

TRENDSPOTTER '23

FORUM



DATE Tuesday 27 June 2023	VENUE Domain Theatre, Art Gallery of NSW	TIME 9.00am – 1.00pm
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Event MC: Kerry Turner

WELCOME AND INTRODUCTIONS		9.00am – 9.10am
Acknowledgement of Country	Marlee Silva, Author, Presenter, Sports Commentator	
Welcome	Karen Jones, CE, Office of Sport	
WHAT ARE THE CONSUMER TRENDS FOR '23 – WHERE ARE THE DIAMONDS?		9:10am – 10:00am
This session will delve into the consumer trends of the moment and the opportunities they present for brands, women's sport and the media landscape. These keynotes from industry leaders unpack, unlock and unleash how to build BIG brand love through a deep understanding of consumers in the sport and media landscapes.		
Discovering the Diamonds: What is the consumer state of play in 2023? What do brands need to do to capture the hearts and minds of consumers and drive meaningful change together?	Toby Boon, Director of Strategy & Client Solutions, Nine	
Unpack the Fan: Brands & Broadcasters – Shifting the Goalposts: The methodologies used to value men's sport are undervaluing women's sport. How can brands and broadcasters think differently about women's sport to unlock true value in the Australian marketplace.	Andrew Condon, Managing Director, Gemba	
BIG Brand Love Beyond the Bottom Line: Brands are building their value proposition through women's sport. How are they using media channels to gain maximum advantage and what does the future media landscape changing look like?	Jane Combes, National Head of Strategic Investment and Partnerships, OMD	
THE NEW WOMEN'S SPORT PLAYBOOK: CLEVER COLLABORATION		10.00am – 10.30am
Fans are packing the stands to see the Matilda's play. Brands are clamouring to be part of the action. In this session, we'll deep dive into how innovative partnerships are generating an unprecedented breadth and depth of investment that's changing the game for women's sport in Australia. How did brands uncover the opportunities and what is the new ROI?	Tom Rischbieth, Head of Commercial & Events, Football Australia Kerry Turner, Her Sport Her Way, Office of Sport	
Featuring insights and stories from Cadbury, The LEGO Group and other exciting partnerships		
MORNING TEA		10.30 – 11.00am

VISIBILITY MATTERS: WIDENING THE MEDIA PLAYING FIELD		11.00am - 11.30am
<p>Storytelling both on and off the field has provided a new and powerful way to engage with fans on broad entertainment platforms beyond sport. With Sam and Sarah featured in the Disney+ 'Matildas: The World at our Feet' docuseries, they will examine how these partnerships come to life, what happens behind the scenes and where the future opportunities are.</p>	<p>Sam Squiers, Sports Journalist, Author Sarah Walsh, Head of Women's Football, Women's World Cup Legacy & Inclusion, Football Australia</p>	
VISIBILITY MATTERS: AT THE CUSP OF CHANGE – WHAT'S NEXT		11.30am – 12.45pm
<p>To better understand the sports we love, we turn to journalists, commentators and experts. But when it comes to women's sport whose stories are we hearing, and whose remain untold? Who holds the mic, and who is kept on the sidelines? There is a strong demand for more women's voices from diverse backgrounds in sport, making female athletes and teams visible in ways that resonate with fans, creating meaningful interactions for partners.</p>		
<p>Panel – Why Visibility Matters Athletes and broadcasters have a frank discussion about the power of visibility and what's needed to change the landscape.</p>	<p>Stephanie Brantz, Sports Presenter, Chair Sports Diplomacy Advisory Council Rana Hussain, Champions of Change Coalition Program, Broadcaster Chloe Dalton, AFLW player, Founder of the Female Athlete Project, Olympic Gold Medallist, triple sport athlete Ellie Cole, Paralympian, Presenter, Inclusion & Disability Advocate Marlee Silva, Author, Presenter, Sports Commentator</p>	
<p>THE NEXT GEN – The Daily Aus x Nike Training Squad Following on from the Visibility Matters panel, we'll delve into how an innovative social-first news service is empowering young people to be part of conversations and why they have partnered with Nike to form The Training Squad, giving young female and gender-diverse sports journalists a head start.</p>	<p>Sam Koslowski, Co-Founder, The Daily Aus</p>	
<p>Clever Campaigns Turbocharge Visibility & Brand Values This segment will look at the ways brands are using creative investment to activate and drive visibility, growing the brands and the female sport sector together.</p>	<p>Will Koukouras, National Director of Sport & Entertainment, Publicis Groupe Marijke Spain, Creative Director, Leo Burnett</p>	
THE WRAP		12.45pm – 12.50pm
FORUM CLOSE & NETWORKING LUNCH		12.50pm



For more information on Her Sport Her Way, visit the Office of Sport website: www.sport.nsw.gov.au/hersportherway.