



# NATIONAL SPORTS CONVENTION

19-21 JULY 2017

PULLMAN ALBERT PARK, MELBOURNE

ENCOURAGING MORE PEOPLE TO PLAY, RECREATE AND PARTICIPATE IN SPORT

People and Programs • Partnerships • Sports Surfaces  
• Sport, Aquatic and Recreation Facilities

## PROGRAM

[www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)

Developed by the Industry for the Industry

KEY COLLABORATORS



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# NATIONAL SPORTS CONVENTION

## Welcome

It is a pleasure to welcome you to attend the second National Sports Convention. Building upon the 600+ participants last year, the organisers have worked closer with more industry collaborators to bring you a program of global, national and local speakers to share knowledge, strategies and case-studies with you. We invite you to join collaborators, speakers and sponsors at this unique event with a single vision:

To encourage more people to play, recreate and participate in community sport by developing the best programs, to activate the broader community, ensuring that activities and opportunities have places to play both indoors and outside.

## The National Sports Convention this year is offering:



### National Sports Convention Conference

Thursday 20th – Friday 21st July



### National Football Conference

Thursday 20th – Friday 21st July



### Community Sport Think Tank

Wednesday 19th July



### Sport and Recreation Expo

Thursday 20th July – Friday 21st July



### Australian Sport, Recreation and Play Innovation Awards

Thursday 20th July



### Sports Surfaces Tour

Wednesday 19th July



### Innovative Leisure Facilities Tour

Wednesday 19th July



### High Performance Centres of Excellence Tour

Wednesday 19th July

## Australian Sport, Recreation and Play Innovation Awards

As part of the National Sports Convention 2017, is the hosting of the Australian Sport, Recreation and Play Industry Innovation Awards. The purpose of the Awards is to recognise individuals, not-for-profits, commercial, play, recreation and sport sectors, in how they are being innovative to get more people active.

- 1. Programs, Activities or Events** – that have been developed to encourage the community to be more active in large numbers;
- 2. Sports Turf** – innovative solutions that encourage greater intensity and durability of sports fields in a manner that allows for greater usage;
- 3. Technological Solutions and Products** – for the Business to Business or the Business to Consumer markets that encourage more people to play sport or be active;
- 4. Play Grounds** – designs and developments that encourage more children to play, have fun and be active;
- 5. Young Innovator** – a young person (under 25) who has developed a program, space, activity, technological solution or innovative partnership that is encouraging more people to be active;
- 6. Marketing and Communications** – the packaging and communication of an opportunity in a manner that has encouraged more people to be active;
- 7. Facility Design and Development** – innovative design and management that creates an environment where more people are active (built and natural environments); and
- 8. The Sport, Recreation and Play Innovation Award** – this award will provide the prize and trophy for the National Sports Convention Sport, Recreation and Play Innovations Award. The winner will be chosen from one the above seven winners.

Each category will be independently assessed by a panel of industry experts.

As part of the National Sports Convention, the final three short listed applicants will be provided with an opportunity to display their innovation as part of the Sport and Recreation Expo so the industry can appreciate their innovations.

The awards will be presented on the night of Thursday 20th July at the Industry Networking & Awards Event in the National Sports Convention Expo area. Trophies and cash prizes are to be provided to all winners.

Enter at [www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)

**Australian Sport, Recreation and Play Innovation Awards Sponsored by**

**Sport**  
funder



# Collaborators, Sponsors and Industry Partners

The National Sports Convention 2017 has been developed with the support of our collaborators, our generous sponsors and the speakers who have travelled near and far to share their experiences on how Australia can really make a difference by encouraging more people to be active.

## COLLABORATORS



## SPONSORS

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## REPRESENTATIVE ORGANISATIONS

- 5 Sports
- ABS Sports Fields
- Asian Football Confederation (Asia)
- Auckland Council (NZ)
- Australian Sports Commission
- Australian Sports Foundation
- Basketball Australia
- Belgravia Leisure
- Benedict Industries
- Blacktown City Council
- Brimbank City Council
- Bury Football Club (UK)
- Canadian Parks and Recreation Association
- Central Coast Football
- City of Greater Geelong
- City of Monash
- Cricket Australia

- Desso (Europe)
- Duktag
- Federation University
- FieldTurf (Canada)
- FMG Consulting (UK)
- Football Federation Australia
- Football Federation Victoria
- Football NSW
- Geelong City Council
- Geelong Region Football Committee
- Grassman
- Gymnastics Victoria
- Heart Foundation
- HG Sports Turf
- Impactiv8
- Inside Edge
- Logan City Council (Qld)

- Maribyrnong City Council
- Maribyrnong Sports Academy
- Melbourne City FC
- Melbourne Victory FC
- Monash City Council
- Moreland City Council
- MOVE muscle, bone & joint health
- Netball Australia
- Office of Sport & Recreation South Australia
- Opus International Consultants
- Otium Planning Group
- Polar
- Polytan
- Professional Footballers Australia
- Singleton Council
- Smart Connection Consultancy
- Soccer 5's

- SportEng
- Sport and Recreation Victoria
- Sport England (UK)
- Sport New Zealand (NZ)
- SportsTG
- Sports and Play Industry Association
- Sydney FC
- Team App
- Tennis Australia
- Tuff Turf
- Turf One
- VicHealth
- Victoria University
- WA Department of Sport and Recreation
- Warren Green Consulting
- YMCA

# NSC PROGRAM DAY 1

## Thursday 20 July 2017

8.00am	<b>Registration</b>	
8.45am - 9.00am	<b>Welcome and Opening by Hon John Eren MP - Minister for Sport, Tourism and Major Events</b>	
9.00am-10.30am	<p><b>KEYNOTE SESSION 1</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 1: Global Insights Influencing Local Collaborations - England and Australia</b></p> <p><b>1. England: Growing Participation in Local Settings</b>  <i>Jennie Price, Chief Executive - Sport England</i></p> <p><b>2. Australia: Reimagining Sports Policy to Position Australia as the World's Most Successful Sporting Nation</b>  <i>Kate Palmer, Chief Executive Officer - Australian Sports Commission</i></p>	<p>Sponsored by</p> 
10.30am - 11.15am	<b>Morning Networking and Refreshment Break in Expo</b>	
11.15am - 12.45pm	<p><b>KEYNOTE SESSION 2</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 2: National Strategy Influencing Locally Led Delivery - New Zealand</b></p> <p><b>1. New Zealand: Locally Led Planning and Delivery</b>  <i>Peter Miskimmin, Chief Executive Officer - Sport New Zealand</i></p> <p><b>2. New Zealand: Customer Insights Driving Community Participation</b>  <i>Rob McGee, Head of Active Recreation for the Parks Sport and Recreation Department - Auckland Council</i></p>	<p>Sponsored by</p> 
12.45pm - 1.45pm	<p><b>Lunch and Networking in Expo</b> - Sponsored by</p> 	
1.45pm - 3.00pm	<p><b>STREAM 1</b>  <b>People and Programs</b></p> <p><b>Unpacking the Barriers to Participation and Identifying Solutions to Increase Community Sports Participation for Adolescents</b></p> <p><b>1. AusPlay - Understanding the Pathway Between Physical Activity and Recreation to Community Sport for Adolescents</b>  <i>Paul Fairweather, Deputy General Manager Sports Insights - Australian Sports Commission</i></p> <p><b>2. Round Table Discussion: Reducing the Large Drop-off in Participation Amongst Adolescents from a Sport and Participation Perspective</b>  <i>Ned Coten, Chairman - Basketball Australia; Mark Rendell, Chief Executive Officer - Gymnastics Australia; Tim Klar, General Manager - Participation Products - Netball Australia; Rebecca McDonald, Tennis in Schools Manager - Tennis Australia and Nick Buskens, Action Sports Manager - YMCA Victoria</i></p>	<p><b>STREAM 2</b>  <b>Partnerships</b></p> <p><b>Supporting Partnerships to Build Club Capacity and Provide Participation Opportunities</b></p> <p><b>1. Delivering Partnerships and Innovation to Improve Participation Outcomes</b>  <i>Graham Brimage, Director Strategic Policy and Regions - WA Department of Sport and Recreation</i></p> <p><b>2. Optimising Sport Peak Bodies and Government Support for Local Clubs to Grow Capacity</b>  <i>Ilia Houridis, Director, Facility Development and Infrastructure - Office of Recreation and Sport, South Australia</i></p> <p><b>3. Utilising IT and Apps to Support Local Clubs Build their Capacity, Capability and Financial Support</b>  <i>Rob Fletcher, General Manager - Team App</i></p>
	<p><b>STREAM 3</b>  <b>Sports Surfaces</b></p> <p>Sponsored by  </p> <p><b>Optimising Playing Capacity on Natural and Hybrid Fields</b></p> <p><b>1. Increasing Playing Capacity by Reducing Stress on Natural Turf Playing Fields</b>  <i>Murray Fraser, Soil Scientist - Benedict Industries</i></p> <p><b>2. Exploring Variations in Technology known as the Hybrid Surface</b>  <i>Erik Kinlon, General Manager - HG Sports Turf</i></p> <p><b>3. Incorporating Hybrid Technology into Playing Field Strategy, the Benefits to Local Government</b>  <i>Mark Bowater, Head of Parks Services - Auckland Council</i></p>	<p><b>STREAM 4</b>  <b>Sport, Aquatic and Recreation Facilities</b></p> <p><b>Aquatic and Recreation Centre Refurbishment and Redevelopments</b></p> <p><b>1. Incorporating Global Trends and Funding Strategies for Facility Developments</b>  <i>Andy Farr, Director - FMG Consulting (UK)</i></p> <p><b>2. Shifting the Paradigm for Community Leisure Centre Development and Management</b>  <i>Malcolm Kuhn, Manager, Leisure Services - City of Greater Geelong</i></p> <p><b>3. Redevelopment of Facilities with Flexible Design Space to Create Programmable Areas that Reposition Service Delivery in the Community</b>  <i>Kris Miller, Centre Manager - WaterMarc - Belgravia Leisure</i></p>

3.00pm - 3.45pm	<b>Afternoon Networking and Refreshment Break in Expo</b>	
3.45pm - 5.15pm	<b>STREAM 1 People and Programs</b>	<b>STREAM 2 Partnerships</b>
	<p><b>Growing Participation by Understanding the Health, Fitness and Sports Drivers for Active Participation for People Over 60 Years of Age</b></p> <p><b>1. Insights and Drivers of Participation for Over 60 Year Olds</b> <i>Michelle Wilson, National Manager – Walking and Community Engagement - Heart Foundation</i></p> <p><b>2. Solutions and Programs to Break Down the Barriers and Allow the Older Generation to Increase their Physical Activity</b> <i>Graham Brimage, Director Strategic Policy and Regions - WA Department of Sport and Recreation</i></p> <p><b>3. Approaches and Strategies for Sustained Engagement of Older People in Physical Activity and Recreation: The Recent Victorian Experience</b> <i>Genevieve Nolan, Programs Manager - MOVE muscle, bone &amp; joint health</i></p>	<p><b>Sport and Recreation Partnerships to Invest in Local Facilities</b></p> <p><b>1. An Evidence-based Approach to Facility Development Partnerships: Insights from the National Cricket Facility Audit</b> <i>Jake McMinn, National Community Facilities Manager - Cricket Australia</i></p> <p><b>2. An Approach to Drawing Collaborators Together and Maximising Potential Community Growth in Participation</b> <i>Warren Green, Managing Director - Warren Green Consulting</i></p> <p><b>3. Alternative Investment Models for Sport and Government Sectors to Grow Grass Roots Participation through Investment in Local Facilities</b> <i>Jamie Parsons, Chief Executive Officer - Gymnastics Victoria</i></p>
	<p><b>STREAM 3 Sports Surfaces</b></p> <p style="text-align: right;">Sponsored by <b>SPORTENG™</b></p>	<b>STREAM 4 Sport, Aquatic and Recreation Facilities</b>
	<p><b>Round Table Discussion: Synthetic Sports Fields – The Latest Designs and Standards for Future Innovations</b></p> <p><b>Exploring the Latest Technology, Solutions and Challenges from Experts in the Industry</b> <i>Martin Sheppard, Managing Director - Smart Connection Consultancy; Rob Kirkwood, National Sales Manager - Polytan Asia Pacific; Andrew Morrow, Senior Engineer - Turf One; Fraser Gehrig, Director - Tuff Turf and Anthony Saba, Director - Greenplay Australia</i></p>	<p><b>Understanding How to ‘Package and Promote’ Programs and Activities to Grow Community Participation in Recreation and Sport</b></p> <p><b>1. Understanding Consumer Insights will Assist the Development of Future Programs and Activities to Maximise Growth in Participation</b> <i>Rayoni Nelson, Acting Manager - Physical Activity, Sport &amp; Healthy Eating - VicHealth</i></p> <p><b>2. Redefining the Position of City Swim Schools to Increase Quality, Improve Brand Awareness and Grow Participation</b> <i>Ros Pullen, Marketing and Communications Coordinator and Kathy Rieksen, Blacktown Key Venues Aquatic &amp; Leisure Centres Coordinator - Blacktown City Council</i></p> <p><b>3. Activating your Community using Social Media</b> <i>Loren Bartley, Managing Director - Impactiv8</i></p>
5.15pm - 7.30pm	<p><b>Australian Sport, Recreation and Play Innovation Awards Industry Networking Evening - Expo Area sponsored by</b></p> 	

# REGISTER NOW

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*Program correct at time of printing.*

# NSC PROGRAM DAY 2

## Friday 21 July 2017

8.00am	<b>Registration</b>	
8.45am-10.15am	<p><b>KEYNOTE SESSION 3</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 3: A Collaborative Agenda to Achieve a Single Vision and Greater Participation - Canada and Asia</b></p> <p>Sponsored by </p> <p><b>1. Canada: A Framework for Recreation</b>  <i>Cathy Jo Noble, Executive Director - Canadian Parks and Recreation Association</i></p> <p><b>2. Asia: Understanding Cultural Differences to Grow Participation</b>  <i>Moya Dodd, Executive Committee Member - Asian Football Confederation (AFC); Chair, Women's Football Committee - AFC and Board Member - Football Federation Australia</i></p>	
10.15am - 11.00am	<b>Morning Networking and Refreshment Break in Expo</b>	
11.00am - 12.15pm	<p><b>KEYNOTE SESSION 4</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 4: Global Planning to Local Learning - National, State and Local Perspectives</b></p> <p>Sponsored by </p> <p><b>1. Innovative Approaches to Building Healthier Communities within Victoria</b>  <i>Jerril Rechter, Chief Executive Officer - VicHealth</i></p> <p><b>2. Value Proposition Planning</b>  <i>Kay Thomson, Strategic Policy Lead - Sport New Zealand</i></p> <p><b>3. A Strategy to Activate our Community</b>  <i>Nigel Brown, Sport, Leisure and Facilities Manager - Logan City Council (Qld)</i></p>	
12.15pm - 1.15pm	<p><b>Lunch and Networking in Expo</b> - Sponsored by </p>	
1.15pm - 2.30pm	<b>STREAM 1</b> <b>People and Programs</b>	<b>STREAM 2</b> <b>Partnerships</b>
	<p><b>Driving Gender Equality in Community Sport and Recreation</b></p> <p><b>1. Insights from Market Segmentation of Victorians Across Five Life Stages</b>  <i>Stefan Grun, Executive Manager - Marketing &amp; Communications - VicHealth</i></p> <p><b>2. Measuring the Impact of Policy to Encourage Females in Sport Clubs</b>  <i>Dr Clare Hanlon, Associate Professor, Sport Management - Victoria University</i></p> <p><b>3. How Gender Equality Policies and Strategies Can Guide Organisations and Impact on Development of Innovative Program and Solutions to Grow Participation</b>  <i>Renée Robson, Learning &amp; Organisational Development Manager - YMCA Victoria</i></p>	<p><b>Collaborating Between Local Government, Education, Sport and the Commercial Sectors</b></p> <p><b>1. Driving Strategy Between Education, Sport and Government to Open Schools for Recreation and Sport Usage</b>  <i>Justin Burney, Director, Sport and Recreation and Industry Development - Sport and Recreation Victoria</i></p> <p><b>2. Local and State Government Collaborations to Maximise Facility Development and Opportunity Creating Benefits for Schools and Local Communities</b>  <i>Andy Farr, Director - FMG Consulting (UK)</i></p> <p><b>3. Victoria's First State Sports School 10 Years on, Lessons Learnt and Future Direction</b>  <i>Mark McAllion, Sports Director - Maribymong Sports Academy</i></p>

	STREAM 3 Sports Surfaces	Sponsored by <b>SPORTENG™</b>	STREAM 4 Sport, Aquatic and Recreation Facilities
1.15pm - 2.30pm	<p><b>Challenging the Status Quo: Designing Sustainable Sports Hubs that are Carbon Neutral</b></p> <p><b>Innovative Technology to Support Green Engineering for Future designs of Sporting Hubs</b> <i>Martin Sheppard, Managing Director - Smart Connection Consultancy</i></p> <p><b>Designing a Sustainable Sports Hub that combines Sustainability, Innovation, and Green Infrastructure</b> <i>Mark Bowater, Head of Parks Services - Auckland Council and Tracy Talbot, Work Group Manager Infrastructure Development - Opus International Consultants Ltd</i></p>		<p><b>Planning and Designing Facilities for the Next Generations of Users</b></p> <p><b>Sport and Recreation Spatial – Sport Participation Trends and Future Facility Requirements</b> <i>Rochelle Eime, Associate Professor - Federation University and Victoria University</i></p> <p><b>State Government Strategic Support for Local Provision - A Joint Vision for Collaborators to Invest Resources in the Same Priorities</b> <i>Ilia Houridis, Director, Facility Development and Infrastructure - Office of Recreation and Sport, South Australia</i></p> <p><b>Innovation and Design, Funding, and Management of Facilities to Entice Future Generations of Users</b> <i>Michael King, Director - Otium Planning Group</i></p>
2.30pm - 3.15pm	<b>Afternoon Networking and Refreshment Break in Expo</b>		
3.15pm - 4.15pm	<p><b>KEYNOTE SESSION 5</b> <b>The Future of Community Sport and Recreation in Australia</b> A ‘fireside’ interview with key Australian and global policy makers on the future needs to grow participation in recreation and sport.</p> <p><i>Kate Palmer, Chief Executive Officer - Australian Sports Commission</i> <i>Jennie Price, Chief Executive - Sport England</i> <i>Jerril Rechter, Chief Executive Officer - VicHealth</i> <i>Anthony Moore, Chief Executive Officer - Basketball Australia</i> <i>Jason Linnane - General Manager - Singleton Council</i> <i>Dr Andi Diamond, Chief Executive Officer - Monash City Council</i> <i>Peter Miskimmin, Chief Executive Officer - Sport New Zealand</i> <i>Glen McGoldrick, Chief Executive Officer - SportsTG</i></p>		<p>Sponsored by</p> 
4.15pm	<b>Convention and Expo Closes</b>		

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## KEYNOTE SESSION 1

Thursday 20th July, 9.00am-10.30am

### Activating Broader Community Participation in Sport and Recreation Part 1: Global Insights Influencing Local Collaborations - England and Australia



#### England: Growing Participation in Local Settings

Jennie Price, Chief Executive - Sport England

Organisations must appreciate the local needs from a health, physical activity, community and sporting perspective to facilitate collaborations to drive participation in community sport and recreation. Jennie will speak about what Sport England has learnt from 'place based metrics' to grow participation with the Phase 2 of This Girl Can and the Core City Campaigns including the new citywide pilot funding projects.

*Jennie Price, a barrister by training, has been at Sport England since April 2007. Under her leadership Sport England has seen the number of people regularly participating in sport grow by 1.6m people since London won the bid to host the Olympic Games in 2012 and, most recently, Jennie has led the team that commissioned the multi-award winning This Girl Can Campaign, which has received widespread support and acclaim.*

*Prior to joining Sport England, Jennie was the founding Chief Executive of WRAP (Waste & Resources Action Programme) who oversaw an increase in the UK's domestic recycling rate from 13% to over 30%. Before heading WRAP, Jennie Price spent 17 years in the construction industry, first as a lawyer and then as Chief Executive of the Major Contractors Group and the Construction Confederation. Jennie has also written two text books on construction law. Jennie is a Visiting Fellow at the Cranfield School of Management, Chair of the Lottery Forum and the Youth United Foundation. Additionally, in January 2017 she joined the Step Up To Serve Advisory Council, convened by HRH The Prince of Wales.*



#### Australia: Reimagining Sports Policy to Position Australia as the World's Most Successful Sporting Nation

Kate Palmer, Chief Executive Officer - Australian Sports Commission

The Australian Sports Commission's Future Direction - Alignment of sports, health and education strategies from national to local level embracing a collaborative approach to grow participation between sport, education, government and the commercial sectors.

*Kate Palmer started as the Chief Executive Officer of the Australian Sports Commission in January 2017. Prior to this, she spent ten years as Chief Executive Officer of Netball Australia. During this time, netball has grown to be among the largest participation sports in Australia, the Diamonds have remained on top of their sport worldwide, Netball Australia's revenue has more than tripled in seven years and the national netball competition has been re-imagined twice and now has a major free-to-air media partner.*

*As well as being CEO of Netball Australia, Kate has been Chair of the Victorian Institute of Sport, CEO of Netball Victoria, a coach, a regional coordinator, a volunteer and a participant. Kate has an Honours degree in Sport Science and a Masters in Sport Management. In her leadership positions in Australian sport, Kate has created high performing organisations which have excelled in high performance and growing community participation, with good governance and people management. She has a successful track record of leading transformative organisational change.*

## KEYNOTE SESSION 2

Thursday 20th July, 11.15am-12.45pm

### Activating Broader Community Participation in Sport and Recreation Part 2: National Strategy Influencing Locally Led Delivery - New Zealand



#### New Zealand: Locally Led Planning and Delivery

Peter Miskimmin, Chief Executive Officer - Sport New Zealand

Peter will speak to Sport NZ's new 'locally-led delivery' approach which brings community development principles to the sport and active recreation context. Thinking and acting locally is a more sustainable way to activating all communities, especially those who are identified as low-participation communities.

*Peter Miskimmin has a wealth of experience as an athlete, coach and sports leader.*

*Peter was appointed Chief Executive of Sport NZ in 2008. Since then he has overseen New Zealand's most successful Olympic Games (Beijing, London and Rio) and driven a significant step change in community sport thinking and implementation.*

*Prior to his time at Sport NZ Peter spent 17 years at New Zealand Post, where he held a number of senior management roles in the sales, marketing and commercial sides of the business.*

*A two time Olympian (Los Angeles and Barcelona), Peter has been Captain of the New Zealand Men's Hockey Team, played 150 test matches for his country and twice won the New Zealand Hockey Player of the Year Award. He is currently a selector for the national men's side, the Black Sticks.*

*Peter has coached at provincial and international level, winning national titles on several occasions. He coached the Junior Black Sticks at the 2009 Junior Hockey World Cup where the team (ranked 12th) finished 4th. He continues to volunteer as a Premier 1 coach at his local hockey club.*

*He has served on the Boards of the New Zealand Olympic Committee and the New Zealand Sports Foundation and SPARC. He was member of the New Zealand Olympic Committee's Athletes Commission for ten years (1992 - 2000) and was Chair for eight of those years. In 2000 Peter established the Olympic Club of NZ and was President for twelve years. He has also attended the 2000 Sydney Olympic Games as Head of Athlete Services within the New Zealand Games management team.*



#### New Zealand: Customer Insights Driving Community Participation

Rob McGee, Head of Active Recreation for the Parks Sport and Recreation Department - Auckland Council

How Local Government has used customer insights to rethink its approach and develop a unique value proposition that takes a whole of Council approach to inspire the community to be active.

*With 11 years' experience in the public sector in Auckland, Rob has been part of, and led, significant change in the Sport and Recreation sector and Local Government in Auckland during that time. Rob played a key role in the transition of the Parks, Sport and Recreation functions from 8 legacy Councils into the new Auckland Council Super City, lead the implementation of the free swimming policy for all 16 years and under giving them free access to all swimming pools across the city and, brought together and leads, Council's network of 42 Pool and Leisure Centres under a single business unit.*



The one thing that has been consistent during those 11 years has been change, and the need to keep evolving. With a rapidly changing and growing city, greater pressures on people's time and resources, increased competition in the fitness industry and a continual push to do more with less, Leisure has had to rethink their value proposition and adjust to the changing market. Rob will talk about how they have used customer insight, research and strategies to create a unique value proposition and how they are bringing this concept of being customer centric to life.

### KEYNOTE SESSION 3

Friday 21st July, 8.45am-10.15am

#### Activating Broader Community Participation in Sport and Recreation Part 3: A Collaborative Agenda to Achieve a Single Vision, Greater Participation - Canada and Asia



##### Canada: A Framework for Recreation

Cathy Jo Noble, Executive Director - Canadian Parks and Recreation Association

The Framework for Recreation in Canada – A joint initiative between the government and the Canadian Parks and Recreation Association to create and implement a Recreation Framework to increase community, regional and national recreation and sport participation.

Located in Ottawa Canada, Cathy Jo (CJ) Noble has served as the Executive Director of the Canadian Parks and Recreation Association (CPRA) since 2011. During her time at CPRA, CJ has renewed the Association's influence, profile and contribution to the Canadian parks and recreation sector. CJ led the development and now the implementation of the Framework for Recreation in Canada – a national policy that is a joint initiative between CPRA and the government. CJ has also been a contributor to the Canadian Sport Policy and the pending Physical Activity Framework for Canada.

Prior to her role at CPRA, CJ was a Vice-President at an international consulting firm where she led the government relations practice. Previously, CJ worked as a chief of staff to federal cabinet ministers on Parliament Hill.

CJ has an Honours Degree in political science from Wilfrid Laurier University. She also graduated from the AALP Executive Leadership Program at the University of Guelph.

CJ volunteers her skills and expertise to several community initiatives focused on mental health and food security.



##### Asia: Understanding Cultural Differences to Grow Participation

Moya Dodd, Executive Committee Member - Asian Football Confederation (AFC); Chair, Women's Football Committee - AFC and Board Member - Football Federation Australia

Taking lessons of inclusion, solidarity and cultural exchange from FIFA and the Asian Football Confederation to grow football participation in Australia and beyond.

Moya Dodd is a Partner at Gilbert+Tobin Lawyers, and a member of the Asian Football Confederation's Executive Committee, and the Football Federation Australia Board. She was also one of the first few women on FIFA's Executive Committee, from 2013-2016.

A former Australian team vice-captain with the "Matildas", she was educated at Adelaide University where she gained an Honours degree in Law, and edited the student newspaper. She worked as

a Judge's Associate at the Supreme Court then spent her early career in private practice and in-house legal roles while completing her MBA at the Australian Graduate School of Management. She then worked in commercial and consulting roles in the media and telecommunications industries, and is now a Partner in the competition and regulation group at Gilbert+Tobin Lawyers. She serves on the AFC Legal Committee, and is a member of the ICAS, the governing body of the Court of Arbitration for Sport. As one of the first three women on the FIFA Executive Committee (appointed 108 years after the organisation was formed) Moya has focused on women's participation in football. She chairs the AFC Women's Football Committee, is Deputy Chair of the FIFA Women's Football Committee, and chairs FIFA's Task Force on Women's Football. She has been an active voice for gender equality in the FIFA reform process through the #womeninFIFA campaign. She was listed in World Soccer magazine's People of the Year in 2013, and named as the overall winner of the AFR Westpac Women of Influence awards and Women's Health magazine's Person of Sporting Influence in 2016. She also received the IOC Women and Sport Award 2016 for Oceania.

### KEYNOTE SESSION 4

Friday 21st July, 11.00am-12.15pm

#### Activating Broader Community Participation in Sport and Recreation Part 4: Global Planning to Local Learning - National, State and Local Perspectives



##### Innovative Approaches to Building Healthier Communities within Victoria

Jerril Rechter, Chief Executive Officer - VicHealth

Innovative planning, initiatives, and research to support a coordinated approach to activate participation and use of community spaces and places.

Jerril Rechter is the CEO of VicHealth in Victoria, Australia. She has extensive leadership experience across government and not-for-profit sectors. A World Health Organization Advisor and Chair of the International Network of Health Promotion Foundations, Jerril is also a past and current member of numerous boards and committees in government and not-for-profit sectors. These include several Victorian Government ministerial committees including being chair of the Justice Health and Ministerial Advisory Committee and member of the Inquiry into Women and Girls in Sport and Active Recreation.

Jerril regularly presents at conferences and events in Australia and internationally regarding health promotion and innovations to improve health and wellbeing. In 2016, Jerril's presentations included at the 6th ISPAH International Congress on Physical Activity and Public Health in Bangkok and the 2016 National Sports Convention in Sydney.

Jerril is a recipient of Fellowships from the Winston Churchill Memorial Trust, Australia Council, Harvard Club of Australia and the Australian Davos Forum-Future Summit. In 2015, she was named Victorian winner of the Government and Academia category at the prestigious Telstra Victoria Business Woman of the Year Awards. Jerril is a Graduate of the Australian Institute of Company Directors and holds a Master of Business Leadership from RMIT University in Melbourne.

#### Sponsored By





## Value Proposition Planning

Kay Thomson, Strategic Policy Lead - Sport New Zealand

A Social Investment Approach – Understanding and aligning the value of sport and physical activity.

Kay has worked in variety of health promotion and health and sport policy roles at local, regional and national level both in New Zealand and the UK. Recently returned from London, Kay led on all aspects of Sport England's health and inactivity work, including the contract management of \$25 million pounds of Lottery investment which supported inactive people into regular activity. An enthusiast for an evidence based approach which incorporates pragmatic evaluation Kay is now working at Sport NZ where she has been leading recent work to develop an evidence based, social investment approach which supports and validates their value proposition.



## A Strategy to Activate our Community

Nigel Brown, Sport, Leisure and Facilities Manager - Logan City Council (Qld)

Logan City Council has developed the Active Logan Strategy 2016-2028 that provides a long-term vision to increase community levels of physical activity and participation in sport and recreation activities. The Strategy links together active spaces, active people and active organisations. It is a unique whole of community strategy that is being delivered across Council. Nigel will present the journey, its development, key challenges and outcomes.

Nigel Brown is the Sport, Leisure and Facilities Manager for the City of Logan, which is the fifth largest Local Government Authority in Australia. Nigel has more than 30 years' experience in both state and local government and the not-for-profit sector. Over the past 20 years, Nigel has witnessed the growth in the provision of vital community infrastructure in response to the needs of the rapidly growing Logan community. During this time, Nigel has overseen the planning, construction and ongoing management of sport, recreation and community facilities in the city including the Logan Entertainment Centre, aquatic centres, indoor sports centres and numerous other community facilities.

In addition to his role in community infrastructure development, Nigel and his team have also set the strategic direction for the city to enable the building of healthier, more active communities through an organisation wide approach linking people, places and organisations under the Active Logan Strategy 2016-2028.

## KEYNOTE SESSION 5

Friday 21st July, 3.15pm-4.15pm

### Q&A Session: The Future of Community Sport and Recreation in Australia

Kate Palmer, Chief Executive Officer - Australian Sports Commission; Jennie Price, Chief Executive - Sport England; Jerril Rechter, Chief Executive Officer - VicHealth; Anthony Moore, Chief Executive Officer - Basketball Australia; Jason Linnane - General Manager - Singleton Council; Dr Andi Diamond, Chief Executive Officer - Monash City Council; Peter Miskimmin, Chief Executive Officer - Sport New Zealand and Glen McGoldrick, Chief Executive Officer - SportsTG

A 'fireside' interview with key Australian and global policy makers on the future needs to grow participation in recreation and sport.



Anthony Moore has worked in elite sporting organisations for more than 20 years, holding a number of senior commercial positions across basketball, cricket and football. From building a licensing program off the back of Michael Jordan and the Chicago Bulls at NBA Australasia in the mid-1990s to the world dominance of Steve Waugh's Australian Cricket Team in the early days of the new millennium, Anthony has been comprehensively engaged with the commercial engines of high performing global sporting organisations.

Using this experience, Anthony has built a career in the commercial operation of Australian Rules football teams.

Harnessing the passion and emotion of team sport, Anthony worked with Richmond Football Club and St Kilda Football Club for a total of 10 AFL seasons – experiencing the highs with consecutive AFL Grand Final appearances with St Kilda FC in 2009 and 2010, as well as the valuable learning experiences associated with lows such as Richmond FC's last place in 2004.

Anthony joined the Australian Sports Commission in June 2013 to lead the Participation & Sustainable Sports Division and work with the leaders of Australian sports to build stronger, more effective and commercially successful organisations.



Jason Linnane commenced as the General Manager at Singleton Council in March 2016. Prior to this engagement, Jason held a number of middle, senior and executive management roles. Jason's local government career spans some 25 year and he has experiences in every facet of the industry. Prior to joining Singleton Council, Jason was the Group Manager-Facilities and Services, at Port Stephens Council.

Jason has an Applied Science Degree and post-graduate qualifications in management and commerce. He is a passionate supporter of the role that sport plays in developing social capital and health outcomes, especially in regional and rural communities. He has led many strategic and operational programs relating to the provision of sport and community recreation programs and facilities. He is an avid sportsperson who has served time on many committees and boards in a volunteer capacity.



Dr Andi Diamond has served as Chief Executive Officer of Monash Council, one of Victoria's most populous municipalities, for almost five years. In this role, she oversees a \$170 million budget and a workforce of 770 equivalent full time staff. Prior to her current role, she served as CEO of Yarra Council for four years. She holds a BA Soc Work, Master of Business Administration and a Doctorate of Business and GAICD.

She started her career as a social worker, working as part of Victoria's first sexual assault team. Her career in local government grew after she took on manager and director roles at Boroondara Council, Shire of Melton and Monash Council.

Andi is the current President of the Metropolitan Fire and Emergency Services Board.



Glen McGoldrick is the CEO of SportsTG, a leading provider of digital solutions to the sports industry with offices in Australia, New Zealand and the United Kingdom. SportsTG is the company borne out of the merger of IMG Sports Technology Group and Fox Sports Pulse. Glen founded IMG Sports Technology Group in 2004 and has overseen the company since its inception. Glen is a passionate sports fan, in particular of AFL and his beloved Melbourne Demons. He is passionate about helping sporting clubs and organisations maximise their engagement with members, participants and fans, and finding new ways to enable them to communicate and engage more reliably, efficiently and simply.

## People and Programs

Thursday 20 July

1.45pm - 3.00pm

### Unpacking the Barriers to Participation and Identifying Solutions to Increase Community Sports Participation for Adolescents

#### 1. AusPlay - Understanding the Pathway between Physical Activity and Recreation to Community Sport for Adolescents

*Paul Fairweather, Deputy General Manager Sports Insights - Australian Sports Commission*

The Ausplay research, 12 months of data collection, identifying how should this be used for planning and program development.

#### 2. Round Table Discussion: Reducing the Large Drop-off in Participation Amongst Adolescents from a Sport and Participation Perspective

Industry Panel Session: Changing trends in participation for adolescents is resulting in sport and recreation service providers changing their offerings to encourage greater retention. What does the future adolescent offering look like and what impact does this have on facility development?

*Ned Coten, Chairman - Basketball Australia; Mark Rendell, Chief Executive Officer - Gymnastics Australia; Tim Klar, General Manager - Participation Products - Netball Australia; Rebecca McDonald, Tennis in Schools Manager - Tennis Australia and Nick Buskens, Action Sports Manager - YMCA Victoria*

3.45pm - 5.15pm

### Growing Participation by Understanding the Health, Fitness and Sports Drivers for Active Participation for People Over 60 Years of Age

#### 1. Insights and Drivers of Participation for Over 60 Year Olds

*Michelle Wilson, National Manager, Walking and Community Engagement - Heart Foundation*

To explore the size of opportunity for people aged over 60 in recreation and sport, and identify their health and fitness drivers.

#### 2. Solutions and Programs to Break Down the Barriers and Allow the Older Generation to Increase their Physical Activity

*Graham Brimage, Director Strategic Policy and Regions - WA Department of Sport and Recreation*

Challenges and barriers have resulted in the development of strategies such as financial incentives to people over 60, to participate at sport clubs and in centres.

#### 3. Approaches and Strategies for Sustained Engagement of Older People in Physical Activity and Recreation: The Recent Victorian Experience

*Genevieve Nolan, Programs Manager - MOVE muscle, bone & joint health*

The lessons from the first 18 months of the Victorian Active Ageing Partnership provide valuable information to better position local government, sport and commercial organisations in engaging older people in their physical activity and recreation programs.

Friday 21 July

1.15pm - 2.30pm

### Driving Gender Equality in Community Sport and Recreation

#### 1. Insights from Market Segmentation of Victorians Across Five Life Stages

*Stefan Grun, Executive Manager - Marketing & Communications - VicHealth*

Understanding female needs, attitudes and triggers to become more active.

#### 2. Measuring the Impact of Policy to Encourage Females in Sport Clubs

*Dr Clare Hanlon, Associate Professor, Sport Management - Victoria University*

Measuring the impact of local government policy on sport clubs and their female members as leaders and participants in sport - a reality check and opportunities.

#### 3. How Gender Equality Policies and Strategies Can Guide Organisations and Impact on Development of Innovative Program and Solutions to Grow Participation

*Renée Robson, Learning & Organisational Development Manager - YMCA Victoria*

YMCA Victoria's gender equality journey: from project to business as usual. How organisational policies have benefited our people and our communities.



## Partnerships

Thursday 20 July

1.45pm - 3.00pm

### Supporting Partnerships to Build Club Capacity and Provide Participation Opportunities

#### 1. Delivering Partnerships and Innovation to Improve Participation Outcomes

*Graham Brimage, Director Strategic Policy and Regions - WA Department of Sport and Recreation*

To build a club's volunteer base by building capacity, systems, and financing with support from State Government - from strategy to implementation.

#### 2. Optimising Sport Peak Bodies and Government Support for Local Clubs to Grow Capacity

*Ilia Houridis, Director, Facility Development and Infrastructure - Office of Recreation and Sport, South Australia*

Sport peak bodies and government supporting local clubs to grow and sustain capacity.

#### 3. Utilising IT and Apps to Support Local Clubs Build their Capacity, Capability and Financial Support

*Rob Fletcher, General Manager - Team App*

ePlatforms and tools for sport and government sectors to use for community clubs to assist growth and sustainability.

3.45pm - 5.15pm

### Sport and Recreation Partnerships to Invest in Local Facilities

#### 1. An Evidence-based Approach to Facility Development Partnerships: Insights from the National Cricket Facility Audit

*Jake McMinn, National Community Facilities Manager - Cricket Australia*

By understanding the state of the community cricket facilities across Australia, Cricket are working closely with government, education and associations to ensure that facility development caters for the needs of local communities. Based on a National Cricket Facility Audit, this presentation will identify how findings can be applied at the local level and how partners benefit from this approach to facility planning.

#### 2. An Approach to Drawing Collaborators Together and Maximising Potential Community Growth in Participation

*Warren Green, Managing Director - Warren Green Consulting*

The Planning Process - Tools for developing cross-sector partnerships and generating excitement, long term vision, and optimal outcomes for the community.

#### 3. Alternative Investment Models for Sport and Government Sectors to Grow Grass Roots Participation through Investment in Local Facilities

*Jamie Parsons, Chief Executive Officer - Gymnastics Victoria*

The development of sport programs for leisure centres and public and commercial partnerships in local communities.

Friday 21 July

1.15pm - 2.30pm

### Collaborating Between Local Government, Education, Sport and the Commercial Sectors

#### 1. Driving Strategy Between Education, Sport and Government to Open Schools for Recreation and Sport Usage

*Justin Burney, Director, Sport and Recreation and Industry Development - Sport and Recreation Victoria*

Insights driving strategy of government investment into local school sports facilities for community recreation and sport.

#### 2. Local and State Government Collaborations to Maximise Facility Development and Opportunity Creating Benefits for Schools and Local Communities

*Andy Farr, Director - FMG Consulting (UK)*

UK Trends in the Co-location of leisure and community facilities including libraries, community care facilities and GP surgeries with sport and active recreation facilities. Exploring case studies from inner city centres and regional country settings.

#### 3. Victoria's First State Sports School 10 Years on, Lessons Learnt and Future Direction

*Mark McAllion, Sports Director - Maribyrnong Sports Academy*

The benefits of working with sports for the local community.



## Sports Surfaces

Thursday 20 July

1.45pm - 3.00pm

### Optimising Playing Capacity on Natural and Hybrid Fields

#### 1. Increasing Playing Capacity by Reducing Stress on Natural Turf Playing Fields

*Murray Fraser, Soil Scientist - Benedict Industries*

Improved grass species, better management and maintenance practices based on evidence and research can reduce the stress on natural turf, resulting in increased playing capacity.

#### 2. Exploring Variations in Technology known as the Hybrid Surface

*Erik Kinlon, General Manager - HG Sports Turf*

To understand the variety, structures, and cost of Hybrid turf and what to use for different purposes.

#### 3. Incorporating Hybrid Technology into Playing Field Strategy, the Benefits to Local Government

*Mark Bowater, Head of Parks Services - Auckland Council*

The adoption of hybrid sports turf technology resulting in a significant increase in field capacity without the environmental change associated with a full synthetic pitch.

3.45pm - 5.15pm

### Synthetic Sports Fields – The Latest Designs and Standards for Future Innovations

#### Exploring the Latest Technology, Solutions and Challenges from Experts in the Industry

*Martin Sheppard, Managing Director - Smart Connection Consultancy; Rob Kirkwood, National Sales Manager - Polytan Asia Pacific; Andrew Morrow, Senior Engineer - Turf One; Fraser Gehrig, Director - Tuff Turf and Anthony Saba, Director - Greenplay Australia*

Industry Panel Session: Key manufacturers, suppliers, agents, and Sport in Australia will share the latest technology and approaches to heat management, health and environmental fears, field life expectancy, maintenance, and preparation of the procurement process.

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Friday 21 July

1.15pm - 2.30pm

### Challenging the Status Quo: Designing Sustainable Sports Hubs that are Carbon Neutral

#### 1. Innovative Technology to Support Green Engineering for Future Designs of Sporting Hubs

*Martin Sheppard, Managing Director - Smart Connection Consultancy*

Innovative technology to reduce carbon footprint, including kinetic plates, solar and wind energy, use of green engineering principles and lights.

#### 2. Designing a Sustainable Sports Hub that combines Sustainability, Innovation, and Green Infrastructure

*Mark Bowater, Head of Parks Services - Auckland Council and Tracy Talbot, Work Group Manager Infrastructure Development - Opus International Consultants Ltd*

Scott Point sports hub in Hobsonville, Auckland, NZ will be designed and built as a model 'sustainable sports hub'. For Auckland Council this is an opportunity to implement green infrastructure principles and green engineering technologies. In addition, the IS (Infrastructure Sustainability) rating tool will be incorporated throughout the design and construction process, which will be the first time this tool has been applied to a parks based project in New Zealand.



## Sport, Aquatic and Recreation Facilities

Thursday 20 July

1.45pm - 3.00pm

### Aquatic and Recreation Centre Refurbishment and Redevelopments

#### 1. Incorporating Global Trends and Funding Strategies for Facility Development

*Andy Farr, Director - FMG Consulting (UK)*

Globally many local councils and governments are investing in leisure provision for health reason, economic regeneration, place-making and marketing. Exploring the latest alternative types of facility offering that will encourage a different type of customer to traditional leisure centres. The UK case-studies will explore indoor climbing, adventure play, skiplex, high ropes and skate parks.

#### 2. Shifting the Paradigm for Community Leisure Centre Development and Management

*Malcolm Kuhn, Manager, Leisure Services - City of Greater Geelong*

A holistic and focused approach by local government on health and community outcomes - innovative designs, needs, and refurbishments to maximize usage of indoor aquatic, recreation and leisure centres.

#### 3. Redevelopment of Facilities with Flexible Design Space to Create Programmable Areas that Reposition Service Delivery in the Community

*Kris Miller, Centre Manager - WaterMarc - Belgravia Leisure*

WaterMarc Stage 2 development includes the relocation of Council offices above the centre, allowing additional flexible space to be redeveloped into functional program spaces. Belgravia Leisure is working with Banyule Council on the design that repositions the services to a full service delivery model while also ensuring that those in need to concessions are catered for at the Centre.

3.45pm - 5.15pm

### Understanding how to 'Package and Promote' Programs and Activities to Grow Community Participation in Recreation and Sport

#### 1. Understanding Consumer Insights will Assist the Development of Future Programs and Activities to Maximise Growth in Participation

*Rayoni Nelson, Acting Manager - Physical Activity, Sport & Healthy Eating - VicHealth*

Consumer insights to designing and delivering new social sport programs - key opportunities, challenges, and learnings for the sport sector.

#### 2. Redefining the Position of City Swim Schools to Increase Quality, Improve Brand Awareness and Grow Participation

*Ros Pullen, Marketing and Communications Coordinator and Kathy Rieksen, Blacktown Key Venues Aquatic & Leisure Centres Coordinator - Blacktown City Council*

Repositioning municipality learn to swim programs and integrating

separate swim schools into a single product offering, to create streamlined and financial benefits that generate in excess of 8,000 participants weekly.

#### 3. Activating your Community using Social Media

*Loren Bartley, Managing Director - Impactiv8*

Developing creative campaigns to optimise the communication messages that will increase the likelihood of activating your target audience.

Friday 21 July

1.15pm - 2.30pm

### Planning and Designing Facilities for the Next Generations of Users

#### 1. Sport and Recreation Spatial – Sport Participation Trends and Future Facility Requirements

*Rochelle Eime, Associate Professor - Federation University and Victoria University*

Sport participation and demographic trends for the future, the probable impacts on activities and programs, and the associated facility needs.

#### 2. State Government Strategic Support for Local Provision - A Joint Vision for Collaborators to Invest Resources in the Same Priorities

*Ilia Houridis, Director, Facility Development and Infrastructure - Office of Recreation and Sport, South Australia*

How government is looking to support local community sport and recreation facilities.

#### 3. Innovation and Design, Funding, and Management of Facilities to Entice Future Generations of Users

*Michael King, Director - Otium Planning Group*

The trends for future Australian facilities projects, what clients need to consider, and funding sources available.



## Sports Surfaces Tour

**Wednesday 19th July**

As the community continues to grow many local sports, local governments and education suppliers need more space to play sport. The

Sports Surfaces Tour explores the latest technology and thinking around how to increase carrying capacity of natural, hybrid, synthetic sports turf and other hard sport surfaces.

The Tour will hear from industry experts on how the latest technology is being used and embraced by the industry with hands-on visits around Melbourne.

The Tour will include sites that showcase:

- Natural Grass – latest thinking, experiences on latest species and management practices to increase playing capacity
- Hybrid Surfaces – showing the different kinds of ‘hybrid’ surfaces and how they are being used for full fields and to reinforce high wear areas such as goal mouths etc.
- Synthetic surfaces – showcasing the latest designs and technology
- Synthetic Surface Factory Tour

The Tour will visit the NSC Platinum Sponsors at Polytan/APT manufacturing plant in Dandenong to enable participants to view the turf being produced from the yarn, the carpet and appreciate how a typical field will be developed.

The Tour departs from the Pullman Hotel Albert Park at 9.00am and will return at 4.00pm, includes lunch and is limited to 50 people. Cost of the Tour will be \$125 +GST per person.

Sponsored by **SPORTENG™**  smart connection consultancy



## Innovative Leisure Facilities Tour

**Wednesday 19th July**

The provision of community aquatic, leisure and sports centres continues to evolve and attract the broadest community, with centres embracing holistic health services and their designs.

Working with Victoria’s leading peak body for community aquatic and leisure centres this Tour will visit some of the latest facilities and listen to the leading architects and thinkers on where facilities will be going over the next 20+ years.

The Tour will visit key sites around Melbourne and these will be confirmed soon, including:

- Commercial Leisure Provision – What is it that makes the commercial sector’s packaging of content so appealing for an increased number of people? We will visit one of Melbourne’s busiest facilities to find out why.
- Leisure Centres – Exploring the latest designs for aquatics, recreation, fitness and programming that encourages the greatest participation into the community.
- Health, Wellness and Fitness – With such a large proportion of the community now embracing exercise, recreation and sport for fitness, what are the latest facility designs, technology integration and member experiences being offered?

Final details to be released on the website soon.

The Tour departs from the Pullman Hotel Albert Park at 9.15am and will return around 4.15pm, includes lunch and is limited to 50 people. Cost of the Tour will be \$125 +GST per person.

Sponsored by **PEDDLE THORP**



## High Performance Centres of Excellence Tour

**Wednesday 19th July**

Professional sport continues to embrace the latest technology into their facilities to enhance the ability of athletes.

What does this mean for accessibility to the community and what can be learned?

This Tour aims at show-casing some unique designs, technology and thinking on what some key sports are designing and which aspects could be transferrable for community facilities.

The Tour will include visiting sites that have developed unique designs and offerings:

- Maribyrnong Sports Academy – Victoria’s only sports high school that has over the past 10 years achieved dozens of junior international athletes in almost 20 sports. Relationships with most of the States Sports Organisations’ own High Performance staff ensures a seamless pathway is achieved. The facilities are open to the public.
- Victoria University Institute of Sport, Exercise and Active Living - including the latest sports science testing laboratories at a high altitude hotel.
- Western Bulldogs Whitten Oval - where the AFL Premiers train alongside university students and the community.
- Two other elite sporting facilities will also be visited during the day.

The Tour departs from the Pullman Hotel Albert Park at 9.30am and will return approx. 4.30pm, includes lunch and is limited to 50 people. Cost of the Tour will be \$125 +GST per person.

Register at [www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)



# NFC PROGRAM DAY 1

## Thursday 20 July 2017



8.00am	<b>Registration</b>
8.45am - 9.00am	<b>Welcome and Opening by Hon John Eren MP - Minister for Sport, Tourism and Major Events</b>
9.00am - 10.30am	<p><b>KEYNOTE SESSION 1</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 1: Global Insights Influencing Local Collaborations - England and Australia</b></p> <p><b>1. England: Growing Participation in Local Settings</b>  <i>Jennie Price, Chief Executive - Sport England</i></p> <p><b>2. Australia: Reimagining Sports Policy to Position Australia as the World's Most Successful Sporting Nation</b>  <i>Kate Palmer, Chief Executive Officer - Australian Sports Commission</i></p>
10.30am - 11.15am	<b>Morning Networking and Refreshment Break in Expo</b>
11.15am - 12.45pm	<p><b>KEYNOTE SESSION 2</b>  <b>Growing the Game – Global Learnings to Local Settings</b></p> <p><b>1. European Expansion – Europe is Seen as a Driving Force for the Growth and Development of Football</b>  <i>Hans Westerbeek, Dean, College of Sport and Exercise Science and the Institute of Sport, Exercise and Active Living - Victoria University</i>          What can be learnt from some of the powerhouses of European football from the Netherland, Italy and other European clubs and translated into the Australian market.</p> <p><b>2. The UK Experience - Growing the Next Generation of Players through Academies and Grass Root Programs</b>  <i>Ian Kendall, Board Director and Director (Youth) - Bury FC</i>          Bury FC (UK 1st Division) has 50% of the English Premiership and Championship clubs within 50 miles 80km of them, yet their grass roots participation and academy programs are drawing interest from Premiership teams. They are hoping that this will cement their future for growth and promotion over the next few years.</p> <p><b>3. Australia's Local Commitment at a Regional Level Exploring how to Grow the Game with Sustainable Clubs</b>  <i>Joanne Plummer, Chair and Paul Rawson, Vice Chair – Geelong Region Football Committee</i>          The Geelong Football community has grown annually by 18% and the clubs are now working together to enhance the game. What are the learnings and the vision moving forward.</p>
12.45pm - 1.45pm	<p><b>Lunch and Networking in Expo</b> - Sponsored by</p> 
1.45pm - 3.00pm	<p><b>STREAM 1: People, Programs and Coaching</b></p> <p><b>Coaching Insights from Elite to Local and How to Increase Success on the Field and Retain Players</b></p> <p><b>1. The Role of the Local Coach in Growing the Game and Developing Players</b>  <i>Sean Douglas, National Coach Development Manager - Football Federation Australia</i>          Player Centred, Coach Focussed - FFA's Coaching Plan aims to move coaching from an emphasis on the 'What' and 'How', towards starting with 'Who'. Who are we coaching, what do they want, what do they need, and how will this help retain young players and help them develop.</p> <p><b>2. Elite to Local Connections to Grow the Game and Fan Base</b>  <i>Scott Munn, Chief Executive Officer - Melbourne City FC</i>          The community strategy of Melbourne City is revealed including growth of female participation, alignment with fan base, and building on success both on and off the field.</p> <p><b>3. Growing Participation Strategically by Aligning a Regional Football Association with an A-league Club and a Commercial Provider</b>  <i>Darren Sprod, Chief Executive Officer - Central Coast Football</i>          Central Coast Football Association is aligned with Central Coast Mariners and Soccer 5's to offer academies, coaching and participation programs which has resulted in growing not only participation, but also the standard of play in the area.</p> <p><b>STREAM 2: Facilities</b></p> <p><b>Utilising Alternative Space to Satisfy Demand</b></p> <p><b>1. School Sites Can Offer Much Needed Facilities to Meet Demand</b>  <i>Anthony Bennett, Director - 5 Sports, Endeavour High School (NSW)</i>          Education sites providing economic benefits to schools and participation benefits to the sport.</p> <p><b>2. Imaginative Spaces and Pocket Parks Encourage Casual Participation</b>  <i>Gray Canning, Director - SportEng</i>          Pocket parks designs to meet the growing interest in kick-around areas.</p> <p><b>3. The Growth of 5-a-side Centres and the Benefits to Traditional Football</b>  <i>John Smith, Operations Director - Soccer 5's</i>          To maximise patronage the development of small sided football Centres can increase participation, yet clubs and government need to support and embrace these opportunity through collaboration</p>



1.45pm - 3.00pm	<p><b>STREAM 3: Supporting Sustainable Clubs</b></p> <p><b>Sustaining and Growing Football Clubs</b></p> <p><b>1. FFA's New Direction for Supporting Grass Roots Growth in Conjunction with States is Critical for a Whole of Game Strategy</b>  <i>Ricardo Piccioni, Government Relations Manager - Football Federation Australia</i>  Football Federation Australia, its strategic commitment to work with State, Territories, local government and education to ensure adequate facilities exist for the long-term development of the game.</p> <p><b>2. Local Government Perspectives to Expand from 'Building a Field'</b>  <i>Kate George, Sports and Recreation Development Officer - Leisure and Community Facilities - Brimbank City Council</i>  Local government provide the majority of fields and facilities to community clubs, they also have the opportunity to support more people in their local community to be active.</p> <p><b>3. Financial Sustainability is Critical to Sport Associations, a Vehicle to Support Financial Growth</b>  <i>Ryan Holloway, National Sales and Partnerships Director - Australian Sports Foundation</i>  The Australian Sports Foundation provides financial support for local sports clubs and associations so they can maximise their financial sustainability.</p>
3.00pm - 3.45pm	<p><b>Afternoon Networking and Refreshment Break in Expo</b></p>
3.45pm - 5.15pm	<p><b>STREAM 1: People, Programs and Coaching</b></p> <p><b>Attracting and Retaining Specific Target Audiences in the Community</b></p> <p><b>1. Opening Content</b>  <i>Ramón Spaaij, Research Program Leader (Sport in Society) - Victoria University</i></p> <p><b>2. Grassroots to Greatness: A Roadmap for Women's Football in Australia</b>  <i>John Didulica, Chief Executive - Professional Footballers Australia</i>  Professional Footballers Australia's Women in Football Strategy.</p> <p><b>3. Walking Football: Age No Barrier to Playing the Beautiful Game</b>  <i>George Halkais, Sport for Development Professional, City Strikers Project Coordinator - Melbourne City FC</i>  The City Strikers Walking Football Program was successfully piloted across Melbourne in 2016 by City in the Community, reaching over 800 participants, the majority born overseas and having been physically inactive prior to participation in the program.</p> <p><b>4. The Social Game - Satisfying the Largest Interest in Football</b>  <i>Matthew Crowell, Centre Manager - Soccer 5's Tuggerah</i>  Nearly 40% of football players are social players and don't belong to clubs, how to embrace this target audience, meet their needs for social programs, and address the desire not to be members of clubs and how they fit into the football community.</p>
3.45pm - 5.15pm	<p><b>STREAM 2: Facilities</b></p> <p><b>Exploring Facility Development Strategies to Cater for the Growing Demands of the Game</b></p> <p><b>1. Strategically Developing a Plan for Future Investment to Satisfy Demand for The Game</b>  <i>Michael Bodman, Director - Inside Edge</i>  To plan for the future a better understanding of current facilities and future growth trends is needed. Inside Edge has developed an assessment tool that integrates technology and planning tools to better understand asset and facility provision, condition, compliance and renewal requirements, all of which are essential in making informed strategic decisions and in guiding efficient resource allocation.</p> <p><b>2. Centres of Excellence can Promote Excellence at All Levels</b>  <i>Ian Kendall, Board Director and Director (Youth) - Bury FC</i>  Development of Centres of Excellence for the whole game from youth to women to the first team - key learnings shared for future regional designs.</p> <p><b>3. Design of Facilities to Encourage More Females to Participate</b>  <i>Jessie Doull, Manager Community Infrastructure Programs - Sport and Recreation Victoria</i>  The latest facility designs, support, and grants to encourage more females to participate in sport is leading the way in Australia.</p>
5.15pm - 7.30pm	<p><b>STREAM 3: Supporting Sustainable Clubs</b></p> <p><b>Supporting Clubs to Be More Successful and Sustainable Through Adopting Technology On the Field</b></p> <p><b>1. A-League Clubs to Local Clubs, the Transferable Technology Now Available to Make a Difference</b>  <i>Drew Oryszczyn, Managing Director - Australia - Polar</i>  Technology that gives Professional Clubs the edge is now available for local clubs, and when embraced can develop talent, improve skills and retain players.</p> <p><b>2. Video Analysis to Identify Improvements, Coaching Strategy and Success Adopted as a Retention Strategy</b>  <i>Aaron Dantino, Head of Performance Analysis - Melbourne Victory</i>  Coaching, performance analysis and game strategy can impact on techniques and grow confidence, skills and increase the probability of retaining players.</p> <p><b>3. How International Federations are Embracing Technology to Improve the Sport</b>  <i>Rob Aughey, Associate Professor - Victoria University</i>  Victoria University is working with FIFA in the development of a GIS Project to enhance the performance of players and the sport.</p>
5.15pm - 7.30pm	<p><b>Australian Sport, Recreation and Play Innovation Awards</b></p> <p><b>Industry Networking Evening - Expo Area sponsored by</b></p> 

# NFC PROGRAM DAY 2

## Friday 21 July 2017

8.00am	<b>Registration</b>
8.45am-10.15am	<p><b>KEYNOTE SESSION 3</b>  <b>Activating Broader Community Participation in Sport and Recreation Part 3: A Collaborative Agenda to Achieve a Single Vision and Greater Participation - Canada and Asia</b></p> <p>Sponsored by </p> <p><b>1. Canada: A Framework for Recreation</b>  <i>Cathy Jo Noble, Executive Director - Canadian Parks and Recreation Association</i></p> <p><b>2. Asia: Understanding Cultural Differences to Grow Participation</b>  <i>Moya Dodd, Executive Committee Member - Asian Football Confederation (AFC); Chair, Women's Football Committee - AFC and Board Member - Football Federation Australia</i></p>
10.15am - 11.00am	<b>Morning Networking and Refreshment Break in Expo</b>
11.00am - 12.15pm	<p><b>KEYNOTE SESSION 4</b>  <b>Driving Participation in Football Across the Nation, What can be Learnt and What Do We Need To Do?</b></p> <p><b>1. FFA's Women in Football Strategy to Drive Growth in Female Participation at all Levels of the Game</b>  <i>Emma Highwood, Head of Community, Football Development and Women's Football - Football Federation Australia</i>          FFA's Women in Football Strategy focusing on engaging more women and girls into the game to ensure that the World Game can be played by every Australian.</p> <p><b>2. The UK's First 'City of Football', Nottingham - Learnings and Successes</b>  <i>Jennie Price, Chief Executive - Sport England</i>          In September 2014 Sport England appointed Nottingham as the first 'City of Football', providing them with the challenge to help people across the city to find their football in new and interesting ways.</p>
12.15pm - 1.15pm	<p><b>Lunch and Networking in Expo</b> - Sponsored by </p>
1.15pm - 2.30pm	<p><b>STREAM 1: People, Programs and Coaching</b></p> <p><b>The Australian Sports City Partnership Model</b></p> <p><b>1. Whole of City Approach - Bringing Together a Professional Team, Academies, a University and International Links – What can it do for the Game, the Club and Participation and the Pathway Opportunities for the Local Community</b>  <i>Ian Robson, Chief Executive Officer - Melbourne Victory</i>          Melbourne Victory - As Australia's most successful A-League team on the field the club continues to strive to be the best off the field and is building a holistic long term legacy strategy with its strategic partners. Sharing the rationale, strategy and legacy outcomes Melbourne Victory is looking to achieve.</p> <p><b>2. The Education City - Bringing Together Sports Science, Management Global Research to Make A Difference to the Sport</b>  <i>Hans Westerbeek, Dean, College of Sport and Exercise Science and the Institute of Sport, Exercise and Active Living - Victoria University</i>          Victoria University - Aiming to position itself as Australia's leading sports university, by aligning with Melbourne Victory it provides support for the Club, opportunity for leading global research and student work opportunities, all of which benefits the game and the community.</p> <p><b>3. Positioning the City to be Associated with the Success of Melbourne Victory and the Impacts on the Community</b>  <i>Nigel Higgins, Director Planning Services - Maribyrnong City Council</i>          Maribyrnong City Council - Already partnering with Victoria University to create a City of Sport, by now partnering with Melbourne Victory the benefits to the local community with new planned facilities, greater support for the Game and increased participation this model should be adopted by many cities across Australia.</p> <p><b>STREAM 2: Facilities</b></p> <p><b>Synthetic and Hybrid Surfaces Can Extend Playing Capacity of Fields</b></p> <p><b>1. Options for Extending the Playing Capacity of Sports Fields including the Latest Design and Management Best Practices for Synthetic Sports Fields and Use of Hybrid Sports Turf Technology</b>  <i>Dan Duffy, Product Director - Desso Sports Fields</i>          Hybrid surfaces can extend the playing capacity of football fields significantly by combining the best of natural grass with synthetic technology.</p> <p><b>2. Industry Panel Session: Growing Capacity for Community Fields From Under 30 to Over 70 Hours a Week Using Hybrid and Synthetic Sports Turf Technology</b>  <i>Ian Tittershill, Vice-President International - FieldTurf; Mark Perham, Director - FieldTurf NZ; Jarrod Hill, Director - SportEng; Erik Kinlon, General Manager - HG Sports Turf</i></p>

<p>1.15pm - 2.30pm</p>	<p><b>STREAM 3: Supporting Sustainable Clubs</b></p> <p><b>Embracing Technology for Clubs and Councils to be More Successful and Sustainable OFF the Field by Being More Efficient so that the Focus on Sports Development can be Achieved</b></p> <p><b>1. Smart Fixturing - How AI is Driving the Next Generation of Competition Management</b>  <i>Glen McGoldrick, Chief Executive Officer - SportsTG</i>            Embracing technology to enhance competition management processes and to optimise venue utilisation and participant satisfaction.</p> <p><b>2. Communications at the Core of Success - Team App is One of the Globes Leading Communication Tools and Used by over 2 million Sports People</b>  <i>Rob Fletcher, General Manager - Team App</i>            Technology to support club communication, logistics and provides a revenue stream.</p> <p><b>3. Cloud-based Solutions that Support Every Aspect of Sport Development and Facilities Management</b>  <i>Simon Goldschmidt, Director - Duktag</i>            Appreciating how cloud based solutions can provide opportunities for Councils, Clubs and Associations to maximise customer self-service, managing bookings, streamlining financial processes and integration with access control in a manner that allows a Council, Club and Association to gain resources while focusing on their core business.</p>
<p>2.30pm - 3.15pm</p>	<p><b>Afternoon Networking and Refreshment Break in Expo</b></p>
<p>3.15pm- 4.15pm</p>	<p><b>NFC KEYNOTE SESSION 5: Q&amp;A PANEL SESSION</b>  <b>What Does Football Need to Do to Make it the Number One Grass Roots Participation Sport in Australia?</b></p> <p><i>Emma Highwood, Head of Community, Football Development and Women's Football - Football Federation Australia</i>  <i>John Smith, Operations Director - Soccer 5's</i>  <i>Kathryn Gill, Player Relations Executive - PFA and former Matilda</i>  <i>Peter Haynes, Community Football Manager - Northern NSW Football</i></p> <p>An Insightful Question and Answer Session that explores with key people from the Australian Football family discussing what needs to be done to ensure that Football continues to expand at grass roots and is sustainable.</p>

# REGISTER NOW

phone 1300 789 845 or visit

[www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)

## KEYNOTE SESSION 2

Thursday 20th July, 11.15am-12.45pm

### Growing the Game – Global Learnings to Local Settings



#### European Expansion – Europe is Seen as a Driving Force for the Growth and Development of Football

*Hans Westerbeeck, Dean, College of Sport and Exercise Science and the Institute of Sport, Exercise and Active Living - Victoria University*

Professor Hans Westerbeeck is Pro-Vice Chancellor (sport strategy), the Dean of the College of Sport and Exercise Science, and of the Institute of Sport, Exercise and Active Living (ISEAL) at Victoria University, in Melbourne, Australia. He is Professor of Sport Business at Victoria University and holds a visiting Chair positions at the Free University of Brussels in Belgium, at the Real Madrid Graduate School in Madrid in Spain, and at the Central University of Finance and Economics (CUFE) in Beijing, China. He also sits on numerous academic advisory boards for institutions in several countries and until recently was a Board member of AFL Europe, based out of London. He has published 23 books and more than 200 articles in sport management, sport business, sport marketing and sport policy and his work has been translated in Chinese, Russian, Dutch, Arabic, Portuguese and Greek. He is an international consultant to more than 50 organisations including the FIFA, IMG London, Giro D'Italia, Royal Dutch Football Association, Australian Football League (AFL), Cricket Australia, the Dutch Olympic Committee and to governments in India (current), New Zealand, United Arab Emirates, the Netherlands and Belgium to name a few. He is frequently approached by international media and has delivered presentations and keynote addresses at over 120 conferences in more than 25 nations around the world.



#### The UK Experience - Growing the Next Generation of Players through Academies and Grass Root Programs

*Ian Kendall, Board Director and Director (Youth) - Bury FC*

Ian is an accomplished international speaker on a wide range of topics in quality improvement, energy management, secondary spend, customer service and strategic development in leisure. Ian has a unique background in the leisure sector with some 30 years in local Authority leisure, 10 years experience in the Trust sector and 10 years experience in the private sector. He has been a Trustee or Director of UK bodies such as Skills Active, FIA, Sporta, and the YMCA.

Working within the Football for the last 4 years as a consultant initially developing the training complex at Huddersfield Town before moving to Bury FC where he has held a variety of roles including Director of youth, HR and H&S and CEO.

Living in the shadow of City and United within (6 miles) & 60,000 fans Bury (with 3,000) has to develop its own USP to survive.



#### Australia's Local Commitment at a Regional Level Exploring how to Grow the Game with Sustainable Clubs

*Joanne Plummer, Chair - Geelong Region Football Committee*

Joanne is part owner and Executive Director of Global Sales of Business in Heels International, a women's networking organisation with over 40 branches across seven countries. She is also Chairman of the Board at Barwon Water, Non-Executive Director for Vic Water, one of three Advisory Board members for the Victoria

Patriots A-League bid and Chair for the Geelong Regional Football Committee. Working across large corporates in both the private commercial, government and the NFP sectors she is a highly-experienced business strategist.

## KEYNOTE SESSION 4

Friday 21st July, 11.00am-12.15pm

### Driving Participation in Football Across the Nation, What can be Learnt and What Do We Need To Do?



#### FFA's Women in Football Strategy to Drive Growth in Female Participation at all Levels of the Game

*Emma Highwood, Head of Community, Football Development and Women's Football - Football Federation Australia*

Emma Highwood is the Head of Community, Football Development and Women's Football at Football Federation Australia, the largest participation sport in Australia. Emma has worked at FFA for 7 years in different roles, working in game and club development positions, and co-ordinating FFA's key game development partnerships with State and Territory Member Federations, including the implementation of the National Premier Leagues model. She was the project leader of the MyFootballClub web portal, which is now the biggest sports registration database in Australia. Emma was instrumental in the development and launch of FFA's Women's Football Strategy, which sets out to establish football as the most appealing and successful women's sport in Australia. Emma worked for the English FA developing the game at the grassroots, prior to moving into a role at Sport England and holds an MA in Sports Management from Northumberland University. Football has always been a lifelong passion of Emma's which was ignited when she started playing at a young age, she went on to play for Millwall, Crystal Palace and Bolton Wanderers. Emma enjoyed coaching and had the pleasure of coaching the first ever Australian Women Homeless World Cup team in 2008, an event which is aligned to her own belief that Sport has the potential to change lives.



#### The UK's First 'City of Football', Nottingham - Learnings and Successes

*Jennie Price, Chief Executive - Sport England*

Jennie Price, a barrister by training, has been at Sport England since April 2007. Under her leadership Sport

England has seen the number of people regularly participating in sport grow by 1.6m people since London won the bid to host the Olympic Games in 2012 and, most recently, Jennie has led the team that commissioned the multi-award winning This Girl Can Campaign, which has received widespread support and acclaim. Prior to joining Sport England, Jennie was the founding Chief Executive of WRAP (Waste & Resources Action Programme) who oversaw an increase in the UK's domestic recycling rate from 13% to over 30%. Before heading WRAP, Jennie Price spent 17 years in the construction industry, first as a lawyer and then as Chief Executive of the Major Contractors Group and the Construction Confederation. Jennie has also written two text books on construction law.

Jennie is a Visiting Fellow at the Cranfield School of Management, Chair of the Lottery Forum and the Youth United Foundation. Additionally, in January 2017 she joined the Step Up To Serve Advisory Council, convened by HRH The Prince of Wales.

# Sport and Recreation Expo

The National Sports Convention Expo will have exhibitors that represent the best of Australia's business to support the community sport and recreation sectors with the following themes:

- **Sports Technology**

Wearables, customer databases, equipment, AV, Point of Sale systems, Apps etc.

- **Sports Equipment**

Large and small equipment for sports fields and indoor facilities.

- **Sports Surfaces**

Hard surfaces, natural grass, hybrid and synthetic technology systems.

- **Indoor Facilities**

Everything from programs, activities, changing rooms, technology, merchandising, secondary spend, retail solutions, aquatic equipment and solutions.



## Exhibitor List

- ABEL SPORTS
- ABS Sports Surfaces
- Acromat
- AFN Sports
- APTC Australia/ Casali
- ATP Asia Pacific
- Australasia Sports Timings
- Australasian Leisure Management and Smart Connection Consultancy
- Australian Surfacing Supplies
- Big Screen Video Sales
- Blue Q
- Blue Vane Scoreboards
- California Sports Surfaces
- Dalton Consulting Engineers (DCE)
- Environmental Lighting Australia
- FieldTurf
- Gameplan
- Grand Slam Sports Equipment
- Grass Manufacturers
- Grassports Australia
- Greenplay Australia
- Gymnastics Victoria
- HG Sports Turf (AU)
- Hudl Australia
- Innovation with Energy Group
- JASSTECH Solutions
- Labosport
- Move
- Musco Lighting Australia
- Play Hard Sports
- Play-Safe Services
- Polar Electro Australia PL
- Polytan
- Redexin
- revolutioniseSPORT
- SAPIA
- Smartlux
- Sport and Venues
- Sportgerate 2000 GmbH (Monopool)
- SportsTG
- SR Smith Australia
- STRI Group
- SupaTurf Line Marketing Systems
- Sustainable Machinery
- Tecnovision Australia
- TigerTurf
- Tuff Turf
- Tyrecycle
- Victorian Active Ageing Partnership
- VPA Productions
- Whelan Sports

(correct at time of printing)



# Community Sport Think Tank

Wednesday 19th July, by invite only

Bringing together key influencers, policy makers, funders, providers, and peak bodies to gain agreement on the priorities to encourage, secure, and retain another two million Australians to participate in community sport and recreation.

## Key Objectives

The objectives of the Community Sport Think Tank is to bring together key organisations and people in Australia to:

- Share key market insights to identify key priorities across Australia and each State/Territory that will influence the ability to encourage more people to be active, recreate and participate in community sport.
- Discuss, explore and agree the best possible “joined-up agenda” model that could develop an integrated approach for the focus of growing participation.
- Identify key participation opportunities to sustain two million more people across Australia, how the opportunities should be ‘packaged’, and where people want to participate.
- Recognise how to package the service/participation activity in a manner that would encourage people to get involved, and keep them involved so that they keep returning.
- Explore which peak bodies/organisations could work together in what aspect and identify how best to progress this joined-up agenda.
- Identify how to build sustainability for service delivery at a local level.

## Collaborators

The Community Sport Think Tank has been developed by Smart Connection Consultancy in association with the Australian Sports Commission and VicHealth, together with other key collaborators. If your organisation would like to be considered as part of this Think Tank, please register your interest with Martin Sheppard at [martins@smartconnection.net.au](mailto:martins@smartconnection.net.au)

## Sponsored by



# Networking Opportunities

## Our Commitment

The National Sports Convention aims to be Australia’s most successful networking event for the industry with an extraordinary range of activities and connections available for delegates, speakers and collaborators. As you register, each delegate will receive their own Networking invitation via Team App, that connects delegates, collaborators and speakers with each other, access to the NSC Knowledge Library and provides opportunities to meet one on one with keynote speakers, collaborators and key speakers.

## NSC Knowledge Library

Each speaker will provide their presentation for download after the conference. They will also share examples of key tools, strategies, policies, research and documentation that they use, so that each delegate has the most up-to-date knowledge library available to them.

## NSC App

The National Sports Convention has partnered with leading global App developer, Team App and created the NSC communication platform for the convention programs, allowing for conversations between delegates and collaborators, speakers, exhibitors and fellow participants. The NSC Team App will have many networking tools built into the platform and will allow questions to be sent to the chair of each session allowing key trending issues to be discussed.

## Greater Interaction

The Convention will allow time for interactive discussion with delegates by expanding the Q&A sessions at the end of every presentation session. More opportunities will be sent as delegates register.

## Q&A Session

On Friday afternoon, the most experienced and knowledgeable panel of global influencers will objectively come together to answer key questions, with delegates able to suggest topics and questions beforehand using the NSC Team App for the panels.

## Thursday Industry Networking Evening and Awards

All delegates are encouraged to join the collaborators, speakers, sponsors and their peers at the Sport and Recreation Expo for a reception (from 5.15pm-7.00pm) where the National Sport, Recreation and Play Innovation Awards will be announced.

## Industry Networking Evening Sponsored by



# Registration Details

As part of your commitment to the knowledge sharing within the industry we have kept our prices to a level that reflects our inclusiveness strategy. By working with the majority of peak bodies and associations the registration price has been lowered further.

If you are a current member of our key collaborators, namely Aquatic & Recreation Institute, Aquatics and Recreation Victoria, Australian Sports Technology Network, Australian Sporting Goods Association, Vicsport, SAPIA, Football Federation Victoria, Football NSW and Sport New Zealand.

## Prices

### National Sports Convention Conference (20th-21st July)

#### Earlybird Registration (up to Friday 9th June)

2 Day Association Member AUD \$895 +GST

2 Day Delegate AUD \$945 +GST

#### Registration (after 9th June)

2 Day Association Member AUD \$945 +GST

2 Day Delegate AUD \$1,095 +GST

1 Day Delegate AUD \$599 +GST

Group Discount (4 for the price of 3)

### National Football Conference (20th-21st July)

#### Earlybird Registration (up to Friday 9th June)

2 Day Association Member AUD \$895 +GST

2 Day Delegate AUD \$945 +GST

#### Registration (after 9th June)

2 Day Association Member AUD \$945 +GST

2 Day Delegate AUD \$1,095 +GST

1 Day Delegate AUD \$599 +GST

Group Discount (4 for the price of 3)

### Industry Tours (19th July)

The Sport Surfaces Tour, Innovative Leisure Facilities Tour and High Performance Centres of Excellence Tours are the same cost AUD \$125 +GST

### Community Sport Think Tank (19th July)

Registration of Interest to [martins@smartconnection.net.au](mailto:martins@smartconnection.net.au)  
Limited places by invitation only.

Register at  
[www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)



# About us



## Smart Connection Consultancy

Smart Connection Consultancy has over the past decade established itself as one of the leading advisors and advocates for the use of synthetic surfaces to encourage more people to play, recreate and be involved in sport. Its Managing Director, Martin Sheppard has been involved in the planning, development, management of parks, playgrounds, sport and leisure facilities, both in Europe and Australia. He has spoken both nationally and internationally, published books, written many articles and assisted over 200 Councils, sports and schools in Australia and New Zealand understand the benefits of sport, recreation and the use of sports facilities to improve people's health, development of the community and economic benefits to an area.

As part of the NSC Founding Team, Martin believes that the National Sports Convention is unique in the Asia Pacific Rim in promoting a One Stop Shop for everything to do with getting more people to play, recreate and participate in sport, recreation and for fitness. It is an opportunity not to be missed by sports clubs, community facilities, education, play, local government or the commercial sector, there will be something for everyone.



## Interpoint Events

Interpoint Events was launched in 2004 and delivers the final piece of a 360 degree marketing concept for Intermedia. Interpoint specialises in exhibitions and conferences and organises events in diverse markets such as pools and spas, cleaning, supply chain & logistics, corporate health, assistive technologies and hotel management. Interpoint also holds events for a number of different industry bodies including the Green Building Council of Australia, Cleaning Council of New Zealand and the Assistive Technologies Suppliers Association. In 2011 Interpoint was awarded winner of the Best Australian Show by the Exhibition and Event Association of Australasia. Interpoint organises events in Australia, New Zealand, Singapore and the USA.

As a Founding Partner Interpoint is committed to ensuring the delegate experience is excellent in every way.

## Contact us

For more information

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[www.nationalsportsconvention.com.au](http://www.nationalsportsconvention.com.au)

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## Pullman Albert Park, Melbourne

Melbourne is known as Australia's capital city for sport and the Pullman Albert Park is situated 30 minutes from the airport and only 5 minutes tram ride from the CBD.

Pullman Melbourne Albert Park is perfectly placed for discovering Melbourne's rich restaurant, shopping & cultural scene. The hotel overlooks picturesque Albert Park.



## Why Melbourne?

Voted the world's most liveable city for the sixth year running Melbourne is the smart choice for your next conference destination. When you meet in Melbourne you connect into a prosperous city where innovative ideas and a can-do attitude deliver success. Melbourne is an inspiring meeting place where collaboration comes naturally and connected networks facilitate true partnerships. Melbourne is globally recognised as a safe, welcoming and exciting host city, having been voted the world's most liveable city for five consecutive years 2011, 2012, 2013, 2014, 2015 and 2016 by the Economist Intelligence Unit.

It is also renowned as an accessible global city where world-leading conference infrastructure and venues, intellectual capital and energetic spirit makes delivering business events simple and easy. With an outstanding track record of hosting some of the world's largest and most prestigious international conferences and creating long-lasting legacies, Melbourne doesn't just tick the boxes in delivering conferences and conventions - it drives action and real change. That's the Melbourne Effect.