Welcome to the 2017 Australian Sports Analytics Conference.

Sports Analytics and Sports Technology is among the most exciting, cutting-edge and transformative young industries in the world. Data and technology make more possible every day. Human performance, sports marketing, sports broadcasting, media and sport entertainment, connected devices, sports technologies, wearables and healthcare, eSports and virtual reality – are all inextricably linked to understanding and applying sports technologies to our lives.

Our hope is for Australia and Asia-Pacific to become a global pioneer of the Sports and Technology. The deep love of sports and communities will allow the creation of new jobs, skilled workforce and growth opportunities to take athletes, clubs, franchises, companies and powerful ideas to the world. We thank our sponsors, organizers and of course – all attendees – who make this vision a reality in the years ahead. With 80 speakers and panellists and 1000 attendees, today we celebrate the successes, challenges and future growth markets. We hope you learn vigorously, explore new concepts and network widely with many of the leaders in Sports and technology-related industries.

Data is a new competitive advantage for the future of sports, media, wellness and entertainment – the right imagination, leadership, culture and hard work will ensure outstanding long-term success.
THE LORD MAYOR OF MELBOURNE

The City of Melbourne is proud to support the 2017 Australian Sports Analytics & Sports Technology Conference and we welcome delegates to our great city.

Melbourne is an exciting and sophisticated city. We were named the world's most liveable city for the fifth consecutive year, the world's friendliest city, the world's Most Admired Knowledge City and the world's Ultimate Sport City. Your conference will be held at Melbourne Park: a truly world class sports precinct.

Melbourne is regarded as one of the most tolerant and friendly cities in the world. We are home to people from 200 countries, we speak 260 different languages and dialects and we practise 135 different faiths. We pride ourselves on making our visitors feel welcome.

Melbourne is a city that will leave you with lasting memories and stories worth sharing. I hope the experience meets your expectations!

ROBERT DOYLE
Lord Mayor

WELCOME

FOUNDER OF THE SPORTS ANALYTICS WORLD SERIES

I would like to extend a warm welcome to all attendees of the Australian Sports Analytics & Sports Technology Conference. The Sports Analytics World Series 2017/2018 is an international conference series celebrating the best and brightest in Australia, India, UK, China, Japan, Netherlands for 4,000 people. I'd like to thank our organisers -- Marc Roufeil, Ilmar Mutli, Ryan McCumber, Kit Ho, Johann Odo, Michelle Yu, Di Wang and Yi Ding for making today happen.

When the passion of sports and the power of technology come together, we believe it allows athletes and teams and organisations to achieve greater outcomes. Australia has a proud tradition for global leadership in sports data, sports innovation, sports entrepreneurship and sports technology. Australians love sports and big data, wearables, IoT, business intelligence, fan engagement, digital marketing, talent identification, fatigue management, sports betting, sports tech, sports leagues, eSports, advanced sports statistics and more. Today we celebrate the thought-leaders, pioneers, game-changers, educators, vendors, sme's and innovative startups across the sports tech landscape across sports, media, entertainment, health and travel industries.

We thank our 1,000 attendees today at the SAC Australia event. Enjoy your time in our beautiful city of Melbourne, one of the sporting capitals of the world.

JOHN R PERSICO
Sports Analytics World Series
THANK YOU

We thank our speakers, panellists and supporters that made SAC17 possible.
Download the free Australian Sports Analytics Conference 2017 Mobile App to access all Speaker, Panelist and Session information from the palm of your hand.

analyticsinsport.com/app

By unlocking the full value of sports data, Genius Sports enables leagues and federations to:

- Drive fan engagement
- Increase revenues
- Streamline operations

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Embracing Sports Tech and Innovation

The modern sports fan experience begins with a love for a team or player which quickly extends to ticketing, merchandise, game experience, in-home viewing, and all forms of fan interaction across media mediums. From sports teams to leagues to partners, all parties are altering their strategies to engage and capture today's sports fans. With the rapid growth of emerging technology and media innovation, we dissect the future strategies of Australian sports including Netball, Basketball and Swimming.

Panel #1: C-LEVEL LEAGUES

Margaret Cowle - Moderator
National Strategy Partner in Charge @ KPMG

Margaret is Partner in charge of the Global KPMG Strategy Group, having recently returned from 3 years in Japan as the ASPAC head of Management Consulting. In her 20 plus years experience in management consulting, investment banking and corporate advisory, Margaret has led and been involved in a wide range of transactions including origination, structuring, due diligence and merger integration/separation. She has also led many large-scale and complex strategy, business transformation and change projects in Australia, Europe and Asia, with a focus on financial institutions.

Marne Fechner - Deputy CEO @ Netball Australia

Marne is the CEO of Netball World Cup Sydney and delivered the most commercially successful World Cup in the history of the event, setting new benchmarks for the sport. Formerly Head of Netball Australia's Commercial, Marketing and Events Team, Marne has more than doubled Netball Australia's commercial turnover. Marne has played a pivotal role in securing a landmark 5-year broadcast deal with Nine and Telstra; secured the most significant sponsorship investment in female sport in Suncorp, and led the collective bargaining process with the Australian Netball Players Association for the new National Netball League, now known as Suncorp Super Netball.

Jason Hellwig - CEO @ Swimming Victoria

Jason Hellwig is the CEO of Swimming Victoria. He has enormous experience as a sports administrator and has worked in state and national roles in basketball and athletics. Jason also spent 12 years at the Australian Paralympic Committee, including 5 years as CEO, working across 15 sports. Jason was part of six Australian Paralympic campaigns, including London 2012 where he was Chef de Mission. He has a deep understanding of the Australian sports industry and a demonstrated capacity for achieving results.

Jeremy Loeliger - General Manager @ NBL

Jeremy Loeliger was appointed General Manager of the National Basketball League from 1 July 2015, and Chief Executive Officer from 2016. Since that time Mr Loeliger has overseen the League’s commercial transformation, establishing the foundations for a successful and sustainable future for professional basketball in Australia. Before joining the NBL, Mr Loeliger was a partner of a national law firm, practising corporate and commercial law with a focus on mergers and acquisitions and capital markets, but also including a successful niche sports law practice. Mr Loeliger also sits on the Executive Committee of the Victorian Chapter of the Australia China Business Council, and is a champion of Sino-Australian trade and the important role of sports diplomacy.
Catapult - Winning With Wearables and Data

Catapult Sports is one of the world’s leaders in elite wearables, athlete analytics and advanced athlete wearable solutions. This session explores new frontiers for Catapult in our data-driven future. Case studies focus on how technology and analytics is helping teams worldwide to assess athlete risk, readiness and return to play.

BARRY MCNEILL
Chief Operating Officer @ Catapult Sports

Barry is the COO of the Catapult Group and was previously the CEO for Europe, Middle East & Africa at Catapult. Barry also served as Managing Director of Prozone Sports, where he developed consultancy roles with FIFA, Manchester United, Real Madrid and many more. Barry established a strategic consulting and advisory business, BPM Performance and has served as a Non-Executive Director at British Gymnastics and was a Director of Prozone. He is a Chartered Director with the Institute of Directors and a practicing UEFA B Licence football coach. Barry has a Masters Degree in Psychology, Quantitative and Qualitative Research Background.

Microsoft Sports - The Future of Sports, Fans, Digital and Technology

Microsoft will explores golf technologies and case studies from the PGA Tour. Microsoft has different solutions across the Sports Analytics spectrum, including the Microsoft Sports Performance Platform, Power BI and Microsoft Azure. We explore future challenges and opportunities for leadership in the sports technology landscape in 2018.

ANTON DAVIE
Sports Lead, Technical Evangelism and Development (TED) @ Microsoft

Anton is the Sports Lead within the Technical Evangelism and Development (TED) Group at Microsoft. He has spent the last three years in Sydney and eight in London leading various teams and partner facing engagements. The global team of technical evangelists he currently runs partners with several global sporting organisations and teams such as NFL, PGA Tour and WTA to innovate in the areas of fan engagement, team & player performance and business operations. Having been a player, administrator, fan and working with some of the world’s leading organisations he has a unique insight into the potential technology can play in all aspects of sport.
DIGITAL AND FAN ENGAGEMENT (USA)  TRACK 1

Golden State Warriors - Keynote

The keynote address discusses cutting-edge digital innovation and emerging technology at the current 2017 NBA Champions, the Golden State Warriors. We explore case studies focused on: virtual reality, augmented reality, mobile, chatbots and player performance.

Daniel Brusilovsky is the Digital Initiatives Lead for the Golden State Warriors, focused on digital & technology innovation and emerging technology. He is also a co-founder of imoji, the largest sticker library in the world. imoji was acquired by GIPHY in early 2017. Prior to joining the Golden State Warriors, Daniel was the Head of Business Development & Growth at Ribbon, a San Francisco-based payments startup. He has also spent time at Highland Capital Partners, JESS3, Qik and TechCrunch. He also founded and was CEO of Teens in Tech Labs from 2008-2014.
ELIZABETH (LIBBY) OWENS
Chief Executive Officer @ Champion Data

CEO of Champion Data, formerly holding roles at Cricket Australia and the Australian Communications and Media Authority. Executive level Technology, Media and Sport Professional specialising in Leadership and Strategy built on over 10 years’ experience in Broadcast, Commercial, Stakeholder Management and Business Operations.

NICK MACPHERSON
Senior Executive @ Ooyala

Nick works with major media and sports organisations in Australia and New Zealand to help them realise the potential of data to build more engaged audiences, streamline media operations and drive new revenue with multi-platform content delivery. He has strong industry experience in the media and OTT space, having both business development and management roles at Viocorp and Omnilab Media.

SESSION 2: 9:20AM - 10:00AM

PANEL #2: MEDIA, BROADCASTING AND ENTERTAINMENT

PANEL DESCRIPTION
With the recent sports rights deals, sporting matches will be distributed across more platforms than ever. This opens up a range of challenges for the entire sports media ecosystem: How will fans even find games on all these devices? How will success be measured in the future on these new platforms? How can the viewing experience be augmented (e.g., using mobile as a companion app, new visualisations)? We will discuss these, and many more questions, in an effort to paint a picture of sports viewship in 2020.

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SHANE MATTISKE
Managing Director, Australia and New Zealand @ Nielsen Sports

Shane Mattiske runs Nielsen Sports’ business in Australia and New Zealand. He joined Repucom in the same role in 2015, with a focus on driving Repucom's consulting division, including client engagements across media rights, commercial rights, government, tourism and stadia strategy. As one of Australia’s most respected sports administrators, Mattiske had spent 15 years at the National Rugby League (NRL), including a period as interim Chief Executive in which he led the league’s current record breaking broadcast rights agreement.

BEN WATERWORTH - MODERATOR
AFL Digital Lead @ Fox Sports Australia

Ben Waterworth is the lead AFL digital journalist at Fox Sports, overseeing the production of foxfooty.com.au and the channel's social accounts. Ben has also called national Under 18's games for Fox Footy over recent years and has a particular interest in the AFL draft. Previously, he has also worked at the Herald Sun and was the media manager of the Eastern Football League.
La Trobe University - Teaching a Computer to Understand Sport: Advances in Deep Learning and Sports Action Recognition

Recent advances in Deep Learning are leading to significant developments in computer vision in sport. Our research group is using state-of-the-art deep learning algorithms to teach computers to understand sport, and provide new kinds of assistance to coaches and sports analysts. Examples of our work include a system to detect and count swimming strokes, the automated detection and classification of platform dives, and action recognition algorithms capable of fine-grained analysis of tennis shots. Our work is supported by industry, including the Australian Institute of Sport, and Swimming Australia. We will present a snapshot of our recent work and discuss the future of A.I. in sport.
Panel #3: CLUBS CEO

**CARL DILENA**
CEO @ North Melbourne Football Club

Carl is the Managing Director and Chief Executive Officer for North Melbourne Football Club. Carl assumed his current role in February 2013 following five years on the Board of the Club. Prior to joining North Melbourne in an executive capacity, Carl was a senior partner with KPMG, where he worked for 12 years. During his time with KPMG, Carl held a number of leadership roles across a range of practice areas. Carl also worked in banking and finance with the Colonial Group prior to its merger with Commonwealth Bank and spent 10 years working for Arthur Andersen, including two years in Thailand.

**KRISTINA KIPPER**
National Head of Media and Entertainment @ KPMG

Kristina is KPMG’s National Sector Leader for Technology, Media & Telecommunications. She brings insights to clients in this sector from cross-disciplinary KPMG teams. She also focuses on identifying opportunities to collaborate with clients to take joint capabilities to the market. Kristina works with large corporates and is also actively involved in the start-up community. She sees connecting emerging companies with top ASX listed companies as an important driver for our future prosperity.

**IAN ROBSON**
CEO @ Melbourne Victory

Ian is Chief Executive of Melbourne Victory. He commenced his sports administration career at the Sydney Swans. Ian then served as Chief Executive of the Auckland Warriors, progressing to General Manager Marketing of Super League, before shifting to the United Kingdom as Marketing Director of Super League (Europe). He was subsequently appointed as Chief Executive. He then served as Chief Executive with SportScotland in Edinburgh. Ian returned to Australia as Chief Executive of the Essendon Football Club and subsequently became Chief Executive of the Hawthorn Football Club. Ian is a Chartered Accountant and has an Economics Degree from Monash University.

**MATT FINNIS**
CEO @ St Kilda Football Club

Matt is CEO of the St Kilda Football Club. Prior to joining the Club, Matt was CEO of the AFL Players’ Association representing the interests of current, future and former AFL players. Prior to his AFL roles, Matt worked as a commercial lawyer. He has been involved in many community causes and organisations including, a director of AFL SportsReady, director and company secretary of Surf Life Saving Victoria as well as founding director of HeartKids Australia. Matt is also a founding member of the Sport Male Champions of Change Group to redefine men’s role in taking action on gender inequality.
Panel #3: CLUBS CEO

GROUPS

GUY HEDDERWICK
CEO @ Adelaide 36ers

Guy is CEO of Holdfast Assets including Arena Stadium Management, Adelaide 36ers and Adelaide Lightning managing the Arena and Adelaide Basketball participating in the Australian NBL and WNBL. Prior to this, he held roles as General Manager of Arena Stadium Management, Commercial Director of Dunedin Venues and General Manager Octagon Sports. Other notable positions include, Committee Member of the Stadium Committee of the IAVM, Director of the Credit Management Institute of Southern Africa and Chairman of the Border Region, Director of Octagon Sports and Knights Football Club and Director of Otago United Football Club (New Zealand).

CAROLYN CAMPBELL
CEO @ Netball NSW

Carolyn Campbell formerly worked with the WA Department of Sport and Recreation led to her appointment as Chief Executive Officer of the WA Women’s Hockey Association in 1999. Following the successful delivery of the 2002 Women’s Hockey World Cup in Perth, Carolyn joined Netball NSW and became Chief Executive Officer in 2005; a role she has held for the last 12 years. During her tenure, Carolyn has seen the sport and organisation enjoy unprecedented success both on and off the netball court, including the introduction of the Trans-Tasman Netball League – the ANZ Championship – and the NSW Swifts in 2008.

JUSTIN PASCOE
Chief Executive Officer @ Wests Tigers

Justin Pascoe has been the Chief Executive Officer of Wests Tigers since September 2015. Prior to joining Wests Tigers Justin was with the Penrith Panthers NRL side where he held the positions of Chief Executive, Head of Rugby League and Chief Commercial Officer. Justin also has extensive experience working in the United States, spending a number of years as the Vice President of Corporate Development at Ultra Pro Corporation. Justin has also spent time with the Western Bulldogs AFL team and Pirelli Tyres.
Sacramento Kings - Stadium Analytics to Increase Fan Loyalty & Sponsorship

Wen is the CEO and Founder of LAVA, an enterprise cloud based platform for real time fan engagement and marketing analytics, specifically developed for the sports and stadium market. Combining real time decisioning and machine learning technologies to create the next generation of marketing platform to connect team and stadium sponsors with the fans ‘in the moment of maximum impact’, providing for a more immersive experience. LAVA is designed to reach out to fans in a highly contextual manner to influence their behavior, increase loyalty and stimulate spend. Using an easy to use interface designed for marketeers, team owners, sponsors and stadium operators can activate and launch campaigns with unprecedented speed to grow the fan base and increase brand impact.

WEN MIAO
@ Sacramento Kings

Mr Wen Miao is recognised as a leading technology innovator in the area of Fan Engagement and Stadium analytics. Mr. Miao is currently the founder and CEO of LAVA, a real-time fan engagement and marketing analytics platform that delivers experiential loyalty through individualized fan experiences. LAVA works closely with the Sacramento Kings and Golden One Centre to create a cutting edge technology ecosystem that anticipates and responds to fan’s needs on a hyper-individualised basis, completely transforming the live event experience. Prior to LAVA, Mr. Miao served as Senior Vice President at TIBCO Software, where he was responsible for the development and launch of a new real-time, predictive customer engagement platform. The solution was designed for marketers and loyalty managers to engage with their fans and customers to optimise event revenue and create a unique fan experience.

Hudl & Sydney FC - Video analytics: Youth Football to Professional Academies

Hudl is one of the world’s leaders in Video Analytics. Hudl builds video analysis tools for teams around the world, at every level of competition. The software provides over 5 million coaches and athletes the insight they need to win. This session focuses on real-world case studies with Sydney FC and how analytics can help everyone from youth football to professional academies.

DOUG KORS
Head of Football Analysis @ Sydney FC

Doug Kors is the Head of Football Analysis at the Sydney Football Club (Sydney FC). His role at the club is focused on providing the coaching staff with insightful analysis of the A-League team’s training and matches, as well as the upcoming opposition. Alongside this he is responsible for developing a player recruitment database and researching innovative new technologies to improve the efficiency and effectiveness of the club’s analysis. Outside of the first team, he also manages the analysis workflows across the club’s youth, womens and seven academy team.
Technology is one of the components that helps athletes win medals at the Olympics. This session will discuss the pros and cons of using technology in daily practice for Olympic athletes. For two years prior to the Rio Olympic games we used custom developed radar technology to measure ball launch characteristics and give immediate feedback to our athletes in regular practice sessions of the athletics event: shot put. The technology captures video, plus measures distance thrown, release velocity, angle, height, and direction. In the Rio Olympics, we won two gold and one silver, plus set an Olympic record. Technology certainly helped!

Dr. Phil Cheetham is currently the senior sport technologist and biomechanist for the United States Olympic Committee at the Olympic Training Center in Chula Vista, California. He currently works primarily with athletics and golf, but has also worked with many sports including gymnastics, swimming and diving. He has been a member of the US Olympic Team staff for both the London (2012) and Rio (2016) Olympic Games. In Rio several of the athletes he works directly with won gold and silver medals. Phil is also two-time Olympian himself at Montreal (1976), and Moscow (1980), in gymnastics for Australia. He was also three times gymnastics all-around champion of Australia in the 1970’s.
SOCIAL MEDIA

Facebook - Case Studies: Tools and Fan Measurement of Sports Marketing

If it happens on sport, it happens on Facebook. Facebook has the largest real-time social media audience for live events, and is fast becoming a global, mobile video distribution platform. That enables us to support today’s broadcast business, while working collaboratively with the entire media ecosystem to drive global fan engagement and business goals. This session will cover just some of the ways Facebook is helping enhance the sporting ecosystem.

ANDY FORD
Measurement Lead @ Facebook

With 15 years of experience in using data and analytics to drive better marketing across the UK and Australia, Andy now spends his time helping top tier Australian advertisers get the most from their Facebook investment. Prior to Facebook, Andy was fortunate to work in award winning marketing agencies in a variety of analytical and strategic roles. His experience covers a multitude of industries, including some work helping the Football Federation of Australia. Avid football supporter (but terrible player), finally enjoying some success with Watford FC in the EPL.

3D GRAPHICS / SPORTS ANALYTICS

Viztr and Viz Libero - Powering Sports with Analytics

Viz Libero is the most advanced sports analysis solution in the world. Using just the camera feeds, an array of annotation tools can be inserted to deconstruct every facet of play. Clips can be generated seamlessly, with player movements automatically tracked, resulting in faster turnaround time. The software based solution can generate virtual camera angles using the optical data from one or multiple cameras, enabling the user to create unique perspectives. Furthermore, third parties can easily develop their own plugin. We are proud to have two of the four most valuable sports clubs as customers.

ROSS MUNRO
Business Development Manager APAC @ Viz Libero

Ross spent the early part of his career managing live sports productions at the International Rugby Board and IMG Media before introducing a new data driven approach to the European Tours award winning world feed coverage. He’s now responsible for all of Vizrt’s dedicated sports products across the APAC region. The sports analysis solution, Viz Libero; the live sports enhancements software, Viz Arena; the soon to be released virtual ad-banner replacement solution, Viz Eclipse. All three products use the same pioneering image-based technology and are powered by Vizrt’s graphics rendering engine.
SPORTS LEAGUES (Basketball) TRACK 1

Genius Sport - Ahead of the game: How official data and technology have driven the NBL's leading digital strategy

As sports leagues and federations look for new and innovative ways to stand out from the competition, control over official data has never been more important. In partnership with Genius Sports, the National Basketball League (NBL) has placed official data at the heart of its highly sophisticated digital strategy, powering everything from in-stadia scoreboards to post-game reports, statistics and box scores. This session will analyse how when combined with the right technology, official data can transform the ways in which sports leagues and federations of all sizes directly engage with their fans, drive new commercial returns and enhance their operational efficiency.

BEN TURNER
Director - Sports Partnerships @ Genius Sports

As Director – Sports Partnerships, Ben Turner oversees Genius Sports’ partnerships with the NBA, FIBA and several other international basketball clients. He has extensive experience in sports technology having led the company’s strategy to build an API-based ecosystem which is now proven to transform the ways in sports leagues and federations engage with their fans and drive revenues from their data. Under Ben’s direction, FIBA LiveStats became the international standard for basketball statistics collection, used by over 180 of Genius Sports’ partners in 120 countries worldwide, including use at all FIBA Junior World Cups and Regional Championships. In 2013, he also co-lead a successful pitch to FIFA resulting in a multi-year contract to develop and roll out FIFA Connect Platform – a first of its kind system to provide accurate participation data across the world of football.

JEREMY LOELIGER
CEO @ NBL

Jeremy Loeliger was appointed General Manager of the National Basketball League from 1 July 2015, and Chief Executive Officer from 2016. Since that time Mr Loeliger has overseen the League’s commercial transformation, establishing the foundations for a successful and sustainable future for professional basketball in Australia. Before joining the NBL, Mr Loeliger was a partner of a national law firm, practising corporate and commercial law with a focus on mergers and acquisitions and capital markets, but also including a successful niche sports law practice. Mr Loeliger also sits on the Executive Committee of the Victorian Chapter of the Australia China Business Council, and is a champion of Sino-Australian trade and the important role of sports diplomacy.
DIGITAL MARKETING

SportsTG - Digital Sports: How Cloud, AI are building future platforms for Sports

Sports have recently begun to realise the potential application of AI to their industry. This session will discuss practical examples of where AI is now being utilised to address operational requirements and challenges in sport. In particular SportsTG will focus on how competition management system can leverage the power of AI technology. The SportsTG platform known “Smart Fixturing” aims to deliver numerous benefits over traditional competition management including optimum venue utilisation, injury prevention and talent identification.

GLEN MCGOLDRICK
CEO @ SportsTG

Glen McGoldrick is the CEO of SportsTG, a leading provider of digital solutions to the sports industry with offices in Australia, New Zealand and the United Kingdom. SportsTG is the company borne out of the merger of IMG Sports Technology Group and Fox Sports Pulse. Glen founded IMG Sports Technology Group in 2004 and has overseen the company since its inception. Glen is an avid sports fan, in particular of AFL and his beloved Melbourne Demons. He is also a father of 3 young children who are highly active in many and varied sports. Glen is passionate about helping sporting clubs and organisations maximise their engagement with members, participants and fans, and finding new ways to enable them to communicate and engage more reliably, efficiently and simply.

MACHINE LEARNING

Australian Institute of Sport (AIS) - Showcasing Data: Driven Sports Analytics Projects at the AIS

The AIS has undertaken key infrastructure and analytic projects in the last four years which has increased the understanding of how athletes respond to training. One key learning is that training and competition availability play a key role in maximising success. This talk will outline current projects surrounding athlete health and how these apply to the future use of data in elite sport.

MICHAEL DREW
Senior Sports Research @ Australian Institute of Sport

Michael Drew is a currently a senior sports physiotherapist at the Australian Institute of Sport where he oversees research and capability projects across a variety of areas such as epidemiology, load management, injury and illness prevention as well as supervising PhD and Masters students. He holds a PhD in Physiotherapy, is currently completing his Masters in Clinical Epidemiology and is in the final stages of his Fellowship by Original Contribution to the College of Physiotherapy. Michael holds an adjunct appointment to the University of Canberra and is an adjunct researcher at the Australian Collaboration for Research into Injury in Sport and its Prevention (ACRISP) which is one of the International Research Centres for Prevention of Injury and Protection of Athlete Health supported by the International Olympic Committee (IOC). Within these roles he has overseen several large scale data analytics project, aimed at the real-time use of data to inform injury and illness prevention in professional and Olympic athletes.
LEAGUE LEADERSHIP WITH DATA

Cricket Australia - Using data to enrich the Cricket experience

Australian Cricket is committed to providing great experiences for fans, volunteers and participants. At its core, this means collecting, managing and unlocking the insights from our data to provide a uniquely tailored experience for everyone who engages with our sport. From the 7-year-old enjoying his first experience with the game, to the elite athlete representing her country, Cricket is on a journey to responsibly use the data generated across all touch points to drive engagement with the game. Hear from Sonia Bijelic (Head of Marketing) and Mike Osborne (Head of Technology) as they provide an overview of Cricket’s analytics program and the lessons they have learned along the way.

MIKE OSBORNE
Head of Technology @ Cricket Australia

As Head of Technology, Mike Osborne is responsible for Australian Cricket’s information systems supporting all levels of the game across Australia. Partnering with Cricket’s other business units, he ensures the national technology environment delivers an outstanding experience for fans, participants, volunteers and employees. Since joining Cricket Australia in 2015, Mike has been responsible for the nationalization of technology across Cricket Australia and the State & Territory Associations. He was appointed Head of Technology for all of Australian Cricket in 2016.

SONIA BIJELIC
Head of Marketing @ Cricket Australia

Cricket Australia is the national governing body of the game of cricket in Australia and works to position cricket as Australia’s favourite sport, and a sport for all Australians. In her role, Sonia is responsible for the development and implementation of marketing strategies to drive increased consumer involvement in cricket across attendance, media consumption and participation. Most recently, she has enjoyed success overseeing the marketing of Australia’s domestic cricket competition, the Big Bash League (BBL), which has broken numerous records in the most recent season including record-high attendances, TV viewership and membership sales, and has now become one of the top 10 most attended sports leagues in the world.
DIGITAL AND FAN ENGAGEMENT

NRL - Rugby Leadership with Data

Having access to in-depth and complete data is increasingly becoming crucial for the NRL to run the game of rugby league in Australia. However, data brings with it significant complexity, both in the data itself, and how it is treated by the NRL and key rugby league stakeholders. In this presentation, we seek to cover that complexity through an analysis of the web of our vast stakeholder matrix, the data sets that we commonly deal in, and some recent real world examples of data in rugby league, particularly performance, medical and engagement data.

LUKE GOODEN
General Manager of Football Integration and Innovation @ NRL

The Australian sporting landscape is congested and competitive; maximizing the on field product is critical in improving and maintaining market share. In applying practical innovation through technology, process, governance and research Luke aims to keep the on-field Rugby League product safe, entertaining and competitive. After completing a Master of Management (MM) through the University of Technology in 2010 and applying what he calls ‘practical Innovation’ Luke has used his skills to influence sport through objective information with subjective knowledge. With a background in large scale project delivery Luke has recently worked on the introduction of the Telstra tracker and the NRL bunker.

PETER GIURISSEVICH
Senior Legal Counsel @ NRL

Peter Giurissevich is Senior Legal Counsel at NRL, and Company Secretary of Rugby League World Cup 2017 Ltd. Previously, he was a senior litigator at Gilbert + Tobin. He has a passion for sports administration, and advocates for the incredibly positive impact sport can have on communities. Peter has worked closely with the NRL’s football department on leading data, technology and analytics projects, and has also been involved in some of the largest transactions in Australian sport, including the NRL’s recent record $1.8 billion broadcast rights deal. Peter is the current recipient of the AFR BOSS Emerging Leaders MBA scholarship, and was also a Sports Scholar (football) during his undergraduate studies in Law and Business at UTS.
TALENT IDENTIFICATION

GWS Giants - Talent Identification: Using Data and Analytics

Talent identification can be defined as the recognition of individuals who possess the potential for excellence (Reilly et al., 2000). Perhaps one of the most significant current challenges is to develop valid and reliable talent identification protocols that go beyond practices that simply examine anthropometric, physiological, physical, or technical traits (Pearson et al., 2006). This presentation will examine the activities of the Giants Academy in developing objective decision-making tests to evaluate perceptual skills. Extending the current subjective assessments of good skills, this may provide coaches and selectors a more holistic and reliable view of the athlete’s future potential.

JOHN QUINN
Academy Director @ GWS Giants

John’s career has spanned more than 30 years. He has worked with many of Australia’s leading athletes and coaches across sports as diverse as track and field, swimming, AFL, rugby league, tennis, cricket, bobsleigh and soccer.

SESSION 6: 12:30PM – 1:00PM

Lunch Break
LUNCH BREAK: 1:00PM - 1:30PM

Q&A with Daniel Pelchen

Future Careers in Sports Analytics

DEAN LITTLE
Lead Performance Analyst @ Memphis Grizzlies

Dean is responsible for the implementation and utilisation of multiple sports science initiatives to assist decision-making at the Memphis Grizzlies. Travelling with the team, Dean is chartered with carrying out daily data collection, analysis, predictive modelling and reporting to optimise athlete performance, rehabilitation, and well-being. Within his role, Dean also conducts ongoing investigative research projects centred on injury risk reduction. Dean has a background in Physiotherapy with 6-years of clinical experience. Through his work with sports, Dean was fortunate to spend time observing some of the best practitioners worldwide, this continually fostered his curiosity.

DAVID TAYLOR
Performance Analyst @ Memphis Grizzlies

David facilitates numerous sports science and analytics initiatives with the Memphis Grizzlies. He works closely with fellow performance staff and the medical team to assist the athletes, coaches and front office to achieve their goals. David's analytics work aims to inform decisions on athlete performance, injury risk reduction, recruiting and rehabilitation. David's significant background in Basketball and Physiotherapy makes him a great resource for discussion and development of future initiatives between departments. David is currently developing a testing regime to better understand specific capacities of basketball athletes. David aspires to continue developing his skillset in data analytics and put it to use to progress the individual's and the team's performance as well as the sport as a whole.

DANIEL PELCHEN
Football Analyst @ Collingwood FC

As a Football Analyst at the Collingwood Football Club, Daniel's role sees his time split between the Football Department and the Recruiting Department as the Club's in-house statistician. Particular focuses of his work include ball movement, KPI analysis and talent identification. Outside of his work at Collingwood FC, Daniel is currently studying a PhD in Sports Analytics at Deakin University. His Dissertation is on Quantifying Potential in Prospective Australian Rules Football Draftees.
Hawthorn Football Club - AFL and High Performance: Statistics, Analysis and Elite Performance

This session will discuss the reflexive way that we classify things in sport as either win or lose, or success/fail. Instead we should be thinking about the events that happened as just measurements that include both luck and skill. We show examples on how to approach decision-making with better use of data in several sports.

DARREN O'SHAUGHNESSY
Analytics Consultant @ Hawthorne Football Club

Darren has spent the past 18 years working with data in dozens of different sports. He is passionate about performance analysis, from live data collection through to building decision support tools for coaches and sporting organisations. With qualifications in physics and computer science, he brings an R&D approach to understanding what is happening on the [field / court / wave / table / course / canvas]. As a consultant to Hawthorn Football Club, he has been a (small) part of a team that reached four consecutive AFL Grand Finals.

KPMG - Helping athletes prepare for life: Change Room to the Boardroom and everything in between

A sporting career can be an extremely rewarding one. However, the way in which athletes holistically develop and manage themselves during their career as well as prepare for life beyond sport is critical. KPMG is set to work collaboratively with sporting bodies to support and educate their stakeholders via bespoke lifestyle workshops and programs. Ultimately designed to enhance participant's life-skills, personal awareness and important tools for the future. Program options include personal development, understanding finance, required skills to succeed within business, workplace experiences, co-selected mentors, tertiary education and potential future employment are all part of the offering. Designed to remove some of the uncertainty involved during a career transition and combat the current issues faced by many.

SCOTT DRAPER
Director @ KPMG

Scott has over 20 years’ experience in high-performance sport and business. A professional athlete in two global sports, into a high-performance coach and transformative leader of individuals and teams. Scott delivers improved employee performance and creates high-performance work place cultures. Scott has worked as an employee and performance consultant across industry including National Sporting Organisations and large Australian corporates. His strength is bringing high-performance best practice to life.
Sportsbet - Data Stories at Sportsbet

The Sportsbet sessions will focus on storytelling with data. The focus is on how to use applied tools, techniques and methods for sports data practitioners to communicate with decision makers, customers and business. We discuss the importance of crafting the right story and impacting outcomes with different methods of sports visualization, creating context and asking the right questions of sports data.

STUART MOSELEY
Head of Operational Analytics and Reporting @ Sportsbet

Stuart has worked in consulting and analytics insights for many years across Risk, Marketing, HR, Operations and CRM. Working for risk consultancy companies, financial institutions and now online wagering, Stuart has a wealth of experience developing data driven solutions to influence strategy and improve business performance. Stuart currently heads up the operational analytics and reporting team at Sportsbet; creating and maintaining pricing strategies, maximising customer value, developing self-service frameworks and analysing new product opportunities.

SIMON GERRING
Head of Commercial Analytics @ Sportsbet

Simon has worked in in data and analytics for 9 years driving strategic and commercial outcomes across the UK and Australia. With a background in Accounting & Finance, he has led various high-performing teams and partner facing engagements across a broad range of industries, including Insurance, Food & Beverage and Bookmaking. Simon currently heads up the Commercial Analytics team at Sportsbet; with key focus on empowering analytics to drive strategic direction, maximising stakeholder value and surfacing new commercial opportunities.
SESSION 8: 2:15PM – 2:55PM

PANEL #4: SPORTS HIGH PERFORMANCE PANEL  TRACK 1

PROF. DIANNE COOK - MODERATOR
Professor of Business Analytics @ Monash University

Dianne Cook is Professor of Business Analytics in the Department of Econometrics and Business Statistics at Monash University. Her research in data visualisation, and statistical modelling is internationally recognised. She is a Fellow of the American Statistical Association, and an elected Ordinary Member of the R Foundation. She is currently working with researchers at Tennis Australia on characterising styles of play, and the effect of emotion on performance. Previously she has completed two Masters supervisions on tennis statistics and soccer team rankings. Professor Cook is passionate about using statistics for analysing and developing women’s sports.

VINCE KELLY
Performance Science Consultant @ Brisbane Broncos

Dr Vince Kelly is the Performance Science Consultant with the Brisbane Broncos and also holds a joint appointment as Associate Lecturer – Sport Science in the School of Human Movement and Nutrition Sciences at The University of Queensland. Vince has over 20 years’ experience in elite sport working in high performance, sport science and strength and conditioning roles with professional football teams, the Queensland Academy of Sport and individual athletes. Dr Kelly recently obtained a PhD from The University of Queensland and currently supervises a number of PhD students examining a wide variety of sport science and strength and conditioning projects.

ERIC HOLLINGSWORTH
High Performance Manager @ Melbourne United

Eric has had a career that has revolved around elite sports coaching and individual performance management. He is currently the High Performance Manager for the Melbourne United Basketball Club. Previously, he has held positions as the High Performance Manager/Head Coach at Athletics Australia, the Head of Elite Development at Football Federation Victoria, High Performance Director at Athletics New Zealand, and the Head Coach at Victorian Institute of Sport.

ELIZA KEANEY
Performance Analyst @ Geelong Cats

Eliza Keaney is a Performance Analyst at the Geelong Cats. Her time at Geelong is divided between servicing coaches through vision and statistics and managing Geelong’s Athlete Management System, Smartabase. In order to provide comprehensive analysis for the Football Department she provides statistical analysis and video insights aligned with the coaching and Sports Science Department. Eliza previously worked at Tennis Australia and has over 6 years experience working within High Performance Sport. She completed her honours research on “The training load of Aerial Skiing” and has recently completed a Masters of High Performance Sport at ACU.

Athlete Tracking & Athlete Measurement
The panel highlights leading technologies and talent solving some of the industries most important problems. Discuss the impact of biometrics, technology, analytics and athlete peak performance and wearables, injury prevention and talent identification.
EOIN TOOLAN
Head Performance Analyst @ Melbourne Rebels

Irishman Eoin Toolan joined the Rebels as Head Performance Analyst in January 2014, and has played a big role in helping Tony McGahan and the squad both prepare for Super Rugby fixtures, as well as review matches and initiate change in areas which need improvement. Toolan came down under after being employed since 2006 with the Irish Rugby Football Union (IRFU), working closely with the highly-respected Mervyn Murphy in his role as Assistant National Performance Analyst. Toolan also worked with the Irish Schools side, U19s, U20s and the senior side, and is widely regarded as one of world Rugby’s most driven and technically gifted analysts.
SESSION 8: 2:15PM – 2:55PM

PANEL #5: STADIUMS AND ENTERTAINMENT

STUART TAGGART - MODERATOR
Co Founder & CEO @ Envision

Stuart is a futurist sports business leader focused on delivering meaningful physical and digital personal experiences through Live sport @stadia, @home, @work, @play and in transit. Combining League, player, official, stadium, sponsor, media, technology and fan perspectives with 20 years of industry experiences, Stu is happiest working with clients within the sports business ecosystem seeking to transform customer experiences and redefine embedded commercial operating models through the introduction of innovative new technologies.

PIERS THOMPSON
CEO APAC @ PMY Group

Piers is Chief Executive Officer of PMY APAC, who has over 15 years’ experience managing large scale projects across a broad range of industries, specialising in venue master planning, infrastructure and ICT. Prior to joining PMY, Piers was General Manager at the Sydney Cricket and Sports Ground Trust. Piers was responsible for the ongoing development and implementation of the Trust’s Master Plan and broader ICT strategy which recently won Project of the Year at 2015 Stadium Business Awards in Barcelona. Since joining PMY in 2015, Piers has been instrumental to the growth of PMY.

REY SUMARU
General Manager of IT & Innovation @ Melbourne Cricket Club

Rey is an IT professional with over 25 years’ experience in managing Technology and Innovation departments and delivery of Technology projects globally across various environments. Responsible for the Strategic directions, Innovation and day to day operations of the IT & Innovations department and the Smart Stadium Initiative, which includes a fully Converged Network, Stadium Wide Wi-Fi, IPTV, CCTV, Audio, Video, Broadcasting, Digital Assets and Innovative Technologies.

PRIYA NARASIMHAN
CEO & Founder @ YinzCam

Priya Narasimhan is the CEO and Founder of YinzCam, Inc., a company focused on mobile live replays and scalable algorithms and technologies to provide the mobile apps for over 150 professional sports teams/venues around the world, including the NFL, NBA, NCAA, NHL, NRL, and more. Priya Narasimhan is also a Professor of Electrical & Computer Engineering at Carnegie Mellon University, with research interests in the fields of distributed systems, fault-tolerance, embedded systems, sensors, and cloud computing.

PANEL DESCRIPTION
Digitization in Stadiums and Entertainment has fundamentally altered the way we experience everything in life. It’s no surprise that fans want the same “connected” and engaging experience at live events in venues. This presents an immense opportunity for sports and entertainment properties to deliver more value and increase revenues. Digital fans around the world have spoken. A more connected, convenient and customised content rich fan experience is on the horizon in stadiums. This panel discusses ways for you to deliver on this promise and capture the opportunity.
Digitization in Stadiums and Entertainment has fundamentally altered the way we experience everything in life. It's no surprise that fans want the same “connected” and engaging experience at live events in venues. This presents an immense opportunity for sports and entertainment properties to deliver more value and increase revenues. Digital fans around the world have spoken. A more connected, convenient and customised content rich fan experience is on the horizon in stadiums. This panel discusses ways for you to deliver on this promise and capture the opportunity.

SESSION 8: 2:15PM – 2:55PM

WEN MIAO
@ Sacramento Kings

Mr Wen Miao is recognised as a leading technology innovator in the area of Fan Engagement and Stadium analytics. Mr. Miao is currently the founder and CEO of LAVA, a real-time fan engagement and marketing analytics platform that delivers experiential loyalty through individualized fan experiences. LAVA works closely with the Sacramento Kings and Golden One Centre to create a cutting edge technology ecosystem that anticipates and responds to fan’s needs on a hyper-individualised basis, completely transforming the live event experience. Prior to LAVA, Mr. Miao served as Senior Vice President at TIBCO Software, where he was responsible for the development and launch of a new real-time, predictive customer engagement platform.

ANDREW TRAVIS
Chief Operating Officer @ Melbourne & Olympic Parks

As the CEO of the Gold Coast SUNS, Andrew focussed on building a sustainable club that was respected by all for its culture, community engagement and its stadium fan experience. Andrew originally served as the Chief Operating Officer at the SUNS, overseeing the development of the $144 million Metricon Stadium at Carrara. This key piece of community infrastructure, along with a $22 million elite training and administration hub which set a new benchmark for AFL training facilities, are a legacy platform upon which this new Club can build its long term future.

MIKE STEPHENSON
General Manager Digital & Technology @ Perth Stadium

Mike has extensive experience in the both the technical and commercial areas of digital and e-commerce businesses gathered over 15 years in technology and digital leadership roles. Most recently Mike held the senior Digital Management leadership role for leading health insurance provider HBF, and was responsible of the development of a comprehensive digital customer management platform and delivery of all online customer experiences. Prior to this Mike held senior management roles in technology and e-commerce for retailer Kitchen Warehouse, and for online retailer Adultshop.com. He is also currently a part-time lecturer at the University of WA’s Master of Commerce, E-Business Program.
SPORTS TEAMS AND LEAGUES

Sportradar - Understanding Tomorrow’s Fan Engagement Appetite

Sports fan expectations have evolved and diversified over recent decades with the advent of broadcast, internet and mobile technology. But those expectations continue to grow. Sportradar sits between the federations and leagues on the one hand and the media, channels and platforms that drive fan engagement and insight on the other. From this unique position, Steve Byrd will provide both sides with an insight into how we got to the fan of today, and where data, analytics, AI and new sports will take the fan of tomorrow. Any organisation looking to tap into the future of fan behaviour and expectations can’t afford to miss this session.

STEVE BYRD
Head of Global Partnerships @ Sportradar

Steve Byrd is a thirty-year veteran of the sports industry. He was named Chief Commercial Officer for Sportradar’s US operation in May of 2015 and today oversees the company’s partnerships across the world. His time at Sportradar follow a stint during which he served as a consultant and advisory board member for a number of global digital sports firms. Previously, Steve was Co-Chief Operating Officer at STATS, Inc. – leading their growth and relationships with leagues, federations, broadcasters, brands and technology firms for nearly two decades. Steve is a Founding Board Member of the Fantasy Sports Trade Association and serves as an Executive-in-Residence for his alma mater, The University of Chicago Booth School of Business.

Learn more at hudl.com
Panel #6: Local Sports and Data Analytics

Teresa Simonetti - Moderator
Digital Director @ RevolutioniseSPORT

Teresa co-founded RevolutioniseSPORT, the emerging industry leader in whole of sport technology across ANZ & Singapore. With a background in digital design and website production, and formal qualifications in science & medicine, her passion for knowledge and learning gives her a unique skill set in merging the industries of technology & sport. She believes that technology is crucial to the success of any sport, and that strategic rollout of projects will increase participation, retention and engagement and drive the future of sport in Australia. She helps support over 700 sports organisations across Australia (including Rowing, Diving & Ski & Snowboard Australia) in their use of digital technology, as well as running her own local association of over 1000 members.

Rochelle Eime
Associate Professor @ Victoria University

Associate Professor Rochelle Eime is a Behavioural Epidemiologist who has over 15 years of research experience specifically relating to the sport and recreation sectors relating to both public health and sport management. Rochelle is the Director of the Sport and Recreation Spatial program of research which focuses on investigating sport and recreation participation, facilities and health for evidence based decision making. Rochelle has strong industry research networks including local, state and national government agencies including the Australian Sports Commission, VicHealth, Sport and Recreation Victoria, and a range of State and National Sporting Organisations.

Matthew Brown
CEO @ Calisthenics Victoria

Matthew is a strategic sports management executive and is currently the CEO of Calisthenics Victoria. He is a passionate advocate of both elite and grassroots sport, and this passion is underpinned by astute commercial experience. With more than 15 years' experience in sports management, he takes a solutions-focused approach to management and strategic thinking. As sport becomes increasingly commercialised Matthew's strong belief is that sport needs to take a business focussed approach to stakeholder management including broad analysis of organisational data – the first step of which is accurate collection – to enable sound business decisions.

Melissa O'Brien
Director of Governance @ Australian Dragon Boat Federation

Melissa took up dragon boating when she moved to Canberra in 2005. Since then she has competed and had the role of captain at club, state and national levels. She has four national championship gold medals and won two bronze medals at the 2015 world championships in Canada. Melissa was the Vice President of Dragon Boat Victoria from 2012-15 and more recently, has been the Governance Director for the Australian Dragon Boat Federation since November 2015. In her other life, Melissa works in policy, negotiating national reforms with government and industry stakeholders.
SARAH LOH  
Chief Executive Officer @ South Metro Junior Football League

Sarah Loh has over 28 years sports management experience in senior roles working with such organisations like YMCA Victoria, 5 local government councils, EO of Dragon Boat Victoria and Ice Hockey Victoria. Sarah is the CEO of the South Metro Junior Football League which is one of the largest AFL leagues in Australia with over 10,500 members and scheduling over 3,200 games a year. In all her sporting roles, Sarah has been using technology to assist in membership management, event management, scheduling and payment processing. Sarah also designed one of the first aquatics and recreations centres in Victoria using RFID technology in 2009.

‘If you want to be a sports analyst you need to understand sport and you need to understand data. This course is about creating hybrid sports scientists – graduates who will be very competitive in the elite sport job market.’

Dr Stuart Morgan, Associate Professor  
Program Director (Sports Analytics)

Want to know more? Get in touch!

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Online chat  
latrobe.edu.au/chat

Ask us a question  
latrobe.edu.au/ask-us

Linkedin  
La Trobe University

latrobe.edu.au/sports-analytics
SESSION 9: 3:00PM – 3:40PM

FAN ENGAGEMENT, SPONSORSHIP AND DIGITAL COMMUNITIES

PANEL #7

PANEL DESCRIPTION
Today’s sports fan experience begins with a love for a team or player which quickly extends to ticketing, merchandise, game experience, in-home viewing, and all forms of fan interaction across media mediums. Analytics provides sports media and sports clubs with an opportunity to provide fans with new insights and information. This panel will discuss the challenges and opportunities for better storytelling with analytics in digital marketing.

SIMON GARLICK - MODERATOR
CEO @ Bastion EBA

Simon Garlick is the CEO of Bastion EBA, the sponsorship strategy, acquisition, management and experiential company of communications, marketing and advisory firm, the Bastion Collective. Bastion EBA provides commercial strategy that differentiates and generates more return for brands, rights holders and stadia and creates increased value for sponsors, government and partners. Bastion EBA works closely with all major rights and looks after and maintains strategic partnerships with brands such as AIA, Blackmores, Nissan, Tabcorp, Blundstone, Continental, Powercor and Medibank.

JENNIFER WATT
General Manager of Marketing and Communication @ Melbourne Football Club

Jennifer has 17 years’ experience in the sports industry in a variety of roles, covering a range of management, marketing and communications disciplines. In her 14 years at the Melbourne Football Club Jennifer has driven a range of initiatives including the Club’s pioneering efforts in women’s football and AFLW team, iconic events such as the Pink Lady games, the Big Freeze at the G initiatives and Anzac Eve activations, record membership results and the Club’s major rebranding exercise in 2015.

JONNO SIMPSON
Director of Sports Marketing @ Unscriptd

Jonno Simpson is a senior leader in digital marketing, content strategy, athlete education and partnership management, with 15 years experience in the global sporting, media, entertainment and tech landscape. His current role as Director of Sports Marketing at Unscriptd sees him working alongside the world’s best athletes, enabling them to become influential publishers through storytelling and technology. Jonno was Twitter’s first employee in Australia where he was Head of Social Media at the AFL and Head of Digital Marketing & Fan Engagement at the Essendon Football Club.

DANIEL BRUSILovsky
Digital Initiatives Lead @ Golden State Warriors

Daniel Brusilovsky is the Digital Initiatives Lead for the Golden State Warriors, focused on digital & technology innovation and emerging technology. He is also a co-founder of imoji, the largest sticker library in the world. imoji was acquired by GIPHY in early 2017. Prior to joining the Golden State Warriors, Daniel was the Head of Business Development & Growth at Ribbon, a San Francisco-based payments startup. He has also spent time at Highland Capital Partners, JESS3, Qik and TechCrunch. He also founded and was CEO of Teens in Tech Labs from 2008-2014.
SESSION 9: 3:00PM – 3:40PM

PANEL #7  TRACK 2  TRACK 3

FAN ENGAGEMENT, SPONSORSHIP AND DIGITAL COMMUNITIES

TOM BRAYBROOK
Strategy & Solutions Lead APAC @ Adobe

Tom leads digital strategy & technology solutions across Adobe's customer experience business. He works with Adobe's enterprise clients to provide strategic guidance & thought leadership on emerging technologies, digital innovation and customer experience strategy. Tom's specific areas of expertise are within data, analytics & personalisation technologies, having spent four years within Adobe's consulting practices. Tom also has more than a decade of experience in the digital advertising space and prior to joining Adobe he led the technology and programmatic strategy for OMD Australia as Technology & Analytics Director.

MITCHELL WILEY
Senior Marketing Manager, Sponsorship and Retail @ Nissan Australia

Mitchell has over a decade's experience in the automotive industry and has worked in a variety of marketing roles across retail, brand, corporate and partnership strategy. During his seven years at Mitsubishi Motors, Mitchell was responsible for the company's retail marketing strategy before moving into a sponsorship role leveraging Mitsubishi’s portfolio, including its four year partnership with the Australian Olympic Team. In 2014, Mitchell moved to Nissan Australia to help shape the brands motorsport strategy through the Virgin Australia Supercars Championship and oversee local activation of global partnerships such as City Football Group and UEFA Champions League.

SMART EQUIPMENT ANALYTICS

Swinburne University - Discovery of new performance parameters with advanced data analytics, smart equipment and wearables (sport balls, garments and shoes)

Lateral innovation enables achieving goals with means different from the traditional ones, e.g. by miniaturising electronics, optimising the manufacturing of sensors, and using sensors for measurement of parameters which sensors were not designed for.

This presentation covers: the detection, correction and improvement of disadvantageous bowling styles with a smart cricket ball; the identification of a sweet spot on a smart soccer boot; and a new view of muscle fatigue enabled by smart compression garments.

FRANZ KONSTANTIN FUSS
Professor of Health and Sports Technologies @ Swinburne University

Franz is the Professor of Health and Sports Technology at Swinburne University of Technology. He is also the Editor-in-Chief of SPORTS TECHNOLOGY, the editor of the Routledge Handbook of Sports Technology, and a Co-Director of the Australian Sports Technology Network. He has been researching and developing smart equipment and wearable technologies for more than 15 years, and collaborated with many elite sports organisations.
Afternoon Break
PANEL #4: HIGH PERFORMANCE SPORT – ATHLETE TRACKING & ATHLETE MEASUREMENT

RACHEL PIASTRI - MODERATOR
Executive Director @ ASTN

Rachel is the recently appointed Executive Director of the ASTN, a critical network and eco-system aimed at providing leadership in the commercialisation, development and promotion of the sports technology industry. Rachel has a breadth of sport participation and product experience at NSO’s including Tennis, Cricket, Golf, Gymnastics and Netball. The initial implementation of MyCricket, Cricket Australia’s national participation system is a career highlight, exceeding all targets by more than 200% in the first year of delivery, surging again in year 2 to 85% community club use, over 450,000 active participants and commercialisation through the Weetbix sponsorship. Rachel is passionate about the sports technology industry and is determined to drive change through increased capability, collective focus and collaboration to ensure the sector continues to hold a leading position globally.

TIM KELSEY
Executive Director @ Champion Data

Tim joined Champion Data 13 years ago, having worked in Management Accounting and Funds Management. He is a Chartered Accountant and Member of FINSIA and GAICD. He has acted as the General Manager or Managing Director from 2003 until 2016. He now works as the Executive Director of Strategy. While Champion Data originally focused on professional standards for the collection of scores and statistics the company aspired to go beyond this and has uncovered a rich vein of new content to tell the Story of the Game. The company has leveraged its core expertise in statistical capture and data analytics into a range of related services and product offerings.

CRAIG HILL
Director and Co-founder @ ASTN

Craig is the founding Executive Director of the ASTN, having co-led the development of the business case to establish a national sports technologies network aimed at providing leaderships in the commercialisation, development and promotion of the industry. He has developed and implemented ASTN’s industry development and engagement plans since the organisation’s formal establishment in April 2012. This has included national conferences, innovation masterclasses, industry studies, investment pitching competitions, the HeadStart Accelerator program, Sports Product Export Program and key strategic partnerships.

SANDRA SWEENEY
Chief Marketing and Technology Officer @ Australian Sports Foundation

Sandra Sweeney is the Chief Marketing and Technology Officer at the Australian Sports Foundation, Australia’s leading sports fundraising organisation and one of the fastest growing fundraising organisations in the country. Sandra joined the Sports Foundation at the commencement of its transformation in 2014 and has led the development of the Sports Foundation’s marketing and technology strategy enabling the business to engage sport at all levels, deliver new product offerings and use research and data analysis to deliver insights and manage rapid growth.
TENNIS, FANS AND ENGAGEMENT

Tennis Australia

Craig Tiley was appointed to the role of Chief Executive Officer of Tennis Australia in October 2013 and maintained his position as the Australian Open Tournament Director. Prior to this appointment, Craig was Tennis Australia’s Director of Tennis and the Tournament Director of the Australian Open, a position he has held since 2006. As CEO, Craig is responsible for all aspects of the sport of tennis in Australia. Craig leads a team of more than 500 staff during the year, with a seasoned staff of 9,500 during the Australian Open. Throughout his tenure, Craig has championed a regeneration of the sport in Australia. This is evidenced by the significant growth of the Australian Open, now regarded as one of the most innovative and successful global sporting events in the world, in addition to substantial innovations made to the sport at a grassroots level.

Machar Reid was appointed Innovation Catalyst at Tennis Australia in 2015. Prior to this appointment, Machar served as Tennis Australia’s inaugural High Performance Manager and Sport Science & Medicine Manager from 2008 to 2014. During this time, his expertise and leadership established a much-envied performance pathway which reasserted Australian tennis onto the international stage. In his current role, Machar leads the Tennis Australia Game Insight Group or GIG on a mission to challenge the sport’s conventional wisdom and status quo. In only its infancy, GIG has already overseen the creation a new prizemoney model for professional tennis, the sport’s first ever Racket Room, the first new international tour in three decades and the release of the most comprehensive suite of new tennis statistics since the 1980s.
FANS AND BRANDS

Genius Tech Group - Sports data: Consumer demand and engagement

This talk will share Genius Tech Group’s experiences at the coalface of the consumer demand for sports data and analytics, which has seen it grow to over 60 staff in six countries. Key topics will address increasingly demanding consumers, deeper sporting insights, personalisation, gamification and user experience.

NATHAN ROTHSCILD

Co-founder and Partner @ Genius Tech Group

A co-founder and partner at the Genius Tech Group and with degrees in commerce and science (majoring in mathematics and statistics), Nathan gained experience in private wealth management prior to founding various start-ups in the online and consumer engagement industries. Known for thinking outside the box, Nathan’s ability to formulate a strategic plan to take an idea to market and then trigger rapid growth has seen him speak to audiences all over the world. In his spare time Nathan is an avid Carlton Football club supporter in the AFL and enjoys sampling different cuisines as part of his travels.

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BEFORE, DURING & AFTER THE ACTION

QuizJam for Fans is a world first, exciting, gamified solution to connect, engage, survey and advertise to the fans.

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LEAGUE LEADERSHIP WITH DATA

Australian Football League (AFL) - Leveraging Commercial Partnerships to Deliver Strategic Outcomes using data

With growth from digital, social and desk top channels and the utilisation of greater statics of the game, AFL and Commercial Partner Draftstar identified how they could create a more engaged user experience. The presentation will cover how the AFL & Draftstars use social and peer interaction, richer and deeper statistics into a mobile platform to improve engagement and ultimately commercial returns.

DARREN BIRCH
General Manager - Commercial Operations @ AFL

With over 18 years' experience working in the AFL industry, General Manager of Growth, Digital and Audiences Darren Birch is responsible for the Corporate Revenue, Marketing, Brand, Technology and Product divisions of the Australian Football League. Darren is accountable for generating the AFL’s new revenues streams, including the new commercial opportunities associated with the AFL purchase of Etihad Stadium, continuing to grow the brand equity of the code and acquiring new audiences for the game.

MOBILE

Yinzcam - 30 million downloads: mobile and sports teams

YinzCam is an American software and mobile app company. It specializes in creating applications for professional sports teams and sport venues. As of 2017, YinzCam's software had been downloaded over 30,000,000 times. The applications generally offer real-time statistics, multimedia, streaming radio, social media. The live video technology offering instant replay, including NFL RedZone, is offered within sports venues. We hear from CEO and Founder, Priya Narasimhan, a Professor of Electrical & Computer Engineering at Carnegie Mellon University in Pittsburgh.

PRIYA NARASIMHAN
CEO & Founder @ YinzCam

Priya Narasimhan is the CEO and Founder of YinzCam, Inc., a company focused on mobile live replays, scalable algorithms and technologies to provide the mobile apps for over 150 professional sports teams/venues around the world, including the NFL, NBA, NCAA, NHL, NRL, and more. Priya Narasimhan is also a Professor of Electrical & Computer Engineering at Carnegie Mellon University, with research interests in the fields of distributed systems, fault-tolerance, embedded systems, sensors, and cloud computing.
2017 GAME CHANGERS
SPORTSTECH STARTUP COMPETITION

Four of the Australia's most innovative, game changing startups will pitch their product or service on stage at the 2017 Melbourne Sports Analytics Conference.

4:30PM-5:45PM | Tennis HQ Room, Level 2

*Winner will be announced at the SAC Networking Drinks 6PM-7:30PM

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Location | Melbourne
Year Founded | 2012
Founder | Cameron McKenzie-Mcharg
Contact | cameron.mcmc@776bc.com
www.776bc.com

#GAMECHANGERS
**MYKICKS**

Location | Perth  
Year Founded | 2016  
Founders | Holly Ade-Simpson & Andrew Hall  
Contact | holly@formalytics.io andrew@formalytics.io  
www.mykicks.io

**FLIXSENSE**

Location | Melbourne  
Year Founded | 2014  
Founder | Shaik Jalaluddin  
Contact | shaik@flixsense.com  
www.flixsense.com

**MYKICKS** Mobile Video Feed Analysis Technology can turn any ball into a smart ball.

**FLIXSENSE** AI that can understand any sports game like an expert, using match footage. Our AI can then be queried for all aspects of the game such as player performance, shot selection, field placements, strategy and injury predictions.
**DATA CREATIVE**

Location | Melbourne  
Year Founded | 2015  
Founder | Renee Brewster  
Contact | renee@visualdomain.com  
www.datacreative.co

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**REFLIVE**

Location | Melbourne  
Year Founded | 2016  
Founder | Simon Murphy  
Contact | simon@reflive.com  
https://reflive.com

**REFLIVE IS A SOFTWARE PLATFORM THAT ALLOWS SOCCER REFEREES, LEAGUES AND ASSOCIATIONS TO DIGITISE THEIR MATCH DAY ADMINISTRATION. OUR INTUITIVE SMARTWATCH APP ALLOWS INFORMATION TO BE RECORDED AND SUBMITTED DIGITALLY TO ERADICATE UNNECESSARY PAPERWORK.**
THE JUDGES

LIBBY OWENS
CEO,
CHAMPION DATA

CRAIG FOSTER
CHIEF FOOTBALL ANALYST/PRESENTER,
SBS AUSTRALIA

PHILIP LOONG
HEAD OF INVESTMENTS,
AUSTRALIAN INSTITUTE OF SPORT

RACHEL YANG
ASSOCIATE,
GIANT LEAP FUND AT THE IMPACT INVESTMENT GROUP

BENNETT MERRIMAN
CO-FOUNDER,
EVENT WORKFORCE GROUP
SPORTS RESEARCH AND INSIGHTS

Sport New Zealand - Latest Data Innovations at Sports and NZ Performance

Sport New Zealand shares strategic insights into data analysis applied to Community Sports in New Zealand, with a focus on the voice of participant programmes. Case studies focus on experience of New Zealand club sports and the latest data innovation initiatives and trial projects.

MICHELLE BARNES
Insights Analyst @ Sport New Zealand

Michelle works within the Intelligence team at Sport New Zealand as their Insights Analyst. With a background in delivering research and analysis to drive data-based decisions, Michelle works closely with Sport NZ’s sector partners across New Zealand building evidence to support decision-making, and creating tools to empower the sector to make data-led decisions. Key to the approach at Sport NZ is putting the participant at the heart of decision-making – ensuring the needs and expectations of participants are the focus, and identifying system attributes which best impact participation. As part of this, Michelle is leading a piece of work to capture and analyse the voice of the participant – helping challenge assumptions and focus resources to deliver a great sport experience for New Zealanders.

PANEL #9: eSports

The Future of eSports and Competition

This panel will discuss the rapidly growing and evolving market for eSports in Australia. Our panel leaders dive into not only where this sport has come from, but where it is going and the incredible popularity of eSports has built from both live and online audiences, and the individuals in Australia and across the world. Topics included how clubs remunerate their players, commercialization and sponsorships models in Australia, issues around media rights and streaming, as well as business opportunities in the eSports space.

DR EMMA WITKOWSKI - MODERATOR
Senior Lecturer in Games Research @ RMIT University

Dr Emma Witkowski is the Director for Playable Media and a Lecturer in the School of Media and Communications. As the Program Manager for the Bachelor of Games Design degree, Emma teaches theoretical units on Game Cultures and Game Studies. Emma received her PhD in Game Studies in 2012 from the IT University of Copenhagen, Denmark, taking a qualitative exploration of networked high performance play, considered through a lens of sociology and phenomenology, sports and game studies. She has been working in the field of computer game cultures since 2005, the same year she co-founded the Danish state and privately funded initiative Letzplay, a project aimed at increasing young women’s access to ICT’s and computer gaming knowledge.
SCOTT WENKART  
Founder and Managing Director @ Showdown

Showdown has been a major driver in bringing media into gaming. In 2013 Twitch.TV partnered with Showdown to provide Twitch with a local presence. Prior to Twitch, Scott launched and built teams to develop the media businesses for IGN Asia and EA Games Media. Through the success and growth of Twitch, Scott and his teams at Showdown have been able to connect Twitch’s revolutionary live stream platform to a community that has evolved from gamers watching live game play to the largest live social video platform & live esports platform globally.

KATE BURLEIGH  
IT Industry Executive @ Australian IT Industry Association

Kate Burleigh forged her reputation as a leader of the Australian IT Industry during a long career with Intel, which included 5 years as Managing Director here in Australia. She is passionate about the consumerisation of IT and the impact that developments such as AI and IoT will have on how we all live, work and play. Kate sits on the board of the Australian IT Industry Association (AIIA) and the children’s cancer charity, Camp Quality.

NIGEL SMART  
Chief Operating Officer @ Adelaide Football Club

Nigel Smart has a long and decorated career in AFL Football. He was a foundation player of the Adelaide Football Club; playing 278 games and winning 2 Premierships. This was followed with roles as an Executive Member of the AFLPA, Director, and Deputy Chairman of the Adelaide Football Club. For the last 4 years he has lead the commercial division of AFC as Chief Operating Officer, and is a Director of the Crows Children’s Foundation, and AFC Past Players and Officials. He has a strong background in sales, sponsorships and business development through roles with Lion Nathan, Toyota and as CEO for Variety The Children’s Charity SA.

DARREN KWAN  
Founding President @ Australian Esports Association

Darren is the founding president of the Australian Esports Association being a passionate advocate for esports, driving the recognition and respect of esports he saw the need to support the growth of esports and introduce good governance. Previously he had been involved in the financial sector overseeing investment portfolios and acquisitions exceeding $100m’s in value. He leads the AESA with over 16 years of esports experience that includes competing, advocating (including presenting the emergence of esports at a TedX event in 2010), leadership, development, planning, execution and event experience.

SESSION 12: 5:15PM - 5:45PM  
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TRACK 2  
The Future of eSports and Competition
Networking
Drinks
Australia
India
UK
China
Japan
Netherlands

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