

BUSINESS OF SPORT SUMMIT

1 & 2 SEPTEMBER 2020, MCEC MELBOURNE

Early Bird Rates
end 17.07.20

Australia's Essential Sport Business Event



Matt Carroll AM

Chief Executive Officer

**Australian Olympic
Committee**



Marne Fechner

Chief Executive

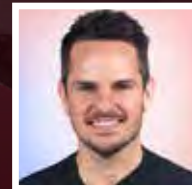
Netball Australia



Collette Roche

Chief Operating Officer

Manchester United (UK)



Sam Mathews

Founder & Chief
Executive Officer

Fnatic (UK)



Moya Dodd

Fmr Council Member **FIFA**

Chair **Common Goal**



Amanda Laing

Commissioner

National Rugby League

THE EXPERIENCE

Firmly established as the singular agenda-setting event for the Asia-Pacific sports industry, the **Business of Sport Summit** is returning in 2020 with a refreshed format to guide you through the year ahead.

2019 welcomed international game changers from the Green Bay Packers, Activision Blizzard Esports Leagues, World Rugby, and the Formula One, alongside executives from all of the nation's peak sporting leagues.

This year, over 300 of your industry peers and an unrivalled selection of C-Suite speakers will make Melbourne their home for two days on 1 and 2 of September.

THE ADVANTAGE

- For nine years we have secured the involvement of the highest calibre speakers from Australia and around the world. We have tools that make audience engagement seamless so you can ask the questions that matter.
- Every session is independently moderated to facilitate candid discussion and debate.
- Your experience is at the heart of the Forum. Our audience is screened for seniority, so you'll be networking in a five-star environment with the minds shaping business.
- We respect the seniority of our delegates by diving deeper into technical subject matter with a business-driven, outcomes focussed agenda.

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YOUR OPPORTUNITY

Celebrating its **9th year**, the **Business of Sport Summit** is unparalleled in the level of delegates and speakers it attracts.

The Summit is driven by an ambitious business agenda, and our audience is screened for seniority to ensure you are networking with the minds shaping business. Our limited keynote and moderated panel speaking opportunities will effectively embed you in this top-end business community. Digital and physical brand activations, as well as consultations in dedicated activation spaces further enable you to engage with this decision-making audience.

As a marketing platform to demonstrate expertise, credibility and grow your business with senior sports management professionals, the Business of Sport Summit offers unrivalled cut-through.

Angel Gomez

Commercial Director

02 8090 4363

angelg@connectmedia.com

EVENT SPEAKERS

To view our full list of speakers

[CLICK HERE](#)



Craig Tiley
Chief Executive Officer
Tennis Australia



Collette Roche
Chief Operating Officer
Manchester United (UK)



Matt Carroll AM
Chief Executive Officer
Australian Olympic Committee



Senator the Hon. Richard Colbeck
Minister for Aged Care & Senior Australians, Minister for Youth & Sport, Senator for Tasmania



Moya Dodd
Fmr Council Member
FIFA Chair
Common Goal



Sam Mathews
Founder & Chief Executive Officer
Fnatic (UK)



Marne Fechner
Chief Executive
Netball Australia



Caroline Darcy
Managing Director, Global Head of Sponsorship & Events
Standard Chartered Bank (HK)



Amanda Laing
Commissioner
National Rugby League



Julian Ogrin
Chief Executive Officer
Kayo Sports



Nick Hockley
Chief Executive Officer
ICC T20 World Cup 2020



Sean Seamer
Chief Executive Officer
Supercars



Nicole Livingstone
Head of Women's Football
Australian Football League



Mark Anderson
Chief Executive Officer
Collingwood Football Club



Neil Wilson
Chief Executive Officer
Victoria Racing Club



Dr Bridie O'Donnell
Director
Office for Women in Sport and Recreation



Georgie Jeffreys
Head of Marketing, Uber Eats-APAC
Uber



Tracey Scott
General Manager Leagues
Football Federation Australia



Blake Solly
Chief Executive Officer
South Sydney Rabbitohs



Gavin Kirkman
Chief Executive Officer
PGA



Jill Large
Brand & Sponsorship Manager
Allianz Australia



Machar Reid
Head of Innovation
Tennis Australia



Mike Osbourne
General Manager, Technology
Cricket Australia



Professor Hans Westerbeek
Professor of International Sport Business



Jodie Hawkins
General Manager
Sydney Sixers



Dean Armida
Sponsorship & Events Manager
NIB Health Funds



Darren Friedlander
Head of Sponsorships, Events, Community, Marketing Governance & Operations
QBE



Chyloe Kurdas
Female Engagement Senior Manager
Golf Australia



Rahul Pushkarna
Senior Director, Head of APAC Content Partnerships
Twitter Australia



Lewis Martin
Managing Director Seven Melbourne
Seven Network



Darren Birch
General Manager Growth, Digital & Audience
Australian Football League



Greg O'Rourke
Head of Hyundai A-League
Football Federation Australia



Peter Jarmain
Head of Marketing & Brand
National Rugby League



Paul Doorn
Chief Executive Officer
Waratahs Rugby



Rey Sumaru
General Manager IT & Innovation
Melbourne Cricket Club

08:20	Registration, Refreshments & Networking	
08:45	Opening Remarks from the Chairman	PROFESSOR HANS WESTERBEEK Professor of International Sport Business
08:50	Ministerial Keynote In Support of Sport in Australia: From Grassroots to Global	SENATOR THE HON RICHARD COLBECK Minister for Aged Care and Senior Australians, Minister for Youth & Sport
09:05	Opening Keynote	CRAIG TILEY Chief Executive Officer Tennis Australia
09:35	Outlook Session What's Resonating with Sports Fans in 2020? Fans have unprecedented access to clubs and sports beyond their national borders. As the highly competitive Australian sporting landscape continues to attract new domestic and international entities, and technology and media firms offer a seemingly infinite number of streaming options, your average Australian fan is faced with an enormous amount of choice. We'll hear how sports consumption is faring against other modes of entertainment; and why 2020 could be a game-changing year for the business of sport.	GREG O'ROURKE Head of Hyundai A-League Football Federation Australia MARNE FECHNER Chief Executive Netball Australia MARK ANDERSON Chief Executive Officer Collingwood Football Club DR BRIDIE O'DONNELL Director Office for Women in Sport & Recreation
10:25	Keynote Interview Cultivating Sporting Excellence: Australia's Olympic Journey	MATT CARROLL AM Chief Executive Officer Australian Olympic Committee
10:50	Morning Refreshments & Networking	
11:10	Partner Keynote	
11:40	Partnership Session Creating Iconic Identities Through Business Branding Sport represents a golden opportunity for brands to align on values and performance – but it takes more than a logo to create a shared identity. We'll hear from some of Australia's premier brands and drill down into why they chose the teams or leagues they did; how they modelled the commercial results; and how they connected with a diverse audience united only by their team.	DARREN FRIEDLANDER Head of Sponsorships, Events, Community, Marketing Governance & Operations QBE DEAN ARMIDA Sponsorship & Events Manager NIB Health Funds DARREN BIRCH General Manager Growth, Digital and Audience Australian Football League JILL LARGE Brand & Sponsorship Manager Allianz Australia
12:30	Platinum Keynote	KEN MAINDARDIS Senior Vice-President, Content Getty Images
12:50	Lunch Welcome Remarks	
12:55	Lunch & Networking	
13:45	Global Keynote Making Sponsorship Matter	CAROLINE DARCY Managing Director, Global Head of Sponsorship & Events Standard Chartered Bank (HK)
14:10	Events Session Beyond the Screen: Breathing Life into Live Experiences With a crowded media environment driving broadcasting innovation, pressure is mounting on administrators to further differentiate the sensation of live entertainment. This session will give you an insight into how industry-leading organisations are reigniting the game day experience; how best to amplify the shared experience of live sport consumption; and the physical and logistical leaps venues and franchises must take to stay ahead of the game.	PAUL DOORN Chief Executive Officer Waratahs Rugby GAVIN KIRKMAN Chief Executive Officer PGA SEAN SEAMER Chief Executive Officer Supercars NEIL WILSON Chief Executive Officer Victoria Racing Club
15:00	Industry Keynote Twenty20 in 2020: Delivering on the World Stage	NICK HOCKLEY Chief Executive Officer ICC T20 World Cup 2020
15:25	Afternoon Refreshments & Networking	
15:55	Case Study Keynote Uber Eats at Open Making Sports Sponsorship Work	GEORGIE JEFFREYS Head of Marketing, Uber Eats-APAC Uber
16:20	Service Delivery Session From Streams to a Flood: The Big Business of Broadcasting Broadcasting innovation and generational shifts have radically altered the sports media landscape, as traditional broadcasters and sporting franchises battle with new players for the hearts and minds of fans. This session will show you where broadcasting is heading in 2020, what opportunities exist for traditional sporting franchises to capture new audiences, and how shifting demographic trends will continue to influence sports media in the future.	JULIAN OGRIN Chief Executive Officer Kayo Sports AMANDA LAING Commissioner National Rugby League RAHUL PUSHKARNA Senior Director, Head of APAC Content Partnerships Twitter Australia LEWIS MARTIN Managing Director Seven Melbourne Seven Network
17:10	Global Keynote Creating Smart Stadiums, Fan Experiences, and multiple Revenue Sources	COLLETTE ROCHE Chief Operating Officer Manchester United (UK)
17:35	Closing Remarks from the Chairman	PROFESSOR HANS WESTERBEEK Professor of International Sport Business
17:40	Networking Drinks Reception	
18:40	Close of Day One	

08:40	Registration, Refreshments & Networking	
09:00	Opening Remarks from the Chairman	PROFESSOR HANS WESTERBEEK Professor of International Sport Business
09:05	Brand Keynote	
09:40	Marketing Session Full-Time Fans: The Age of 24/7 Supporters Social media has ushered in a new era of constant support in which power has been reclaimed by the fans. Leagues may have an ‘off-season’, but for the fan who can access content across platforms and time zones, their support never sleeps. This session will discuss how you can improve your engagement with fans on social media; how to deal quickly and authentically with the inevitable misuse of these platforms; and how to capture an audience on their commute, at work, or at home.	NICOLE LIVINGSTONE Head of Women’s Football Australian Football League PETER JARMAIN Head of Marketing & Brand National Rugby League PETER KLOCZKO Vice President, Australia & New Zealand Ultimate Fighting Championship DAVID CULBERT General Manager, Marketing, Communications & Community Commonwealth Games Australia
10:30	Innovator Keynote Building the New World Sport	SAM MATHEWS Founder & Chief Executive Officer Fnatic (UK)
10:55	Morning Refreshments & Networking	
11:25	Diamond Keynote	WADE MARIS Vice President, Media ANZ DAZN
11:50	Loyalty Session Beyond the Final Whistle: Loyalty and the Sporting Fan Almost half the population will change religion at some stage in their lives. Just 2% of football fans will change their favourite team. In a saturated Australian market in which a majority of consumers have deep allegiances to a finite number of sporting teams, franchises and partnering brands are increasingly looking to diversify their business models in order to capture greater market share. This session will unpack the nature of Australian sporting fanaticism; how teams and brands have successfully leveraged this loyalty through innovative partnerships to reach new markets; and the tips and tricks on how to win the hearts and wallets of sporting fans from organisations that have done it before.	JODIE HAWKINS General Manager Sydney Sixers TRACEY SCOTT General Manager Leagues Football Federation Australia BLAKE SOLLY Chief Executive Officer South Sydney Rabbitohs CHYLOE KURDAS Female Engagement Senior Manager Golf Australia
12:40	Platinum Keynote	
12:55	Lunch Welcome Remarks	
13:00	Lunch & Networking	
14:00	National Keynote Building High Performance Organisations, On & Off the Field	ROB DALTON Chief Executive Officer Sport Australia
14:25	Technology Session The Science of Microseconds: How New Technologies are Changing the Game In an innovate or die environment, sporting and business leaders must be constantly monitoring and investing in the technologies required to ensure their teams and organisations are best equipped to finish first. You’ll hear how industry leaders identify the truly game-changing technologies they need, where you should look in the future to stay ahead of the game, and whether virtual reality is as good as, well, the real thing.	MACHAR REID Head of Innovation Tennis Australia REY SUMARU General Manager IT & Innovation Melbourne Cricket Club MIKE OSBOURNE General Manager, Technology Cricket Australia ANTHONY STOITSIS Senior Performance Analyst Collingwood Football Club
15:15	Mastermind Keynote Interview Redesigning Sport for Inclusivity	MOYA DODD Fmr Council Member FIFA & Chair Common Goal
15:55	Closing Remarks from the Chairman	PROFESSOR HANS WESTERBEEK Professor of International Sport Business
16:00	Close of Summit	

ACCESS WITH YOUR PASS

- ✓ 12+ Keynotes
- ✓ 300+ Executives
- ✓ Executive learning agenda
- ✓ 35+ Industry speakers
- ✓ 5-Star networking environment

Pricing & Discounts	Early Bird Registration (until 17/07/20)	Standard Registration (from 18/07/20)
1 Delegate	\$1,495 + GST	\$1,795 + GST
4 Delegates (includes 1 FREE)	\$4,485 + GST	\$5,385 + GST
8 Delegates (includes 2 FREE)	\$8,970 + GST	\$10,770 + GST
12 Delegates (includes 3 FREE)	\$13,455 + GST	\$16,155 + GST

Register by Web www.sportsleaders.com.au/#register
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Please note: If you are a Service Provider to sports business executives, email angelg@connectmedia.com to register.