

Australian Marketing Institute and
Premiership Strategies International presents

PREMIERSHIP STRATEGIES 2005

Sports Marketing and Sponsorship Conference

Key presentations:



PETER DRAPER



ANDREW DEMETRIOU



KEVIN ROBERTS



DAVID WHITE



HARRY VAN DYK



GEOFF PARMENTER



TY SPEER



LARRY DEGARIS Ph.D



LOUISE EYRES



PETER JACKSON



CHRIS GILBERT



RICK BURTON

Wednesday 6 July 2005
Telstra Dome » Melbourne

Keynote Speakers:

PETER DRAPER
MARKETING DIRECTOR, MANCHESTER UNITED FC

ANDREW DEMETRIOU
CHIEF EXECUTIVE OFFICER, AUSTRALIAN FOOTBALL LEAGUE

Early bird rate before 6 June 2005



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MARKETING
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PREMIERSHIP
STRATEGIES
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CONFERENCE PROGRAM AT A GLANCE

08:00	REGISTRATION
08:30	WELCOME TO PREMIERSHIP STRATEGIES 2005
08:35	WELCOME FROM THE CHAIR
08:45	PETER DRAPER MARKETING DIRECTOR, MANCHESTER UNITED FC
09:45	ANDREW DEMETRIOU CHIEF EXECUTIVE OFFICER, AUSTRALIAN FOOTBALL LEAGUE
10:25	MORNING TEA
10:50	KEVIN ROBERTS MANAGING DIRECTOR, ADIDAS AUSTRALIA
11:30	DAVID WHITE GENERAL MANAGER OF SPORT, NETWORK TEN
12:10	GEOFF PARMENTER GENERAL MANAGER (MARKETING & STRATEGY), FOOTBALL FEDERATION AUSTRALIA
12:50	LUNCH
13:50	CONCURRENT SESSION: STREAM A TY SPEER GENERAL MANAGER (SALES & COMMERCIAL), MELBOURNE 2006 COMMONWEALTH GAMES CORPORATION
13:50	CONCURRENT SESSION: STREAM B LARRY DEGARIS Ph.D DIRECTOR, CENTER FOR SPORTS SPONSORSHIP, JAMES MADISON UNIVERSITY, USA
14:30	CONCURRENT SESSION: STREAM A LOUISE EYRES HEAD OF BRAND & SPONSORSHIP, ANZ BANKING GROUP LTD
14:30	CONCURRENT SESSION: STREAM B PETER JACKSON CHIEF EXECUTIVE OFFICER, ESSENDON FOOTBALL CLUB
15:10	AFTERNOON TEA
15:35	HARRY VAN DYK CHIEF EXECUTIVE OFFICER, PHILIPS ELECTRONICS AUSTRALIA
16:15	CHRIS GILBERT SALES & MARKETING MANAGER (VICTORIA), INTERNATIONAL MANAGEMENT GROUP, AUSTRALIA & NEW ZEALAND
16:55	CLOSING REMARKS FROM THE CHAIR
17:10	COMPLIMENTARY COCKTAILS AND DRINKS

2003 ATTENDEES SAID

"A day of insightful and practical learnings delivered by experienced speakers"

CARL GREBERT >> BRAND INITIATIVES DIRECTOR, NIKE ASIA PACIFIC

"Great opportunity to discuss issues with people from other sports codes and talk about innovative solutions other attendees had implemented to overcome similar problems affecting our sport and club"

KEN CONWAY >> CHIEF EXECUTIVE OFFICER, NEWCASTLE KNIGHTS

"Diverse range of presentations showcasing practical and relevant sports marketing case studies"

DAVID FOUVY >> FORMER GENERAL MANAGER (COMMERCIAL OPERATIONS), CRICKET AUSTRALIA

"Great event which delivered beyond my expectations"

MATTHEW KEEN >> GENERAL MANAGER (MARKETING), CARLTON & UNITED BEVERAGES

"A day full of sports marketing insights to take back to the office"

PHIL HAYES-BROWN >> MANAGING DIRECTOR - ASIA PACIFIC, NBA ASIA LTD

BUSINESS OPPORTUNITIES

For sponsorship opportunities or exhibition space email sports@ami.org.au

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PREMIERSHIP STRATEGIES 2005

- » How do you utilise sponsorship to deliver effective brand growth?
- » How do you promote your athlete / club / league / tournament / sport to best ensure it is the first choice for participants, spectators, sponsors and broadcasters?

Whatever your role in the sports industry, this one-day event promises practical solutions to your professional challenges. Premiership Strategies 2005 is jointly hosted by Premiership Strategies International and the Australian Marketing Institute. We encourage you to join us in Melbourne on July 6 for a day full of sports marketing insights, strategies, case studies and diverse sport business perspectives.

CONFERENCE PROGRAM

08:00 **REGISTRATION**

08:30 **WELCOME TO PREMIERSHIP STRATEGIES 2005**

JOHN TRIPODI » PRESIDENT, PREMIERSHIP STRATEGIES INTERNATIONAL
ROGER JAMES » PRESIDENT, AUSTRALIAN MARKETING INSTITUTE

08:35 **WELCOME FROM THE CHAIR**

RICK BURTON, COMMISSIONER, NATIONAL BASKETBALL LEAGUE



08:45 **PETER DRAPER**

MARKETING DIRECTOR, MANCHESTER UNITED FC



Manchester United..... More Than Just A Football Club

Manchester United (MU) is the most valuable sporting franchise on the planet. With an enviable record of on-field success and an estimated 53 million fans worldwide, the Red Devils are a marketing powerhouse, generating revenue of AUD\$409m in 2004. MU has evolved from a dominant football team to offer a diverse portfolio of goods and services including clothing, merchandise, financial products, mobile phones, restaurants and a dedicated television channel. Peter Draper has been fundamental in attracting global partners such as Vodafone, Pepsi, Nike, Anheuser-Busch and Fuji since becoming the Marketing Director of MU in 1999. His presentation will cover:

- » The phenomenal expansion of MU's international fan base.
- » Branding: Differentiating MU in the global football marketplace.
- » MU's ability to convert fan loyalty and brand strength into revenue.
- » Merchandising: The groundbreaking AUD\$729m, 13-year deal with Nike.
- » MU's broadcasting & media rights strategies.
- » The role of new media in MU's marketing communication strategy.
- » Joint ventures: New York Yankees and the Essendon FC.
- » Maintaining relationships with strategic partners and sponsors.
- » MU's future growth initiatives.

09:45 **ANDREW DEMETRIOU**

CHIEF EXECUTIVE OFFICER, AUSTRALIAN FOOTBALL LEAGUE



Harnessing The Marketing Power Of The AFL

With over 62 million spectators in the past decade, a \$500 million five-year broadcasting rights agreement, a large and growing stable of major sponsors, booming licensed merchandise sales and rapid growth in junior participation rates, the Australian Football League (AFL) is the undisputed leader in Australian professional sport. Andrew Demetriou and the AFL nevertheless face great challenges including:

- » Negotiation of a post-2006 broadcasting rights agreement while defending the current agreement in the Federal Court.
- » Competing marketing and game development priorities in NSW / Qld and the Australian football heartland.
- » Reinvented competition from other football codes and sports.

Andrew will provide an overview of the AFL's multi-faceted approach to sports marketing and promotion. He will offer a glimpse of the future strategies designed to reinforce the AFL brand and grow national interest and supporter involvement in Australian football at all levels, so as to ensure the continuing success of Australia's national game.

10:25 **MORNING TEA**

10:50 **KEVIN ROBERTS**

MANAGING DIRECTOR, ADIDAS AUSTRALIA



Sports Marketing And Licensing: The Adidas Experience

For over 80 years, adidas has been a global leader in the sports footwear, apparel and accessories business with total net sales approaching AUD\$11 billion. As one of Australia's leading sports marketers, Kevin Roberts will discuss:

- » The impact of the sporting landscape on sports marketing strategy (Football culture: Northern vs southern states; grass roots vs elite participation; fit between the demographic profile of target consumers and the sports fan).
- » Return on sports marketing investment and associated measurement methodologies.
- » Licensed merchandise strategy (A business driver or a business drain? The role of licensing in channel strategy; importance of technology, product design & supply chain management; and we know how to measure ROI, but how do we generate ROI?)

11:30**DAVID WHITE**

GENERAL MANAGER OF SPORT, NETWORK TEN

**Sports Programming: The Key To The Television Ratings War**

As Head of Sport, David White is responsible for the acquisition and negotiation of sports broadcasting rights for Network Ten. Network programming of sport is widely acknowledged as a key driver of television audience share. Under David's leadership, Network Ten has invested in sports broadcast rights ranging from the AFL to V8 Supercars and Formula One. His presentation will cover:

- » Offensive and defensive strategies: Market entry and partnerships.
- » Sports programming selection criteria.
- » Loss-leader strategies? Advertising revenue vs rights acquisition and production costs.
- » The market value of Australian sport.
- » Broadcast versus event sponsorship.
- » The future of sports broadcasting: Digital television and the anti-siphoning list.
- » International trends and lessons.

12:10**GEOFF PARMENTER**

GENERAL MANAGER (MARKETING & STRATEGY), FOOTBALL FEDERATION AUSTRALIA

**Re-Launching The World Game In Australia**

Fresh from the highs of marketing success with the Wallabies, the ARU and the 2003 Rugby World Cup, Geoff Parmenter has embraced the challenge of shaping Football Federation Australia's (FFA) strategic marketing direction. Geoff's mandate is broad in FFA's quest to harness the world game's potential in Australia and his presentation will outline the key issues and initiatives including:

- » New business models: Football Federation Australia and the A-League.
- » Pitching the 'new paradigm' to the fans: From ethnic-based to regional clubs.
- » Sponsorship – Nike, Reebok, Hyundai and Qantas.
- » Broadcasting – Foxtel and SBS.
- » Asia: The new frontier for Australia.
- » Knowledge transfer – lessons from rugby.

12:50**LUNCH****13:50****CONCURRENT SESSION: STREAM A****TY SPEER**

GENERAL MANAGER (SALES & COMMERCIAL), MELBOURNE 2006 COMMONWEALTH GAMES CORPORATION

**Marketing Hallmark Sporting Events**

The Melbourne 2006 Commonwealth Games (M2006) will be the biggest sporting event in Australia since the Sydney 2000 Olympics, with an estimated global TV audience in excess of one billion viewers. As commercial head of M2006, Ty Speer has been charged with generating \$200m from the sale of tickets, broadcast rights, corporate sponsorship and merchandise. He also has a pivotal role in managing the commercial relationships with key partners National Australia Bank, Visa, Qantas and Telstra. One-off events such as M2006 present unique marketing challenges that require a different approach than other sports properties. Ty will discuss these issues and how the organisation has learnt from major events such as Sydney 2000 and the 2003 Rugby World Cup. In particular, he will address the challenge of ambush marketing and suggest best practice strategies that will ensure corporate partners maximise their ROI from events of all sizes.

13:50**CONCURRENT SESSION: STREAM B****LARRY DEGARIS Ph.D**

DIRECTOR, CENTER FOR SPORTS SPONSORSHIP, JAMES MADISON UNIVERSITY, USA

**Building Sponsor Loyalty - The NASCAR Way**

NASCAR has become the hot property of US sports sponsorship in the past decade. Fueled by rapid growth in the geographic reach, attendance and television ratings of NASCAR, 1000+ sponsors now spend more than US\$1 billion, with primary car sponsorships worth US\$15-20 million. How did NASCAR do it? Drawing on a study conducted by the JMU Center for Sports Sponsorship, Larry DeGaris examines the facts behind this sponsorship growth and the NASCAR legend, to:

- » Assess NASCAR fan loyalty.
- » Identify the trigger points of fan loyalty to sponsors and the strategies used to build fan loyalty to NASCAR sponsors.
- » Compare the benefits of different sponsorships types (e.g. car vs. league).
- » Evaluate the sponsorship leveraging activities of NASCAR sponsors.
- » Discuss the unique sponsorship characteristics of motorsport, including similarities and differences among NASCAR / IndyCars / V8 Supercars / Formula One.
- » Identify the sponsorship lessons of NASCAR for other sports.

14:30**CONCURRENT SESSION: STREAM A****LOUISE EYRES**

HEAD OF BRAND AND SPONSORSHIP, ANZ BANKING GROUP LTD

Sponsorship Case Study - The ANZ Ladies Masters

In addition to a broad suite of social and community-based sponsorships, ANZ focuses its investment in sport on a single, yet valuable property – the world renowned ANZ Ladies Masters golf tournament. As head of the corporate sponsorship function at the ANZ Bank, Louise Eyres will detail the role of sponsorship at ANZ and present a case study of the sponsorship management process relating to the ANZ Ladies Masters, including:

- » Articulation and evaluation of sponsorship objectives and outcomes.
- » Internal and external leveraging strategies.
- » Integration of the ANZ Ladies Masters sponsorship into ANZ's broader marketing mix.

14:30**CONCURRENT SESSION: STREAM B****PETER JACKSON**

CHIEF EXECUTIVE OFFICER, ESSENDON FOOTBALL CLUB

Leveraging Commercial Partnerships And Alliances - The Club Perspective

On the field, the Essendon FC is the most successful club in the AFL. Off the field, Peter Jackson is the CEO of a club which generates annual revenue of \$30 million, has cash reserves in excess of \$6 million, and has reported a profit for the past nine years. The strength of the Essendon FC lies in its relationships with fans, members, affiliated clubs, and innovative partnerships with 3 Mobile, the Seven Network and Manchester United. Essendon is also a leader in the use of new media to connect with fans. It has the leading AFL club website and has recently launched 'Bomber TV' – a multichannel subscription-based webcast service. Peter Jackson will discuss these initiatives and the importance of continually working to create and strengthen partnerships with all stakeholders to ensure continued success in the tightly regulated AFL.

15:10**AFTERNOON TEA****15:35****HARRY VAN DYK**

CHIEF EXECUTIVE OFFICER, PHILLIPS ELECTRONICS AUSTRALIA

**Commercial Partnerships Of "Sense And Simplicity"**

Philips Electronics is a global giant in the healthcare, lifestyle and technology industries, and uses sports sponsorship around the world to promote its position. In 2004, Philips became the naming rights sponsor of the National Basketball League, while in New Zealand, Philips is a major supporter of the All Blacks and naming rights sponsor of the Tri-Nations Series. Other recent sponsorships have included the Rugby League State of Origin series and the Australian Rugby League National team. As CEO of Philips' Australian operations, Harry van Dyk will showcase: » How Philips integrates sponsorship into their overall business strategy. » How Philips ensure 'fit' between their brand promise of 'Sense and Simplicity' and the culture of the NBL. » How Philips use sponsorship to target both the business and consumer markets to drive sales growth.

16:15**CHRIS GILBERT**

SALES & MARKETING MANAGER (VICTORIA), INTERNATIONAL MANAGEMENT GROUP, AUSTRALIA & NEW ZEALAND

Sports Sponsorship Now And In The Future - The IMG Perspective

The late Mark McCormack founded the International Management Group (IMG) – and the modern sports marketing industry – in 1960. IMG is now the world's largest sports marketing and management company. It represents modern day superstars such as Tiger Woods and Michael Schumacher and consults to organisations including Wimbledon and the IOC. IMG, through its broadcast division, TWI, is also the largest independent producer of televised sports programming and distributor of sports TV rights in the world. IMG is in a prime position to elaborate on the unprecedented growth experienced by the industry – at a local, regional and global level. Chris Gilbert will review the sponsorship landscape from a local and international perspective to highlight the industry's current and future trends in sponsorship value, the structure of sponsorship relationships and rights protection. He will discuss the implications of these trends for sponsors and the owners of sports properties in the highly competitive Australian market.

16:55**CLOSING REMARKS FROM THE CHAIR**

RICK BURTON, COMMISSIONER, NATIONAL BASKETBALL LEAGUE

17:10**COMPLIMENTARY COCKTAILS AND DRINKS**

REGISTRATION FORM

Wednesday 6 July 2005
Telstra Dome >> Melbourne



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Early Bird Registration >> save by registering before 6 June 2005

HOW TO REGISTER

TEL 1800 240 264 FAX 1800 241 264

MAIL LEVEL 12/468 ST KILDA RD MELBOURNE VIC 3004 EMAIL sports@ami.org.au

REGISTRATION FORM AND TAX INVOICE

This form constitutes a Tax Invoice upon receipt of payment: AUSTRALIAN MARKETING INSTITUTE ABN 30 000 026 586
One registration form should be completed for each delegate. Please photocopy this form as required.

Contact Details Written confirmation will be sent via email or mail on receipt of registration form and payment.

GIVEN NAME	<input type="text"/>	SURNAME	<input type="text"/>
POSITION	<input type="text"/>		
COMPANY	<input type="text"/>		
ADDRESS	<input type="text"/>		
CITY	<input type="text"/>	STATE	<input type="text"/>
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TELEPHONE	[<input type="text"/>]	MOBILE	<input type="text"/>
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Conference Registration Fees

Choose your registration and tick the box. One form per delegate.

Full registration entitles delegates to attendance at all conference sessions and refreshments including lunch, cocktails and tea breaks.

Delegates will receive a copy of the conference papers and related materials

EARLY BIRD before 6 June	<input type="checkbox"/>	AMI or CAS MEMBER: \$525	<input type="checkbox"/>	NON-MEMBER: \$630
REGISTER from 6 June	<input type="checkbox"/>	AMI or CAS MEMBER: \$625	<input type="checkbox"/>	NON-MEMBER: \$750

Catering Please tick if you will attend the following which are included in the registration. Please advise any special dietary requirements.

Wednesday 6 July	<input type="checkbox"/>	Lunch	<input type="checkbox"/>	Cocktails
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Special Dietary Requirements

Accommodation Delegates are required to arrange their own accommodation. Preferential rates apply at the Grand Hotel and Hotel Ibis when you mention AMI SPORTS 05

Grand Hotel, Spencer Street
Email Reservations: H3029@accor.com
Phone: 03 9611 4567 Fax: 03 9611 4655
Rates: studio \$189, 1br \$209, 2br \$288

Hotel Ibis, Little Bourke St
Email Reservations: H3030-RE01@accor.com
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EXPIRY DATE	<input type="text"/>		<input type="text"/>
SIGNATURE	<input type="text"/>	NAME ON CARD	<input type="text"/>

Terms and Conditions

INSURANCE: Registration fees do not include insurance of any kind. It is strongly recommended that all delegates take out their own travel and medical insurance prior to the Conference. The policy should include loss of fees/deposit through cancellation of your participation in the Conference, or through cancellation of the Conference itself, loss of airfares for any reason, medical expenses, loss or damage to personal property, additional expenses and repatriation should travel arrangements have to be altered. The Conference Secretariat and committee will not take responsibility for any delegate failing to insure.

CANCELLATION/ SUBSTITUTION POLICY: All cancellations must be received in writing. Cancellations received in writing prior to Wednesday 22 June 2005 will be accepted and fees refunded less a 20% cancellation fee. Cancellations from Wednesday 22 June 2005 cannot be accepted, however a transfer of registration to another person will be accepted. Substitutions can however be made at any time. Please advise substitutions in writing in order that a correct nametag can be made available at the registration desk.

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