiences. Asia-Pacific head of ESPN, Kylie Watson-Wheeler, will share key insights into next-gen sports fans, who they are, what makes them tick, and how they're broadening Australian sports consumption.

 MAIN HALL

 **KYLIE WATSON-WHEELER** – SVP & Managing Director, The Walt Disney Company (ANZ)



9.45
(Virtual)

KEYNOTE - JIMMY PITARO



Chairman of ESPN, Jimmy Pitaro, will join Kylie virtually in conversation about ESPN's leadership and innovation in sports content, products, and experiences for sports fans globally.

 MAIN HALL

 **MODERATOR: KYLIE WATSON-WHEELER** – SVP & Managing Director,
The Walt Disney Company (ANZ)
JIMMY PITARO – Chairman, ESPN



10.15 REFRESHMENT BREAK – Presented by CENTREPIECE @ Melbourne Park

AGENDA DAY TWO - MARCH 20

10.45

(In Person)

INTO THE HOT SEAT

In the pressure cooker that is the sports industry, there may be no hotter seat in Australia than the CEO of the AFL. Following our 'exit interview' with Gillon McLachlan in 2023, join us for a wide ranging fireside chat with new AFL CEO, Andrew Dillon. From the pressures and expectations of leadership, learnings and insights from his own personal journey, to his vision for future success in the hyper competitive sporting landscape.

📍 MAIN HALL



MODERATOR: EDDIE MCGUIRE AM – Chair, SportNXT

ANDREW DILLON – CEO, AFL



11.10

(In Person)

A GAME CHANGER - FIFA WOMEN'S WORLD CUP 2023

Before joining a detailed panel discussion on the commercialisation of women's sport, Football Australia CEO James Johnson helps to set the scene by outlining the incredible sporting, economic and societal benefits that the record breaking FIFA Women's World Cup 2023 delivered.

📍 MAIN HALL



JAMES JOHNSON – CEO, Football Australia

11.15

(In Person)

COMMERCIALISATION OF WOMEN'S SPORT

From the WIPL to the FIFA World Cup, fans are flocking to, and deeply engaging with women's codes, however growth in sustainable revenue has not kept pace? What are the catalysts and strategies that need to be considered in dramatically accelerating that curve?

📍 MAIN HALL



MODERATOR: SARAH STYLES – Director, Office for Women In Sport & Recreation

JULIE UHRMAN – Founder & President Angel City FC

MICHAEL WILKINS – MD, News Sport Network

ROWENA SAMARASINHE – MD, GenSport; Partner, LEVEL

JAMES JOHNSON – CEO, Football Australia



AGENDA DAY TWO - MARCH 20

12.05
(In Person)

KEYNOTE – SHAUN HARVEY **WELCOME TO WREXHAM**



From Hollywood to North Wales, the five time emmy award winning documentary 'Welcome To Wrexham' has followed the remarkable journey of actors Rob McElhenney and Ryan Reynolds becoming owners of the third oldest professional football club in the world, Wrexham AFC. Get a behind the scene's perspective on this fascinating story from Wrexham Strategic Board Advisor, Shaun Harvey, and where he thinks it goes next... blend of art and science. What is the state of live production today, and where will it be taking us into the future?

MAIN HALL

SHAUN HARVEY – Strategic Board Advisor, Wrexham AFC.



12.35

NETWORKING LUNCH BREAK – Presented by Odgers Berndston

AGENDA DAY TWO - MARCH 20

CONCURRENT BREAKOUT STREAMS

FAN EXPERIENCE

BRANDS AND MARKETING

SUSTAINABILITY

13.40

(In Person)

KEYNOTE - HOW DO THEY DO IT?

The Australian Open, it just gets bigger and bigger every year whilst consistently maintaining its place and reputation as the "friendly slam", ranked #1 by fan and player alike. Chief Event Officer Alex Hamilton draws back the curtain on how Tennis Australia continues to stay on top in growth and satisfaction.

📍 MAIN HALL

🎤 **ALEX HAMILTON** – Chief Event Operations Officer, Tennis Australia



14.05

(In Person)

CASE STUDIES - GETTING PERSONAL

What does it take to craft and realise effective fan personalisation strategies and outcomes? This session examines how leading organisations are divining the future of personalisation.

📍 MAIN HALL

🎤 **MODERATOR: JARRAD PROVIS** – General Manager, Integrated Marketing, MKTG Sports + Entertainment
REBECCA HAAGSMA – Chief Product Officer, Nine
KYLIE ROGERS – EGM, Customer & Commercial, AFL
ALISTAIR DOBSON – General Manager, Big Bash Leagues



14.45

(In Person)

DEBATE PANEL - EXPERIENCING ISSUES?

Are we constraining digital experiences by trying too hard to strike a balance with physical? How deep does the fan-centric rabbit hole go ... all the way to interactive fan decisioning? Is the right model for creating an effective fan-centric organisation centralised or decentralised? Expert practitioners and the audience debate leading issues of the day.

📍 MAIN HALL

🎤 **MODERATOR: SANDRA SWEENEY** – Sports Practice Lead, Deloitte
TRAVIS AULD – CEO, Australian Grand Prix Corporation
KRISHNA BHAGAVATHULA – CTO, NBA
JUSTIN RODSKI – CEO, Melbourne Storm



AGENDA DAY TWO - MARCH 20

CONCURRENT BREAKOUT STREAMS

FAN EXPERIENCE

BRANDS AND MARKETING

SUSTAINABILITY

13.40

(In Person)

KEYNOTE - EAST MEETS WEST MEETS EAST

It's a global audience and economy, sure, but east is still east, and west is still west. As sport and brands continue to seek new and expanded audience, how can you most effectively cross the borders of tradition, culture, and taste.

 AUDITORIUM



ECHO LI – Global CCO, Dentsu Sports International

MATT CONNELL – Managing Director, MKTG Sports + Entertainment



14.05

(In Person)

CASE STUDIES - CLAIMING SHARE OF WALLET

Expert practitioners reveal their experiences that give them direction and focus in successfully competing for share of wallet, internal and external.

 AUDITORIUM



MODERATOR: LEIGH LAVERY - Head of Growth Intelligence - Client and Commercial, News Corp Australia

KIM ANDERSON – Head of Marketing, FIFA Women's World Cup 2023

STEVEN REYNOLDS – Senior Vice President, Discover Qatar

HANNAH WARREN – Head of Marketing, Netball Australia



ODGERS BERNDTSON

14.45

(In Person)

DEBATE PANEL - MARKETING DIPOLES

Will AI take over marketing? Should the line we draw be closer to the personalisation or privacy end of the spectrum? Expert practitioners' debate and discuss timely marketing issues.

 AUDITORIUM



MODERATOR: LEIGH LAVERY - Head of Growth Intelligence - Client and Commercial, News Corp Australia

CHRISTY COLLIER-HILL – Head of WNBL, Basketball Australia

NICKI KENYON – Director, Australian Grand Prix Corporation

TAYAH BOT – Chief Marketing Officer, Storm Group



AGENDA DAY TWO - MARCH 20

CONCURRENT BREAKOUT STREAMS

FAN EXPERIENCE

BRANDS AND MARKETING

SUSTAINABILITY

13.40

(Virtual)

KEYNOTE - WE ARE HERE

Prof. Johan Rockström (virtually) and Emma Pocock present a fact-based, no-holds-barred perspective on the state of the world's climate and its implications for sport. What can we expect in the years to come? What can we do to move the needle and ensure we like the answer?

Please Note: Due to scheduling Prof. Johan Rockström's segment will be pre-recorded.

📍 TENNIS HQ



PROF. JOHAN ROCKSTRÖM – Director, Potsdam Institute for Climate Impact Research

EMMA POCOCK – CEO & CO-Founder, FrontRunners



TOYOTA

14.05

(In Person)

CASE STUDIES - FIELDS OF PLAY

A case-based discussion demonstrating how meaningful sustainability strategies and actions can be applied to every sport's field of play.



MODERATOR: ANN DUFFY – ESG Board Advisor & CSO, MI Global Partners

RITA NEHME – Head of Sustainability, Richmond Football Club

MEEGAN JONES – Director, Institute for Sustainable Events

DR. SHEILA NGUYEN – Head of Sustainability, FIFA Women's World Cup 2023

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14.45

(In Person)

DEBATE PANEL - QUESTIONING SUSTAINABILITY

Can greenwashing serve a positive purpose? Is denial still a problem? Should sport be compelled to take action beyond that of a good civic citizen? Who should assume the yoke of leadership, government, or the commercial sector? Expert practitioners taking sides and debate these and other topical issues in sustainability.



MODERATOR: EMMA POCOCK – CEO & CO-Founder, FrontRunners

JAN FITZGERALD – CEO, Sport Environment Alliance

MATTHEW NICHOLAS – Dir. Sustainability, Tennis Australia

DR. MARTIN RICE – Research Director, Climate Council

PETER TALIANGIS – National Business Development Manager, Carbon Neutral

📍 TENNIS HQ



15.25

REFRESHMENTS & NETWORKING – Presented by Movember

AGENDA DAY TWO - MARCH 20

16.00

(In Person)

GLOBALISATION OF SPORT

Drawn by fans and driven by the need for growth, sport is an increasingly global game. Navigating international waters and assembling a global footprint presents a myriad of challenges and opportunities. Hear from leading experts on what they are seeing, how it's impacting the way they do business, and what strategies and tactics are most effective in growing their game and fanbase into new and non-traditional markets.

 **MODERATOR: TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador

BRETT GOSPER – Head of Europe & APAC, NFL

BART CAMPBELL – Co-Founder, SportNXT; Global Content Director, TEG Sport

CATHERINE CARLSON – EVP, Global Partnerships, BSE Global / Brooklyn Nets

 MAIN HALL



16.45

(Hybrid)

THE POWER OF COLLABORATIVE LEARNING

Vanessa Ford, Co-Founder of Kukua, the business behind 'Super Sema' the first African animated superhero series, will introduce the session virtually. Then an NBA Winning coach, AFL premiership coach, A-League winner and Cricket World Cup winner as they share their experience of the Aleda Connect program, and how they are unlocking the power of collaborative learning. Join this fascinating discussion that will explore how world-class coaches are using collaborative learning to improve their leadership, and what lessons can be learnt for leaders of business.

 **MODERATOR: LUKE DARCY** – Founder, Aleda

ANDREW MCDONALD – Coach, Australia Men's Cricket Team

CRAIG MCRAE – Coach, Collingwood Men's Football Team

MIKE DUNLAP – Fmr. Asst Coach, Milwaukee Bucks

JOHN ALOISI – Coach, Western United FC

VANESSA FORD – Co-Founder, Kukua (virtual)

 MAIN HALL



17.30

END OF DAY NETWORKING – Presented by Crown

— 18.30 – CLOSE OF DAY 2 —



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