

















	Track 1 Sports Teams and Leagues	Track 2 Brands, Fans & Engagement	Track 3 Sports Technology and Data Science
8.20am – 8.40am	Welcome Addresses		
8:45am – 9:15am (Session 1)	PANEL #1: C-LEVEL LEAGUES Embracing Sports Tech and Innovation Moderator: Margaret Cowle (KPMG National Strategy Partner in Charge) <ul style="list-style-type: none"> Marne Fechner (CEO Netball Australia) Jeremy Loeliger (CEO National Basketball League) Jason Hellwig (CEO Swimming Victoria) 	DIGITAL MARKETING Microsoft Sports The Future of Sports, Fans, Digital and Technology Anton Davie (Technical Evangelism Lead – Sports, Productivity & Lifestyle) 	WEARABLES Catapult Sports Winning with Wearables and Data Barry McNeill Chief Operating Officer, Catapult Sports 
9:20am - 10:00am (Session 2)	DIGITAL AND FAN ENGAGEMENT (USA) Golden State Warriors Keynote Address Daniel Brusilovsky (Golden State Warriors) 	PANEL #2: MEDIA, BROADCASTING AND ENTERTAINMENT Moderator: Ben Waterworth (AFL Digital Lead, Fox Sports Australia) <ul style="list-style-type: none"> Shane Mattiske (Director, Australia and NZ, Nielsen Sports) Libby Owens (CEO, Champion Data) Nick MacPherson (Senior Executive @ Ooyala / subsidiary of Telstra) Chris Shioya (Head of Strategy and Analytics, Fox Sports) Amelia Lynch (Special Counsel, Lander and Rogers) 	ARTIFICIAL INTELLIGENCE La Trobe University Deep Learning and Future of AI in Sport Stuart Morgan (Professor, Sports Analytics) 
10:05am – 10:50am (Session 3)	PANEL #3: CLUBS CEO Sports Clubs, Teams and Business Leadership Moderator: Kristina Kipper (KPMG National Head of Media and Entertainment) <ul style="list-style-type: none"> Ian Robson (CEO, Melbourne Victory; Soccer) Carl Dilena (CEO, North Melbourne FC; AFL) Matt Finnis (CEO, St Kilda Football Club; AFL) Guy Hedderwick (CEO, Adelaide 36ers, Basketball) Carolyn Campbell (CEO, Netball NSW) Justin Pascoe (CEO, Wests Tigers; NRL) 	TECHNOLOGY IN SPORT (USA) Sacramento Kings / NBA Stadium Analytics to Increase Fan Loyalty & Sponsorship Wen Miao (Sacramento Kings) 	VIDEO ANALYTICS Hudl and Sydney FC Video Analytics - Youth Football to Professional Academies Doug Kors Head of Football Analysis, Sydney FC 
10:50am – 11:10am	Morning Tea		
11:10am - 11:45am (Session 4)	GLOBAL SPORTS TECHNOLOGY (USA) USA Olympic Committee High Performance and US SportsTech Leadership Phil Cheetham (Head of Sports Technology, USA Olympic Committee) 	SOCIAL MEDIA Facebook Case Studies – Tools and Fan Measurement of Sports Marketing Andy Ford (Head of Vertical Measurement, Facebook Sports) 	3D GRAPHICS / SPORTS ANALYTICS Vizrt and Viz Libero Powering Sports with Analytics Ross Munro (Manager - Sports, Vizrt Asia-Pacific) 
11:50am – 12:25pm (Session 5)	SPORTS LEAGUES (Basketball) National Basketball League and Genius Sports Ahead of the game: How official data and technology have driven the NBL's leading digital strategy Ben Turner (Director – Sports Partnerships, Genius Sports) Jeremy Loeliger (CEO, National Basketball League) 	DIGITAL MARKETING SportsTG Digital Sports – How Cloud, AI are building future platforms for Sports Glen McGoldrick (CEO, SportsTG) 	MACHINE LEARNING Australian Institute of Sport (AIS) Showcasing Data-Driven Sports Analytics Projects at the AIS Michael Drew (Senior Sports Research) 
12:30pm – 1:00pm (Session 6)	LEAGUE LEADERSHIP WITH DATA Cricket Australia Using data to enrich the Cricket experience Mike Osborne (Head of Technology, Cricket Australia) Sonia Bijelic (Head of Marketing, Cricket Australia) 	DIGITAL AND FAN ENGAGEMENT NRL Case Studies in Rugby Leadership with Data & Technology Luke Gooden (General Manager NRL, Innovation & Football Integration) Peter Giurissevich (Senior Legal Counsel, NRL) 	TALENT IDENTIFICATION GWS Giants Talent Identification – Using Data and Analytics John Quinn (Head of Academy & Talent Identification, GWS Giants) 
1:00pm – 1:30pm	Dean Little and David Taylor (Memphis Grizzlies, NBA) – Q&A with Daniel Pelchen (Collingwood FC) on “Future Careers in Sports Analytics” 	LUNCH	

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1:40pm - 2:10pm (Session 7)	ON-FIELD PERFORMANCE Hawthorn Football Club AFL and High Performance – Statistics, Analysis and Elite Performance Darren O'Shaughnessy (Sports Analytics, Hawthorn FC) 	KPMG Launches New Player Development Program KPMG Launch of a program to help Athletes with Life After Sport: Moving from the Changing Room to the Boardroom Scott Draper (Director, KPMG Performance Clinic) 	DATA INSIGHTS Sportsbet Data Stories @ Sportsbet Stuart Moseley (Head of Operational Analytics) Simon Gerring (Head of Commercial Analytics) 
2:15pm – 2:55pm (Session 8)	PANEL #4: SPORTS HIGH PERFORMANCE PANEL Athlete Tracking, Athlete Management and Athlete Performance Moderator: Dianne Cook (Professor of Analytics, Monash University) <ul style="list-style-type: none"> Vince Kelly (Performance Science, Brisbane Broncos) Eric Hollingsworth (High Performance, Melbourne United) Eliza Keaney (Performance Analyst, Geelong Cats AFL) Eoin Toolan (Head Performance Analyst, Melbourne Rebels) 	PANEL #5: STADIUMS AND ENTERTAINMENT Moderator: Stuart Taggart (Co-founder & CEO, Envision) <ul style="list-style-type: none"> Piers Thompson (CEO APAC, PMY) Rey Sumaru (General Manager IT & Innovation, Melbourne Cricket Club) Priya Narasimhan (CEO Yinzcam) Wen Miao (Sacramento Kings) Mike Stephenson (General Manager Digital & Technology, Perth Stadium) Andrew Travis (Chief Operating Officer, Melbourne Olympic Parks) 	SPORTS TEAMS AND LEAGUES Sportradar Understanding Tomorrow's Fan Engagement Appetite Steve Byrd (Head of Global Partnerships) 
3:00pm – 3:40pm (Session 9)	PANEL #6: LOCAL SPORTS AND DATA ANALYTICS Grassroots Sports and Emerging Sports – Sports Digital, Data and Tech for Everyone Moderator: Teresa Simonetti (Director, Revolutionise Sport) <ul style="list-style-type: none"> Rochelle Eime (Associate Professor, Victoria University) Melissa O'Brien (Australian Dragon Boat Federation) Matthew Brown (CEO, Calisthenics Victoria) Sarah Loh (CEO, South Metro Junior Football League) 	PANEL #7: FAN ENGAGEMENT, SPONSORSHIP AND DIGITAL COMMUNITIES Moderator: Simon Garlick (Chief Executive, Bastion EBA) <ul style="list-style-type: none"> Jennifer Watt (General Manager, Marketing, Melbourne Football Club) Jonno Simpson (Director of Sports Marketing, Unscriptd) Daniel Brusilovsky (Head of Digital, Golden State Warriors) Tom Braybrook (Strategy and Solutions Lead, Adobe) Mitchell Wiley (Senior Marketing Manager, Sponsorship & Retail, Nissan) 	SMART EQUIPMENT ANALYTICS Swinburne University Discovery of new performance parameters with advanced data analytics and smart equipment and wearables (sport balls, garments and shoes) Franz Konstantin Fuss (Professor of Health and Sports Technologies, Swinburne University) 
3:40pm – 4:00pm	Afternoon Tea		
4:00pm - 4:30pm (Session 10)	PANEL #8: INNOVATION AND COMMERCIALISATION Australian Sports Technology Network (ASTN) Australia – Learnings from US Sports Tech Trade Mission 2017 and commercialising Australians sports technology on the world stage Moderator: Rachel Piasri (Executive Director, ASTN) <ul style="list-style-type: none"> Tim Kelsey (Director, Champion Data) Craig Hill (Director and Co-Founder, ASTN) Sandra Sweeney (Chief Marketing & Technology Officer, Australian Sports Foundation) 	TENNIS, FANS AND ENGAGEMENT Tennis Australia Craig Tiley (CEO, Tennis Australia) Machar Reid (Innovation Catalyst, Tennis Australia) 	FANS AND BRANDS Genius Tech Group Nathan Rothschild (Founder, Genius Tech Group) 
4:35pm - 5:10pm (Session 11)	LEAGUE LEADERSHIP WITH DATA Australian Football League (AFL) Darren Birch (General Manager Growth Digital and Audiences) 	MOBILE Yinzcam 30 million downloads – mobile and sports teams Priya Narasimhan (CEO Yinzcam) 	Pitch Session – Startups and Early-Stage Pitches Australian Sports Analytics / Sports Tech Emerging Companies Amanda Price (Head of KPMG Australia, High Growth Ventures) 
5:15pm - 5:45pm (Session 12)	SPORTS RESEARCH AND INSIGHTS Sport New Zealand Latest Data Innovations at Sports and NZ Performance Michelle Barnes (Insights Sports Analyst, Sport New Zealand) 	PANEL #9: eSPORTS Moderator: Emma Witkowski (Lecturer, Games, RMIT) <ul style="list-style-type: none"> Nigel Smart (COO, Adelaide Crows) Darren Kwan (Australian eSports Association) Scott Wenkart (Showdown and Twitch.TV Australia) Kate Burleigh (IT Industry Executive, Australian IT Industry Association) 	
5:45pm – 7:15pm	Networking Drinks		