



8:30AM

Arrival / Registration / Networking / Exhibits

9:20AM

OPENING ADDRESS

9:50AM - 10:20AM (SESSION 1)

PARIS ST GERMAIN: AT THE CUTTING EDGE OF INNOVATION AND PLAYER PERFORMANCE

Ben Simpson (Director of Special Projects & Sports Innovation, Paris Saint-Germain)

THE FUTURE OF CRICKET PRODUCTION!

Prashant Khanna (Head Production Services, Studios & Tech for Sports & Live Experiences, JioStar) Adam Crosthwaite (Broadcaster, ABC Cricket)

TRACK 2



10:30AM - 10:45AM (SESSION 2)

10:55AM - 11:35AM

(SESSION 3)



DEAKIN

Oliver Walker-Peel (International Federation of Cerebral Palsy Football)

TRACK 1

CEREBRAL PALSY AND FOOTBALL - ACCESSIBILITY AND **BROADCASTING WITH A DISABILITY**

Bhavi Devchand

(Founder, The Inside Edge Project)



Project

THE ATHLETE VOICE IN DATA & TECHNOLOGY ADOPTION



Kate Eddy (Professional Athlete, Melbourne Vixens) Dr Victoria Brackley (Performance Scientist, VIS) VICTORIAN INSTITUTE OF SPORT Lyndell Bruce (Professor, Deakin University) DATA, FAN ENGAGEMENT, AND BEYOND: SHAPING **TOMORROW'S GAME**

Kish Kartages (APAC Technical Manager, Hawk-Eye) Ricky Cahn (Principal Product Owner - Sport, Telstra)

Sander Schouten (MD and Co-Founder, Beyond Sports) James Chiswell (Senior Manager Game Analysis & Technology, NRL)



Inside Edge

11:40AM - 12:05PM (SESSION 4)



THE GREATEST MISPRICING IN SPORT: HOW THE MARKET GOT WOMEN'S SPORT WRONG Liza Boston (Co-Founder & CEO, ITSPORTS)

Luke Bould (Director, alacria) Sally Capp AO (Investor, ITSPORTS & Former Lord Mayor)

TOUCH THE GAME: LIVE BALL TRACKING IN AFL FOR INCLUSION AND AI-DRIVEN INSIGHT

Stuart Morgan (Head of Machine Learning & Artificial Intelligence, Champion Data)



12:10PM - 12:35PM (SESSION 5)



SWIMMING NON STOP AROUND IBIZA

Andy Donaldson (Professional Athlete, Ultra Marathon Swimmer)

WHY CRICKET MUST EMBRACE EMERGING MARKETS. INNOVATION, DATA & TECH TO ATTRACT THE NEXT GENERATION OF FANS?

Eddie Fitzgibbon (Managing Director, NYZ Consulting) Adam Crosthwaite (Broadcaster, ABC Cricket)



NYZ MABC

12:35PM - 1:25PM

1.25PM - 1.50PM (SESSION 6)



LUNCH BREAK

THE SOCIAL IMPACT OF THE OLYMPICS

Matt Carroll AM (Former CEO, Australian Olympic Committee)

Culture, Paddle Australia)

BEYOND MATCH-BASED METRICS: LEVERAGING CATAPULT'S SOFTWARE TO CONTEXTUALISE GPS DATA BY PHASE OF PLAY Darren O'Shaughnessy (Head of Analytics & Strategy, St Kilda FC) Ben Horsley (Sports Science Manager, St Kilda FC)

1:55PM - 2:20PM (SESSION 7)



ATHLETE BRAND: ITS EVOLUTION, POWER, AND FUTURE IMPACT Vickie Saunders (Founder, The Athlete Brand Builder) Matt Murphy (High Performance Manager - People &

DRIVING QUALITY TECHNOLOGY IN SPORT

Sam Robertson

(Director, Institute for Sports Tech Standards)



2:25PM - 2:55PM (SESSION 8)



THE USE OF ALIN SPORT AND THE IMPACT IT CAN HAVE WHEN PORTRAYING WOMEN AND GIRLS

Carol Fox (Women Sport Advocate) Laura Hingston (VIS Athlete) VICTORIAN

Laura Hingston (VIS Athlete)

MINITURE DE SENIO

CASSIE Trotter Spencer (Senior Director Editorial Content, Getty Images)

MARTECH (MARKETING TECHNOLOGY) INNOVATIONS IN SPORT

Dr Jason Pallant (MarTech Academic, RMIT) Heath McDonald (Dean of Economics, Finance & Marketing, RMIT)



3:00PM - 3:15PM (SESSION 9)



WHY BELONGING MATTERS: RETHINKING SAFE **SPORT FOR LGBTQIA+ COMMUNITIES** Kalinda Robinson (Founder - Sport in Colour, IOC Young Leader 2025-2028)

REAL CROWD NOISE, REAL COMMENTARY - HOW THE AUSTRALIAN OPEN TRANSFORMED LIVE MATCHES INTO ANIMATED FEEDS Rob O'Gorman (Executive Producer Innovation, Tennis Australia) tennis

GAME CHANGER GAMES - RECONNECT TO REBUILD CONFIDENCE

3:15PM - 3:40PM

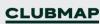
3:40PM - 3:55PM

(SESSION 10)



BRAIN HEALTH - THE ANSWERS FOR SAFER, MORE INFORMED DECISIONS AROUND HEAD IMPACTS Tom Christian (Head of Product, HIT IQ)

TECH & COMMUNITY-CONNECTING FOR SUCCESS Terry Dillon (CEO, CLUBMAP)



4:00PM - 4:15PM (SESSION 11)



EVERY GAME MATTERS: MAKING SPORTS STREAMING ACCESSIBLE, AFFORDABLE AND PROFITABLE Domenic Romeo (Co-Founder, Layercake)

FROM ACQUISITION TO LOYALTY:

Dave Wells (CEO, Reclink Australia)



reclink

australia

4:20PM - 4:35PM (SESSION 12)



CONVERTING THE CURIOUS: WHEN EVERY SPORT COMPETES FOR ATTENTION Chiraag Paul (CEO & Founder, Proem Sports)

DATA-DRIVEN FAN ENGAGEMENT Sean Morris (GM Aust & NZ, Fever)

4:40PM - 5:00PM (SESSION 13)

5:00PM - 6:00PM



SHAKING DOWN THE THUNDER - JUST THE BEGINNING Marty Benson (Director of Content, EndemolShine Australia)

INNOVATION IN TEAM CULTURE FOR PLAYER AND TEAM PERFORMANCE Simon Helmot (High Performance Coach, Sunrisers Hyderabad / Renegades WBBL)



AFTERNOON TEA BREAK