STWS CONFERENCE AUSTRALIA 2022

Time	ROOM 1 – LEAGUES AND TEAMS	ROOM 2 – FANS, BRANDS AND ENGAGEMENT	ROOM 3 – DATA, AI AND ADVANCED TECHNOLOGY
8:30am – 9:00am (Opening Address)	STWS / TOURISM & EVENTS Queensland / hudl / Australian Sports Technologies Network – Powering Sports Innovation		
	DIGITAL TRANSFORMING SPORTS ORGANISATIONS WITH TECHNOLOGY	QUEENSLAND SPORTS INNOVATION AND 2032 BRISBANE OLYMPICS	ARTIFICIAL INTELLIGENCE IN SPORTS
9:00 – 9:40am (Session 1)	SPORTS DIGITAL TRANSFORMATION – EMBRACING TOMORROW MKTG	FUTURE OF SPORT IN QUEENSLAND Fireside Chat with John Lee — **John Lee**, Director General at QLD Department of Tourism, Innovation and Sport — Hosted by Nat Cook OAM OLY, Olympic Gold Medalist Director Brisbane 2032	ARTIFICIAL INTELLIGENCE IN SPORT AUSTRALIAN INSTITUTE OF SPORT (AIS) Mr Stu Morgan (Head of Artificial Intelligence, AIS) Mr Ash Hall (Research Engineer Lead)
9:45am – 10:25am (Session 2)	DIGITAL TRANSFORMATION CRICKET AUSTRALIA + SPORTRADAR	PANEL: AUSTRALIA'S NEW SPORTS INNOVATION ROADMAP Moderated by Ms Nicolle Kelly (Queensland Government) • Luke McCann (COO, Sport Australia) • Lynne Anderson (Board Member, Australian Sports Commission)	VIDEO ANALYSIS & TECHNOLOGIES HUDL
10:35am – 11:10am (Session 3)	CEO IN SPORTS BUSINESS C-LEVEL PANEL DISCUSSION Moderator: Lachlan Wills • Eugenie Buckley (CEO Swimming Australia) • Mark Evans (CEO, Gold Coast Suns) • Pierre Comis (CEO, Special Olympics Australia)	DIGITAL TECHNOLGIES FOR GREATER ENGAGEMENT PLAYCASTA	RACING, SPORTS BETTING AND BIG DATA PANEL DISCUSSION • Adam Brett (Director, News Perform) • Andre Easom (Head of Data Science, Sportsbet) • Dr Eliot Forbes (CEO, Racelab)
11:10am – 11:40am (Morning Tea Break)	MORNING TEA BREAK		LAUNCH! ARTIFICIAL INTELLIGENCE (RUNNING / MOVEMENT) VUE MOTION (LAUNCH EVENT) Ryan Talbot (CEO)
		ENGAGING FANS AND VENUES	HIGH PERFORMANCE SPORTS AND DATA
11:40am – 12:15pm (Session 4)	LEADERSHIP SESSION NATIONAL BASKETBALL LEAGUE + SPORTRADAR	SPORTS SPONSORSHIP AND FANS – BUILDING A MODERN SPORTS BRAND Moderator: Ben Parsons (CEO, Ministry of Sport) • Charles Shelton-Agar (GM Product, News Sport Network)	SPORTS PERFORMANCE CATAPULT SPORTS
12:20pm – 1:00pm (Session 5)	DIGITAL OPPORTUNITY & PARTICIPATION FOR AUSTRALIAN SPORTS NEWS CORP (AUSTRALIA) Michael Wilkins (MD, News Sport Network, News Corp Aust.) Sachin Kumar (GM Sports, Partnerships, News Corp Aust.)	STADIUMS AND VENUES OF THE FUTURE PANEL DISCUSSION • Ange Henderson (GM, Stadiums Queensland) • Daniel Andrews (Facilities, Australian Football League) • Chris Smiles (Founder, Smartform Architecture) • Luke Jansen (Sports Infrastructure, Sport Australia)	SPORTS SCIENCE AND TECHNOLOGY HIGH PERFORMANCE SPORTS AND DATA Darren Burgess (Head of High Performance, Adelaide Crows)
1:00pm – 1:40pm (Lunch Break)	LUNCH BREAK		
	NEW IDEAS AND NEW BUSINESS MODELS	MEDIA, BROADCAST AND LIVE STREAMING	EMERGING SPORTS
13:40pm – 2:10pm (Session 6)	STARTUP INNOVATORS IN AUSTRALIA STARTUPBOOTCAMP SPORTS TECH ACCELERATOR 9 X PRESENTATIONS OF FINALISTS (5 MINS EACH) Led by Oliver Howard (CEO StartupBootcamp) • Aphetor - The Content Creator Olympics • Firefly Initiative – Volunteers Rewards • Homeground - AI coaching for grassroots sport	FUTURE OF IMMERSIVE REALITY AND OTT STREAMING UNBND & AURA Antony Arena (CEO)	THE FUTURE OF SPORTS CONTENT STATS PERFORM Steve Cliffe (Sports Content Specialist, Stats Perform)
2:20pm – 2:50pm (Session 7)	• IN.LIVE - End-to-end creator streaming solution • MatchKit - Commercialising athletes' personal brand • Sonnant - AI-powered commercialisation of voice data • SportzFan - Gamified fan loyalty • Treiner - Smart coach recruitment • TwoDots - Personalised fan engagement technology	HOW SPORTS CAN PRODUCE MORE LIVE CONTENT AND STAY IN BUDGET LIVE U Declan Gallegher (Sports Director APAC, LiveU)	HIGH PERFORMANCE SPORT AND DATA FUSION SPORT Markus Deutsch (CEO, Fusion Sport)
3:00pm – 3:30pm (Session 8)	$3B AUSTRALIAN SPORTS TECH MARKET & TOP 10 MEGA TRENDS AUSTRALIAN SPORTS TECHNOLOGIES NETWORK (ASTN) • Mr James Demetriou (Chairman) • Mr Martin Schlegel (Director)	"WHAT IS THE FUTURE OF PARTICIPATION, ENTERTAINMENT, METAVERSE & GAMES" PANEL DISCUSSION • Brayden Goodwin (Associate Principal, Populous) • Dr James Birt (Associate Dean, External Engagement, Bond University)	CONTEMPORARY OFFICIAL SPORT DATA MODELS GENERATING VALUE FOR INDUSTRY AND SPORTS FANS CHAMPION DATA Libby Owens (CEO, Champion Data)
15:30pm – 16:00pm	AFTERNOON TEA BREAK		
	GLOBAL BEST PRACTICE	MOBILITY, PARALYMPICS AND INCLUSION	FITNESS, WELLNESS AND HEALTH
16:00pm – 16:30pm (Session 9)	GLOBAL SPORTS INNOVATION MICROSOFT GSIC Iris Cordoba (General Manager, Microsoft GSIC)	EMERGING DIGITAL SPORTS – ESPORTS AND DRONE LEAGUES PANEL DISCUSSION • Mr Hess Ghah (CEO, Next Level Racing) • Michael De Silva (Partnerships - Asia, Airspeeder)	QUEENSLAND ACADEMY OF SPORT (QAS)
16:40pm – 17:10pm (Session 10)	LAUNCH! LAUNCH OF "ACTIVE EYE" FOR QUEENSLAND (START AT 1:20PM) ACTIVEXCHANGE + QSPORT DEPARTMENT OF TOURISM INNOVATION AND SPORTS (DTIS)	DISABILITY SPORT AND PARALYMPICS & TECHNOLOGY PANEL DISCUSSION Moderator: TBC • Andrew Walton (Advisor, Disability Sport Victoria) • Samir Mahir (International Blind Sports Association)	LAUNCH! TALENT IDENTIFICATION & ANALYTICS IN SPORTS TRAITS INSIGHTS (LAUNCH EVENT) Dr Dan Pelchan (CEO)
17:10pm – 18:30pm	POST-EVENT NETWORKING DRINKS		