

Thursday 25 May 2023

| Time | Activity | Speakers |
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| 10am | Introduction and Acknowledgement of Country | Kerry Harris Chair, Women Onside Conference Host – Nicki Bowman, Leadership Consultant and Non-Executive Director |
| 10.08am | Conference Opening | Hon Anika Wells MP Minister for Sport and Minister for Aged Care |
| Session 1: Ripe for Investment | | |
| 10.15am – 11.45am | Women’s football has shown astonishing recent growth, with top-level football attracting large crowds, valuable new audiences, and a heart-warming matchday vibe. But too many still regard the women’s game as a cost burden to be managed, rather than an investment opportunity to be maximised. Why is there still an unspoken reluctance to invest in women’s football with purpose and belief? Hear from those on the cutting edge of a new vision for our sport. From capital investment to purpose-driven sponsorship to digital distribution and engagement, this session will explore global perspectives and new ways of thinking about our sport’s future. | Kara Nortman – Co-founder and Board Member, Angel City FC; Managing Partner, Monarch Collective Rebecca Sowden – Founder, Team Heroine; Founder, Correct The Internet; former NZ Football Fern Jackie Lee-Joe – Director, Football Australia and Global Sisters, former Global Chief Marketing Officer, Netflix Moderator – Moya Dodd, Former Matildas vice-captain; former FIFA Council member |
| 11.45am – 11.55am Break | | |
| Session 2: Reaping the Rewards | | |
| 11.55am | Session welcome | Women In Sport and Exercise Unit Deakin University |
| 12.00pm – 12.15pm | Women are in the house! In recent years we’ve seen an increase in the number of women who have broken through the grass ceiling to hold leading roles in football on a global stage, notwithstanding many challenges and obstacles along the way in achieving their success. | Moderator – Nicki Bowman Keynote Speaker - Ebru Koksal – Board Member, Australian Professional Leagues; Chair, Women in Football UK; Director, Doublepass BV |

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| | <p>While women have gained traction by being in the right spaces to have their voices heard, there's still a long way to go before others can join them in a collective chorus for further reform in football. We'll hear from leading women about their personal journeys and get their tips for survival and success in areas such as governance, refereeing, competition management and technical development.</p> | |
| 12.15pm – 1.10pm | <p>Moderated panel discussion and Q&A session moderated by Nicki Bowman on investing in women to reap the rewards of dedication and commitment to change.</p> <p>Panellists invited to each speak about their journey as global leaders in football.</p> | <p>Moderator – Nicki Bowman</p> <p>Panellists – Ebru Koksal</p> <p>Kate Jacewicz – FIFA Referee</p> <p>Jo Fernandes – FIFA WWC23 Competition Manager; FIFA General Coordinator</p> <p>Rae Dower – Football Australia Technical Director Women's Football; U17 Matildas coach</p> |
| 1.10pm – 1.20pm | <p>One on one interview with Dr Johanna Wood about the road she's taken from being a teacher and dairy farmer, to managing a men's first division team, leading New Zealand football as president for the past five years and being appointed as the Oceania representative on the FIFA Council. We'll also hear about her role in ensuring the legacy of the Women's World Cup in New Zealand will benefit women and girls at all levels of the game.</p> | <p>Introduction – Nicki Bowman</p> <p>Dr Johanna Wood – President, NZFA; Oceania FIFA Council Member; Women's World Cup Legacy Working Group; Northbrook Enterprises Director</p> <p>Pre-record interview with Cheryl Downes, Board Member Women Onside</p> |
| 1.20pm – 1.50pm | <p>Break-out session</p> <p>Participants will be placed in to break-out groups to discuss and individually commit to taking one action to either invest in women's football or a woman in football.</p> | <p>Kerry Harris</p> |
| 1.50pm – 1.55pm | <p>Conference wrap</p> | <p>Nicki Bowman</p> |
| 2pm | <p>Conference close</p> | <p>Kerry Harris</p> |