



AGENDA: CONNECTING VALUES, PURPOSE AND INVESTMENT

A WORKSHOP TO EXPLORE THE WIN-WIN-WIN OF WOMEN'S SPORT

Tues 27 March, 9.00am -12noon, Customs House, Sydney

Facilitated by Samara Kitchener, Director, House of Kitch Communications

TIME	ITEM	WHO
9.00-9.10am	About the Strategy and Outcomes for today	Kerry Turner, Office of Sport
HOW DO WE MAKE INVESTING IN WOMEN'S SPORT LESS OF A LEAP OF FAITH?		
9.10-9.30am	The rising value of women's sport in Australia – Insights, Untapped Markets and Yardsticks	Kayla Ramiscal, Nielsen Sports
9.30-9.40am	Case Study: Looking at content differently brings in new audiences – live streaming, highlights, and new ways of monetizing content	Olly Wilton, Head of Sport, Twitter Au
9.40-10.30am	<p>What is needed to make investing in women's sport less of a leap of faith.</p> <p><i>Discussion Prompters: What consumer insights/ research/ data is available or needed to realise the value proposition? How do we identify, measure, reach and motivate untapped markets? What would the new yardstick for measuring value of women's sport look like?</i></p> <p>Discuss what is best way for WiSS to address – ideas in tables then back to group</p>	Facilitated Discussion
10.30-10.45 MORNING TEA		
SECURING THE VALUE PROPOSITION AND COMMERCIALISING IT		
10.45-10.55	Kids on role models, heroes and the future of sports – the evolving value proposition for women's sports	Jordana Kirby Director of Marketing, Communications & Creative Nickelodeon ANZ

10.55-11.05	Case Study – Netball NSW –taking value based alignment to the next level	Tim Underwood, GM – Commercial, Netball NSW
11.05-11.35	<p>What is needed to build momentum, showcase the selling power, and sustainably grow women’s sport into the future?</p> <p><i>Discussion Prompters: What is needed from each major element (sporting codes, sponsors, brands, broadcasters, media, digital/social, and government) to build on momentum and drive the value? Where are the gaps? How to move this forward?</i></p> <p>Discuss what is best way for WiSS to address – ideas in tables then back to group</p>	Facilitated Discussion
11.35-11.50	<p>In a Win³ world what does collaboration look like to grow women’s sport – ideas for future.</p> <p><i>Discussion Prompters: What would it look like if we brought together sporting codes, sponsors, brands, broadcasters, government and media to develop strategic partnerships which grow women’s sport in a sustainable, healthy way?</i></p> <p>Discuss what is best way for WISS to address – ideas in tables then back to group</p>	Facilitated discussion
11.50-12.00	Wrap up & closing comments	Kerry Turner

