



# CONFERENCE AUSTRALIA 2022



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

	TRACK 1	TRACK 2	TRACK 3
8:30am – 9:00am (Opening Address)			
9:00 – 9:40am (Session 1)	<b>DATA. INFORMATION. IMPACT: MAXIMIZING PERFORMANCE AND COMMERCIAL RETURN THROUGH THE POWER OF DATA</b> <b>HUDL</b> Dr. Troy Baker (Snr. Solutions Consultant, Hudl) With Insights From: Football Australia & NBL 	<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 and Director Brisbane 2032 	<b>WHY ESPORTS ARE IMPACTING UPON THE DIRECTION OF SPORT IN THE ESTABLISHED COMMUNITY</b> <b>BIG ESPORTS</b> Chris Smith (CEO, Business in Games) 
9:45am – 10:25am (Session 2)	<b>USING DATA AND VIDEO TO SUPPORT DECISION MAKING</b> <b>PANEL DISCUSSION</b> Moderator: Eoin Toolan (Hudl / Former Performance Analysis at Melbourne Rebels and Irish Rugby Football Union) • Doug Kors (GM Football Analysis, Data & Insights, Football Australia) • Blaine Krapljanov (Referee Operations Coordinator, NBL) • James Barker (Analyst Coordinator, Hawthorn Football Club) 	<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>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) 
10:35am – 11:10am (Session 3)	<b>CEOS IN SPORT - WHICH EMERGING TECHNOLOGY LEVERS TO PULL AND WHEN</b> <b>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> Moderator: Joachim Clauss (Founder, Smartform Architecture) • 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		
11:40am – 12:15pm (Session 4)	<b>REDEFINING PERFORMANCE ANALYSIS IN ELITE SPORT</b> <b>CATAPULT SPORTS</b> James Simpson (Product Specialist Tactics and Coaching , Catapult) 	<b>RACING, SPORTS BETTING AND BIG DATA</b> <b>PANEL DISCUSSION</b> Moderator: John Persico (Director, STWS) • Andre Easom (Head of Data Science, Sportsbet) • Dr Eliot Forbes (CEO, Racelab) • Nathan Rothschild (Founder, GTG Network) 	<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) 
12:20pm – 1:00pm (Session 5)	<b>HIGH PERFORMANCE SPORTS AND DATA</b> <b>ADELAIDE CROWS</b> Darren Burgess (Head of High Performance, Adelaide Crows) 	<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) • Caitlin O'Meara (Head of Digital Sport, Foxtel Media) • Thomas Kaurin (Group Director Streaming & Engineering Technology, Foxtel Group) 	<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) 
1:00pm – 1:40pm (Lunch Break)	LUNCH BREAK		
1:40pm – 2:10pm (Session 6)	<b>THE FUTURE OF SPORTS CONTENT</b> <b>STATS PERFORM</b> Steve Cliffe (Sports Content Specialist, Stats Perform) 	<b>FUTURE OF IMMERSIVE REALITY AND OTT STREAMING</b> <b>UNBND &amp; AURA</b> Lachlan Jones (CEO, Aura) 	<b>STARTUP INNOVATORS IN AUSTRALIA</b> <b>STARTUPBOOTCAMP SPORTS TECH ACCELERATOR</b> 9 X PRESENTATIONS OF FINALISTS (5 MINS EACH) Led by Oliver Howard (CEO StartupBootcamp) 
2:20pm – 2:50pm (Session 7)	<b>HIGH PERFORMANCE SPORT AND DATA</b> <b>FUSION SPORT</b> Markus Deutsch (CEO, Fusion Sport) 	<b>HOW SPORTS CAN PRODUCE MORE LIVE CONTENT AND STAY IN BUDGET</b> <b>LIVE U</b> Declan Gallegher (Sports Director APAC, LiveU) 	<ul style="list-style-type: none"><li>Aphetor - The Content Creator Olympics</li><li>Firefly Initiative – Volunteers Rewards</li><li>Homeground - AI coaching for grassroots sport</li><li>IN.LIVE - End-to-end creator streaming solution</li><li>MatchKit - Commercialising athletes' personal brand</li><li>Sonnant - AI-powered commercialisation of voice data</li><li>SportzFan - Gamified fan loyalty</li><li>Treiner - Smart coach recruitment</li><li>TwoDots - Personalised fan engagement technology</li></ul>
3:00pm – 3:30pm (Session 8)	<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) 	<b>WHAT IS THE FUTURE OF PARTICIPATION, ENTERTAINMENT, METAVERSE &amp; GAMES</b> <b>PANEL DISCUSSION</b> Moderator: John Persico (Director, STWS) • Ingrid Proud (Managing Director Operations, Better Events VR) • Brayden Goodwin (Associate Principal, Populous) • Karen Sanders (CEO, Queensland XR Hub) 	<b>NEWS SPORT NETWORK: BECOMING THE FIRST PICK FOR FANS AND BRANDS</b> <b>NEWS CORP (AUSTRALIA)</b> Michael Wilkins (MD, News Sport Network, News Corp Aust.) Sachin Kumar (GM Sports, Partnerships, News Corp Aust.) 
3:30pm – 4:00pm	AFTERNOON TEA BREAK		
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>FIRESIDE CHAT</b> <b>Mr Hess Ghah</b> , CEO, Next Level Racing Hosted by John Persico (Director, STWS) 	<b>QAS – BUILDING TOWARDS 2032</b> <b>QUEENSLAND ACADEMY OF SPORT</b> Dr Megan Shephard (Senior Research Partnerships Advisor, Queensland Academy of Sport) 
4:40pm – 5:10pm (Session 10)	<b>LAUNCH! HOW ACTIVE OR INACTIVE ARE QUEENSLANDER'S?</b> <b>PANEL DISCUSSION</b> <b>ACTIVEXCHANGE + QSPORT</b> Phil Reeves (Executive Chair, AQIA) Peter Cummiskey (CEO, Qsport) James Ellender (CEO, ActiveXchange) 	<b>HOW TO BUILD A COMMUNITY FROM SCRATCH</b> <b>SPORTSGRAD</b> Reuben Williams (Co-found, SportsGrad) 	<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 Pelchen (Founder) 
5:10pm – 6:30pm	POST-EVENT NETWORKING DRINKS		