Data + Sports

Sports Technologies & Data Science
Fans, Brands & Engagement
Sports Leagues & Teams
Welcome to the 2016 Asia-Pacific Sports Analytics Conference.

Sports Analytics and Sports Technology is among the most exciting, cutting-edge and transformative young industries in the world. Data and technology make more possible every day. Human performance, sports marketing, sports broadcasting, media and sport entertainment, connected devices, sports technologies, wearables and healthcare, eSports and virtual reality – are all inextricably linked to understanding and applying sports technologies to our lives.

Our hope is for Australia and Asia-Pacific to become a global pioneer of the Sports Analytics industry. The deep love of sports and communities will allow the creation of new jobs, skilled workforce and growth opportunities to take athletes, clubs, franchises, companies and powerful ideas to the world. We thank our sponsors, organizers and of course – all attendees – who make this vision a reality in the years ahead. With 75 speakers and panellists and over 600 attendees, today we celebrate the successes, challenges and future growth markets. We hope you learn vigorously, explore new concepts and network widely with many of the leaders in Sports and technology-related industries.

Data is a new competitive advantage for the future of sports, media, wellness and entertainment – the right imagination, leadership, culture and hard work will ensure outstanding long-term success.

2016 SAC Organisers
John R Persico
Ilmar Mutli
Ryan McCumber
Johann Odou
Thomas Alomes
Kit Ho
WELCOME

THE LORD MAYOR OF MELBOURNE

The City of Melbourne is proud to support the Asia Pacific Sports Analytics Conference and we welcome delegates to our great city.

Melbourne is an exciting and sophisticated city. In 2015, we were named the world's most liveable city for the fifth consecutive year, the world's friendliest city, the world's Most Admired Knowledge City and the world's Ultimate Sport City. Your conference will be held at NAB Docklands: an innovative business and networking space opened in February 2014. NAB Docklands is in the heart of Melbourne's Dockland's precinct with all areas of the city easily accessible from Southern Cross Railway Station or via tram (free tram travel applies in Docklands and the CBD).

Melbourne is regarded as one of the most tolerant and friendly cities in the world. We are home to people from 200 countries, we speak 260 different languages and dialects and we practise 135 different faiths. We pride ourselves on making our visitors feel welcome.

Melbourne is a city that will leave you with lasting memories and stories worth sharing. I hope the experience meets your expectations!

Robert Doyle
Lord Mayor

THE MINISTER FOR SPORT, TOURISM AND MAJOR EVENTS

I would like to extend a warm welcome to all attendees of the 2016 Asia-Pacific Sports Analytics Conference.

There is no better city to host this important event than Melbourne, the Ultimate Sports City of the decade.

We are proudly home to five of the largest annual sporting events in Australia including the Australian Open and Australian Formula One Grand Prix, and have recently secured The Presidents Cup, the World Cup of Golf and the International Champions Cup. These exceptional events are supported by our world-class venues, training grounds, community and industry, many of which are represented at this event.

Our Government is committed to attracting and hosting premiere sporting events and investing in major sporting infrastructure. We look forward to working with the industry to create a brighter future for sport in Victoria.

I wish you all a productive and enjoyable conference and encourage all of you to explore this wonderful state over the course of your stay.

HON JOHN EREN
Minister for Sport, Tourism and Major Events

ROBERT DOYLE
Lord Mayor
We thank our speakers, panellists and supporters that made SAC16 possible.
KEYNOTE ADDRESS

Time: 8:50am - 9:25am

Location: The Arena

Catapult Sports - The Future of Wearables for Global Elite Sports

Adir Shiffman will discuss a performance-driven bottom-up approach to working with leagues, using Catapult’s ClearSky technology to achieve end-to-end performance analysis. He will also explain the benefits of the recent acquisitions of Boston-based XOS, telling the whole story behind every play and provide unprecedented levels of analysis, and Irish-based PlayerTek, with the introduction of taking tracking benefits downstream.

ADIR SHIFFMAN
Executive Chairman, Catapult Sports

Adir is an Australian serial tech startup founder, investor, and Executive Chairman of global athlete analytics leader Catapult Sports. In 2014 he was rated the World’s 10th Most Innovative Person in Sports Business.

Adir is currently Executive Chairman of Catapult Sports, Chairman of ASX-listed Disruptive Investment Group ($DVI), and Chairman or Director of a number of other technology businesses including PricePal.com.au, and Global Reviews.
Facebook Sports - What’s Next? World’s Largest Community of Sports Fans

An evaluation of the prevalence of sport on Facebook properties, and the opportunities to grow the presence of the category in a number of areas, including: Impactful audience engagement for sports individuals, teams and codes; the value of sports sponsorships on Facebook; what makes successful partnership; the rapid adoption of Facebook advertising in the wagering category, and why they are succeeding.

RMIT - Data Magic with smart equipment and wearable technology

The development concept for smart equipment and wearable technology is: simplicity, accuracy and inexpensiveness. This approach guarantees easy access to high-quality raw data for advanced performance analysis. This presentation will cover: connectedness of new performance parameters of bowling in cricket with a smart cricket ball, sweet-spot analysis with smart soccer boots for maximising the chances of scoring a goal, and automated training and scoring with smart Kendo gear.

STEVE LOCKWOOD
Head of Marketing Science, Australia & New Zealand @ Facebook

Steve has 15 experience in analytics in marketing having held roles at agencies, consultancies and media organisations in London and Sydney. He has led the Marketing Science team in AUNZ at Facebook for 2 and half years, focused on many categories including Sport, supporting advertisers understand media effectiveness and audience insights to drive actionable recommendations on how to grow their businesses through effective use of Facebook and Instagram.

PROF. TINO FUSS
Professor in Sports Engineering @ RMIT University

Tino is the professor of sports engineering at the School of Engineering at RMIT University, and the Project Leader of the SportzEdge / Sports Technology and Engineering Research Program at RMIT. He is also the Editor-in-Chief of SPORTS TECHNOLOGY, the editor of the Routledge Handbook of Sports Technology, and a Co-Director of the Australian Sports Technology Network. He has been researching and developing smart equipment and wearable technologies for more than 15 years, and collaborated with many elite sports organisations.
AFL - Using Data to make the Big Decisions

As part of the AFL's responsibility in administering the game, some major strategic decisions are made that have the potential to shape the future of the game. This ranges from negotiating media contracts, the funding of AFL clubs, changing the laws of the Game and structuring new initiatives such as the women's AFL competition. Ray will provide an insight into how these decisions are undertaken to ensure that the game continues to thrive.

RAY GUNSTON
General Manager - Finance @ AFL

Ray currently holds the position of General Manager- Finance, Corporate and Major Projects with the Australian Football League. In this role he is responsible for finance, accounting, treasury, insurance and risk management, technology and procurement. Ray's current priority is to establish the AFL Industry Funding Model following the Media Rights arrangement entered into last year.

Ray has had extensive experience as a senior executive and a company director in a variety of industries and would be well known to many of you through his time as Interim Chief Executive Officer of the Essendon Football Club and before that as Chief Financial Officer of the Tatts Group.

Hudl - Next Technical Frontiers in Video Analysis

Bridging the gap between Grassroots and Elite sports. This session explores how Hudl is bringing professional level insights to club and high school teams.

MICHAEL CONLAN
Australian Manager @ Sportstec / HUDL

Michael Conlan joined the Carlton Football Club in 2007 as the Football Technology Coordinator. This was a new role created as the coaching department saw a need for extra support, both back office and match day. This role evolved into a position as a performance analyst, where he worked in close collaboration with coaching, recruiting and across the football department. He worked with coaches to help develop weekly / yearly strategies, to identify key target areas for growth. On match day Michael took the lead role regarding technology and how it impacted both players and coaches while tracking performance of the match day tactics.

At the end of the 2011 AFL season Michael joined Sportstec, in their elite support team. In this role, he worked with a number of professional teams.
PANEL #1: “FUTURE OF SPORTS” PANEL

Time: 9:30am -10:00am
Location: The Hall

PANEL DESCRIPTION
Today’s sports fan experience begins with a love for a team or player which quickly extends to ticketing, merchandise, game experience, in-home viewing, and all forms of fan interaction across media mediums. From sports teams to leagues to partners, all parties are altering their strategies to engage and capture today’s sports fans. With the rapid growth of emerging technology and media innovation, we dissect the future strategies of Australian sports including Netball, AFL football and Cricket.

WALTER LEE
Head of Strategy @ AFL

Walter is the Head of Strategy at the Australian Football League (AFL). At the AFL, Walter sets the strategies to grow the game for fans, clubs, players and community football. Walter has been extensively involved in the strategic development of media broadcast rights, in-house AFL Media business, stadium development, international expansion and start-ups of two new expansion clubs. Walter previously worked in strategic consulting at Booz Allen Hamilton and Accenture and has worked in a broad range of industries and markets across Australia, Middle East, South East Asia and North America.

SACHIN KUMAR
Head of Strategy & Scheduling @ Cricket Australia

As Head of Strategy & Scheduling Sachin has been at the forefront of developing Australian Cricket’s approach to challenges facing the sport in Australia and globally, including the development of two four year national strategies, a new funding model for State Associations, a new performance based model for national players and the restructuring of international and domestic cricket schedules. Over the next twelve months Sachin and his team will be kept busy by a range of strategic challenges and opportunities facing the sport. Sachin previously worked for Bain & Company, and is a qualified lawyer.

MARNE FECHNER
Deputy CEO @ Netball Australia

Marne was appointed CEO of Netball World Cup and delivered the ‘best ever’ Netball World Cup in Sydney in August 2015. Formerly Head of Netball Australia’s Commercial team, Marne has doubled Netball Australia’s commercial turnover since 2007. She has implemented and led the national and commercial framework which has seen the national body and eight member organisations work collectively on sponsorship and commercial opportunities for the first time in the sport’s history. Marne has played a pivotal role in securing a landmark 5 year broadcast deal for the New Netball League.

STUART TAGGART (MODERATOR)
Sports Business Futurist

Stuart is a futurist sports leader focused on the physical and mobile delivery of meaningful personal experiences within sporting ecosystems through daily, weekly and annual activities that can be shared @ home, @ work, @ play and in transit. Considering fan, player, stadium, sponsor, broadcast, mobile and sporting organisation perspectives besides 15 years of industry experiences, Stuart continues to engage with industry experts and research international technologies with a view to designing future innovative content and experiential opportunities for the global sports market.
ANDREW IRELAND
CEO @ Sydney Swans

Andrew was appointed as CEO of the Sydney Swans in 2010 after joining the Club in 2002 to head up the Football Operations. He previously held the role of CEO at the Brisbane Bears and Brisbane Lions between 1990-2001. Ireland recently signed a new deal to become Chief Executive Officer and Managing Director of the Sydney Swans until the end of 2018. Ireland has overseen a strong and successful football program during his time at the Swans along with outstanding growth in commercial areas of the Club.

SCOTT MUNN
CEO @ Sydney Swans

Melbourne City FC’s CEO Scott Munn has over two decades of experience as a key administrator across Australia’s leading sporting codes and organisations. Commencing his career with the Sydney Olympic Games Organising Committee, Munn transitioned to an integral position within the commercial operations of the National Rugby League (NRL), before joining Australia’s established code, the Australia Football League (AFL). While with the AFL, Munn contributed to the expansion of a second team into the competition in Queensland, before joining the newly established outfit, the Gold Coast Suns as General Manager.

ANNE MARIE HARRISON
CEO @ Victorian Institute of Sport

Anne Marie Harrison was appointed as Chief Executive Officer of the Victorian Institute of Sport (VIS) in August 2006 following seven years living and working in Scotland. Whilst she has overall responsibility for the organisation much of Anne Marie’s day to day work is often outside the direct operations of the VIS business of working with athletes. Anne Marie liaises with NSO/SSA partners, the ASC and State Government to secure and enhance funding for our programs & services, discusses and influences policy decisions and developments with the other SIS/ SAS/AIS and keeping the Board & Government informed of progress against strategic plan.

CAM VALE
CEO @ Hockey Australia

Cam is Chief Executive at Hockey Australia since August 2013, having worked in sports administration previously as COO/Interim CEO at North Melbourne Football Club (AFL) from 2008 until starting with Hockey Australia. Vale has been in sports administration since 2001 having previously also worked at AFL clubs Carlton and St Kilda, and National Rugby League Club (NRL) Melbourne Storm. At Hockey Australia, Cam has lead the focus on the organisation’s key strategic shifts in events, international strategy and commercial focus, whilst maintaining a strong focus on the sport’s continued high performance sustained success with the Hockeyroos and Kookaburras.
JOHN LEE  
CEO @ Sydney Roosters

A successful career working in both the private and public sectors, John is the CEO of the Sydney Roosters, a foundation NRL club. He has lead a number of organisations and made contributions on a number of boards and committees. These include: the Australian Sports Commission, Advertising Standards Boards, Events NSW and the Mary MacKillop Foundation.

CAMERON ROAN (MODERATOR)  
Partner @ KPMG

Cameron Roan is the KPMG NSW Sports Advisory Leader. Cameron works closely with a range of sporting clubs, which gives him an in-depth knowledge of the strategic, operational and financial challenges faced in the sports marketplace.
With the recent sports rights deals, sporting matches will be distributed across more platforms than ever. This opens up a range of challenges for the entire sports media ecosystem: How will fans even find games on all these devices? How will success be measured in the future on these new platforms? How can the viewing experience be augmented (e.g., using mobile as a companion app, new visualisations)? We will discuss these, and many more questions, in an effort to paint a picture of sports viewership in 2020.

Patrick Moloughney
Director of Sport Sales @ Seven West Media

Patrick has had a diverse career ranging from teaching to travel and then sales recruitment to sports marketing. A career at IMG opened his eyes to the business of sport that led him to the Seven Network – just in time for the newly secured 2007 AFL and V8 rights plus the 2008 Beijing Olympic Games. Being involved in a Team Olympic Revenue Gold and setting up the new 2012 AFL launch (double the televised games) still remain standout highlights over his 8 year career at Seven. Strategy, team development and learning from his peers fuel his enthusiasm and thirst to stay ahead of the competition. He is currently undertaking his Masters of Business at RMIT.

Jonno Simpson
Head of Sports Partnerships @ Twitter

Jonno Simpson was Twitter’s first hire in Australia, when he was appointed Sport Partnership Manager in March 2013. He comes from a digital sport background, having worked at Essendon Football Club for five years as Digital Marketing Manager, and as Social Media Strategist at the AFL in 2012 during the formation of AFL Media. In 2016 Jonno was appointed Twitter’s Head of Sport where he works alongside Australia’s major sporting codes, clubs, broadcasters and athletes to ensure they get the most out of Twitter through content distribution, fan engagement and revenue generation.
FINN BRADSHAW
Head of Digital @ Cricket Australia

Finn has been helping organisations with their digital strategy since the days of dial up. He currently leads Cricket Australia’s digital division, which includes an independent newsroom that covers cricket across the globe. Prior to CA, Finn headed News Corp’s national AFL (SuperFooty) and racing (SuperRacing) networks, before becoming its first National Digital Sports Editor. While there, he was a two-time Quill winner for best use of the online medium. In a varied career, Finn has been founding editor of Triple J’s magazine JMag, a sports reporter and the author of a pretty unsuccessful bar guide. He still pinches himself that he gets paid to watch, talk and argue about sport for a living.

JOHN STENSHOLT (MODERATOR)
Rich Editor @ Financial Review

John Stensholt writes on business, news, personal finance and lifestyle. Based in our Melbourne newsroom, John is the editor of the BRW Rich 200 and Young Rich Lists and writes about the business of sport.
High Performance Sport New Zealand - Building an Innovation System for Olympic Success: A New Zealand Perspective

High Performance Sport New Zealand (HPSNZ) adopt a targeted funding approach to achieving their vision of *More New Zealanders winning on the world stage*. Their innovation/analytics approach is no different. In this presentation, on the eve of the 2016 Rio Summer Olympic Games, Innovation Manager Matt McKerrow profiles the innovation strategy, structure and approach HPSNZ has developed in this quadrennial to produce a record number of medals for New Zealand in Rio.

MATT MCKERROW
Innovation Manager @ High Performance Sport NZ

At HPSNZ Matt is responsible for leading an integrated innovation and technology programme to drive increased NZ performance at Olympic/Paralympic Games/World Championships in targeted sports. This includes managing end to end innovation project selection, management and evaluation; as well as management of HPSNZ’s in-house “Goldmine” engineering team who work with HPSNZ providers, and Kiwi coaches and athletes to develop bespoke technology for their daily training environment and ultimately to impact performance in competition. Prior to HPSNZ, Matt was CEO of Triathlon Ireland and a Senior Consultant at the Australian Sports Commission.

Session 7 (2:00pm - 2:30pm) The Hall

The Role of Analytics in Winning the America’s Cup - Asim Khan, Enterprise Architect, Oracle NZ & ex-Director IT America’s Cup

Asim Khan is an Enterprise Architect with Oracle Corporation. Prior to this he joined ORACLE TEAM USA as Director Information Systems and was IT Director for America’s Cup; beginning that journey in 2004. His first Americas Cup experience came during the 31st Cup in New Zealand when he was a member of the OneWorld Challenge. With a degree in computer science from the University of Auckland, Asim spent most of his time managing the bespoke software and hardware of the “challenge.” “The team uses Oracle database technology to store and analyse performance data coming in live off the boats,” says Asim. “I was responsible for the development and maintenance of these hardware and software systems. I also wrote the software related to performance analysis.” Asim’s career highlight was an amazing come-from-behind victory to claim the 34th America’s Cup with ORACLE Team USA in 2013.

Oracle will have a set of self-driving toy race cars set up on a racing track where you can control the action from a smart mobile device.

Using a Raspberry Pi to “sniff” the Bluetooth data coming from the cars, the events are streamed to IoT Cloud Service. From there, the messages are forwarded on to Database Cloud Service, BI Cloud Service, and Process Cloud Service. Showcasing streaming, real-time dashboards, actionable events, and post race analysis.

Play against the oracle team or your peers and see the behind the scenes action that showcases Oracles IOT & Integrated Cloud Showcase.
Morning Break
STATS - Data Science: Investment in the Future of Sports Technology

If data is the new oil, then leveraging data science, machine learning, prediction and scenario simulation to drive performance solutions and enhance the fan experience is what will define success in sport. As the amount of available data increases exponentially, companies like STATS are helping organizations to exploit their data assets to engage fans and improve athlete performance and player development. In this presentation Ryan Paterson, Managing Director – STATS LLC will talk about the ways in which data science and differentiated data are transforming sports for athletes and fans alike.

Ryan Paterson
Managing Director EMEA, APAC @ STATS / Prozone

Ryan created a successful Sports Consultancy business in South Africa before merging with Prozone in 2007 to create the 1st African subsidiary focused on Sports Performance Analysis. Since then Ryan has been key to the development of the Prozone brand, driving significant growth in rugby union and rugby league and establishing Prozone's office in Sydney Australia. Ryan was appointed as Managing Director in 2015 and now oversees commercial and product operations for Prozone in the EMEA and APAC regions. Ryan has a Bachelor of Commerce degree from the University of Cape Town.

SAS - Analytics in Sport: The New Science of Winning

Many industries today are adopting more analytical approaches to decision-making. However, no other industry has the same types of analytical initiatives underway as the domain of professional sports. In early 2014, Alastair Sim and Tom Davenport interviewed 25 professional sports teams in American football, the English, European, and U.S. professional soccer leagues, basketball, baseball, hockey and golf. The interview questions addressed the areas of analytics being emphasized by the team, analytical approaches and technologies employed, organizational structures, and likely future approaches to analytics. While the research paper, the New Science in Winning discusses several approaches to analytics in sports, today's presentation will focus on Player Health and Injury Analysis. In particular the practical example of how this was applied with West Ham United, and how significant dollars were saved for the sporting organisation.

Alastair Sim
Vice President Asia-Pacific @ SAS

Al Sim worked with West Ham United English Premier League team management, coaching staff and Head of Sports Medicine/Science with the objective of improving the physical status and performance of the 1st team. Putting in place a strategy for collection, aggregation and analysis of training & game-day data to examine instances of injury/fatigue. Deploying predictive analytics, hypotheses and models to investigate the potential causes of injury with a view to prevention. He also co-authored the research paper Analytics in Sports – the New Science in Winning which provides thought leadership advice to sports organisations about the value of data and analytics.
Time: 11:10am-11:45am
Location: The Boardroom

AIS - Sports Analytics in the age of Artificial Intelligence: The future is already here

Technology is having a profound impact on sport. Rich training and competition data can enable coaches to make evidence-based decisions, but technology can also overwhelm analysts by deluge, and weigh down practitioners with onerous data processing. Meanwhile, Artificial Intelligence (AI) is leading a paradigm shift in the way people live and work, enabling more productivity and better outcomes. The AIS, in collaboration with La Trobe University, are working to harness the enormous power of AI to get insight to coaches faster, with less work, allowing our experts to be experts.

STUART MORGAN
Senior Analyst @ AIS

Stuart Morgan is an Senior Analyst in the Performance Research department at the AIS and has a PhD in sensory neuroscience. He has worked with numerous high profile international teams including the Australian Hockey team at the Beijing Olympics. Stuart’s work focuses on gaining competition insight from ball and player tracking data using data mining and machine learning techniques.
PANEL #4: HIGH PERFORMANCE SPORT – ATHLETE TRACKING & ATHLETE MEASUREMENT

Time: 11:50am-12:30pm  Location: The Arena

PANEL DESCRIPTION
The panel highlights leading technologies and talent solving some of the industries most important problems. Discuss the impact of biometrics, technology, analytics and athlete peak performance and wearables, injury prevention and talent identification.

DR DARREN BURGESS
High Performance Manager @ Port Adelaide FC

Prior to joining Port Adelaide FC, Darren was Head of Fitness and Conditioning at Liverpool Football Club, having started with the club immediately after the 2010 Football World Cup. From 2008 till 2010 Darren was employed as Head of Sports Science for Football Federation Australia as well as the Australian Soccer Team’s Fitness Coach. This included the 2010 World Cup in South Africa. Darren has previously worked as Head of High Performance at Port Adelaide Football Club (2004-2007) and Assistant Fitness Coach with Sydney Swans in the AFL (1997-2000), as well as Head Fitness Coach with the Parramatta Power in the Australian National Soccer League (2002-2004).

DR MARIA NIBALI
Founder @ Modus Performance

Previously, Maria was the Sports Science and Research Manager at the NSW Waratahs. Maria has also worked with high performance athletes across various Olympic disciplines at both the Australian Institute of Sport and NSW Institute of Sport. Maria has a background in physiology and strength and conditioning, with a PhD in the area of post-activation potentiation and muscular power development in field-sport athletes, which she completed at the Australian Institute of Sport. Maria has published a number of peer-reviewed papers and has presented at national and international conferences on high performance sport.

JOHN YOUNG
Chief Technical Analyst @ Gold Coast Mariners

John Young is currently the Chief Technical Scout for the Central Coast Mariners FC and an academic researcher at the University of Canberra. Through the use of analytical formulas, the club provides an objective value to each player in the league for recruitment purposes. At an elite sports coaching level, for the past 16 years John has been successful in both swimming and triathlon. He was a coaching staff member of the 2000 Australian Swimming Open Water World Championships team and has qualified athletes for the prestigious Ironman World Championships. Demonstrating his all-round coaching ability he has been able to transfer this knowledge to other sports, achieving 3 National School Basketball Titles and a NSW Schools (Non-Elite) Rugby League Title.

DR SAM ROBERTSON
Senior Sport Scientist @ Western Bulldogs

Dr Sam Robertson is the Senior Sport Scientist at the AFL club, the Western Bulldogs. He also holds a Senior Research Fellowship with the Institute of Sport, Exercise and Active Living at Victoria University. Sam is an applied multidisciplinary sport scientist with a background in sports analytics, biomechanics and skill acquisition. Sam also currently oversees the High Performance Research & Innovation program for Golf Australia and was previously a Lecturer in Biomechanics at Deakin University.
OLIVIA MILLS (MODERATOR)
Performance Analyst @ North Melbourne FC

After completing a Bachelor of Exercise and Sport Science at Deakin University, Olivia obtained an Internship at NMFC and combined working as a Sport Scientist at the club with furthering her studies in the form of an honours degree. Currently in her 7th year at NMFC, Olivia now works as a Performance Analyst where she is responsible for the analysis of the team’s training and matches, as well as the upcoming opposition. Olivia manages the Student Placement program for both Sport Science and Statistics students at NMFC and has co-supervised honours projects in recent years. She has recently joined the Advisory Board for Exercise and Sport Science at Deakin University.

STEPHEN SMITH
CEO and Founder @ Kitman Labs

Stephen founded sports technology company Kitman Labs in 2012 to enable professional and elite sports teams to help reduce injury risk and increase player availability. Prior to founding Kitman Labs, Stephen was Senior Injury Rehabilitation and Conditioning Coach with the Leinster Rugby Club in Ireland for seven years. Stephen’s master’s thesis investigated the analysis of combined risk factors as predictors of athletic injury; this research served as the foundation for Kitman Labs. Stephen has developed strong professional links with international physiotherapists and rehabilitation coaches across the biggest leagues in the world.

Tableau - Why and How To Visualise Your Sports Data

Every sports organisation sits on a growing mountain of data. This includes a wide range of performance data, as well as more traditional membership, marketing and sales data. So how do you make sense of it all? This session will shine some light on how everyone can ask questions of their data. We will explore ways to tap into the power of the human brain to visually investigate your data and show how to effectively communicate your findings and insights.

MAC BRYLA
Snr. Consultant @ Tableau

Mac Bryla is a business technologist with passion for innovation, creativity and critical thinking. As a consultant at Tableau he helps customers unleash their human potential through the use of data and innovative visual analytics tool.
PANEL #5: FAN ENGAGEMENT: HOW CLUBS ARE USING ANALYTICS TO ENHANCE MEMBERSHIP & THE CUSTOMER EXPERIENCE - PRE, DURING & POST-GAME

Time: 11:50am-12:30pm  Location: The Hall

Panel Curated by Ryan McCumber - KPMG

CHRIS KEARON
General Manager - Membership @ Collingwood Football Club

As General Manager of Membership for Collingwood FC, Chris represents 80,000 passionate Collingwood members, and a further 1 million avid supporters. He has been working for Collingwood FC since 2007 where he began as a Merchandise Manager and has always had a keen nose for engagement strategy.

JEREMY LOELIGER
General Manager @ NBL

Jeremy Loeliger was appointed General Manager of the National Basketball League from 1 July 2015. Since that time Jeremy has overseen the League’s commercial transformation, establishing the foundations for a successful and sustainable future for professional basketball in Australia. Before joining the NBL, Jeremy was a partner of a national law firm, practising corporate and commercial law with a focus on mergers and acquisitions and capital markets, but also including a successful niche sports law practice.

MONIQUE SMOOR
Membership Manager @ Melbourne Stars

Monique Smoors has spent more than a decade working across Australian sport with a focus on developing successful membership and ticketing operations and wider fan development. With a consistent focus on enhancing fan and member experiences, Monique’s roles span the AFL, Essendon Football Club and now in the Big Bash League cricket with the Melbourne Stars and Renegades. Monique has dedicated substantial time to consumer strategy, CRM development and data analysis across these codes.

TIFFANY CHERRY (MODERATOR)
Presenter/Producer

An independent presenter and producer, Tiffany Cherry’s extensive experience in sports media includes work with 7 Sport, Fox Sports and ESPN. She is best known for her roles as Boundary Rider on Fox Footy, co-host of Foxtel 2010 Winter Olympic Games in Vancouver and presenter of the 2010 Commonwealth Games in Delhi and 2012 Olympic Games in London.

PANEL DESCRIPTION

Today’s sports fan experience begins with a love for a team or player which quickly extends to ticketing, merchandise, game experience, in-home viewing, and all forms of fan interaction across media mediums. Analytics provides sports media and sports clubs with an opportunity to provide fans with new insights and information. This panel will discuss the challenges and opportunities for better storytelling with analytics in digital marketing.
Dimension Data - Digital Transformation at the Tour de France and the opportunity it brings for your organisation

The power of technology has helped the A.S.O. achieve something truly extraordinary in the digital era: to enrich and enliven the way it delivers its race information to cycling fans, professionals, broadcasters and the press. Dimension Data in partnership with the A.S.O. has helped revolutionise the viewing experience of the greatest cycling race in the world. This session will discuss the digital transformation at the Tour de France and the opportunity it brings for your organisation.

NEIL WILSON
Australian Executive @ Dimension Data

Neil Wilson is a member of the Dimension Data Australia Executive Committee, a position he had held since November 2014.

Neil holds a Bachelor of Business, in Accounting and Information Systems, and is a Certified Practicing Accountant (CPA) and a member of the Australian Computer Society (ACS). He lives with his family in Melbourne.

ASTN - Showcasing Australian Sports Technologies and Hottest Wearable Trends Globally

In this session the Executive Director of the Australian Sports Technologies Network will highlight:

• Australia’s sports technology landscape;
• The hot categories of the sports tech sector around the world;
• The emerging group of Australian companies developing world-class solutions; and
• What is being done to support and grow Australia’s sports tech industry (domestic and global markets).

CRAIG HILL
Executive Director @ Australian Sports Technology Network (ASTN)

Craig is founding Executive Director of the ASTN, having co-led the development of the business case to establish a national sports technologies network aimed at providing leaderships in the commercialisation, development and promotion of the industry. Craig has developed and implemented ASTN’s industry development and engagement plans since the organisation’s formal establishment in April 2012 - including national conferences, innovation masterclasses, industry studies, investment pitching competitions, the HeadStart Accelerator program, Sports Product Export Program and key strategic partnerships.
PANEL #6: UNIVERSITY GLOBAL LEADERS: LATEST RESEARCH INTO SPORTS TECHNOLOGY

Time: 12:35pm-1:10pm  Location: The Arena

CHRIS BARNES  
Senior Sports Data Scientist @ University of Canberra

Chris led the establishment of the Analytics team within the Australian Institute of Sport (AIS) from 2006-2014, driving a nationwide approach to the storage and retrieval of high quality data and meta-data for use in sports science. Chris has extensive national and international experience in the areas of business, sport, environment, maths and engineering in the public and private sector, broad general knowledge of analytical and scientific methods and hypothesis testing procedures, specialist knowledge in the areas of mathematical modelling and analysis, parameter estimation and statistical inference, complex system analysis, hydrology and the physical sciences.

DANIEL JAMES  
Queensland Sports Technology @ Griffin University

Daniel is director of SABEL Labs, an intrapreneural enterprise of Griffith University. A career researcher he has developed wearable and small technologies for over a decade. Daniel has consulted widely with elite sports, health, research and consumer electronics organisations along the way. Initially trained as an experimental physicist his technical skills have been complimented by industry courses, graduate business school and an entrepreneurship and innovation certificate through Stanford.

STEPHANIE KOVALCHIK  
Senior Sports Scientist @ Victoria University

Stephanie is currently a Research Fellow at Victoria University within the Institute of Sport Exercise and Active Living and holds a joint appointment at Tennis Australia, where she conducts performance analysis as part of the Game Insight Group. Her research focuses on statistical/machine learning methods for prediction, tactical strategies, and mentality detection in high-performance tennis.

ALLAN HAHN  
Centre of Excellence @ Queensland Academy of Sports

Allan is the Research Leader at the Queensland Academy of Sport, and holds Adjunct appointments at Canberra, Griffith and Victoria Universities. He is a former Chief Scientist of the Australian Institute of Sport, where he worked for 27 years and still has an Honorary Emeritus position. He has a long history of involvement in research and the application of findings to practical work with sports. His research activities have included areas such as talent identification, preparation of athletes for competition in the heat, altitude training, doping detection, and development of technologies aimed at athlete monitoring in laboratory and field situations.

PANEL DESCRIPTION

We showcase cutting-edge innovations and latest research from Australia’s university leaders in Sports Technology and Sports Analytics – ranging from sports human performance, fans engagement, sports digital marketing analytics, sports IoT, wearables, artificial intelligence and advanced sports engineering. We discuss future thought-leadership, growth and commercialization by universities and how Sports Technology education can unlock the enormous potential in the 21st century for Asia-Pacific.
PANEL #6: UNIVERSITY GLOBAL LEADERS: LATEST RESEARCH INTO SPORTS TECHNOLOGY

Time: 12:35pm-1:10pm
Location: The Arena

PROF. TINO FUSS
Professor in Sports Engineering @ RMIT University

Tino is the professor of sports engineering at the School of Engineering at RMIT University, and the Project Leader of the SportzEdge / Sports Technology and Engineering Research Program at RMIT. He is also the Editor-in-Chief of SPORTS TECHNOLOGY, the editor of the Routledge Handbook of Sports Technology, and a Co-Director of the Australian Sports Technology Network. Tino has been researching and developing smart equipment and wearable technologies for more than 15 years, and collaborated with many elite sports organisations.

DR ADAM KARG (MODERATOR)
Director of Sports Management @ Deakin University

Adam is a Senior Lecturer and Course Director in the Sport Management Program at Deakin University. He is engaged with a wide range of consulting and research activities with national and state sporting organisations, governing bodies, leisure organisations, charities, sport technology start-ups and more than 45 professional sport clubs including AFL, NRL, Big Bash League, A-League, ANZ Championship and Super 15 teams. The majority of this work focuses on aspects of fan equity and consumer behaviour, relationship marketing and fan engagement. Within this work he undertakes large scale survey work with season ticket holders and fan bases, using analytical methods around customer equity and experience modelling, segmentation and open text analytics.
Lunch Break
How Sports Technology Assists Our Training Method at Juventus FC

DR DUCCIO FERRARI BRAVO  
Sports and Performance Specialist @ Juventus FC

In 2007 Duccio Ferrari Bravo joined Juventus Football Club, working at the Juventus Youth Division Fitness Coach. Since 2014, Duccio has been Head of Strength for the Club and the First Team, Chief of youth division fitness coaches and Training Check Coordinator. During his activity of Fitness Coach he also collaborates as a lecturer of methodology at a number of Universities and master courses, as well as seminars organized by the Italian Sports Federations and Scientific Committees.

DANIEL PELCHAN  
Football Analyst @ Collingwood Football Club

Daniel is a Football Analyst at the Collingwood Football Club. Daniel’s role sees his time split between the Football Department and the Recruiting Department as the Club’s in-house statistician. Particular focuses of his work include ball movement, KPI analysis and talent identification. Outside of his work at Collingwood FC, Daniel is currently studying a PhD in Sports Analytics at Deakin University. His Dissertation is on Quantifying Potential in Prospective Australian Rules Football Draftees.
Oracle - The Role of Analytics in Winning the America’s Cup

The skill and experience of some of the world’s best sailors played a large role but when Oracle Team USA staged the most dramatic comeback in the history of the America’s Cup it was the information contained within the Terabytes of data that helped change the team’s fortunes and propel the 72’ catamaran through the water to victory. As IT Director of Team USA during the 2013 America’s Cup Challenge, Asim Khan used Oracle’s Next Generation Data Management Platform to store and analyse performance data coming in live off the boats. This session will describe how information from multiple devices and sensors on both the boat and the team were analysed in real-time to predict what would happen in the next minutes and often seconds; proving to be the winning formula to take back the America’s Cup.

Sportsbet - Sports Customers: Betting on Data

Data is the lifeblood of the Sportsbet business. As such, success is dependent on the way that Sportsbet turn this data into actionable insights. In this talk we discuss a number of ways that Sportsbet does this to improve the customer experience and stay ahead of the competition.
START-UP & INNOVATION SESSION, PRESENTED BY SPORTSBET

Time: 2:35pm-3:45pm
Location: The Hall

12 Companies. 5 minutes each.
Kitman Labs - Understanding Injury Risk: Conventional Thinking vs Practical Application

The global race to increase performance and reduce injuries is at, what feels like, a peak. The last number of years have seen a radical explosion in the amount of data available to sports scientists but has this information made us smarter? And is it making our teams healthier? This session will investigate conventional thinking and compare it to practical application to better understand our approach to solving this problem.

NSW Rugby League - State of Origin Datathon Competition: How some of the best analytical minds were used to uncover Origin insights in 2016

New South Wales Rugby League (NSWRL) recently held a world's first DataJam. The DataJam event partnered NSWRL with Precision Sourcing and ansarada to provide a unique concept that would help provide actionable insights for the State of Origin competition. The event attracted 50 expert data analysts to ‘jam it out’ for a full 12 hours using performance data to identify key performance indicators for winning at State of Origin level. With a host of prizes and a 10 different team perspectives on the data, the event proved to be a truly successful concept.

STEPHEN SMITH
CEO & Founder @ Kitman Labs

Stephen founded sports technology company Kitman Labs in 2012 to enable professional and elite sports teams to help reduce injury risk and increase player availability. Prior to founding Kitman Labs, Stephen was Senior Injury Rehabilitation and Conditioning Coach with the Leinster Rugby Club in Ireland for seven years. Stephen's master's thesis investigated the analysis of combined risk factors as predictors of athletic injury; this research served as the foundation for Kitman Labs. Stephen’s areas of expertise include injury prevention and rehabilitation and he has a strong interest in the use of technology and emerging trends in sport science to further enhance athletic and human resilience.

BARRIE-JON MATHER
General Manager - Football @ NSW Rugby League

Barrie-Jon Mather is a former Great Britain national rugby league team, England rugby league, and England rugby union dual-code international player. He is best known for being the first Great Britain rugby league international player to be capped by England at rugby union. He is currently NSWRL’s general manager of football.
Seattle Storm - A Model For Athlete Optimization: Combining Physiotherapy & Data Analytics in High Performance Athletes

This presentation explains a three step process of athlete optimization utilized on various healthy and injured collegiate and professional level athletes in the United States, including completion of a biomechanical screen, implementation of injury / re-injury reduction techniques through physiotherapy, and maximizing performance through the use of sports science. Although the use of various athlete monitoring devices are discussed, the implementation of Catapult Sports will be emphasized. In addition, a detailed case study of a NCAA Division I collegiate level athlete with multiple complex injuries will be presented, along with goals for athlete optimization in the near future.

SHIREEN MANSOORI
Director of Physiotherapy @ Seattle Sports Performance Institute (USA)

Shireen completed her Doctorate in Physiotherapy at the University of Washington, followed by her Orthopaedic Residency at the University of Southern California, and Division I Sports Fellowship at Duke University. Post Doctoral training, Shireen developed a strong interest in sport science and data analytics. Her specialties include the incorporation of various athlete monitoring systems in rehabilitation for high performance athletes, as well as conducting research for ACL injuries and hip / pelvis intra-articular and extra-articular pathologies. Shireen was formerly WNBA Director of Sports Performance for the Seattle Storm. Currently, she teaches part-time at the University of Washington School of Medicine Department of Rehabilitation, conducts research regarding wearable devices through Seattle University Men’s Basketball Team, and has opened the Seattle Sports Institute Physical Therapy PLLC, in which she consults for various NBA, NFL, and NCAA athletes with injuries.

LEXER - HUMAN ANALYTIC IN FAN ENGAGEMENT

PETER WELLS
Human Analytics Solutions @ Lexer

This session looks at fan data and harnessing the commercial opportunity of a persistently enriched, 360° fan profile. Peter has experienced success in various roles across several industries, most recently at Lexer, an international SaaS business headquartered in Melbourne. His principle achievement to date is founding a retail distribution business. This involved sourcing and maintaining relationships with manufacturers in Asia and retailers in Europe, Australia, New Zealand and South Africa.

PIPTOOK - MARKETING SPONSORSHIP WITH DATA – THE ATHLETE OR THE CLUB?

MICHAEL SEDER
CEO @ Piptook

Piptook provides insight into managing your ‘brand personality’. By using advanced social media and digital analytical insights to build empirical evidence, you’ll be better informed in matching your product to the appropriate vehicle. Michael established one of the first online liquor retail operations in Australia in 1999. The business consisted of a small chain of stores with an integrated online store. This business was successfully exited to Woolworth’s Ltd. In 2002, founded an online/offline homeware and bridal registry retail business. This business was also successfully exited in 2010, acquired by a larger competitor.
Afternoon Break
Champion Data - Athlete Tracking: The Story Behind the Game

The powerful integration of traditional sports statistics with high performance tracking data, is fast becoming the future of in-game sporting analytics on a global scale. When footy stats and tracking data collide, suddenly the story behind the game becomes a whole lot bigger. This unsurpassed level of visibility, scrutiny and insight across player and team performances, will not only change how we play the game but also how we watch it.

KATE TRAINOR
Sports Participation Manager @ Champion Data

Kate is an experienced strategist and marketing professional in the business of sport, having worked across sporting codes and key sporting organisations. Partnership strategy and evaluation, contract negotiation and licensing deals are all part of Kate’s professional fortitude. At Champion Data, Kate heads up “Tracking” an exciting and dynamic space that is driving real change in not just how sport is coached and played, but also how it is viewed.

KPMG - How the NBA uses Data & Analytics to Develop its Playing Schedule

Creating the NBA Schedule requires a difficult balance of considerations, including player health & wellness, basketball quality, business, broadcast, and building availability. Combinatorics calculations show that the number of possible ways to schedule the NBA’s 1,230 regular season games over a period of 170 days is significantly larger than the number of atoms in the universe, so finding the best possible schedule is an intricate and exciting mathematical challenge. In this talk, Ryan McCumber will discuss the past, present and future of NBA scheduling, touching on both the quantitative and qualitative aspects of the process.

RYAN MCCUMBER
Director @ KPMG

Ryan is a Director at KPMG within Management Consulting Customer and Growth practice with a focus on the Telecom, Media and Technology sector. He has delivered customer experience and big data analytics projects to leading telecom operators globally including Telstra, Optus, Vodafone, Verizon, T-Mobile and Sprint. Following KPMG’s successful optimization of the NBA schedule, Ryan became the co-lead for KPMG’s Sports Analytics Practice focusing on improving game scheduling for Asian sporting codes. Ryan also runs the Sydney Sports Analytics Meet-up which is a monthly event.
BUPA - Transforming Sponsorship into Value: Health Analytics in Elite Cricket

Ensuring a sponsorship deal creates value for both parties can be a complex and elusive issue. Bupa have transformed their sponsorship of the Cricket Australia Support Team into a relationship that helped improve their performance. This was achieved through leveraging expertise in Health Analytics to provide insights into how to keep cricket players on the field whilst also helping Bupa members manage their health and fitness.

DAVID CROSS
Health Analytics Manager, Bupa

David is the Health Analytics Manager for Bupa Australia and has significant experience in developing and implementing analytic systems which deliver insight and enable operational decision making. With a strong background in data analysis and statistics, David has more than 10 year experience with large data warehouses using tools such as SAS, Oracle and SQL to deliver analytics and performance reporting. Within his current role David is responsible for the development and implementation of predictive models which use health data to assess the likelihood of future hospital admissions. David has developed similar models for occupational injury in his previous role as Manager of Statistical Analysis at WorkSafe Victoria.

ALEX KOUNTOURIS
Sports Science & Sports Medicine Manager @ Cricket Australia

Alex is currently the Sports Science and Sports Medicine Manager at Cricket Australia, as well as the Lead Physiotherapist for the Australian Men’s Cricket Team. Prior to the appointment with Cricket Australia, Alex was the Lead Physiotherapist for the Sri Lankan Men’s Cricket team.
PANEL #7: “FUTURE OPPORTUNITY” – E-SPORTS AND FANTASY SPORTS

Time: 4:40pm-5:15pm  Location: The Arena

PANEL DESCRIPTION
This panel discusses the current eSports and Fantasy Sports climate in Australia, some of breakthroughs from the global leaders and how - with the advent of betting analytics - Australia’s eSports and Fantasy Sports can be at the forefront of the industry.

MICHAEL STEWART
Director of eSports @ Magnificent Nerds

Passionate about the expanding video game industry and in particular the evolution of eSports (competitive gaming) from a business perspective. Michael has been involved with the industry for years both as a competitor and an event organiser – online and at live events. He began as a player, moved into management and have done everything in between including handling sponsorship negotiations from both sides of the table, facilitating regular online tournaments and developing the social presence of companies trying to focus on the gaming market.

ISAAC HUSAIN
Product Manager – Sports @ News Corp

Isaac is the Product Manager of Sports at News Corp Australia managing their suite of fantasy products which include SuperCoach AFL and NRL. He has worked in various roles within the sporting landscape for the last 10 years, more recently at Melbourne Storm and Cricket Australia. Prior to that he spent a number of years in sports media research and analysis at Repucom. Along with fantasy sports, he has developed and managed numerous digital products across media and content, match scoring and statistics, competition management, analytics and customer loyalty.

DARRYL WOODFORD
Founder @ Fantasy Insider

Darryl Woodford is the co-founder and director of Fantasy Insider, the first platform in Australia regularly offering mathematically derived projections for Fantasy Sports and Daily Fantasy Sports. Darryl has a background in Engineering and Data Science, having previously developed predictive models for sporting events as well as tools to collect and analyse large volumes of social data in his roles in academia and with Hypometer Technologies. He has a particular interest in US Sports and the ability of open data to inform and grow fanbases.

JOSH SPRAGUE
Innovation Manager @ Sportsbet

Josh is the Innovation Manager at Sportsbet. Working within the Strategy and Innovation team, Josh is responsible for driving, delivering and supporting innovation across the business. Josh’s role covers new technology development, strategic opportunity assessment, enterprise lead innovation, strategic foresight, research and development and embedding the culture of innovation across the business.
Panel #6: “Future Opportunity” – eSports and Fantasy Sports

Time: 4:40pm-5:15pm
Location: The Arena

Kit Ho (Moderator)
General Manager @ PSCL

One of the leaders of the Asia-Pacific Sports Analytics Conference 2016, Kit is the General Manager at PSCL and the global account manager for Microsoft’s worldwide data hackathon series. In addition, he also oversees operations for the Modeloff, TEXATA and HIQORA brands under the PSCL umbrella.

Prior to working with PSCL, Kit graduated with an LL.B. and BCom from Monash University. A self-confessed sports addict, Kit spends the vast majority of his time watching sport and playing in Fantasy leagues.

Andrew Weaver
Digital Manager - Fox Footy & Fantasy @ Fox Sports

Andrew is the Product Manager – Fox Footy and Fantasy at Fox Sports Australia, managing their suite of fantasy products and the crossover and extension into broadcast and editorial integration. He has worked in several roles within the digital sporting landscape, previously at Telstra as the AFL Network Manager and the Port Adelaide Football Club as their Digital Manager. Prior to that he spent a number of years in digital music and entertainment media, including roles at Austereo, Yahoo! and Destra.
CISCO - The Digital Sports Experience: Your fans are Ready. Are You?

Digitisation has fundamentally altered the way we experience everything in life. It's no surprise that fans want the same “connected” and engaging experience at live events in venues. This presents an immense opportunity for sports and entertainment properties to deliver more value and increase revenues. Digital fans around the world have spoken. A more connected, convenient and customised content rich fan experience is on the horizon. This session discuss ways for you to deliver on this promise and capture the opportunity.

Manny Spanoudakis
Regional General Manager Asia Pacific Japan & China - Sports & Entertainment Solutions Group @ CISCO

Manny is the Regional General Manager of Cisco’s Sports and Entertainment Solutions Group (SESG) across Asia Pacific, Japan & China (APJC). He is responsible for development and management of the overall business strategy and execution plan. Manny is engaged on a daily basis with the senior executives, board members and key stakeholders of the various stadiums, leagues, management companies and Trusts across the region.

The Dark Side of Data

These are the post-Moneyball years, and data is changing the way sport is played, sport is consumed, and also the way sport is corrupted. Sport has become one of the biggest data mines in the world, and like any valuable commodity, even one found in such abundance, the fight for control can be fierce: hence the birth of ghost games, courtsiding and high-frequency betting. But big data also has the power to tackle sporting fraud - if we want it to.

Jack Kerr
Investigative Journalist and Documentary Maker

Networking
Drinks
Presented by:

sportsbet.com.au
See you in 2017!