

PROGRAM 2026

PROUDLY PRESENTED BY FRONT OFFICE AGENCY

TIME

SESSION

8:00AM

REGISTRATION

8:30AM

KEYNOTE - THE GLOBAL SHIFT IN SPORT

TRACEY HOLMES (Industry Professor of Sport & Media, University of Queensland & Host of The Sports Ambassador)

8:50AM

THE BRISBANE LANDSCAPE: SETTING THE STAGE

BEN DAVIS (Moderator)

ANTHONY RYAN (CEO, Brisbane Economic Development Agency)

JOHN 'JC' COLLINS AM (Night-Life Economy Commissioner, Queensland Government & Director, Brisbane Economic Development Agency)

JAMES TUMA (Managing Partner, Urbis)

9:20AM

FROM VISION TO VICTORY: THE BRISBANE 2032 GAME PLAN

TRACEY HOLMES (Industry Professor of Sport & Media, University of Queensland & Host of The Sports Ambassador - Moderator)

JESSICA REID (Director of Government Relations, Brisbane 2032)

ANGELA GARNISS (Head of Commercial, Communications and Brand, Paralympics Australia)

DYAN CURRIE AM (Cities & Brisbane 2032 Lead, Torch Advisory Group & Adjunct Professor of Planning, University of Queensland)

9:50AM

DRIVING IMPACT THROUGH MAJOR EVENTS AND PARTNERSHIPS

BEN DAVIS (Moderator)

DAVE DONAGHY (CEO, Brisbane Broncos)

CHRIS STANLEY (Managing Director, Men's Rugby World Cup Australia 2027)

DARREN BURDEN (Chief Executive, Suncorp Stadium and Senior Vice President Stadiums for APAC/Middle East, Legends Global)

10:20AM

MORNING TEA

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11:00AM

LEGACY BY DESIGN: PLAYING THE LONG GAME

ELIA HILL (Head of Local Government and Industry Partnerships, Tennis Australia - Moderator)
TANIA ORR (Group Executive, City Planning and Economic Development, Brisbane City Council)
PETE LOCK (GM - Marketing, Commercial and Corporate Affairs, Brisbane Heat and Old Cricket & Director, Norths Devils RLFC)
JONATHAN FLEGG (Co-Founder & Partner, Freshwater Strategy)

11:30AM

TURNING PARTNERSHIPS INTO HEADLINES

BEN DAVIS (Moderator)
HOWARD REES (Chief Strategy Officer, Streaming & Broadcast, Nine)
JASON SCOTT (Executive Editor, News Sport News Corp Australia)
LANCE PEATEY (Sports Media & IP Strategist, ex-Disney / ESPN)

12NOON

WINNING BEYOND THE FIELD THROUGH SPORTS TOURISM

DEMELZA FELLOWES (Head of Event Partnerships and Experience, BEDA - Moderator)
COREY BELL (GM Partnerships and Commercial - International, Sports Marketing Australia)
RICHARD CLARKE (Group Executive Events, Tourism Events Queensland)
BEN MANNION (CEO, Events Management Queensland)

12:30PM

BUILDING BRANDS THROUGH ATHLETE PARTNERSHIPS

BEN DAVIS (Moderator)
NATALIE COOK OAM OLY (Five-time Olympian and Founder, Aussie Athlete Fund)
TOM WALVIN (Australian para-cyclist, Aussie Athlete Fund)
BREE WALKER (Two-time Olympian & pilot of the Australian Bobsleigh Team, Aussie Athlete Fund)

1:00PM

LUNCH

2:00PM

DRIVING ROI THROUGH CULTURAL RELEVANCE AND PARTNERSHIPS: THE AO PLAYBOOK

RODDY CAMPBELL (Director of Partnerships and International Business, Tennis Australia)
CARLY DUNCAN (Head of Tennis Brand Marketing, Tennis Australia)

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2:30PM

PLAYING IT RIGHT: GOVERNANCE THAT DELIVERS

CATHERINE CLARK (Commissioner, Queensland Racing Integrity Commission & Director, Super Rugby Pacific & Director, Australian Esports Federation - Moderator)

JUANITA MAIDEN (Partner, Mullins & Deputy Chair, International Rugby League Judiciary & Deputy Chair, QLD Racing Appeals Panel & Director, Queensland Cricket)

CAMILLA WATERHOUSE (Partner, Climate Change and Sustainability Services, EY)

KATE DAVIES (CEO, Netball Queensland & Director, Brisbane Racing Club)

3:00PM

WHERE TECHNOLOGY UNLOCKS PARTNERSHIP VALUE

BEN DAVIS (Moderator)

AMY CROSLAND (Chief Operating Officer, Australian Sports Technologies Network)

PATRICK GANNON (General Manager - APAC, ActiveXchange)

SION DE JONG (Co-Founder and CEO, Sports Cloud Australia)

3:30PM

AFTERNOON TEA

4:00PM

YOUR SPORTS STRATEGY PLAYBOOK

JASON GREENHALGH (Managing Director, The Front Office Agency & Founder, Sport Strategy Summit)

NICOLE COMERFORD (Co-Founder and Director, Inner Sanctum Sports Management & Board Member QSport)

JENNY HUTCHISON (Executive Manager, Sponsorships and Community, Suncorp)

4:30PM

KEYNOTE - HIGH PERFORMANCE ON AND OFF THE FIELD

LACHLAN STUART (58 Marathons in 58 Cities in 58 Days, raising \$160,000 for mental health awareness)

5:00PM

NETWORKING DRINKS

6:00PM

CLOSE OF EVENT

Speakers and program details are subject to change. The organisers reserve the right to amend the program as required.

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