STWS SPORTS TECH CONFERENCE

AGENDA

Wednesday 29 October 2025
Melbourne Cricket Ground

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, 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)
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) Annie Clare (Senior Manager - Martech & Capability, Cricket Australia)
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 – 3:45PM	AFTERNOON TEA BREAK	
3:45PM – 4:05PM (SESSION 10)	**BRAIN HEALTH - THE ANSWERS FOR SAFER, MORE INFORMED DECISIONS AROUND HEAD IMPACTS** Tom Christian (Head of Product, HIT IQ)	**CONVERTING THE CURIOUS: WHEN EVERY SPORT COMPETES FOR ATTENTION** Chiraag Paul (CEO & Founder, Proem Sports)
4:10PM – 4:30PM (SESSION 11)	**EVERY GAME MATTERS: MAKING SPORTS STREAMING ACCESSIBLE, AFFORDABLE AND PROFITABLE** Domenic Romeo (Co-Founder, Layercake)	**TECH & COMMUNITY-CONNECTING FOR SUCCESS** Terry Dillon (CEO, CLUBMAP)
4:35PM – 5:00PM (SESSION 12)	**SHAKING DOWN THE THUNDER – JUST THE BEGINNING** Marty Benson (Director of Content, EndemolShine Australia)	**GAME CHANGER GAMES – RECONNECT TO REBUILD CONFIDENCE** Dave Wells (CEO, Reclink Australia)
5:00PM – 6:00PM	POST EVENT NETWORKING DRINKS	

View Detailed Agenda Here

	TRACK 1	TRACK 2
9:50AM – 10:20AM (SESSION 1)	**PARIS ST GERMAIN: AT THE CUTTING EDGE OF INNOVATION AND PLAYER PERFORMANCE**	**DATA, FAN ENGAGEMENT, AND BEYOND: SHAPING TOMORROW'S GAME**

For Paris St Germain (PSG), one of Europe's most illustrious and ambitious football clubs, staying at the cutting edge of sports science and player performance is paramount.

PSG Labs is establishing itself as a leader for technological innovation in the elite sports industry. The lab aims to pilot emerging technologies such as augmented reality for tactical education, AI-powered video analysis for opponent scouting, and blockchain for secure health data management.

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

- Masters in Sport Sciences (Sydney, Australia).
- Works for Paris Saint-Germain since 2015 as the First Team sports scientist within the Performance Department.
- Worked for 8 years at the ASPIRE – Sports Academy in Qatar as a football physiologist and assistant strength and conditioning coach.
- Main areas of interest: player load monitoring and athlete care and wellbeing.

What does the future of cricket production look like?
A forward-looking viewpoint as the evolutionary path of cricket moves beyond tournaments into Olympics and new growth markets in the USA.

Prashant Khanna
Head Production Services, Studios & Tech for Sports & Live Experiences, JioStar

A Learner, Technocrat and a generalist with a successful career in Sports, Entertainment & the Media Industry spanning over 20 years. PK – as he is fondly known, has worked with major Broadcasters and Media Houses like News Corporation, NDTV, Turner Broadcasting, Reliance Media Works, Hinduja Corporation & Encompass Digital Media. He also mentors and advises many Sports & Tech Ventures in his spare time.

PK is an all sports fan that loves traveling around the world to watch Live Sports and holds a Double Major in International Sports Business and Sponsorship and Marketing from The Johan Cruyff Institute, Barcelona. He also has a Grassroots certification from FAS for Football.

Adam Crosthwaite
Broadcaster, ABC Cricket

CEO and Co-Founder of The Brand Bar, a Melbourne-based marketing and strategy agency driving brand growth and innovation, and co-owns the Century Champions League, a franchise-based cricket competition.

	TRACK 1	TRACK 2
10:30AM – 10:45AM (SESSION 2)	**CEREBRAL PALSY AND FOOTBALL - ACCESSIBILITY AND BROADCASTING WITH A DISABILITY**	**SURGING, WOMEN'S SPORT IN INDIA WILL IMPACT THE WORLD!**
	As a commentator with cerebral palsy, Oliver Walker-Peel gives an insight into the challenges and opportunities in his field, in Cerebral Palsy Football and elsewhere.	India is a fascinating place in that the sheer population size and passion sport that is beyond anything anywhere else in the world. The big thing missing is encouraging women that it's okay to play sports. That journey has now started; the next part is how do we support them?

Oliver Walker-Peel

Communications Manager, International Federation of Cerebral Palsy Football

Oliver Walker-Peel is a 21-year-old broadcaster from the Mornington Peninsula living with cerebral palsy. Having first stepped behind the microphone in 2019, he has worked at numerous international events, including at the FIFA Women's World Cup in 2023, and most recently at the IFCPF Men's Euros and Women's Intercontinental Cup in Loughborough, England.

Bhavi Devchand

Founder, The Inside Edge Project

Bhavi Devchand is the founder of The Inside Edge Project, where she blends her on-field experience as an elite-cricketer with her passion for the human side of high performance. Born in Zimbabwe, with an Indian heritage, she advocates for creating cultures of belonging, where diversity becomes a strength. Believing in sport's power to drive societal change, working closely with organisations to help bridge cultural divides and promote equal opportunity.

As the host of the Inside Edge Podcast, she explores the stories and insights of leading athletes and coaches, shedding light on the deeper aspects of their story, beyond results and statistics. She has a particular focus in the subcontinent, assisting athletes to navigate the complexities that come with pursuing a career in sport. Bhavi is also a commentator with ABC Sport, HBV studios and Cricket Australia, providing insightful analysis and fresh perspective on the game.

	TRACK 1	TRACK 2
10:55AM – 11:35AM (SESSION 3)	**THE ATHLETE VOICE IN DATA & TECHNOLOGY ADOPTION**	**DATA, FAN ENGAGEMENT, AND BEYOND: SHAPING TOMORROW'S GAME**

This panel will focus on the athlete voice in data, technology, and innovation. Some areas to explore during the session:

- What say does the athlete currently have on technology adaptation.
- What questions or considerations would athletes like in this space.
- The impact of data availability, particularly public data on athlete mental health.

Dan Dwyer
Associate Professor, Deakin University

Dan is an Associate Professor in Applied Sport Science at Deakin University. He is the course director for Deakin's Postgraduate Sport Science suite of courses and a member of the Centre for Sport Research. Dan's research interests are about the measurement, analysis and prediction of performance in sport. He is also interested in the use of data science (data mining) and wearable technology.

Kate Eddy
Professional Athlete, Melbourne Vixens

Kate Eddy is a dynamic defender for the Melbourne Vixens in the world's best domestic netball league, Suncorp Super Netball. Known for her versatility, athleticism, and leadership on and off the court, Kate has been an integral part of the Vixens' success since returning to her home state of Victoria after a few years with the NSW Swifts. A championship player and passionate advocate for empowering young women, Kate is dedicated to helping girls feel confident, comfortable, and proud of who they are, both in sport and in life.

Dr Victoria Brackley
Performance Scientist, VIS

Dr Brackley is a Performance Scientist who specialises in biomechanics and learning design (skill acquisition). She currently works at the Victorian Institute of Sport with a large portion of her time spent with the swimming program. Trained as an engineer before moving into sport, Victoria uses research principles to bridge the gap between research and applied settings. We're delighted to have her on the panel to share her expertise and experience working directly with athletes.

Lyndell Bruce
Professor, Deakin University

Professor Lyndell Bruce is the Director of Sport at Deakin University and the Associate Head of School Partnerships in the School of Exercise and Nutrition Sciences. She is a level 2 accredited sport scientist with Exercise and Sport Science Australia and combines her academic research with applied practice. Lyndell is an expertise researcher who explores expert performance, factors contributing to expert performance and the development of expertise, with a focus on sport.

This session will explore how data is changing Fan Engagement and beyond and a look at the underlying SkeleTRACK technology. It will also cover future applications that are now possible, and conclude with a look at the data shaping the future and moving beyond linear to curated streams.

Kish Kartages
APAC Technical Manager, Hawk-Eye

Kish oversees technical delivery of all Hawk-Eye projects within the Asia Pacific region, specialising in Video Replay and Optical Tracking services. With over 7 years of experience within the company, ranging from project management, product and technical applications, Kish is now focused on the delivery of SkeleTRACK technology within the Australia market.

Ricky Cahn
Principal Product Owner - Sport, Telstra

Ricky leads product strategy and delivery for Telstra's sports technology portfolio, driving innovation across broadcast, data analytics, and fan engagement solutions. With a background in product management and a passion for leveraging technology to enhance the sporting experience, Ricky has partnered with major leagues and technology providers to deliver cutting-edge solutions that shape the future of sport.

Sander Schouten
MD and Co-Founder, Beyond Sports

James Chiswell
Senior Manager Game Analysis & Technology, NRL

11:40AM – 12:05PM (SESSION 4)

TRACK 1

THE GREATEST MISPRICING IN SPORT: HOW THE MARKET GOT WOMEN'S SPORT WRONG

Welcome to the world's most profitable mistake. Women's sport isn't "emerging" – it has arrived. Yet it's still valued as a fraction of its true worth. Why? Because the market's measuring stick is broken.

Legacy metrics – broadcast minutes, gate revenue, logo visibility – miss the new levers of value: digital fandom, cultural influence, and verified engagement across the platforms where fans actually live – YouTube, TikTok, Instagram, Roblox, Twitch, Discord. What men built with rights, women will rebuild with culture, connection & community.

Globally, the repricing has already begun:
The WNBA is set to negotiate a new media rights deal projected at up to 7x current value, as streaming platforms and advertisers chase its surging Gen Z fanbase.

The UEFA Women's EURO 2025 smashed records across the board – more than 657,000 spectators in total attendance. Live global viewership surged: over 400 million people watched live, with more than 500 million engaging through match-related programming and an estimated 45 million streaming the final. Meanwhile, private equity groups like Mercury 13, Sixth Street and Carlyle Group are investing hundreds of millions into women's teams and leagues – recognising what Wall Street calls "a growth curve hiding in plain sight." In Australia, the opportunity is even larger – yet it remains locked behind legacy structures of risk, governance and distribution. The system was built for a broadcast era, not an attention economy. Re-pricing the game starts with rewriting the code.

Liza Boston
Co-Founder & CEO, ITSPORTS

Liza Boston is an entrepreneur, venture capitalist, and media innovator reshaping how women's sport is valued and told. As Co-Founder and CEO of ITSPORTS, she is building a global creator-led media ecosystem turning athletes into creators, fans into communities, and stories into assets.

Luke Bould
Director, alacria

Luke Bould is one of Australia's leading sports and entertainment executives, with senior experience across Football Australia, Cricket Australia, and major rights-holding organisations. As Director at Alacria, he advises federations, brands, and media ventures on commercial growth and fan engagement in the digital era.

Sally Capp AO
Investor, ITSPORTS & Former Lord Mayor

Sally Capp is a visionary civic and business leader who, as Lord Mayor of Melbourne, championed investment in sport, infrastructure, and innovation across Australia's sporting capital. A passionate advocate for sport, she now invests and shapes the new economy of sport, culture, and capital through ITSPORTS.

TRACK 2

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

Champion Data is developing an optical tracking platform to modernise sports data capture at scale and to unlock deeper, AI-ready insights. This year, we launched a low-latency system powering Telstra's Touch & Track: a first for AFL that streams ball position to a handheld haptic device so vision-impaired patrons can feel the game, with tactile cues for key events. Built for AFL but architected for team-invasion sports, our pipeline focuses on high-speed inference, robust calibration, and resilient delivery from edge to device. Touch & Track is only the beginning of our R&D roadmap: richer player/context models, scalable cross-sport deployment, and assistive tools for umpires and referees–turning live optical capture into real-time understanding. In this presentation, we will highlight our ongoing work in harvesting richer insights from vision in AFL.

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

Stuart Morgan is a global leader in the application of Machine Learning and Artificial Intelligence in Sports High Performance. He has worked with the Australian Institute of Sport where he led Machine Learning, Artificial Intelligence and Data Innovation for Australia's Olympic programs.

	TRACK 1	TRACK 2
12:10PM – 12:35PM (SESSION 5)	**SWIMMING NON STOP AROUND IBIZA**	**WHY CRICKET MUST EMBRACE EMERGING MARKETS. INNOVATION, DATA & TECH TO ATTRACT THE NEXT GENERATION OF FANS?**

Marathon swimming has strong parallels with life's unpredictability. If you can adapt and respond to adversity in sport, you can apply those lessons to everyday life.

Athletes are one of the most trusted groups for advocacy – more than musicians, politicians, or celebrities. We're relatable. Through storytelling, we can share messages and show that normal people can support causes close to their hearts.

Andy Donaldson
Professional Athlete, Ultra Marathon Swimmer

I'm Andy Donaldson, an ultra-marathon swimmer driven by a passion for helping others and using my skills to create positive, meaningful change.
From setting records in the English Channel to completing the Ocean's Seven in a single year, I've used sport as a platform to break barriers, inspire and champion causes close to my heart such as mental health, water safety, and ocean conservation.
Explore my journey and join me in making waves for a better world.

The headlines in cricket right now are dazzling. Huge billion-dollar media deals. Team values and sales going parabolic. New leagues everywhere.

The next fortune in cricket (and many sports) won't be made chasing teams. It'll be made building the picks and shovels – the tools, infrastructure, and platforms that hold the sport together.

Eddie Fitzgibbon
Managing Director, NYZ Consulting

Eddie Fitzgibbon, Managing Director at NYZ Consulting, Strategic Advisor at Profluence Capital, and Board Member at Wisden, will deliver a keynote at Australia Sports Innovation Week (ASIW) in Melbourne on Wednesday, 29 October 2025 at the MCG, addressing why cricket must embrace innovation, data, and technology to unlock its full global potential and attract the next generation of fans.

Adam Crosthwaite
Broadcaster, ABC Cricket

CEO and Co-Founder of The Brand Bar, a Melbourne-based marketing and strategy agency driving brand growth and innovation, and co-owns the Century Champions League, a franchise-based cricket competition.

	TRACK 1	TRACK 2
1:25PM – 1:50PM (SESSION 6)	**THE SOCIAL IMPACT OF THE OLYMPICS**	**BEYOND MATCH-BASED METRICS: LEVERAGING CATAPULT'S SOFTWARE TO CONTEXTUALISE GPS DATA BY PHASE OF PLAY**
	Before, during and after the Games. The social impact legacy the Olympics delivers to a community.	Start

Matt Carroll AM
Former CEO, Australian Olympic Committee

Accomplished sports executive with 35 years' experience from senior leadership executive positions including CEO Australian Olympic Committee, board director Brisbane 2032 Olympic and Paralympic Games Organising Committee; board director Olympic Winter Institute of Australia, CEO Australian Sailing, Executive Advisor to Japan Rugby for Rugby World Cup 2019; Deputy CEO Rugby Australia; Inaugural Head of A-League for Football Australia; General Manager, Rugby World Cup 2003 and CEO Waratahs and NSW Rugby.

Played over 250 games with the Mosman Rugby Club and served as president.

Appointed a Member of the Order of Australia in 2004 for services to rugby union, particularly the staging of Rugby World Cup 2003.

Darren O'Shaughnessy
Head of Analytics & Strategy, St Kilda FC

Darren has enjoyed working in sports analytics for 25 years, building information systems that integrate data with expert knowledge. After building Champion Data's software and live data infrastructure, he has worked in 20+ sports including tennis and kickboxing. In the AFL, he invented the Player Draft DVI system and has worked with a number of clubs. At St Kilda, we are always looking to innovate and bring new perspectives that support our coaches and high performance staff.

Ben Horsley
Sports Science Manager, St Kilda FC

Ben is an applied sports scientist with the St Kilda Football Club, where he focuses on integrating performance data into practical decision-making to support athlete development and game performance. He holds undergraduate and Honours degrees from Victoria University and completed his PhD at the Australian Catholic University (ACU). Ben remains actively involved in research through ongoing projects with ACU's Sports Performance, Recovery, Injury and New Technologies (SPRINT) Research Centre, with a keen interest in enhancing how data is used and communicated in applied sporting environments.

	TRACK 1	TRACK 2
1:55PM – 2:20PM (SESSION 7)	**ATHLETE BRAND: ITS EVOLUTION, POWER, AND FUTURE IMPACT**	**DRIVING QUALITY TECHNOLOGY IN SPORT**
	An uplifting insight into how athlete branding has evolved into a powerful force, driving commercial value, transforming personal journeys, and shaping culture and community across sport, business, and society.	The aim to improve decision-making in sport by increasing the adoption of technology standards and quality assessment. We believe better information leads to better technology—and better outcomes for everyone in sport.

Vickie Saunders
Founder, The Athlete Brand Builder

Visionary CEO Vickie Saunders founded The Athlete Brand Builder to transform how athletes build their personal brands. Trusted by sports organisations globally, her team delivers world-class education that empowers athletes to unlock their value, connect with opportunity, and create impact in and beyond sport.

Matt Murphy
High Performance Manager - People & Culture, Paddle Australia

Matt Murphy, Paddle Australia's High-Performance Manager- People & Culture, will share how athlete branding has evolved into a powerful force, driving commercial value, transforming personal journeys, and shaping culture and community across sport, business, and society in a method that supports athletes and teams as they maintain high standards on and off the water.

Sam Robertson
Director, Institute for Sports Tech Standards

Working with sporting franchises, governing bodies and universities across the globe including FIFA, NBA.

- Optimising human-technology integration,
- Improving the decision making of sports organisations and athletes
- Organisational strategy and innovation
- Performance solutions including biomechanics, skill, learning/practice and technology

	TRACK 1	TRACK 2
2:25PM – 2:55PM (SESSION 8)	**THE USE OF AI IN SPORT AND THE IMPACT IT CAN HAVE WHEN PORTRAYING WOMEN AND GIRLS**	**MARTECH (MARKETING TECHNOLOGY) INNOVATIONS IN SPORT**
	Advocacy in improving the sporting landscape for women and girls about Ai and the role it is playing with sport and imagery, shifting visibility and awareness into systemic change by influencing action through the creation of media portrayal guidelines.	A panel discussion of the application of marketing technology and new MarTech innovations in the sport industry.

Carol Fox
Women Sport Advocate

Carol Fox is a respected International Leadership Facilitator & Coach, confident communication expert and Women Sport Advocate helping leaders and teams speak with clarity, lead with confidence, and perform under pressure.

Laura Hingston
VIS Athlete

Laura Hingston is 4-time National Champion, 5-time International Medallist, and a proud member of the Australian National Diving Team. Currently ranked 5th in the world, she is one of Australia's leading 10m platform divers, representing the nation at major international events including the World Championships, World Cup Series, and Grand Prix circuit.

Laura's journey to the top is anything but typical. Originally a National Team gymnast, her career was cut short by a serious back injury requiring surgery. At 18, she made the bold transition to diving through the Victorian Institute of Sport, a move that would redefine her path. Her rapid rise through the ranks is a testament to her resilience, fierce determination, and fearless mindset.

Cassie Trotter Spencer
Senior Director Editorial Content, Getty Images

Cassie Trotter Spencer is the Senior Director of Editorial Content for Getty Images in Asia Pacific, leading teams across news, sport and entertainment to shape how the world sees major stories from this part of the globe.

With more than 15 years at Getty Images, my work sits at the intersection of journalism, visual storytelling and strategy, connecting photographers, editors and partners across a complex and diverse region.

Co-founded Australian Women in Photography (AUSWIP), an initiative created to support greater visibility and community for female and non-binary photographers in Australia.

Dr Jason Pallant
MarTech Academic, RMIT

Jason Pallant is a Senior Lecturer in Marketing at RMIT University and was the Director of Knowledge Enablement at The Lumery prior to its acquisition by Accenture Song. Jason was named on ReThink Retail's global Top Retail Experts list for 2023 and 2024.

Heath McDonald
Dean of Economics, Finance & Marketing, RMIT

Heath McDonald is the Dean of Economics, Finance & Marketing and Professor of Marketing at RMIT University. His research work focuses on customer acquisition and retention, particularly in subscription markets (e.g., season tickets, memberships).

Annie Clare
Senior Manager - Martech & Capability, Cricket Australia

Annie Clare is the Senior Manager, Martech & Capability at Cricket Australia. Annie is an experienced marketer who has progressed into a prominent role within customer data strategy, data-driven marketing and marketing technology across a range of industries.

	TRACK 1	TRACK 2
3:00PM – 3:15PM (SESSION 9)	SPORT IN COLOUR **WHY BELONGING MATTERS: RETHINKING SAFE SPORT FOR LGBTQIA+ COMMUNITIES**	tennis **REAL CROWD NOISE, REAL COMMENTARY - HOW THE AUSTRALIAN OPEN TRANSFORMED LIVE MATCHES INTO ANIMATED FEEDS**
	Why belonging is the foundation of safe sport, and how it can reshape the future for LGBTQIA+ community members and athletes.	Attracting 4.5 million viewers, 378,362 hours of watch time, and almost 10,000 new subscribers, Rob can break down how the Australian Open transformed players into animations for an almost live YouTube feed of its matches across three main arenas.

Kalinda Robinson

Founder - Sport in Colour, IOC Young Leader 2025-2028

Kalinda Robinson, a former professional track cyclist and IOC Young Leader (2025–2028), is passionate about creating safer, more inclusive sporting environments. Through the IOC Young Leaders Program, she is implementing a project that explores how belonging and wellbeing can be strengthened for LGBTQIA+ communities in sport.

Rob O'Gorman

Executive Producer Innovation, Tennis Australia

Rob O'Gorman has over 15 years of experience in the sports media industry, currently serving as Executive Producer Innovation at Tennis Australia since April 2008.

The innovation to transform live matches into animated feeds had an incredible impact attracting 4.5 million viewers, 378,362 hours of watch time, and almost 10,000 new subscribers as the Australian Open (AO) transformed players into animations for an almost live YouTube feed of its matches across three main arenas.

	TRACK 1	TRACK 2
3:45PM – 4:05PM (SESSION 10)	HIT·IQ **BRAIN HEALTH - THE ANSWERS FOR SAFER, MORE INFORMED DECISIONS AROUND HEAD IMPACTS**	PROEM SPORTS **CONVERTING THE CURIOUS: WHEN EVERY SPORT COMPETES FOR ATTENTION**
	Concussion is a global crisis facing contact sports everywhere. From the NFL to global soccer, AFL to Rugby League, the risks are real, and the need for better solutions has never been greater. At HIT IQ we build world class concussion management technology that protects what matters most.	How clubs can unify fan data, apply AI-powered insights, and activate engagement playbooks that turn passion into loyalty, revenue, and growth.

HIT·IQ

Tom Christian
Head of Product, HIT IQ

Tom Christian has over a decade of expertise in sports technology, sports medicine, sports science, and start-up environments, is passionate about leveraging cutting-edge technology and data to drive innovative strategies and manage projects that enhance player safety and performance.

This includes respected experience within the Canberra Raiders as the Performance Data and Technology Lead progressing from the roles of Sports Scientist and Physiotherapy.

PROEM SPORTS

Chiraag Paul
CEO & Founder, Proem Sports

Proem Sports helps sports and live events organisations transform fan data into revenue. Our fan data platform analyses fan behaviour across digital, social, and in-venue touchpoints to create personalised fan experience and targeted sponsorship opportunities that drive measurable results.

	TRACK 1	TRACK 2
4:10PM – 4:30PM (SESSION 11)	layercake **EVERY GAME MATTERS: MAKING SPORTS STREAMING ACCESSIBLE, AFFORDABLE AND PROFITABLE**	CLUBMAP **TECH & COMMUNITY-CONNECTING FOR SUCCESS**
	Smart Sports Production: From Streamlined Workflows to Scalable Growth Game-Changing Automation: Scaling Live Sports Without the Overhead From Grassroots to Global: Automating Sports Production at Scale.	Leveraging technology for the benefit of volunteers and to ensure the sustained success of community sporting clubs.

Domenic Romeo
Co-Founder, Layercake

Terry Dillon
CEO, CLUBMAP

Terry has more than 20 years of senior leadership experience across the AFL, having held executive roles with Hawthorn, Collingwood, and St Kilda Football Clubs. A qualified CPA, he holds a BBus, MBA, and Graduate Diploma in Management. As co-founder and CEO of CLUBMAP, Terry offers a unique perspective on the community sporting landscape. He also served as Vice President of the Cora Lynn Football Netball Club for two decades, further deepening his grassroots expertise. Beyond sport, Terry has extensive business leadership experience as both CEO and CFO. Under his guidance, CLUBMAP has established itself as a national leader in educating, advising, and supporting sporting and not-for-profit administrators at every level across Australia.

	TRACK 1	TRACK 2
4:35PM – 5:00PM (SESSION 12)	EndemolShine Australia – We are Banijay **SHAKING DOWN THE THUNDER – JUST THE BEGINNING**	reclink australia **GAME CHANGER GAMES – RECONNECT TO REBUILD CONFIDENCE**
	This session will cover: • The impact of reality TV – the MasterChef phenomenon. • How the Sydney Swans documentary with the AFL came together. • The opportunity ahead in sports allowing intimate access for storytelling. • Content with impact looks like ..... !	Game Changer Games - an opportunity to connect to a cause, rebuild confidence, and experience the joy of teamwork in a supportive environment.

Marty Benson
Director of Content, EndemolShine Australia

Having joined Endemol Shine Australia (then Shine Australia) in 2011, Marty Benson is an accomplished and creative Executive Producer with many programs and accolades to his name.

Marty has been at the helm of Australia's – and arguably – the world's premier food program, MasterChef Australia since its seventh series and has continually taken the program from strength to strength.

Attracting global praise, MasterChef Australia has taken out the AACTA Award for Best Reality Television Series in 2015, 2016, 2017 and 2020, and in 2018, was nominated for an International Emmy.

Previously, Marty has also served as Executive Producer of a host of successful reality formats including WAG Nation, Beauty and The Geek, Dating in The Dark and The Face. He also helmed 2020's series of Junior MasterChef Australia for Network Ten and LOL: Last One Laughing Australia for Amazon.

Dave Wells
CEO, Reclink Australia

Dave's work has been focused on innovations for purpose. From an arts centre for kids in NZ, to creating a school for homeless young people in Melbourne, delivering innovations that ensure people get opportunity has been central to Dave's career. Now at Reclink it is all about sport. How do we take sport and ensure it is accessible for everyone. How do we re-capture that unifying element of sport in a world where sport is all about professionals and medals. At Reclink we are out to prove that at its best sport solves the problem of loneliness.