



## Thursday, 9 September 2010

**MC – Kerry O’Keeffe**

**9:00 Welcome** – Ian Hunt, President, ANZSLA

**9:10 – 9:30 Reflections on the birth and early history of ANZSLA**

– Hayden Opie Foundation President of ANZSLA and Director of Studies of the Melbourne Sports Law Program at the University of Melbourne

**9:30 – 10:40 International Keynote Address – Beyond BALCO - the ethical dilemmas and opportunities presented by media coverage of large cases** – Troy Ellerman

**10:40-11:00** Break for Morning tea

**11:00 – 11:15 Website Launch** – Venetia Stewart, ANZSLA Director and Lawyer, Middletons

**11:15 – 12:30 Journalists Panel Discussion** – Rebecca Wilson, Josh Massoud, Brent Read, Malcolm Conn and Nicole Jeffery

**12:30-1:30** Lunch

**1:30 – 2:40 CEOs Panel Discussion** – David Gallop, National Rugby League; Steve Tew, New Zealand Rugby Union; Larry Sengstock, Basketball Australia

**2:40 – 3:40 Privacy and Name Suppression** – Dr David Rolph, Senior Lecturer, University of Sydney and author of Reputation, Celebrity and Defamation Law; Michael Heron, Partner, Russell McVeagh

**3:40-4:00** Afternoon Tea

**4:00 – 5:00 Rights acquisition and new media issues** – Tom Cotter, General Manager, Content & Delivery, Digital Media, TVNZ; Nicholas Gray, National Sales Director, ninemsn; Mel Mallam, In-house counsel, Federation Internationale de Football Association;

## Friday, 10 September 2010

**MC – Debbie Spillane**

**8:30 – 9:30 ANZSLA AGM**

**9:30 – 9:45 Official Opening** – The Hon Kevin Greene MP, NSW Minister for Sport

**9:45 – 10:30 Keynote Address - Trends in Global Sports Media Rights**

- Colin J Smith, Principal, LEK Consulting

**10:30 – 11:00 Presentation by Susan Ahern** - Head of Legal, International Rugby Board

**11:00-11:20** Break for Morning Tea

**11:20 – 11:50 The Olympics and the Media** – Mike Tancred, Media Director, Australian Olympic Committee

**11:50 – 1:00 Athletes Panel Discussion** – Ian Thorpe, Al Baxter, Wendell Sailor

**1:00-2:00** Lunch

**2:00 – 2:50 Advertising and Sponsorship Issues** – David Croft, General Manager, International Quarterback; Andrew Condon, Managing Director, M&C Saatchi Sport & Entertainment; Rob Clarke, Chairman, Hyro Digital Media

**2:50 – 3:40 The Olympic Edition Cereal Box: WADA, the IOC and the World Anti-Doping Code** - Paul Hayes, Barrister

**3:40-4:00** Break for Afternoon tea

**4:00 – 5:00 "The Year in Review"** – Nick Weeks, ARU; Jo Setright, FFA; Peter Sweney, Racing NSW; Michael Abrahams, Australian Cricketers' Association

Speakers and topics are subject to change.