



# BUSINESS OF SPORT SUMMIT

4 & 5 APRIL 2017

SWISSOTEL  
SYDNEY

STRATEGY & TACTICS FOR SPORT INDUSTRY LEADERS.



**SARAI BAREMAN**  
Chief Women's Football Officer  
FIFA (SUI)



**THE HON. STUART AYRES MP**  
Minister for Sport NSW



**KATE JOHNSON**  
Vice-President, Head of Global  
Sponsorship Marketing  
Visa (USA)



**CRAIG TILEY**  
Chief Executive Officer  
Tennis Australia



**AMY MCNICOL**  
Director, Global Sponsorships  
AIG (NZ)



**THE HON. PETER BEATTIE AC**  
Chairman  
Gold Coast 2018  
Commonwealth Games



**REBEKAH HORNE**  
Chief Digital Officer  
NRL



**TONY SHEPHERD AO**  
Chairman  
GWS Giants



**KATE PALMER**  
Chief Executive Officer  
Australian Sports Commission



**ALEX WICKS**  
Head of Partnership  
Development  
Arsenal F.C (UK)

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Vice-President, Head  
of Global Sponsorship  
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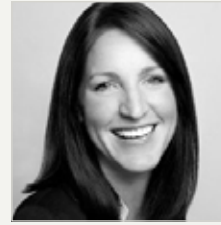
**SARAI BAREMAN**  
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Football Officer  
**FIFA (SUI)**



**ALEX WICKS**  
Head of Partnership  
Development  
**Arsenal F.C (UK)**



**VICTOR CUI**  
Chief Executive  
Officer & Owner  
**ONE Championship (SGP)**



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**PATRICK DELANY**  
Chief Executive Officer  
**Fox Sports**



**MATT BRAID**  
Managing Director  
**Supercars**



**RAY GUNSTON**  
General Manager,  
Finance, Corporate  
& Special Projects  
**AFL**



**RAELENE CASTLE**  
Chief Executive Officer  
**Canterbury-Bankstown  
Bulldogs FC**



**MARGOT HARLEY**  
Head of Consumer  
Business  
**Sydney Roosters**



**MARNE FECHNER**  
Acting Chief  
Executive Officer  
**Netball Australia**



**JEREMY LOELIGER**  
General Manager  
**National Basketball  
League**



**FINN BRADSHAW**  
Head of Digital  
**Cricket Australia**



**REBEKAH HORNE**  
Chief Digital Officer  
**NRL**



**DR STEPHANIE  
KOVALCHIK**  
Senior Sport Scientist  
**Tennis Australia**



**ANTHONY EVERARD**  
General Manager  
**Big Bash League**



**MATT BRAID**  
Managing Director  
**Supercars**



**NICK VANZETTI**  
Managing Director  
**Electronic Sports  
League (ESL)**



**KARREN ROGERS**  
Head of Media  
Partnerships  
**Facebook**



**DARREN BIRCH**  
General Manager,  
Commercial Operations  
**AFL**



**JONATHAN PROSSER**  
Group General Manager  
Strategy & Growth  
**Cronulla Sharks FC**



**ANDREW WOODWARD**  
Chairman & Host



**WALTER LEE**  
Head of Strategy  
**AFL**



**PAT MOLOUGHNEY**  
Director – Network  
Sport Sales  
**Seven West Media**



**DAVID PARSONS**  
Sponsorship & Events  
Assistant Manager  
**Hyundai Motor  
Company Australia**

# STRATEGY AND TACTICS FOR SPORT INDUSTRY LEADERS.

4 & 5 APRIL 2017

SWISSOTEL  
SYDNEY

## THE

### EXPERIENCE

Delivered by sports executives, for sports executives, BOSS is globally recognised as the largest and most significant meeting for the sports industry in the region.

The continued impact of technology, the rise of e-sports and new sports businesses, changing media platforms and the evolution of sponsorship have challenged existing business models – whilst also providing a wealth of opportunities for revenue growth and fan engagement.

Annually this unparalleled discussion examines the industry trends ahead, determining the strategies and tactics for sports executives to innovate, grow and succeed off the field.

An exclusive event, where the best minds in local and international sport combine, BOSS is your guide to the business of sport in 2017.

"Robust discussion."

"I will be back next year. Well done!"

## THE

### ADVANTAGE

Delivered by sports executives, for sports executives, the 6th annual Business of Sport Summit is a powerful opportunity to uncover the latest trends and tactics fuelling the business of sport.

#### HEAR

the latest thinking on what the market conditions will be for sport in 2017

#### UNDERSTAND

new and upcoming consumer trends, sponsorship strategies and global events

#### LEARN

from the national and international leaders shaping modern sports business

#### GAIN

actionable insights for your sport business in this competitive environment

#### ENGAGE

with your fellow executives within this sports industry only event

#### NETWORK

in the ideal executive environment where CEOs talk to CEOs

#### DETERMINE

the year ahead so that your business is prepared

## YOUR PASS

- 6+ Keynotes
- 2 Powerful days
- Executive learning agenda
- 35+ industry speakers
- 300+ executives
- 5-Star networking environment

## DEMONSTRATE LEADERSHIP

## BECOME A SPONSOR

### CONTACT

**ANGEL GOMEZ**  
Commercial Manager

angelg@cmgroup.com.au  
(02) 8090 4363

8:30 Registration, Refreshments &amp; Networking

8:55 Opening Remarks from the Chairman

**ANDREW WOODWARD**  
Chairman & Host9:00 **Ministerial Welcome**  
**Facilitating Sport: Government Initiatives to take Australia Forward****THE HON. STUART AYRES MP**  
Minister for Sport NSW9:10 **Industry Keynote**  
**The Power of Sport:**  
**Building a Global Brand and Entertainment Business****CRAIG TILEY**  
Chief Executive Officer  
Tennis Australia9:40 **Leadership Session**  
**High Stakes, High Expectations: Boosting Sports Business through Responsive Leadership**  
In the fast-paced sports world, executives are blending solid business acumen with agile innovation in order to meet the demands of ever more influential consumers, players and commercial partners. How are sports executives being proactive rather than reactive in their planning, decision making, and change management initiatives? Given the growing public scrutiny of sports integrity, ethics and transparency, how are leaders promoting best practice and handling reputation? What more can be done to foster diverse talent and female participation across sports organisations and leadership roles?**RAY GUNSTON**  
General Manager, Finance,  
Corporate and Special Projects **AFL**  
**MARNE FECHNER**  
Acting Chief Executive Officer **Netball Australia**  
**REBECCA REED**  
Partner – Sports, Gaming & Entertainment  
**Odgers Berndtson**  
**RAELENE CASTLE**  
Chief Executive Officer  
Canterbury-Bankstown Bulldogs FC

10:30 Morning Refreshments &amp; Networking

11:05 **Partner Keynote**  
**WinS – Women in Sport: Research into the State of Play in Australia****SCOTT DINSDALE**  
Managing Director **Accenture**11:35 **Events Session**  
**Capturing the Wow Factor: The New Frontier for Extraordinary Sports Events**  
Exciting and popular events have long been the lifeblood of many a sports business, and those organisations that can raise the bar for immersive event experiences look set for future success. How are consumer-driven pressures and company-driven innovation colliding to make events more convenient, relevant, unique and entertaining? In what ways can venues and stadiums enhance their infrastructure, technology and services to surprise and delight audiences? Given the rise of fantasy sports and other eSports, together with social media, how is the social side of events being redefined? How are organisations capitalising on the opportunities of virtual sports events and widespread digitisation?**NEIL MAXWELL**  
CEO **Techfront Australia**  
**ANTHONY EVERARD**  
General Manager **Big Bash League**  
**MATT BRAID**  
Managing Director **Supercars**  
**NICK VANZETTI**  
Managing Director **Electronic Sports League (ESL)**12:25 **Global Keynote**  
**Partnerships that Deliver:**  
**The Secret to Successful Global Sponsorship****AMY MCNICOL**  
Director, Global Sponsorships **AIG (NZ)**

12:45 Lunch &amp; Networking

13:50 **Visionary Keynote**  
**Conquering New Markets:**  
**Events, Partnerships & Digital Engagement****VICTOR CUI**  
Chief Executive Officer & Owner **ONE Championship (SGP)**14:25 **Sponsorship Session**  
**Powerful Partnerships: Modernising & Optimising Sponsor Relationships**  
In a more complex and connected sporting world, the proliferation of diverse sponsorship options is helping brands big and small to increase their lead conversion and public profile. What kinds of sports sponsorship offerings are delivering the most ROI and mutual value? To what extent are sponsors willing to embrace new platforms in the hope of enriching their experiences with players, fans and events? What factors may inform a sponsor's decision to withdraw or maintain their support in the wake of media scrutiny surrounding a sponsored individual, group or organisation?**AMY MCNICOL**  
Director, Global Sponsorships **AIG (NZ)**  
**DAVID PARSONS**  
Sponsorship and Events Assistant Manager  
**Hyundai Motor Company Australia**  
**KATE JOHNSON**  
Vice-President, Head of Global Sponsorship Marketing  
**Visa (USA)**

15:15 Afternoon Refreshments &amp; Networking

15:45 **Keynote**  
**Re-Developing Our Sporting Future****KATE PALMER**  
Chief Executive Officer  
**Australian Sports Commission**16:10 **Technology and Data Session**  
**From Visionary to Practical: Technology, Data and Innovation in Sport**  
Technology and data solutions are impacting sport like never before. What business opportunities are emerging from the rise of big data, predictive and real-time analytics, connected stadiums, virtual reality, wearables and other tech trends? How is the data and technology boom impacting athletes, talent development programmes and sports competitions? In what ways can organisations use data to provide compelling evidence of internal and stakeholder ROI? How can data analytics help to get the right offer in front of the right fan at the right time?**DR STEPHANIE KOVALCHIK**  
Senior Sport Scientist **Tennis Australia**  
**WALTER LEE**  
Head of Strategy **AFL**  
**DREW ORYSZCZYN**  
Managing Director **Polar Electro Australia**16:55 **Headline Keynote**  
**Making Sponsorship Work -**  
**Building and Maintaining Effective Partnerships in the Big Business of Sport****KATE JOHNSON**  
Vice President, Head of Global Sponsorship Marketing  
**Visa (USA)**

17:25 Closing Remarks from the Chairman

**ANDREW WOODWARD**  
Chairman & Host

17:30 Networking Drinks Reception

18:30 Close of Day One

8:40 Registration, Refreshments &amp; Networking

9:00 Opening Remarks from the Chairman

**ANDREW WOODWARD**

Chairman &amp; Host

9:05 **Opening Keynote****FOX SPORTS AND THE BUSINESS OF SPORT - Why Passion and Emotion are Only the Start to Driving Growth in 2017****PATRICK DELANY**

Chief Executive Officer Fox Sports

9:40 **Growth Session****Market Momentum: New Opportunities for Growth and Monetisation**

As new markets arise from digital reach, partnerships, broadcast deals, and public pressures to achieve healthy and inclusive sports participation rates, sports executives are rediscovering how to grow and thrive in the saturated sporting landscape. In what ways are sports executives capitalising on growth opportunities such as the global fitness movement, eSports, and the rising demand for sports content, equipment and events in the Asia Pacific? How are sports businesses catering to the demands and expectations of the female half of Australia's population? What can organisations do to re-energise traditional sports and create new audiences?

**JEREMY LOELIGER**

Chief Executive Officer

National Basketball League

**DARREN BIRCH**

General Manager, Commercial Operations

AFL

**FINN BRADSHAW**

Head of Digital

Cricket Australia

**PAT MOLOUGHNEY**

Director - Network Sport Sales

Seven West Media

10:30 **Keynote Interview****Ownership in Sport: Discovering the Challenges and Opportunities****TONY SHEPHERD AO**

Chairman

GWS Giants

10:50 Morning Refreshments &amp; Networking

11:30 **Fan Engagement Session****Powered by Passion: Energising the Experience and Engagement of Fans**

In an age of rampant consumer choice and diluted audience attention, attracting and retaining a loyal fan base requires more original – and meaningful – fan engagement strategies. What are the evolving expectations of sports fans who want better ways to interact with their favourite teams, players and events? How are sports organisations meeting these expectations through digital, social, marketing and promotions? How can organisations convert casual fans into avid fans? What more can be done to reward the support and advocacy of loyal fans?

**JUSTIN PASCOE**

Chief Executive Officer Wests Tigers

**SCOTT DINSDALE**

Managing Director Accenture

**MARGOT HARLEY**

Head of Consumer Business Sydney Roosters

**STEVEN TRIGG**

Chief Executive Officer Carlton FC

12:20 **Keynote****Developing a Global Football Club in the Digital Age****ALEX WICKS**

Head of Partnership Development

Arsenal F.C (UK)

12:55 Lunch &amp; Networking

14:00 **Keynote Interview****The Ball's in Our Court - Planning and Executing the 2018 Commonwealth Games****THE HON. PETER BEATTIE AC**

Chairman

Gold Coast 2018 Commonwealth Games

14:30 **Digital Strategy Session****Digital is Pivotal: Unlocking Revenue Potential and Strategic Advantage**

The continued upheaval of media, content and advertising platforms is seeing digital start to become a major revenue stream for sport. In what ways can organisations big and small use digital to capture more market share? What differentiates a mediocre digital strategy from an outstanding one when it comes to sport? How are sports executives keeping pace with changes in digital media and updating their digital strategies accordingly? As more sports develop their own media products, how are broadcasters responding and digital rights models evolving?

**REBEKAH HORNE**

Chief Digital Officer NRL

**JONATHAN PROSSER**

Group GM Strategy &amp; Growth Cronulla Sharks FC

**KARREN ROGERS**

Head of Media Partnerships Facebook

**MARK CAMERON**

Chief Executive Officer W3.Digital

15:20 **Global Keynote****The World Game for All - FIFA's Efforts to Support Women's Football****SARAI BAREMAN**

Chief Women's Football Officer

FIFA (SUI)

**REGISTRATION FEES**

1 Delegate	\$2495 Incl. GST
4 Delegates (Includes 1 Free)	\$7485 Incl. GST
8 Delegates (Includes 2 Free)	\$14970 Incl. GST
12 Delegates (Includes 3 Free)	\$22455 Incl. GST

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<b>Phone</b>	(02) 8004 8590
<b>Fax</b>	(02) 8079 6133
<b>Twitter</b>	@BOSSummit · #BOSSummit
<b>LinkedIn</b>	https://goo.gl/qd9V83

**ORGANISATION DETAILS**

Organisation

Address  City

State  Post Code  Country

Telephone  Fax

**DELEGATE 1 DETAILS**

Mr/ Ms/ Mrs  *First Name & Surname*

Job Title

Email  Telephone

**DELEGATE 2 DETAILS**

Mr/ Ms/ Mrs  *First Name & Surname*

Job Title

Email  Telephone

**DELEGATE 3 DETAILS**

Mr/ Ms/ Mrs  *First Name & Surname*

Job Title

Email  Telephone

**DELEGATE 4 DETAILS (FREE)**

Mr/ Ms/ Mrs  *First Name & Surname*

Job Title

Email  Telephone

**REGISTRATION FEES**

1 Delegate	\$2495 Incl. GST
4 Delegates (Includes 1 Free)	\$7485 Incl. GST
8 Delegates (Includes 2 Free)	\$14970 Incl. GST
12 Delegates (Includes 3 Free)	\$22455 Incl. GST

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Card Holder's Name

Expiry Date (mm / yy)  /  Card Holder's Signature

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Job Title  Westpac Banking Corporation

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Account Number  2 8 0 0 8 0

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 2010, Australia

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**Phone** (02) 8004 8590  
**Email** team@cmgroup.com.au  
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**TERMS & CONDITIONS**

**Delegate Package** • Delegate Pass includes access to all sessions, refreshment breaks, networking lunches, networking drinks reception, and access to speaker presentations.  
**Please note:** not all speakers choose to provide presentation papers. One delegate pass is entry for one person only, passes cannot be shared. Organiser's reserve the right to deny entry to anyone not registered.

**Payment & Discounts** • Payment of invoice is due within 7 days of registration. A 3% surcharge is payable for all credit card transactions. Only one promotional discount code can be applied per registrant. All prices quoted are inclusive of GST. Payment in full is required by the first day of the event. **Please note:** Registrations made within 7 days of the event can only be paid via credit card.

**Organiser's Rights** • Connect Media Group endeavours to ensure the conference programme and speaker line-up is correct at the time of the event. All advertised details are correct at time of publishing. Due to unforeseen circumstances Connect Media Group reserves the right to alter the programme prior to the event without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued.

Connect Media Group reserves the right to deny access to any individual that engages in or is alleged to engage in practices that are considered unprofessional and inappropriate for a business conference. We reserve the right to deny access to delegates that may affect the client / vendor ratio of attendance in favour of the interests of sponsors and commercial partners of the event.

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Full payment is required within 7 days of registration – if payment is not received in this time and cancellation is requested more than 10 days after registration – payment is to be honoured.

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