




























































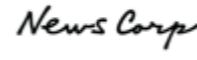









# MORNING SESSION

	The Arena	The Hall	The Boardroom
8.15am – 8.40am	<b>Welcome Addresses</b> John Eren MP (Victorian Minister of Sport, Tourism and Major Events) and Laura Anderson (Australian Grand Prix Corp, NBL) <div style="float: right; text-align: right;">             Major Sponsors       </div>		
8:50am – 9:25am (Session 1)	<b>Catapult Sports</b> <b>The Future of Wearables for Global Elite Sports</b> Adir Shiffman (Executive Chairman, Catapult Sports) 	<b>Facebook Sports</b> <b>What's Next? The World's Largest Community of Sports Fans</b> Steve Lockwood (Head of Marketing Science, Facebook) 	<b>RMIT</b> <b>Data Magic with Smart Equipment and Wearable Technology</b> Professor Franz Konstantin (Tino) Fuss Professor in Sports Engineering, RMIT, School of Engineering 
9:30am - 10:00am (Session 2)	<b>AFL</b> <b>Using Data to make the Big Decisions</b> Ray Gunston (CFO, AFL) 	<b>PANEL #1: The Future of Sport from a Strategy Perspective: How are digital and analytics influencing decision making</b> <b>Moderator: Stuart Taggart (Sports Business Futurist)</b> <ul style="list-style-type: none"> <li>Walter Lee (Head of Strategy, AFL)</li> <li>Sachin Kumar (Head of Strategy &amp; Scheduling, Cricket Australia)</li> <li>Marne Fechner (Deputy CEO, Netball Australia)</li> </ul>    	<b>Hudl</b> <b>Next Technical Frontiers in Video Analysis</b> Michael Conlan (Australian Manager, Sportstec / Hudl) 
10:05am – 10:45am (Session 3)	<b>PANEL #2: CEO Panel – The Business of Sport</b> <b>Moderator: Cameron Roan (KPMG)</b> <ul style="list-style-type: none"> <li>Anne Marie Harrison (CEO, Victorian Institute of Sport)</li> <li>Cam Vale (CEO, Hockey Australia)</li> <li>Andrew Ireland (CEO, Sydney Swans FC)</li> <li>Scott Munn (CEO, Melbourne City FC)</li> <li>John Lee (CEO, Sydney Roosters)</li> </ul>      	<b>PANEL #3: Future of Sports Media and Broadcasting 2020</b> <b>Moderator: John Stensholt (Australian Financial Review)</b> <ul style="list-style-type: none"> <li>Finn Bradshaw (Head of Digital, Cricket Australia)</li> <li>Peter Campbell (Head of Media, AFL)</li> <li>Patrick Moloughney (Director of Sport Sales, Seven West Media)</li> <li>Jonno Simpson (Head of Sport Partnerships, Twitter)</li> </ul>    	<b>High Performance Sport New Zealand</b> <b>Building an Innovation System for Olympic Success: A New Zealand Perspective</b> Matt McKerrow (Innovation Manager, High Performance Sport NZ) 
10:45am – 11:10am	<b>Morning Tea</b>		
11:10am - 11:45am (Session 4)	<b>STATS</b> <b>Data Science - Investment in the Future of Sports Technology</b> Ryan Paterson (Managing Director EMEA, APAC at STATS LLC) 	<b>SAS</b> <b>Analytics in Sports - The New Science in Winning</b> Alastair Sim (Vice President, Asia Pacific at SAS) 	<b>AIS</b> <b>Sports Analytics in the age of Artificial Intelligence: The future is already here</b> Stuart Morgan (Sports Analytics, Australian Institute of Sport) 
11:50am - 12:30pm (Session 5)	<b>PANEL #4: High Performance / Talent Identification and Athlete Measurement</b> <b>Moderator: Olivia Mills (Performance Analyst, North Melbourne FC)</b> <ul style="list-style-type: none"> <li>Darren Burgess (High Performance Manager, Port Adelaide FC)</li> <li>John Young (Chief Technical Analyst, Gold Coast Mariners)</li> <li>Dr Sam Robertson (Senior Sport Scientist, Western Bulldogs FC)</li> <li>Dr Maria Nibali (Founder, Modus Performance)</li> <li>Stephen Smith (CEO and Founder, Kitman Labs)</li> </ul>     	<b>PANEL #5: Fan Engagement: How clubs are using analytics to enhance membership and the customer experience – pre, during and post-game</b> <b>Moderator: Tiffany Cherry (Presenter/Producer)</b> <ul style="list-style-type: none"> <li>Clint Cooper (CEO, Melbourne Stars)</li> <li>Chris Kearon (General Manager – Membership, Collingwood FC)</li> <li>Jeremy Loeliger (General Manager, NBL)</li> </ul>    	<b>Tableau</b> <b>Why and How to Visualise your Sports Data</b> Mac Bryla (Tableau Australia) 
12:35pm – 1:10pm (Session 6)	<b>PANEL #6: University Global Leaders: Latest Research into Sports Technology</b> <b>Moderator: Adam Karg (Sports Management, Deakin University)</b> <ul style="list-style-type: none"> <li>Chris Barnes (Senior Sports Data Scientist, University of Canberra)</li> <li>Allan Hahn (Centre of Excellence, Queensland Academy of Sports)</li> <li>Franz (Tino) Fuss (Head of Sports Engineering, RMIT)</li> <li>Daniel James (Queensland Sports Technology, Griffith University)</li> <li>Stephanie Kovalchik (Senior Sport Scientist, Victoria University)</li> </ul>      	<b>Dimension Data</b> <b>Digital Transformation at the Tour de France and the opportunity it brings for your organisation</b> Neil Wilson (Australian Executive, Dimension Data)  	<b>Australian Sports Technology Network</b> <b>Showcasing Australian sports technologies and hottest wearables trends globally</b> Craig Hill (Executive Director, ASTN) 

# AFTERNOON SESSION

	The Arena	The Hall	The Boardroom
1:10pm – 2:00pm	Lunch		
2:00pm - 2:30pm (Session 7)	<b>Juventus FC – Italy</b> <b>How sports technology assists our training method at Juventus FC.</b> Duccio Ferrari Bravo (Juventus, Sports and Performance Scientist)  Host: Daniel Pelchen (Football Analyst, Collingwood FC)  	<b>ORACLE</b> <b>The Role of Analytics in Winning the America’s Cup.</b> Asim Khan (Enterprise Architect , Oracle NZ & ex-Director IT Americas Cup)  	<b>Sportsbet</b> <b>Sports Customers: Betting on Data</b> Tony Gruebner (General Manager – Customer Operations, Sportsbet) 
2:35pm – 3:10pm (Session 8)	<b>Kitman Labs - USA</b> <b>Understanding Injury Risk - Conventional Thinking vs Practical Application</b> Stephen Smith (CEO and Founder, Kitman Labs)  	<b>Pitch Session – Startups and Innovations</b> <b>**12 of the Best Sports Analytics Startups Pitch for 5 min each **</b> (Hosted by Sportsbet) 	
3:15pm – 3:45pm (Session 9)	<b>Seattle Storm, WNBA (Sponsored by Catapult) – USA</b> <b>A Model For Athlete Optimization: Combining Physiotherapy &amp; Data Analytics in High Performance Athletes.</b> Shireen Mansoori (Director of Seattle Sports Performance Institute, USA)  		
3:45pm – 4:05pm	Afternoon Tea		
4:05pm - 4:35pm (Session 10)	<b>Champion Data</b> <b>Athlete Tracking – The Story behind the Game</b> Kate Trainor (Sport – Partnership Manager, Champion Data) 	<b>KPMG</b> <b>How the NBA uses Data &amp; Analytics to Develop its Playing Schedule</b> Ryan McCumber (Director, KPMG)  	<b>BUPA</b> <b>Transforming Sponsorship into Value: Health Analytics in Elite Cricket</b> Alex Kountouris (Sports Science & Sports Medicine Manager, Cricket Australia) David Cross (Health Analytics Manager, Bupa)  
4:40pm – 5:15pm (Session 11)	<b>PANEL #7: “The Opportunity” - eSports and Fantasy Sports</b> <b>Moderator: Kit Ho (PSCL)</b> Michael Stewart (Director of eSports, Magnificent Nerds) Isaac Husain (Product Manager – Sports, News Corp) Darryl Woodford (Founder, Fantasy Insider) Josh Sprague (Innovation Manager, Sportsbet) Andrew Weaver (Digital Manager, Fox Footy & Fantasy, Fox Sports)    	<b>CISCO</b> <b>The Digital Sports Experience: Your fans are Ready. Are You?</b> Manny Spanoudakis (Regional General Manager Asia Pacific Japan & China, Sports & Entertainment Solutions Group, CISCO) 	<b>The Dark Side of Sports Data and Sports Cybercrime</b> Jack Kerr (Journalist) As heard on <i>ABC Grandstand</i> and read in <i>The Guardian</i> and <i>The New York Times</i>   
5:15pm – 6:30pm	<b>Networking Drinks Event</b> <b>Presented by</b> 