



# CONFERENCE AUSTRALIA 2022



PROVISIONAL AGENDA  
Australia Sports Technology Conference  
Friday 2<sup>nd</sup> September 2022  
Brisbane Convention & Exhibition Centre

	ROOM 1 – LEAGUES AND TEAMS	ROOM 2 – FANS, BRANDS AND ENGAGEMENT	ROOM 3 – DATA, AI AND ADVANCED TECHNOLOGY
8:30am – 9:00am (Opening Address)	   		
	DIGITAL TRANSFORMING SPORTS ORGANISATIONS WITH TECHNOLOGY	QUEENSLAND SPORTS INNOVATION AND 2032 BRISBANE OLYMPICS	ARTIFICIAL INTELLIGENCE IN SPORTS
9:00 – 9:40am (Session 1)	<b>WHY ESPORTS IMPACTING UPON THE DIRECTION OF SPORT IN THE ESTABLISHED COMMUNITY</b> <b>BIG ESPORTS</b> Chris Smith (CEO, BIG Esports)  	<b>FUTURE OF SPORT IN QUEENSLAND</b> <b>Fireside Chat with John Lee</b> John Lee, Director General at QLD Department of Tourism, Innovation and Sport    Hosted by Nat Cook OAM OLY, Olympic Gold Medalist Director Brisbane 2032	<b>DATA. INFORMATION. IMPACT.</b> <b>MAXIMIZING PERFORMANCE AND COMMERCIAL RETURN THROUGH THE POWER OF DATA</b> HUDL 
9:45am – 10:25am (Session 2)	<b>Technology and Data for High Performance Cricket</b> <b>CRICKET AUSTRALIA + SPORTRADAR</b> Moderator: Dave Edwards (Director of Sports Media & Partnerships, Sportradar) • Rian Crowther (Sport Scientist, Cricket Australia) • Zac Goodchild (Senior Manager, Sportradar)  	<b>PANEL: AUSTRALIA'S NEW SPORTS INNOVATION ROADMAP</b> Moderator: Nicolle Kelly (Executive Director, Department of Tourism, Innovation and Sport QLD) • Luke McCann (COO, Sport Australia) • Lynne Anderson (Board Member, Australian Sports Commission)  	<b>USING DATA AND VIDEO TO SUPPORT DECISION MAKING</b> <b>PANEL DISCUSSION</b> Football Federation Australia National Basketball League Hudl   
10:35am – 11:10am (Session 3)	<b>CEO IN SPORTS BUSINESS</b> <b>C-LEVEL PANEL DISCUSSION</b> Moderator: Lachlan Wills • Eugenie Buckley (CEO, Swimming Australia) • Mark Evans (CEO, Gold Coast Suns) • Pierre Comis (CEO, Special Olympics Australia)   	<b>STADIUMS AND VENUES OF THE FUTURE</b> <b>PANEL DISCUSSION</b> • Ange Henderson (GM, Stadiums Queensland) • Daniel Andrews (Facilities, Australian Football League) • Chris Smiles (Founder, Smartform Architecture) • Luke Jansen (Sports Infrastructure, Sport Australia)    	<b>ARTIFICIAL INTELLIGENCE IN SPORT</b> <b>AUSTRALIAN INSTITUTE OF SPORT (AIS)</b> Stuart Morgan (Head of Artificial Intelligence, AIS) Ash Hall (Research Engineer Lead, AIS)  
11:10am – 11:40am (Morning Tea Break)	MORNING TEA BREAK		
		ENGAGING FANS AND VENUES	HIGH PERFORMANCE SPORTS AND DATA
11:40am – 12:15pm (Session 4)	<b>How technology has supported and fuelled the growth of Basketball</b> <b>NATIONAL BASKETBALL LEAGUE + SPORTRADAR</b> Moderator: Dave Edwards (Director of Sports Media & Partnerships, Sportradar) • Brad Joyner (Chief Commercial Officer, NBL) • Amanda Jenkins (Executive Director of Oceania, FIBA) • Ben Turner (Head of Content and Partnership, Sportradar)   	<b>RACING, SPORTS BETTING AND BIG DATA</b> <b>PANEL DISCUSSION</b> • Adam Brett (Director, News Perform) • Andre Easom (Head of Data Science, Sportsbet) • Dr Eliot Forbes (CEO, Racelab)   	<b>THE NEXT FRONTIER OF DATA ANALYTICS IN SPORT:</b> <b>INTEGRATING PERFORMANCE DATA AND VIDEO</b> CATAPULT SPORTS 
12:20pm – 1:00pm (Session 5)	<b>DIGITAL OPPORTUNITY &amp; PARTICIPATION FOR AUSTRALIAN SPORTS</b> <b>NEWS CORP (AUSTRALIA)</b> Michael Wilkins (MD, News Sport Network, News Corp Aust.) Sachin Kumar (GM Sports, Partnerships, News Corp Aust.) 	<b>SPORTS SPONSORSHIP AND FANS – BUILDING A MODERN SPORTS BRAND</b> Moderator: Ben Parsons (CEO, Ministry of Sport) • Charles Shelton-Agar (GM Product, News Sport Network) 	<b>SPORTS SCIENCE AND TECHNOLOGY</b> <b>HIGH PERFORMANCE SPORTS AND DATA</b> 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
1:40pm – 2:10pm (Session 6)	<b>STARTUP INNOVATORS IN AUSTRALIA</b> <b>STARTUPBOOTCAMP SPORTS TECH ACCELERATOR</b> <b>9 X PRESENTATIONS OF FINALISTS (5 MINS EACH)</b> Led by Oliver Howard (CEO StartupBootcamp)  • Aphethor - The Content Creator Olympics • Firefly Initiative – Volunteers Rewards • Homeground - AI coaching for grassroots sport • IN.LIVE - End-to-end creator streaming solution • MatchKit - Commercialising athletes' personal brand • Sonnant - AI-powered commercialisation of voice data • SportzFan - Gamified fan loyalty • Trainer - Smart coach recruitment • TwoDots - Personalised fan engagement technology	<b>FUTURE OF IMMERSIVE REALITY AND OTT STREAMING</b> <b>UNBND &amp; AURA</b> Antony Arena (CEO)  	<b>THE FUTURE OF SPORTS CONTENT</b> <b>STATS PERFORM</b> Steve Cliffe (Sports Content Specialist, Stats Perform) 
2:20pm – 2:50pm (Session 7)		<b>HOW SPORTS CAN PRODUCE MORE LIVE CONTENT AND STAY IN BUDGET</b> <b>LIVE U</b> Declan Gallegher (Sports Director APAC, LiveU) 	<b>HIGH PERFORMANCE SPORT AND DATA</b> <b>FUSION SPORT</b> Markus Deutsch (CEO, Fusion Sport) 
3:00pm – 3:30pm (Session 8)	<b>\$3B AUSTRALIAN SPORTS TECH MARKET &amp; TOP 10 MEGA TRENDS</b> <b>AUSTRALIAN SPORTS TECHNOLOGIES NETWORK (ASTN)</b> • Mr James Demetriou (Chairman) • Mr Martin Schlegel (Director) 	<b>WHAT IS THE FUTURE OF PARTICIPATION, ENTERTAINMENT, METAVERSE &amp; GAMES</b> <b>PANEL DISCUSSION</b> • Brayden Goodwin (Associate Principal, Populous) • Dr James Birt (Associate Dean, External Engagement, Bond University)   	<b>CONTEMPORARY OFFICIAL SPORT DATA MODELS</b> <b>GENERATING VALUE FOR INDUSTRY AND SPORTS FANS</b> <b>CHAMPION DATA</b> Libby Owens (CEO, Champion Data) 
3:30pm – 4:00pm	AFTERNOON TEA BREAK		
	GLOBAL BEST PRACTICE	MOBILITY, PARALYMPICS AND INCLUSION	FITNESS, WELLNESS AND HEALTH
4:00pm – 4:30pm (Session 9)	<b>GLOBAL SPORTS INNOVATION</b> <b>MICROSOFT GSIC</b> Iris Cordoba (General Manager, Microsoft GSIC) 	<b>EMERGING DIGITAL SPORTS – ESPORTS AND DRONE LEAGUES</b> <b>PANEL DISCUSSION</b> • Mr Hess Ghah (CEO, Next Level Racing) • Michael De Silva (Partnerships - Asia, Airspeeder)  	<b>QUEENSLAND ACADEMY OF SPORT (QAS)</b> 
4:40pm – 5:10pm (Session 10)	<b>LAUNCH! HOW ACTIVE OR INACTIVE ARE QUEENSLANDER'S?</b> <b>ACTIVECHANGE + QSPORT</b> Phil Reeves (Executive Chair, AQIA) Peter Cumiskey (CEO, Qsport) James Ellender (CEO, ActiveXchange)   	<b>DISABILITY SPORT AND PARALYMPICS &amp; TECHNOLOGY</b> <b>PANEL DISCUSSION</b> Moderator: TBC • Andrew Walton (Advisor, Disability Sport Victoria) • Samir Mahir (International Blind Sports Association)  	<b>ARTIFICIAL INTELLIGENCE (RUNNING / MOVEMENT)</b> <b>VUE MOTION (LAUNCH EVENT)</b> Ryan Talbot (CEO)  <b>TALENT IDENTIFICATION &amp; ANALYTICS IN SPORTS</b> <b>TRAITS INSIGHTS (LAUNCH EVENT)</b> Dr Dan Pelchan (CEO) 
5:10pm – 6:30pm	POST-EVENT NETWORKING DRINKS		