



































8:30AM	Arrival / Registration / Networking / Exhibits		
9:20AM	OPENING ADDRESS		
	TRACK 1	TRACK 2	
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)	 
10:30AM – 10:45AM (SESSION 2)	 CEREBRAL PALSY AND FOOTBALL - ACCESSIBILITY AND BROADCASTING WITH A DISABILITY Oliver Walker-Peel (International Federation of Cerebral Palsy Football)	SURGING, WOMEN'S SPORT IN INDIA WILL IMPACT THE WORLD! Bhavi Devchand (Founder, The Inside Edge Project)	
10:55AM – 11:35AM (SESSION 3)	  THE ATHLETE VOICE IN DATA & TECHNOLOGY ADOPTION Dan Dwyer (Associate Professor, Deakin University) Kate Eddy (Professional Athlete, Melbourne Vixens) Dr Victoria Brackley (Performance Scientist, VIS) 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)	   
11:40AM – 12:05PM (SESSION 4)	  THE GREATEST MISPRICING IN SPORT: HOW THE MARKET GOT WOMEN'S SPORT WRONG Liza Boston (Co-Founder & CEO, ITSSPORTS) Luke Bould (Director, alacria) Sally Capp AO (Investor, ITSSPORTS & 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)	
12:35PM – 1:25PM	LUNCH BREAK		
1:25PM – 1:50PM (SESSION 6)	THE SOCIAL IMPACT OF THE OLYMPICS Matt Carroll AM (Former CEO, Australian Olympic Committee)	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 & Culture, Paddle Australia)	DRIVING QUALITY TECHNOLOGY IN SPORT Sam Robertson (Director, Institute for Sports Tech Standards)	
2:25PM – 2:55PM (SESSION 8)	  THE USE OF AI IN SPORT AND THE IMPACT IT CAN HAVE WHEN PORTRAYING WOMEN AND GIRLS Carol Fox (Women Sport Advocate) Laura Hingston (VIS Athlete) 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)	
3:15PM – 3:40PM	AFTERNOON TEA BREAK		
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)	GAME CHANGER GAMES - RECONNECT TO REBUILD CONFIDENCE Dave Wells (CEO, Reclink Australia)	
4:20PM – 4:35PM (SESSION 12)	 CONVERTING THE CURIOUS: WHEN EVERY SPORT COMPETES FOR ATTENTION Chiraag Paul (CEO & Founder, Proem Sports)	FROM ACQUISITION TO LOYALTY: DATA-DRIVEN FAN ENGAGEMENT Sean Morris (GM Aust & NZ, Fever)	
4:40PM – 5:00PM (SESSION 13)	 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)	 
5:00PM – 6:00PM	POST EVENT NETWORKING DRINKS		