

# Trendspotter Forum

Event MC: Kerry Turner



DATE	VENUE	TIME
Friday 11 March 2022	Sydney Theatre Company, Walsh Bay, Sydney	10am – 3.30pm
<b>WELCOME AND INTRODUCTIONS</b>		<b>10.00 – 10.15am</b>
<b>Acknowledgement of Country</b>	<b>Marlee Silva</b> , ABC Presenter, Writer & Podcaster	
<b>Welcome</b>	<b>Karen Jones</b> , CE, Office of Sport	
<b>TRENDSPOTTING FOR COMPETITIVE ADVANTAGE</b>		<b>10:15 – 11:15am</b>
<p>We are experiencing some of the most dramatic shifts in our lifetime. From COVID to global rifts and economic healing; to the rise of digital, WFH, and streaming; to our search for respect, human contact and meaning. The only thing that has stayed constant for us Aussies is our love of sport. But we now watch, engage, and consume with our cohort. This session will look at the megatrends, the data and how can be so much smarter.</p>		
<b>Global Trends:</b> The changing landscape for women, major societal and economic shifts, and rising opportunities	<b>Lisa Walton</b> , Director at Deloitte Digital Australia, Olympian	
<b>Consumer Trends:</b> What consumers are looking for in challenging times and evolving brand values and connections	<b>Emma Montgomery</b> , CEO, Leo Burnett	
<b>Sport Trends:</b> Current sport marketing landscape from fan engagement through to consumption and sponsorship	<b>Ellen Purvis</b> , Senior Account Manager, Nielsen Sports	
<b>POWER AND PASSION</b>		<b>11.15 – 12 noon</b>
<p>Our elite female athletes are the new age role models, the ultimate game changers. They're playing to win and playing to inspire. The competitive advantage lies in their depth of engagement, accessibility, storytelling, connection and positive brand association. Hear them roar!</p>		
<b>Panel:</b> This session will showcase the unique value proposition of our new age role models for investment and powerful connection.	<b>Madison de Rozario OAM</b> , Paralympic Gold Medallist <b>Molly Taylor</b> , Professional Rally Driver, Extreme E Champion <b>Kate Aitken</b> , Vice President, People and Culture at Optus & Co-Founder Minerva Network	
<b>LUNCH BREAK</b>		<b>12.00 – 12.30pm</b>

For feedback and bright ideas scan here



<b>EMOTIONAL CONNECTION TO COMMERCIAL JOY</b>		<b>12.30 – 1.30pm</b>
Despite the potential risk to investment posed by the pandemic, women’s sport has not fallen out of the hearts of Australian sport fans. In this session, we show you how female athletes are creating new opportunities to reach audiences through emotional connection, and effectively translating this to commercial joy.		
<b>TRUE North Benchmark research</b> results & insights	<b>Georgie Maynard</b> , Founder, True North Research	
<b>Case Study: Vegemite ‘Tastes Like Australia’ campaign with Ash Barty</b> – how this iconic partnership is serving up nostalgic connection	<b>Nikia Shepherd</b> , Free Thinker, Thinkerbell	
<b>Case Study: The Ribbon of Strength Campaign</b> – how this campaign went from strength to strength	<b>Yasmin Armes</b> , Group Account Director, Herd MSL <b>Stephanie Doyle</b> , Brand Director, Proctor & Gamble	
<b>Case Study: Suncorp Team Girls</b> – growing confidence in girls and brand investment	<b>Rapthi Thanapalasingam</b> , Head of Mass Brands & Sponsorships, Suncorp	
<b>REIMAGINE INVESTMENT FOR WOMEN’S SPORT</b>		<b>1.30 – 2.15pm</b>
Sporting codes have a big opportunity right now to facilitate a new style of investment and partnerships that will revolutionise the professional version of their game, and grow a new participant, audience, and fan base. This session will reveal how to reposition and reimagine women’s sport for investment and explore the new yardstick for measuring ROI.		
<b>Matching sponsorship values</b> - through evidence, data and positioning	<b>Ellen Purvis</b> , Senior Account Manager, Nielsen Sport	
<b>The Matildas investment journey</b> - how the CBA partnership will elevate the women’s game	<b>Sarah Walsh</b> , Head of Women’s Football, Football Australia <b>Dianne Everett</b> , General Manager - Brand, Social & Sponsorship at Commonwealth Bank	
<b>The power of major events to accelerate change</b> - how the ICC T20 Women’s Cricket World Cup 2020 became a defining moment that will leverage future investment	<b>Nick Hockley</b> , CEO, Cricket Australia	
<b>VISIBILITY ECOSYSTEM</b>		<b>2.15 – 3.00pm</b>
The way that people watch, engage, and follow athletes and sports has changed dramatically. New media and story channels, along with multi-platform and streaming behaviour, has significantly changed the landscape. For women’s sport to grow sustainably, audience interest and engagement platforms need to be better understood. From broadcasters to storytellers through to news, the sport visibility ecosystem is changing rapidly.		
<b>Panel:</b> This session will showcase the visibility fast facts, explore what visibility for women in sport looks like in the new world order, where visibility could be increased, and who are the new players in the game	<b>Anna Cherry</b> , National Head of Strategy, Spark Foundry <b>Kim McConnie</b> , Director of Marketing, KAYO <b>Casey Dellacqua</b> , Sports Commentator & Former Professional Tennis Player <b>Annabelle Russell</b> , Head of Media Publishers, Content Partnerships at TikTok	
<b>THE WRAP – Summary and next steps</b>		<b>3:00 - 3:15pm</b>
Summary and next steps	<b>Karen Jones</b> , CE, Office of Sport	
<b>CLOSE</b>		<b>3:30pm</b>

