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# UNLEASHING THE VALUE OF WOMEN'S SPORT

#unleashWIS

Event MC: Adam Spencer

DATE	VENUE	TIME
Thursday 19 October 2017	Museum of Contemporary Art, Sydney	8am – 3pm
<b>WELCOME AND INTRODUCTIONS</b>		<b>8.15 – 8.25am</b>
Welcome to Country	Marcia Ella-Duncan, OAM	
About our initiative and outcomes for today	Kerry Turner, Manager, NSW Office of Sport	
<b>TIME TO SHINE - THE CASE FOR INVESTMENT IN WOMEN'S SPORT</b>		<b>8.25 – 9.45am</b>
<b>The power of women's sport</b> - Connecting values, purpose and community	<b>Bec Brideson</b> , Author, Pioneer and Innovator in Marketing to Women	
<b>Women's sport</b> - Igniting the possibilities	<b>Kayla Ramiscal</b> , Account Manager Nielsen Sports	
<b>How cricket is changing the game for women's sport</b>	<b>Andrew Jones</b> , Chief Executive Officer, Cricket NSW	
<b>Backing equality on and off the field</b> - What pay parity means for us	<b>Courtenay Smith</b> , CFO Property Australia, Lend Lease <b>Nicola Carey</b> , Lendlease Breakers	
<b>QUESTION/DISCUSSION TIME</b>		
<b>YEAH, I'D LIKE TO SEE THAT</b>		<b>9.45 – 10.30am</b>
<b>How we built the AFLW brand</b> - Bringing it to life through marketing and audience growth strategies	<b>Darren Birch</b> , General Manager, Growth, Digital and Audiences AFL	
<b>Sponsor perspective</b> - Value of AFLW to NAB	<b>Thomas Dobson</b> , Head of Media & Partnerships NAB	
<b>Partnership and club perspective</b> - The GWS experience	<b>Ryan Kaveney</b> , Chief Fan and Commercial Officer, GWS Giants	
<b>QUESTION/DISCUSSION TIME</b>		
<b>MORNING TEA</b>		<b>10.30-11.00am</b>

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<b>THE REAL VALUE OF WOMEN'S SPORT &amp; BRAND PARTNERSHIPS</b>	<b>11.00 - 11.45am</b>
<b>Building brands that are loved and respected</b> - Current state of play: brands, value and social impact	<b>Gayle While</b> , Deputy CEO, Clemenger BBDO
<b>Why women in sport is a whole new ball game</b>	<b>Jacqui Mooney</b> , Editor, Women's Health Australia
<b>Connecting with purpose</b> - AFLW brand ambassadors bringing the Special K story to life	<b>Janine Brooker</b> , Portfolio Marketing Manager, Kellogg's
<b>QUESTION/DISCUSSION TIME</b>	
<b>BRAND VALUE IN ACTION</b>	<b>11.45 - 12.35pm</b>
<b>How authentic partnerships and digital engagement have catapulted Netball into a major entertainment offering</b>	<b>Marne Fechner</b> , Chief Executive Officer Netball Australia
<b>The value of #TeamGirls to Suncorp</b>	<b>Jenny Hutchison</b> , Manager, Customer Engagement and Sponsorship, Brand & Marketing, Suncorp Group
<b>Athlete's perspective</b> - Why this is important to me and my team	<b>Clare McMeniman</b> , Former Diamonds/Firebirds player and #TeamGirls Ambassador
<b>QUESTION/DISCUSSION TIME</b>	
<b>LUNCH</b>	<b>12.35 - 1.15pm</b>
<b>IGNITING THE POTENTIAL</b>	<b>1.15 - 1.45pm</b>
<b>The magic of the Westfield Matildas</b>	<b>Emma Highwood</b> , Head of Women's Football, FFA
<b>The importance of role models</b>	<b>Amy Harrison</b> , Westfield Matilda
<b>QUESTION/DISCUSSION TIME</b>	
<b>GROWING FAN BASE &amp; TALKABILITY</b>	<b>1.45 - 2.50pm</b>
<b>How sports leagues and athletes are adapting to the changing media landscape and informing, entertaining and engaging new audiences via the world's largest stadium</b>	<b>Karren Rogers</b> , Head of Media Partnerships, Facebook
<b>Media disruption is not a distraction. A look at the realities of today and the opportunities for tomorrow</b>	<b>Patrick Moloughney</b> , Network Director, Sport Sales, Seven West Media
<b>Panel: Talkability, eyeballs &amp; engagement</b> - The many ways we can grow women's sports	<b>Nicole Jeffery</b> , Sports Journalist, The Australian <b>Murray Shaw</b> , Executive Producer, Fox Sports <b>Karren Rogers</b> , Head of Media Partnerships, Facebook <b>Sam Canavan</b> , Managing Director Sports Heroes <b>Patrick Moloughney</b> , Network Director, Sport Sales, Seven West Media
<b>QUESTION/DISCUSSION TIME</b>	
<b>SUMMARY AND NEXT STEPS</b>	<b>2.50 - 3.00pm</b>