

## AGENDA DAY ONE - MARCH 12

### 8.30 WELCOME

 MAIN STAGE  **MASTER OF CEREMONIES: ALICIA LOXLEY – NINE**

Don't miss our special welcome video for SportNXT 2025 and our opening addresses to start the summit.


9.00  
(In Person)

### KEYNOTE - CHRISTINE MCLOUGHLIN AM & CATE CAMPBELL OAM



As its Chair, Christine McLoughlin leads The Suncorp Group, Australia's largest general insurance group, in a time of industry transformation. As Co-Founder and Chair of the Minerva Network she leads a national network of women at the top of their game in an even more revolutionary era. Join Christine and iconic Olympian Cate Campbell OAM, for a fascinating fireside discussion exploring leadership, women's sport, the unique challenges for female athletes both on and off the field, and the power of mentorship.

 MAIN STAGE

 **MODERATOR: TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador  
**CHRISTINE MCLOUGHLIN AM** – Chair, Suncorp Group; Founder and Chair, Minerva Network  
**CATE CAMPBELL OAM** – Former Olympian; Council Member Minerva Network



### 9.30 THE STATE OF SPORT

Industry leaders discuss trends influencing the future of sport and unpack the most critical issues facing sport today, from the future of revenue and partnerships and navigating changing markets to organisational future proofing, capitalisation, and more.

 MAIN STAGE

 **MODERATOR: NEROLI MEADOWS** – Sports Presenter & Journalist  
**LIZ ELLIS AO** – Chair, Netball Australia  
**JOHN WYLIE AC** – Founder & CEO, Tanarra Capital  
**TIM CAHILL AO** – Chief Sports Officer, Aspire Academy



### 10.15 REFRESHMENT BREAK – Presented by TAG

## AGENDA DAY ONE - MARCH 12

10.45  
(Virtual)

### KEYNOTE - MARK TATUM

Join a fascinating virtual fireside chat with one of world sport's most prominent figures, NBA Deputy Commissioner, Mark Tatum. Hear Mark's unique perspective on the future of sport, and the NBA's continued leadership across AI and Tech-driven innovation, social impact, international growth and immersive fan experiences.

 MAIN STAGE

 **MODERATOR: LEN PERNA** – Chairman, Founder and CEO, TurnkeyZRG  
**MARK TATUM** – Deputy Commissioner & COO, NBA



11.15  
(In Person)

### THE STATE OF CAPITAL

The battle for capital in sport has never been more fierce or diverse. What should teams, leagues and federations be considering to ensure their survival and deliver long term growth? Key leaders from across the investment landscape give their perspectives on the evolving strategies, trends and themes that will shape capital investment in sport over the next decade.

 MAIN STAGE

 **MODERATOR: KATIE MCNAMARA** – Director, Sports, Events and Venues, Australia, Ernst & Young  
**PKSV SAGAR** – President, GMR Sports  
**DANNY TOWNSEND** – CEO, SURJ Sports Investment  
**ANDREW CROKER** – Advisory Board Chair, Oakwell Sports Advisory



12.05  
(In Person)

### KEYNOTE - SANJOG GUPTA

Powered by an under 45 cohort that's >60% of its population, it's been a remarkable year of accomplishments since our "India: Emerging Superpower" session at SportNXT '24. From best-ever success at the Paris Olympics, the emergence of a broadcast superstar, taking Kabaddi to the world, to an ambitious 2036 Olympic bid and world-first innovations - India's place in world sport continues to grow. Join one of India's most prominent media executives and a pioneer in modern sports broadcasting for an inside look at what's next across sport, media and technology.

 MAIN STAGE

 **SANJOG GUPTA** – CEO, Sport - JioStar



12.40

**NETWORKING LUNCH BREAK** – Presented by ZRG Partners

## AGENDA DAY ONE - MARCH 12

### CONCURRENT BREAKOUT STREAMS

#### COMMERCIAL AND REVENUE

#### BRANDS AND MARKETING

#### INTERACTIVE WORKSHOPS

13.40  
(In Person)

### KEYNOTE - ANDREW DILLON



As one of the world's most attended sports leagues and bolstered by lucrative TV rights deals and partnerships, the AFL is Australia's strongest commercial league. On the eve of another season, join AFL CEO Andrew Dillon for a wide ranging discussion to understand the leagues growth ambition and what the future holds.

📍 MAIN STAGE

🎤 **MODERATOR: EDDIE MCGUIRE AM** – Co-Founder, SportNXT  
**ANDREW DILLON** – CEO, AFL



14.05  
(In Person)

### MAXIMISING NEXT GEN SPONSORSHIP

Shaping innovative and adaptable sponsorships in today's hyper-competitive, value-driven economy is an increasingly critical challenge. Through the lens of leading brands, this session explores the key issues shaping the future of sports sponsorship, from shifts in fan engagement to navigating economic pressures and addressing calls for greater inclusivity and sustainability.

📍 MAIN STAGE

🎤 **MODERATOR: MICHAEL DA COSTA-ALVES** – GM Commercial, MKTG Sport + Entertainment  
**DR. MINH TRAN** – VP APAC Partner Services Marketing, VISA  
**FIONA HAROLD** – CEO, World Netball  
**RODDY CAMPBELL** – Director Partnerships & International Business, Tennis Australia



14.45  
(In Person)

### ADAPTING IN FLIGHT

With challenges never more numerous, commercial organisations can't afford to simply rinse/repeat year-on-year. Easy to say, hard to do. How do industry leaders imagine, evaluate and execute initiatives focused beyond incremental growth?

📍 MAIN STAGE

🎤 **MODERATOR: ROWENA SAMARASINHE** – Managing Director, GenSport; Partner, LEVEL  
**ED SANDERS** – CCO, Cricket Australia  
**KYLIE ROGERS** – CEO, Victoria Racing Club  
**JASON GRIFFITHS** – VP, Partnerships, LA Rams



## AGENDA DAY ONE - MARCH 12

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COMMERCIAL  
AND REVENUE

BRANDS AND  
MARKETING

INTERACTIVE  
WORKSHOPS

13.40  
(In Person)

### SCALING SPORT THROUGH STORYTELLING: BASKETBALL'S 'MATILDAS MOMENT'



Women's basketball is experiencing a seismic shift here in Australia and around the world. How can the WNBL and women's basketball seize this opportunity to scale and inspire the next generation of basketball fans? The session explores how storytelling is the secret to scaling and catalyst for change by bringing together incoming WNBL CEO, Jennie Sager, and basketball legend Lauren Jackson. For sports marketing professionals wanting to learn how to identify the unique stories within their own league/club/organisation, challenges and opportunities for nurturing talent, how to establish and nurture relationships with key journalists and build a brand to reach new audiences and one that is centered on players empowered to share their stories and experience.

**MODERATOR: JESSICA ROBINSON** – Journalist & Digital Producer, CODE Sports

JENNIE SAGER – CEO, WNBL

LAUREN JACKSON AO OLY - Special Advisor, WNBL

AUDITORIUM



14.05  
(In Person)

### VIBES AND VALUE

Social media continues to transform and challenge across content, purpose and mix. What's are the best strategies to deliver results today, and stay relevant into tomorrow?

**MODERATOR: MARISSA PACE** – Former CMO - Formula 1, World Rugby, Rugby Australia

KARREN ROGERS – Global Media Partnerships Manager, Meta

CARLO KASPARIAN – GM Digital Marketing & Content, Football Australia

EMILIE JIRSCH – CMO, Dabble

AUDITORIUM



14.45  
(In Person)

### NIGHT SWEATS

Marketing leaders peer into their dreams and nightmares to reveal the what's keeping them up at night. Where are they putting their time and attention toward as they build the future of sports marketing?

**MODERATOR: LEIGH LAVERY** – Head of The Growth Distillery, News Corp Australia

CHARLOTTE OFFORD – GM Australia & New Zealand, NFL

KARINA BLOOMFIELD – GM Marketing, Hawthorn Football Club

ELISE STACY – Head of Marcomms and Community Engagement,

Beach Volleyball World Championships

AUDITORIUM



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13.40  
(In Person)

### ATHLETES AS CHANGE-MAKERS: THE RELATIONSHIP BETWEEN ELITE SPORT AND COMMUNITY WELLBEING

Athletes have long been role models, but their influence on health and wellbeing extends far beyond the final siren. This interactive session will explore the dynamic relationship between athlete wellbeing and their communities – how one drives the other and the role sport plays in shaping attitudes and behaviour on and off the field. This session brings together world leaders in sport and mental health exploring opportunities to build mental fitness, bring sporting role models into communities and build the wellbeing of current and future athletes.

 **TOM MULVANEY** – Director, Australasian Young Men's Health, Movember  
**OWEN BRIGSTOCK-BARRON** – Director of Global Sports Health Initiatives, Movember  
**NICKY COUSTON** – Head of Talent Pathways, AFL  
**ISABELLE CONNOR** – Team USA Rhythmic Gymnast, Olympian

 TENNIS HQ

  
**MOVEMBER®**

14.05  
(In Person)

### DELIVERING PERFORMANCE, INSPIRING GENERATIONS

With India's leading 2036 bid and Australia hosting in 2032, both nations will look to local champions to generate enthusiasm and excitement above and beyond the events themselves building on histories and expectations that could not be more different.

 **MATTI CLEMENTS** – EGM, AIS Performance, Australian Sports Commission  
**DEEPTHI BOPAIAH** – CEO, GoSports Foundation

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 Turner & Townsend

14.45  
(In Person)

### COMMERCIALISING SUSTAINABILITY

The right thing to do, of course, but can sustainability be a catalyst for creating commercial value? Join us for a workshop that provides examples of why the answer is an emphatic yes!

 **SEBASTIAN GRAY** – Founder & CEO, Everclime

 TENNIS HQ

 everclime

15.25

### REFRESHMENT BREAK – Presented by iReel

## AGENDA DAY ONE - MARCH 12

15.55

(Virtual)

### KEYNOTE - ANDREW WILSON



Throughout his quarter century career, from Producer to CEO, Andrew Wilson and Electronic Arts have continued to lead the gaming industry with a constant focus on innovation and emerging technology, adapting to shifting monetization models and changing player expectations.

*Please Note: Due to scheduling session was pre-recorded.*

MAIN STAGE



**MODERATOR: EDDIE MCGUIRE AM** – Co-Founder, SportNXT  
**ANDREW WILSON** – CEO, Electronic Arts



16.20

(In Person)

### NOTHING LIKE BEING THERE: VENUE FUTURES

Exceeding expectations have never been more important or challenging. Learn how leading venues are using a deeper understanding of fan behaviour, technology, and design to optimise revenue, and operations and transform fan experience.



**MODERATOR: DANIELLE BLEAZBY** – Director of Venues, Melbourne Park  
**JAMES HAMILTON** – Director, Global Host Cities & Venues, Turner & Townsend  
**MEAGAN WALKER** – Group Director Arena Operations, ASM Global APAC  
**TOM SLOANE** – Managing Director, MI Global Partners

MAIN STAGE



17.00

(In Person)

### NBA x NBL

Over the past decade, the NBA and NBL has forged close ties in the effort of elevating Australian basketball. Join this special fireside chat as we explore two leagues that continue to push the boundaries in fan experience, innovation, and global expansion.



**MODERATOR: NEROLI MEADOWS** – Sports Presenter & Journalist  
**LARRY KESTELMAN** – Owner, NBL  
**DAVID GRIFFIN** – EVP, Basketball Operations, New Orleans Pelicans  
**RAJAH CHAUDHRY** – GM Australia & New Zealand, NBA

MAIN STAGE



17.30

**REFRESHMENTS & NETWORKING** – Presented by Crown

— 18.30 – CLOSE OF DAY 1 —



OFFICIAL POST CONFERENCE  
ENTERTAINMENT VENUE

## AGENDA DAY TWO - MARCH 13


### 8.40 WELCOME & DAY ONE RECAP

 MASTER OF CEREMONIES: TOM STEINFORT - NINE

### 8.50 KEYNOTE - ROBERT MANFRED

(Virtual)

In a wide ranging virtual fireside discussion with MLB Commissioner Rob Manfred learn how a sport steeped in tradition navigated significant rule changes and a changing media landscape to adapt to a modern world, and capitalise on the global sensation that is Shohei Ohtani.

 MAIN STAGE

 MODERATOR: EDDIE MCGUIRE AM - Co-Founder, SportNXT  
ROBERT MANFRED - Commissioner, MLB



### 9.20 THE SHOW MUST GO ON

(In Person)

Shifting viewer habits, emerging platforms, mergers, acquisitions, and AI-everything. Just a sampling of the challenges facing media executives traversing opportunities across sport's vast and diverse landscape. Join this panel for an insider's perspective on the forces and directions shaping the future of sports media for rights holders and their media partners.

 MAIN STAGE

 MODERATOR: GLENN LOVETT - CEO & Global MD, Denstu Sports Analytics  
JAMES RUSHTON - Co-Founder, DAZN  
HAMISH TURNER - Director 9Now & Programming, Nine  
KYLIE WATSON-WHEELER - SVP & Managing Director, The Walt Disney Company (ANZ)

**dentsu**  
sports analytics


### 10.00 REFRESHMENT BREAK - Presented by ZRG Partners


## AGENDA DAY TWO - MARCH 13

10.30  
(Virtual)

### KEYNOTE - CATHY ENGELBERT

In the five years of Cathy Engelbert's tenure the WNBA has experienced significant growth across all of attendance, ratings, and revenue, reflecting its increasing popularity and market presence. The emergence of Caitlyn Clark and other young stars has pushed its growth and attention even further. Yet, from business transformation to stakeholder engagement and player safety, there are no lack of challenges to its future. Hear directly from Engelbert as she continues her focus on advancing the WNBA's growth and success.

 MAIN STAGE

 **MODERATOR: TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador  
CATHY ENGELBERT – Commissioner, WNBA



11.00  
(In Person)

### THE NEXT WAVE

Firmly established in hearts and minds over this century's first quarter, the business of women's sport continues to strive toward a commercially sustainable, resilient future. What will define the next level of aspiration for women's sport, and what are the drivers from within and without required to get there?

 MAIN STAGE

 **MODERATOR: SARAH STYLES** – Director, Office for Women In Sport & Recreation  
LARRY KESTELMAN – Executive Group Chairman, LK Group  
KATIE PAGE – CEO, Harvey Norman  
THAYER LAVIELLE – Managing Director, The Collective



11.40  
(In Person)

### LESSONS FROM PARIS: THE FUTURE OF MAJOR EVENTS

From a core of world-class sport and fan experiences to commerce, community, and sustainability, what did Paris and other major events of the past year portend for the future and competitiveness of major events?

 MAIN STAGE

 **MODERATOR: TRACEY HOLMES** – Host & Executive Producer, The Sports Ambassador  
FRANCOIS-XAVIER BONNAILLIE – CCO, Brisbane 2032 Organising Committee  
JAMES JOHNSON – CEO, Football Australia  
HON. ANIKA WELLS – Minister for Sport, Australian Federal Government  
CRAIG TILEY – CEO, Tennis Australia; Tournament Director, Australian Open



12.30

**NETWORKING LUNCH BREAK** – Presented by MKTG Sports + Entertainment



## AGENDA DAY TWO - MARCH 13

### CONCURRENT BREAKOUT STREAMS

#### FAN EXPERIENCE

#### EMERGING TECH

#### INTERACTIVE WORKSHOP

13.30

(In Person)

### KEYNOTE - DONNA BIRKETT BAIDA

Formula 1 is revolutionising fan engagement through digital innovation, immersive experiences and story telling. Donna Birkett Baida shares how F1's strategies - from social media to 'Drive to Survive' - are expanding the sports global reach and reshaping fan experience



📍 MAIN STAGE

🎤 DONNA BIRKETT BAIDA – Marketing Director, Formula 1

TAG

13.55

(In Person)

### WHERE TO STARE

With owned, partner, social, and third-party platforms all looking to lead, this panel takes on the many issues surrounding personalised engagement and audience aggregation in an increasingly fragmented and dynamic digital landscape.

🎤 **MODERATOR: VALERIO VEO** – Co-Founder, Three Tomorrows

LEANNE BATS – Head of Digital Innovation, Sport Waikato

CAMERON HOY – COO & Global Head of Ticketing, TEG

NICK FORWARD – GM Digital, AFL

📍 MAIN STAGE

**dentsu**  
sports analytics

14.35

(In Person)

### LEADING EDGE LIVE!

At venue, at home, or out on the town, engaging with live is undergoing unprecedented levels of transformation. Where are the most compelling bets being placed in evolving the live experience?

🎤 **MODERATOR: PROF. ADAM KARG** – Director Sports Innovation & Technology Lab, Deakin University

DAVID STEVENSON – CEO, NBL Group

ANTONIA BEGGS – Head of Australian Open, Golf Australia

JAMES BULLEY - CEO, Trivandi

📍 MAIN STAGE

**Trivandi**

## AGENDA DAY TWO - MARCH 13

### CONCURRENT BREAKOUT STREAMS

#### FAN EXPERIENCE

#### EMERGING TECH

#### INTERACTIVE WORKSHOP

13.30

(In Person)

### KEYNOTE - PAUL DEVLIN



From scalable services to advanced analytics, fan engagement and agile operations, Amazon Web Services has been integral to the digital transformation of sport for over a decade. Paul Devlin, Global Sport BDM, explores innovations across cloud, data, AI, and more, reimagining the future of sport, from grassroots to the globe.

AUDITORIUM

PAUL DEVLIN – Global Sport BDM



13.55

(In Person)

### AI: MEDIA 3.0

Media, in all its forms, is habitually one of emerging tech's earliest adopters, and often its most impacted sector. AI is no exception. We dive into current forays and project the opportunities and challenges of media + AI across sport and entertainment

MODERATOR: SCOTT DINSDALE – Managing Director, FutureNext

SIMON TYRRELL – Head of Product, iReel

JOHN GLEASURE – Founder & Director, DAZN; Executive Director, The Sporting News

RICKY SUTTON – Founder, Future Media

AUDITORIUM



14.35

(In Person)

### MAKING SENSE OF IT ALL

How do sports tech leaders successfully select and leverage the right technologies and priorities to optimally support codes, leagues, and teams? A panel of seasoned pros provide their insights and experiences in navigating the array of needs, technologies, partners, and limited resources.

MODERATOR: NADINE PARKINGTON – Strategic Digital and Data Advisor, Principal, Think Nimble

PEGGY TNG – Regional Lead, APAC, Global Sports Innovation Centre

KEVIN STAFFORD – CTO, Rugby Australia

PAUL YEOMANS – CEO, PMY Group

AUDITORIUM



## AGENDA DAY TWO - MARCH 13

### CONCURRENT BREAKOUT STREAMS

#### FAN EXPERIENCE

#### EMERGING TECH

#### INTERACTIVE WORKSHOP

13.30

(In Person)

### THE ZEN OF THE INTERVIEW

Join international sports executive search experts Len Perna and Troy de Haas as they share global insights and industry trends on mastering interviews from both sides of the table. Discover expert strategies to ensure insightful, impactful, and successful outcomes.

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**LEN PERNA** – Chairman, Founder and CEO, TurnkeyZRG  
**TROY DE HAAS** – Managing Director, APAC, TurnkeyZRG



13.55

(In Person)

### CRISIS? WHAT CRISIS? SPORT UNDER PRESSURE

From local clubs to elite teams, sport needs space—but competing land-use interests, changing social expectations, and shifting investment priorities are putting pressure on the grounds, pitches, courts, courses, and pools across the nation where we play, train, and compete. What does this mean for the future of both community participation and high-performance success? This interactive workshop, using case studies, dives into the challenges and explores who should take the lead and what must change to enable sport not only to survive but thrive.

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**MARGOT FOSTER AM** – Founder, Boardroom Excellence Australia  
**HON. GABRIELLE UPTON** – Director, Netball Australia

**Trivandi**

14.35

(In Person)

### INCLUSION: WHERE ARE WE?

Sport continues to lead the way in ambition and controversy across the DEI spectrum. Two recognised leaders share their stories and experiences, engaging in an interactive discussion, developing a collective sense of where sports looks to have got it right, and where maybe not so much, and what that bodes for the future.

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**ROWENA SAMARASINHE** – Managing Director, GenSport; Partner, LEVEL  
**JAMAL ELSHEIKH** – Co-Founder, Reflect Forward

**Trivandi**

15.15

**REFRESHMENTS & NETWORKING** – Presented by AWS

## AGENDA DAY TWO - MARCH 13

15.40  
(In Person)

### TAKING CARE OF THE CORE

Player welfare is the backbone sport. Prominent industry leaders discuss lessons learned and going-forward strategies across this vast, vital and quickly evolving arena, pairing performance with well-being and supporting athletes toward a sustainable future.

 **MODERATOR: BART CAMPBELL** – Co-Founder, SportNXT; Global Content Director, TEG  
**NICKI NICOL** – CEO & Secretary General, NZ Olympic Committee  
**DR. BRETT ROBINSON** – Chair, World Rugby  
**TODD GREENBERG** – CEO, Cricket Australia


 MAIN STAGE


  
**MOVEMBER®**

16.25  
(In Person)

### KEYNOTE - PETER KENYON

Join us for a fireside chat with one of the most influential executives in global sport, Peter Kenyon. The former CEO of iconic brands such as Umbro, Manchester United and Chelsea, is now leading the commercial transformation of Atlassian Williams Racing, at a time when the sport is experiencing unprecedented growth in popularity, commercial potential, and cultural influence.

 **MODERATOR: CATHERINE MURPHY** – Sports Presenter, ABC News  
**PETER KENYON** – Board Advisor, Atlassian Williams Racing

 MAIN STAGE

  
**VICTORIA**  
State Government

# SHAPING THE FUTURE OF SPORT

12 - 14 MARCH 2025, CENTREPIECE @ MELBOURNE PARK

**SPORTNXT**  
MELBOURNE 2025



## AGENDA DAY TWO - MARCH 13

16.50  
(In Person)

### KEYNOTE - GERRIT MEIER ★

Join a fireside chat with Gerrit Meier, Managing Director and Head of NFL International, as he discusses the league's global growth ambitions and learn how the NFL is engaging new markets through year-round fan engagement, talent pathways, innovative media production, and a global program leveraging direct club investments.

Gerrit will be joined by Visit Victoria CEO, Brendan McClements to explore the excitement and impact of the historic first regular-season NFL game in Melbourne in 2026 and share the inside story of how the NFL came to Australia.

 **MODERATOR: EDDIE MCGUIRE AM** - Co-Founder, SportNXT

**GERRIT MEIER** - Managing Director, International, NFL

**BRENDAN MCCLEMENTS** - CEO, Visit Victoria

 MAIN STAGE



17.30

**END OF DAY NETWORKING** - Presented by MKTG Sports + Entertainment

— 18.30 - CLOSE OF DAY 2 —



OFFICIAL POST CONFERENCE  
ENTERTAINMENT VENUE

PLEASE NOTE: Additional speakers will be added to the program and speakers, topics and schedule are all subject to change.

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