











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

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