



SPORT in Victoria
WHO'S REALLY WINNING?
Thursday 14 & Friday 15 August
Melbourne Cricket Club

MASTERS OF CEREMONY

- George Pappas, Chancellor, Victoria University
- Andrew Holden, Editor-in-Chief, The Age

SPEAKERS

Conference Opening: The Hon Damian Drum MLC, Minister for Sport and Recreation

Session 1: Sport in Victoria – Who's Really Winning? (Dinner and discussion)

Chair: Professor Hans Westerbeek, Dean, College of Sport and Exercise Science, Victoria University

- Peter Gordon, President, Western Bulldogs Football Club
- Kate Roffey, Chief Executive Officer, Committee for Melbourne
- Michael Clayton, Principal, Ogilvy, Clayton, Cocking and Mead
- John Jacoby, Race Director, Rapid Ascent

Session 2: Making Melbourne an Economic Winner in Hosting Big Sporting Events: Lessons from an Economic Model

- Professor John Madden, Centre of Policy Studies, Victoria University

Session 3: Major Events and the Economic Impact of Sport: Is this a key driver for the economy?

Chair: Adem Karafilli, Chief Operations Officer, Melbourne, Swisse

- Andrew Westacott, Chief Executive Officer, Australian Grand Prix Corporation
- John O'Sullivan, Managing Director, Tourism Australia
- Brian Morris, Chief Executive Officer, Melbourne and Olympic Parks Trust
- Professor John Madden, Centre of Policy Studies, Victoria University

Session 4: Can You Win Fair? Sport, Drugs, Ethics and Science

Chair: Professor David Bishop, Research Leader (Sport), College of Sport and Exercise Science, Victoria University

- Richard Ings, Former Chief Executive Officer and Chairman, ASADA
- David Grace QC, President, Athletics Australia
- Associate Professor Dennis Hemphill, College of Sport and Exercise Science, Victoria University
- Caroline Wilson, Chief Football Writer, The Age

Session 5: The Way Forward for Victoria – Cause and Effect: Elite Sport or Community Participation? (Lunch and discussion)

Chair: Professor Peter Dawkins, Vice-Chancellor and President, Victoria University

- Colin Carter, President, Geelong Football Club
- Professor Rob Moodie, Professor of Public Health, Melbourne School of Population and Global Health, The University of Melbourne
- John Bertrand AM, Chairman, Sport Australia Hall of Fame and President, Swimming Australia
- Kate Palmer, Chief Executive Officer, Netball Australia and Chair, Victorian Institute of Sport
- John Wylie AM, Chair, Australian Sports Commission

Session 6: Can Victoria get Australia back on the Olympic Gold Medal Tally?

Chair: Chris Wardlaw PSM, Retired Deputy Secretary, Department of Education and Early Childhood Development, Victoria

- Dr Camilla Brockett, Senior Fellow – Sports Partnership, College of Sport and Exercise Science, Victoria University
- Dave Crosbee, Performance Manager, Victorian Institute of Sport
- Mike McKay OAM, Business and Relationships Director, SiSU Wellness
- Nicole Livingstone OAM, Chief Executive Officer, Melbourne Vicentre Swimming Club

Session 7: Lessons from the Conference: Where to from here? Visions for the future

Chair: Andrew Holden, Editor-in-Chief, The Age

- Professor Hans Westerbeek, Dean, College of Sport and Exercise Science, Victoria University
- Professor Kevin Thompson, Director, Research Institute for Sport and Exercise, University of Canberra
- Margot Foster, Chair, VicSport
- Jake Niall, Senior Sports Writer, The Age

Conference Sponsor



Conference Partners





SPORT in Victoria
WHO'S REALLY WINNING?
Thursday 14 & Friday 15 August
Melbourne Cricket Club

MASTERS OF CEREMONY



George Pappas, Chancellor, Victoria University

George Pappas has over 30 years' experience advising major international corporations on strategic and organisational issues. He was one of the founders of the Boston Consulting Group's Australian practice and served as a Senior Vice-President until 2002. He was Chairman of the Committee for Melbourne and Director at the Western Bulldogs Football Club until 2013.

George is currently the Chancellor of Victoria University, Chairman Energy Matters Pty Ltd and a Senior Advisor to the Boston Consulting Group.



Andrew Holden, Editor-in-Chief, The Age

Andrew Holden was appointed Editor-in-Chief of The Age in July 2012. It meant a return to his home town, after spending a dozen years in New Zealand. Among his roles there, he was editor of The Press in Christchurch for four a half years, which included the major earthquakes which devastated the city. Andrew has more than 30 years' experience in journalism, from daily newspapers to community titles and magazines in three countries.

CONFERENCE OPENING



The Hon Damian Drum MLC, Minister for Sport and Recreation

Damian Drum is the Victorian National Party Upper House member for Northern Victoria Region. He is the Leader of the Nationals in the Upper House.

Damian has been in State Parliament since 2002. He is currently the Minister for Sports and Recreation and the Minister for Veterans Affairs. Before his appointment to the Front Bench, Damian was the Parliamentary Secretary for Regional and Rural Development.

Following an education in Shepparton and Kilmore, Damian became a qualified builder and ran his own garage and shed construction business in Werribee and Hoppers Crossing.

Damian is also well known for his time in football. He played 65 games for Geelong from 1981 to 1990. He was assistant coach of the Sydney Football Club and was senior coach at the Fremantle Football Club.

Conference Sponsor



Conference Partners



Session 1

Dinner and Discussion: Is Melbourne the sporting capital of the world?

As the world's most liveable city, does Melbourne promote recreation and active living enough? Is promoting professional sport and community health in conflict or complementary?



Professor Hans Westerbeek (Chair)

Professor Hans Westerbeek is the Dean of the College of Sport and Exercise Science, and of the Institute of Sport, Exercise and Active Living (ISEAL) at Victoria University.

He is Professor of Sport Business at Victoria University and holds a visiting Chair position at the Free University of Brussels in Belgium and at the Real Madrid Graduate School in Madrid, Spain. He also sits on numerous academic advisory boards for institutions in several countries and he is 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 into various languages. 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.

One of the major projects that he is involved in is SPLISS – sport policy factors leading to international sporting success – which involves comparing elite sport policy and sporting systems in 16 different nations.



Peter Gordon, President, Western Bulldogs Football Club

Peter was a lawyer at Slater & Gordon for 30 years. He was made a partner of the firm in December 1989 and became senior partner in late 1995. He remained senior partner until Slater & Gordon was incorporated in 2001 when he became its inaugural Board chairman. He served as Chair of the Board of Slater & Gordon until 2008 and thereafter served as Deputy Chair of the listed entity until August 2009.

Between 2006 and 2011, Peter served on the Board of the Victorian Health Promotion Foundation (VicHealth), for the last three years of that period as Deputy Chair. In this period, Peter was also inaugural Chair of Victoria Walks and served for two years as chair of the Australian Community Centre for Diabetes. He re-joined the Board of VicHealth in 2013 and continues to serve on it. In 2009, Peter commenced Gordon Legal and joined the Board of Comprehensive legal Funding LLC (a litigation funding enterprise) and as Chair of Governance Capital Ltd.

A passionate Bulldogs supporter, Peter drove the Fightback campaign, which saved Footscray from a proposed merger with Fitzroy in 1989. Then 32, he remains the youngest person ever to have held the role of VFL/AFL club President and he led the Club until October 1996. In December 2012 Peter was reappointed to the Board and the role of President of the Western Bulldogs.



Kate Roffey, Chief Executive Officer, Committee for Melbourne

Kate has extensive experience within the commercial, government and not-for-profit sectors, providing high-level expertise in strategic and operational planning and delivery, stakeholder management, organisational change management and political strategy.

Kate joined the Committee from an executive position at Tennis Australia (2008 – 2012) where, among other things, she helped develop the Masterplan vision of, and secure government funding for, the Melbourne Park redevelopment, which will see 12 years of major infrastructure building take place to ensure the Australian Open Grand Slam remains in Melbourne until 2036.

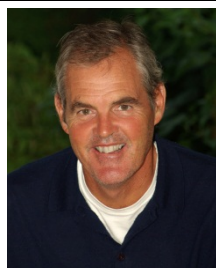
Prior to this Kate was the CEO of VicSport, the peak body for the Victorian Sport and Recreation sector. In her time at VicSport, Kate was an influential leader of the Victorian Sport and Active Recreation sector, and played a key role in advancing the sport and recreation agenda on behalf of all member organisations. She is a Director at Harness Racing Victoria, HRV Management Limited and the Melbourne Vixens Advisory Board.

Conference Sponsor



Conference Partners





Michael Clayton, Principal, Ogilvy Clayton Cocking and Mead

Michael Clayton is a former professional golfer. Michael played in Australia from 1981 – 2000 and Europe from 1982 – 1996. He won 8 tournaments in Australia, Asia and Europe including the Victorian Open (1982 and 1989), Tasmanian Open, Korean Open and Timex Open (1984), Australian Matchplay (1992) and the Heineken Classic and Coolum Classic (1994).

Michael started his golf design business with Geoff Ogilvy in 1995. They co-designed Barnbogle Dunes with Tom Doak, which is ranked 12 in the world by Golf Digest and 32 by Golf Magazine. They also work at many leading clubs including Royal Queensland, The Lakes, Victoria, Kingston Heath and Lake Karrinyup.

Michael wrote for The Age from 1990 – 2009, and currently writes for Golf Australia magazine and Golf Australia's website (the governing body of golf in the country) as well as the Golf Victoria magazine.



John Jacoby, Race Director, Rapid Ascent

John Jacoby has had a distinguished and broad ranging sporting career. He is a multi-world champion in marathon kayaking and multisport, and is a 4 times World Marathon Kayaking Champion (1985, 86, 87, 88), 3 times World Multisport Champion (New Zealand Coast to Coast 1988, 89, 93), 6 times Australian Kayaking Champion 10k to 42k (between 1985 - 1993) and the 5 time winner of the JLL/JLW Challenge Mt. Buller to Melbourne (1994, 95, 96, 98, 01), where he is the race record holder.

In 2015 he established Rapid Ascent Pty Ltd, an adventure event management company. Rapid Ascent now conducts 19 mass participation events annually ranging from MTB races, to funs runs, trail runs, adventure races and ultra-endurance challenges, including the largest adventure race in the World with over 3,300 competitors.

Rapid Ascent has 8 full time employees and has built a strong reputation for delivering professional events that challenge and push competitors to their limits, and that attract full range of competitors from professional athletes to raw beginners.

Session 2

Presentation: Making Melbourne an Economic Winner in Hosting Big Sporting Events: Lessons from an Economic Model



Professor John Madden, Centre of Policy Studies, Victoria University

John Madden is a Professor in the Centre of Policy Studies at Victoria University. Prior positions include Professor, Monash University, and Director, Centre for Regional Economic Analysis at the University of Tasmania. He is a former President of the Pacific Regional Science Conference Organisation.

John's research focusses on developing regional economic models and applying them to major regional policy questions. He is the author of the FEDERAL model, one of the first large-scale multiregional models of its type, and recently constructed large-scale economic models for the Malaysian Government and the Florida Legislature. He has undertaken over 130 contract studies on key issues such as microeconomic reform, tax policy, award wages, transport policy and tourism.

He undertook the economic modelling of the Sydney Olympics, the FIFA and Rugby World Cups and the Ashes series. In 2005 he was an advisor to the South African national Treasury on FIFA 2010.

Conference Sponsor



Conference Partners





Adem Karafilli, Chief Operations Officer, Melbourne, Swisse (Chair)

Adem is a senior finance professional with a demonstrated track record of success in managing the operations and strategic financial reporting of high growth commercial businesses.

His comprehensive understanding of financial reporting, strategic business planning and working to improve business efficiencies has ensured the successful development of a leading value added manufacturer in Swisse Wellness.

His proven expertise to effectively negotiate and manage relationships was critical in the development of new suppliers, while also working to maintain and improve on relationships with current suppliers and their financial agreements

In his previous management roles at Toll Holdings, and turning around a commercial joinery business he has demonstrated a high level of strategic and operational skills, across the wider operating streams of the business.

His leadership, analytical skills and can do attitude are attributes that have proven results in his success in significantly improving manufacturing businesses in a tough economic environment.



Andrew Westacott, Chief Executive Officer, Australian Grand Prix Corporation

Andrew Westacott is the Chief Executive Officer of the Australian Grand Prix Corporation. He commenced in the role in 2006 as the General Manager, Operations before later being appointed Deputy CEO and then Acting CEO. Andrew is also a Board Member of the CAMS Foundation (formerly known as the Australian Motor Sport Foundation) and an Ambassador for SecondBite.

Prior to commencing at the AGPC, Andrew started his professional life as a chemical engineering project manager before taking up senior positions in logistics, procurement and supply chain management with MasterFoods Australia New Zealand and Uncle Ben's of Australia. He then moved into major events in 2005 and played a key part in the Melbourne 2006 Commonwealth Games as Group Manager for venue delivery and capital projects.

He has a love of sport and sporting events and is committed to showcasing Melbourne and Victoria to the world through the Formula 1® Australian Grand Prix and the Australian Motorcycle Grand Prix.



John O'Sullivan, Managing Director, Tourism Australia

John O'Sullivan commenced as Managing Director of Tourism Australia in March 2014. Tourism Australia promotes the country under the banner *There's nothing like Australia* in partnership with airlines, distribution businesses and the Australian industry. Tourism Australia also works with Austrade on the attraction of investment in Australian tourism infrastructure.

Mr O'Sullivan joins Tourism Australia from Fox Sports where he was employed as Chief Operating Officer. Previously he held executive positions with Events Queensland (Chief Executive from 2010 to 2012), and Football Federation Australia (Chief Commercial Officer from 2004 to 2010) as well as the Sydney 2000 Olympic and Paralympic Organising Committee and the 1995 Rugby World Cup.

As the Managing Director of the nation's global tourism marketing agency, he is responsible for driving Tourism Australia's strategies to grow demand internationally for Australia's tourism experiences – helping to grow the sector to between \$115 and \$140 billion annually by the end of the decade as part of the *Tourism 2020* plan.



Brian Morris, Chief Executive Officer, Melbourne and Olympic Parks Trust

Brian Morris has been involved in the entertainment, hospitality and venue management sectors for more than 25 years.

He has held senior roles in hospitality, entertainment and venue management as well as consulting roles at Coopers and Lybrand (now Price Waterhouse Coopers). He also lectured at Pretoria University's Graduate School of Business where he was responsible for the Chair of Hospitality and Tourism Management.

Brian moved to Australia in 2000 to take up the position of Chief Operating Officer at Fox Studios Australia. Since 2006 Brian has been the Chief Executive Officer of Melbourne and Olympic Parks. Brian is also President of the Venue Management Association of Asia Pacific, a Director of the International Association of Venue Managers and extensively involved in lecturing on various topics to venue and events professionals.

The Melbourne and Olympic Parks precinct is the home of the Australian Open and numerous other events. The precinct covers some 40 hectares of venues, sporting facilities and parks. It includes such well known venues as Rod Laver Arena, Hisense Arena, AAMI Park, Olympic Park Stadium, Melbourne Park Function Centre and the Westpac Centre.



Professor John Madden, Centre of Policy Studies, Victoria University

John Madden is a Professor in the Centre of Policy Studies at Victoria University. Prior positions include Professor, Monash University, and Director, Centre for Regional Economic Analysis at the University of Tasmania. He is a former President of the Pacific Regional Science Conference Organisation.

John's research focusses on developing regional economic models and applying them to major regional policy questions. He is the author of the FEDERAL model, one of the first large-scale multiregional models of its type, and recently constructed large-scale economic models for the Malaysian Government and the Florida Legislature. He has undertaken over 130 contract studies on key issues such as microeconomic reform, tax policy, award wages, transport policy and tourism.

He undertook the economic modelling of the Sydney Olympics, the FIFA and Rugby World Cups and the Ashes series. In 2005 he was an advisor to the South African national Treasury on FIFA 2010.

Session 4

Can You Win Fair? Sport, Drugs, Ethics and Science



Professor David Bishop, Research Leader (Sport), College of Sport and Exercise Science, Victoria University (Chair)

Professor David Bishop has more than 15 years of experience as both a researcher and an applied sport scientist working with elite athletes. In the three years prior to the 2000 Sydney Olympics, he worked with Australian hockey, water polo, netball, beach volleyball and kayak teams. Professor Bishop has also gained invaluable experience consulting with professional teams such as the Fremantle Football Club.

Professor Bishop is the inaugural research leader (sport) at ISEAL and oversees world-class research focusing on improving the sporting performance of individual athletes and teams. He is internationally-renowned for his research concerning team-sport performance, with a particular focus on repeated-sprint ability, the optimization of training, and the effects of muscle pH on performance and fatigue.

He has more than 160 peer-reviewed articles, 200 conference abstracts, and 6 book chapters in the area of human movement and sport science. Professor Bishop is Director (Sport Science) of Exercise and Sport Science Australia and assistant editor of Medicine and Science in Sports and Exercise.

Conference Sponsor



Conference Partners





Richard Ings, Former Chief Executive Officer and Chairman, ASADA

Richard Ings has been involved in various capacities in administering rules and regulations in sport for over 25 years.

From 1985 to 1993 Richard was employed by the ATP Tour as a professional tennis umpire on the men's pro tennis circuit umpiring over 2000 matches and 150 professional tournament finals.

From 2000 to 2005 Richard held the role of Executive Vice-President Rules and Competition for the ATP Tour where he established the sports anti-doping and anti-corruption programs in addition to responsibility for player code of conduct matters and on court officiating. From 2005 to 2010 Richard was the foundation Chief Executive Officer of the Australian Sports Anti-Doping Authority.

He has an active interest in rules and regulations matters in all areas of sport and widely comments on drugs in sport and match fixing in sport issues in Australia and abroad.



David Grace QC, President, Athletics Australia

David Grace Q.C. is one of Australia's leading criminal law advocates, with an unrivalled body of experience in higher courts in all Australian states. He has appeared in most jurisdictions in Australia, and on many occasions in the High Court and in State/Territory Supreme Courts and before the Court of Arbitration for Sport.

He has also lectured on aspects of criminal law and sports law and taught advocacy over many years, and has provided advice to Government and to the Department of Justice Victoria on a range of issues affecting the criminal justice system in Victoria.

David has represented high profile sportspeople and appeared before sporting tribunals including the AFL Tribunal and the AFL Commission, and has provided advice on sports law and administration to numerous sporting bodies. He has drafted numerous constitutions and by-laws for sporting and other organisations.

He is currently President of Athletics Australia. He commenced this association when serving as President, Athletics Australia Tribunals (2001-06), board member (2006 – 10) and Vice-President (2011-13). He was Team Advocate, Australian Olympic Team in Athens in 2004 and Arbitrator, Court of Arbitration for Sport, Commonwealth Games Melbourne in 2006 and Winter Olympic Games Vancouver in 2010.



Associate Professor Dennis Hemphill, College of Sport and Exercise Science, Victoria University

Dr Dennis Hemphill is an Associate Professor in Sport Ethics. He has been employed at Victoria University for 27 years, serving in various roles, including: Course Coordinator, School Learning and Teaching Coordinator, Chair of Faculty Research Ethics Committee, Chair of Sport and Recreation Cluster Committee, and Head of School. Dennis has recently completed a term on the University's Academic Board and is currently serving on the University's High Risk and Low Risk Human Research Ethics Committees.

Dennis has served several terms on the Executive Council of the International Association for the Philosophy of Sport, plus a year as Associate Editor of *Performance Enhancement and Health*, and guest reviewer for both the *Journal of the Philosophy of Sport* and the *International Journal of Inclusive Education*. He acts as a consultant to professional and industry bodies, plus contributes to public debate through various media outlets.



Caroline Wilson, Chief Football Writer, The Age

Caroline Wilson has been chief football writer for The Age since 1999. She was the first woman to cover Australian Rules football on a full-time basis and the first woman to win the AFL's gold media award.

She has won the AFL Players Association's football writer of the year (1999) and the AFL Media Association's most outstanding football writer and most outstanding feature writer (2000, 2003, 2005). She also won a Melbourne Press Club Quill Award in 2003 and a Walkley award, shared with colleagues Richard Baker, Nick McKenzie, Jake Niall and John Silvester for best coverage of a major issue (Essendon scandal) in 2013.

Session 5

The Way Forward for Victoria – Cause and Effect: Elite Sport or Community Participation?
(Lunch and Discussion)

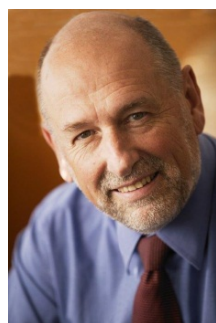


Professor Peter Dawkins, Vice-Chancellor and President, Victoria University (Chair)

Peter Dawkins became the third Vice-Chancellor and President of Victoria University in 2011. This followed six years in high level leadership roles for the Victorian Government, and 28 years in the university sector.

He was Deputy Secretary of the Victorian Department of Treasury and Finance (2005-2006) and Secretary of the Victorian Department of Education and Early Childhood Development (2006-2010).

He has held academic appointments in the UK and, since arriving in Australia in 1984, in a number of Australian universities. He holds a PhD from Loughborough University in the UK, where he commenced his university teaching career and of which he became a 'distinguished alumnus' in 2012. He is also a member on a number of boards.



Colin Carter, President, Geelong Football Club

Colin's career was with The Boston Consulting Group and he remains an Adviser to that firm. He is currently a non-executive director of Wesfarmers, SEEK and Lend Lease as well as several not-for-profit organisations including World Vision Australia and Ladder, the AFL Players' project to tackle youth homelessness.

Colin was author of the VFL's report in 1985 which led to the AFL national competition and competition strategies such as 'equalisation' and ground rationalisation. He served as an AFL Commissioner for 15 years until 2008 and has been chairman of the Geelong Football Club since 2011. He was a director of the Melbourne 2006 Commonwealth Games Corporation, was a member of the Crawford Review into Australian sport commissioned by the Federal Government in 2010 and was co-author of a review of Cricket Australia governance in 2011.

He has carried out board performance reviews for many organisations and co-authored a book on boards, *Back To The Drawing Board*, published by the Harvard Business School Press in late 2003. Colin has been involved with several Indigenous organisations and has held advisory roles for the previous and current Federal Governments in this area.



Professor Rob Moodie, Professor of Public Health, Melbourne School of Population and Global Health, The University of Melbourne

Rob is Professor of Public Health at the University of Melbourne. He worked as a doctor in refugee camps in the Sudan with Save the Children Fund and Mediciens Sans Frontieres (MSF), and later worked for the Aboriginal Medical Service in Alice Springs.

He was CEO of VicHealth from 1998 to 2007 and chaired the development of the National Preventive Health Strategy which championed the introduction of plain packaging of tobacco. He was unceremoniously dumped as the Chair of Melbourne Storm in 2010. He played Rugby Union for Victoria.



John Bertrand AM, Chairman, Sport Australia Hall of Fame and President, Swimming Australia

John Bertrand is an international sportsman, businessman and philanthropist.

He skippered the winged keel Australia 11 to victory over Dennis Connor's Liberty to win the 1983 America's Cup, breaking 132 years of American domination in the process. A World Champion and Olympic medallist, in over a 25 year career John represented Australia in five America's Cups and two Olympic Games.

In his business career, he successfully built companies in the marine industry, property development and the digital media industries. He is chairman of the Sport Australia Hall of Fame and chairman of selectors of the Australian Olympic Sailing Team.

He is chairman of the Prime Minister's Alannah and Madeline children's Foundation, which is a world leader in anti-bullying and cyber-safety programs within Australian schools. In 2014, the foundation will help over 1 million Australian children.

Conference Sponsor



Conference Partners



John is also President of Swimming Australia. With over 2000 coaches and 6 million people involved in the sport, swimming is part of the DNA of Australia, and historically the most successful at the Olympic Games. John continues to be a mentor to many young aspiring Olympians.

A Vice-Chancellor Professorial Fellow at Monash University, in 2013 John launched the 'John Bertrand Leadership Series - the Essence of Leadership', benchmarking Australia's greatest leaders in commerce, science, politics, sport and the military.

He is a Legend of the Sport Australia Hall of Fame.



Kate Palmer, Chief Executive Officer, Netball Australia and Chair, Victorian Institute of Sport

Kate has led significant change at Netball Australia. Netball has balanced commercial outcomes - demonstrated by the growth of the ANZ Championship, securing the rights to the 2015 Netball World Cup, increased corporate and government partnerships and successful broadcast and digital strategies with an overarching belief and commitment to building and sustaining communities through the power of netball.

A Williamson Fellow, Kate is also a Trustee of the MCG, an International Netball Federation Director, Chair of the Victorian Institute of Sport and a member of the ASADA Advisory Group. Kate also enjoys her role as an Ambassador for disability organisation Connect GV.

Kate leads a team of 43 staff at Netball Australia supporting eight affiliated State/Territory bodies, 350,000 registered members and 1.99 million individuals either participating or watching.

Kate holds an Honours Degree in Applied Science from RMIT University and a Masters Degree in Sport Management from Deakin University.



John Wylie AM, Chair, Australian Sports Commission

John Wylie AM is Chief Executive Officer in Australia for the global financial advisory firm Lazard. He co-founded Carnegie, Wylie & Company, a corporate advisory and private equity investment firm acquired by Lazard in 2007, and in the 1990s was Australian Chairman of investment bank Credit Suisse First Boston. In these roles, Mr Wylie has advised companies and governments globally for over 25 years.

Mr Wylie is Chairman of the Australian Sports Commission, President of the Library Board of Victoria, a Trustee of the Global Rhodes Scholarship Trust and the Deputy Chairman of the Melbourne Stars Big Bash League cricket team. He recently retired as Chairman of the Melbourne Cricket Ground Trust, a position he held for 14 years. In that role he chaired the MCG Redevelopment Steering Committee for the 2006 Commonwealth Games.

He is a former Board member and Honorary Treasurer of the Howard Florey Institute for Neuroscience and also a former Director of CSR Limited. He is also an accredited junior cricket coach.

Session 6

Can Victoria get Australia back on the Olympic Gold Medal Tally?



Chris Wardlaw PSM, Retired Deputy Secretary, Department of Education and Early Childhood Development (Chair)

Mr Chris Wardlaw is Chair of the Victorian Curriculum and Assessment Authority and recently retired as Deputy Secretary in the Department of Education and Early Childhood Development in Victoria (2009-13). Chris served as Deputy Secretary for Education in the Hong Kong Government from 2002 to 2008 where he had responsibility for curriculum, assessment and quality assurance for pre-primary, basic education and senior secondary education. During this time Hong Kong further improved its already high standing in a range of international assessments, including PISA and PIRLS.

In a parallel sporting career, Chris was Head Coach of the Australian Athletics Team at the 2000 Sydney Olympic Games, an Olympian in 1976 and 1980 in the 10000m and marathon, career coach of marathoners Steve Moneghetti and Kerry McCann, and current coach of distance runner Craig Mottram.

Conference Sponsor



Conference Partners





Dr Camilla Brockett, Senior Fellow – Sports Partnership, College of Sport and Exercise Science, Victoria University

Camilla is responsible for managing projects and partnerships with key Victoria University partners, including a joint initiative with the Australian Institute of Sport to identify sport policy factors that impact Australia's international sporting success and leading projects with the Australian Paralympic Committee for research and development into improved sport engagement and athlete development pathway.

Camilla completed her PhD in muscle physiology while coaching gymnastics at the Victorian Institute of Gymnastics. In 2002 she worked at the AIS where she managed projects that identified world's best practice in areas such as service delivery, operating practices and sport management, and benchmarked them against current practices at the AIS. Camilla also consulted on organisational and high performance sport planning to national and international sporting organisations, including New Zealand Academy of Sport and the Sony Ericsson Women's Tennis Association Tour amongst many others.

Camilla has presented at a range of international sports science and sports management conferences, and published in numerous peer-reviewed journals and popular science publications.



Dave Crosbee, Performance Manager, Victorian Institute of Sport

Dave represented Great Britain in Canoe Slalom in Junior and Senior Teams from 1983-1995. He then became a coach of the sport, holding posts with the Great British team until 1998. He was Head Coach of the Irish Canoe Slalom team through the Sydney Olympic Games.

In 2003 he moved into a multisport coordinator role at the Scottish Institute of Sport working with over 15 sports until 2010, when he took on the Performance Director role of British and Scottish Curling. During the 4 years he was in charge of the curling programme, the Scottish and Great British Teams enjoyed significant success at various World and European Championships, winning over 20 medals including one silver and one bronze at the Winter Olympics and one bronze at the Paralympics.

Dave was Deputy Chef de Mission for the Great British team at the 2009 Winter Universiade in China and has attended numerous world championships as an athlete, coach, team manager and performance director.

In April 2014 he joined the Victorian Institute of Sport as Performance Manager in charge of 13 Tier 1 programmes.



Mike McKay OAM, Business and Relationships Director, SiSU Wellness

Michael McKay is one of Australia's most successful athletes. He competed in five successive Olympics from 1988 to 2004, was a finalist in all and won medals at four of them; Gold with the "Oarsome Foursome" at the Barcelona and Atlanta Olympics, Silver in Sydney, Bronze in Athens and fifth in Seoul. He also became World Champion on 4 other occasions.

He served as a Board Member of the Australian Olympic Committee from 1997-2000. In July 2007, Mike was awarded the prestigious Thomas Keller medal in recognition of his outstanding contribution to international rowing.

Mike studied at Victoria University completing a Bachelor of Applied Science and also his MBA. His applied projects were incorporated into his Gold medal success.

Mike is an experienced director in both sport and preventative health. SiSU Wellness is an integrated preventative health company providing scalable health and wellbeing solutions to corporate, leisure, government and community organisations.



Nicole Livingstone OAM, Chief Executive Officer, Melbourne Vicentre Swimming Club

Nicole Livingstone represented Australia at three Olympics. One of Australia's greatest backstrokers, she was a member of the Australian swimming team for twelve consecutive years from 1985 - 1996. She holds the longest winning sequence of any Australian swimmer in history at the national titles, winning ten consecutive 100m Backstroke titles between 1987 and 1996. Her career achievements include a silver medal and two bronze medals from three Olympic appearances; plus a number of medals at three Commonwealth Games six Pan Pacific Championships. She also broke a world record in the 200m backstroke (short course) in 1992.

After her retirement Nicole began a media career. Firstly with the Nine Network hosting their flagship sports programs *Wide World of Sports* and *Sports Saturday* and the Commonwealth Games and as an expert commentator/host with Nine's Logie award winning swimming and surf lifesaving coverage. In 2006 Nicole worked on weekly sports program *Any Given Sunday*, and in 2008 she returned to co-host the revamped *Wide World of Sports* with Ken Sutcliffe. Nicole joined Network Ten Sport in 2009, as a host and commentator on their swimming and surf lifesaving broadcasts.

Nicole is on the board of VicHealth and the State Sports Centre Trust. She is a member of the Executive of the Australian Olympic Committee, Victorian Olympic Council Vice President, as well as a Director of Swimming Australia.

Session 7

Lessons from the Conference: Where to from here? Visions for the future



Andrew Holden, Editor-in-Chief, The Age (Chair)

Andrew Holden was appointed Editor-in-Chief of The Age in July 2012. It meant a return to his home town, after spending a dozen years in New Zealand. Among his roles there, he was editor of The Press in Christchurch for four a half years, which included the major earthquakes which devastated the city. Andrew has more than 30 years' experience in journalism, from daily newspapers to community titles and magazines in three countries.



Professor Hans Westerbeek, Dean, College of Sport and Exercise Science, Victoria University

Professor Hans Westerbeek is the Dean of the College of Sport and Exercise Science, and of the Institute of Sport, Exercise and Active Living (ISEAL) at Victoria University.

He is Professor of Sport Business at Victoria University and holds a visiting Chair position at the Free University of Brussels in Belgium and at the Real Madrid Graduate School in Madrid in Spain. He also sits on numerous academic advisory boards for institutions in several countries and he is 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 into various languages. 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.

One of the major projects that he is involved in is SPLISS – sport policy factors leading to international sporting success – which involves comparing elite sport policy and sporting systems in 16 different nations.

Conference Sponsor



Conference Partners





SPORT in Victoria
WHO'S REALLY WINNING?
Thursday 14 & Friday 15 August
Melbourne Cricket Club



Professor Kevin Thompson, Director, Research Institute for Sport and Exercise, University of Canberra

Professor Thompson FBASES FACSM is currently Director of the University of Canberra, Research Institute for Sport and Exercise Sciences.

Professor Thompson has held a number of senior positions in high performance sport, namely National Director of Sport Sciences and Regional Director (North) at the English Institute of Sport (2002-2009) and Manager of Coaching, Sports Science and Sports Medicine at the Welsh Institute of Sport (1999-2002).

He is currently a member of the AIS High Performance Sport Research Advisory Panel and was previously a member of British Olympic Association Exercise Physiology Steering group (2002-2004).

Margot Foster, Chair, VicSport

Margot Foster is a lawyer, sports administrator and Olympian. She has combined her practice of the law with many board roles in sport and other organisations over the past 25 years.

She has a particular interest in the good governance, good thinking and the best performance of the bodies on which she has served. Margot is presently chairman of VicSport, on the boards of VicHealth and Rowing Victoria, a member of the audit and risk committee for Australian University Sport, a member of the committee of the Women of the MCC and is a member of the FFV Disciplinary Tribunal and Appeals Panel.

Margot has previously served on a number of boards including the Australian Sports Commission, SPARC (NZ Sports now Sport NZ), Melbourne's 1996 Olympic Bid, Rowing Australia, AOC Athletes' and Education Commissions and Gymnastics Australia, National Parks Advisory Council, PLC school council and Trinity College University of Melbourne.



Jake Niall, Senior Sports Writer, The Age

Jake Niall is a senior sports writer at 'The Age' specialising mainly in coverage of the AFL. He writes a weekly column for 'The Sunday Age' and has been on staff with 'The Age' or 'Sunday Age' since 1995. Jake, who combines original news with commentary, match-based writing, features and analysis, has won a number of awards, including the Alf Brown award for the best performer in AFL media in 2012, the Melbourne Press Club's 2007 Quill award for best sports story in any medium and a Walkley award, shared with colleagues Richard Baker, Nick McKenzie, Caroline Wilson and John Silvester, for best coverage of a major issue (Essendon scandal) in 2013.

Conference Sponsor



Conference Partners

