



Trendspotter Forum

Event MC: Kerry Turner



DATE	VENUE	TIME
Friday 11 March 2022	Sydney Theatre Company, Walsh Bay, Sydney	10am – 3.30pm

WELCOME AND INTRODUCTIONS		10.00 – 10.15am
Acknowledgement of Country		Marlee Silva, ABC Presenter, Writer & Podcaster
Welcome		Karen Jones, CE, Office of Sport
TRENDSPOTTING FOR COMPETITIVE ADVANTAGE		10:15 – 11:15am
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.		
Global Trends: The changing landscape for women, major societal and economic shifts, and rising opportunities	Lisa Walton , Director at Deloitte Digital Australia, Olympian	
Consumer Trends: What consumers are looking for in challenging times and evolving brand values and connections	Emma Montgomery , CEO, Leo Burnett	
Sport Trends: Current sport marketing landscape from fan engagement through to consumption and sponsorship	Ellen Purvis , Senior Account Manager, Nielsen Sports	
POWER AND PASSION		11.15 – 12 noon
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!		
Panel: This session will showcase the unique value proposition of our new age role models for investment and powerful connection.	Madison de Rozario OAM , Paralympic Gold Medallist Molly Taylor , Professional Rally Driver, Extreme E Champion Kate Aitken , Vice President, People and Culture at Optus & Co-Founder Minerva Network	
LUNCH BREAK		12.00 – 12.30pm

For feedback and bright ideas scan here



EMOTIONAL CONNECTION TO COMMERCIAL JOY		12.30 – 1.30pm
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.		
TRUE North Benchmark research results & insights	Georgie Maynard , Founder, True North Research	
Case Study: Vegemite 'Tastes Like Australia' campaign with Ash Barty – how this iconic partnership is serving up nostalgic connection	Nikia Shepherd , Free Thinker, Thinkerbell	
Case Study: The Ribbon of Strength Campaign – how this campaign went from strength to strength	Yasmin Armes , Group Account Director, Herd MSL Stephanie Doyle , Brand Director, Proctor & Gamble	
Case Study: Suncorp Team Girls – growing confidence in girls and brand investment	Rapthi Thanapalasingam , Head of Mass Brands & Sponsorships, Suncorp	
REIMAGINE INVESTMENT FOR WOMEN'S SPORT		1.30 – 2.15pm
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.		
Matching sponsorship values - through evidence, data and positioning	Ellen Purvis , Senior Account Manager, Nielsen Sport	
The Matildas investment journey - how the CBA partnership will elevate the women's game	Sarah Walsh , Head of Women's Football, Football Australia Dianne Everett , General Manager - Brand, Social & Sponsorship at Commonwealth Bank	
The power of major events to accelerate change - how the ICC T20 Women's Cricket World Cup 2020 became a defining moment that will leverage future investment	Nick Hockley , CEO, Cricket Australia	
VISIBILITY ECOSYSTEM		2.15 – 3.00pm
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.		
Panel: 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	Anna Cherry , National Head of Strategy, Spark Foundry Kim McConnie , Director of Marketing, KAYO Casey Dellacqua , Sports Commentator & Former Professional Tennis Player Annabelle Russell , Head of Media Publishers, Content Partnerships at TikTok	
THE WRAP – Summary and next steps		3:00 - 3:15pm
Summary and next steps	Karen Jones , CE, Office of Sport	
CLOSE	3:30pm	

