

a vision for the future – what would sport management look like if we take an integrated, holistic view?

Michael Sparks

trying to predict the future is like trying to
drive down a country road at night with no
lights while looking out the back window

Peter Drucker

the best way to predict the future is to create it

Peter Drucker

so this morning.....

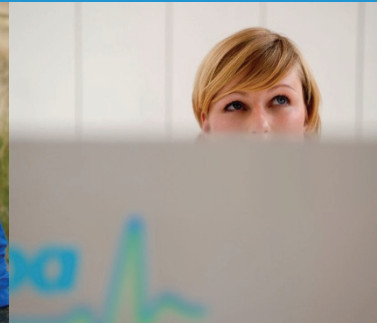
lets look outside of sport to see how research integrates into other business – their ‘thinking and doing’

then lets reflect back on where we are right now

and finally take a look at a very different industry to see what the possibilities might be



Kerrie Fildes
Head of Market Insights



balance tactical v strategic needs

pulse check – continuous flow of information across the business (end to end)

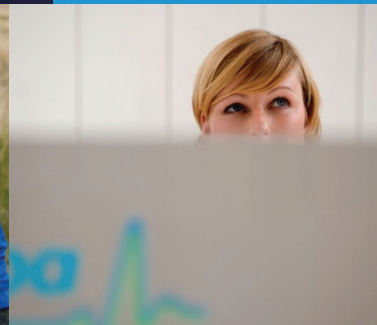
integrated research program

inform as to what is working & what is not

key messages back to operational areas
– quick response



Kerrie Fildes
Head of Market Insights



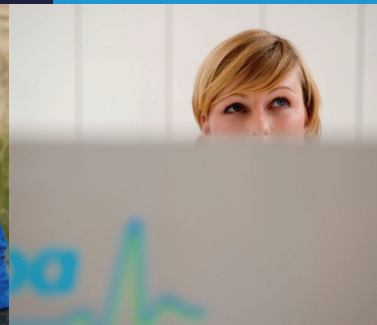
anchor back to business needs +
emerging issues

selective use of resources

investing in research for the 'now' and
the 'future'



Kerrie Fildes
Head of Market Insights



there is little doubt that at the elite end of sport, we anchor decisions and practice against the research information and insights we get





Ian Halliday
CEO
Dairy Australia



how the dairy industry goes about its
research, development & extension (R,D & E)



Ian Halliday
CEO
Dairy Australia



Dairy Australia – industry owned body

Funding – from individual dairy farmers (levy based on milk production) and Government contributions

Total funding around \$50M annually

End to end investments (across the supply chain)



Ian Halliday
CEO
Dairy Australia



Strategic priority 1: Enhance the adaptive capability of the dairy supply chain to improve farm margins and growth opportunities.

Strategic priority 2: Proactively promote and protect dairy's value propositions.

Strategic priority 3: co-ordinate an integrated supply chain response to climate change and natural resource management.

Strategic priority 4: Grow capability and skills.

voluntary automated milking systems



Ian Halliday
CEO
Dairy Australia





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CEO
Dairy Australia



- engaging key stakeholders up front
- prioritize where the effort and energy (and \$) should go
- understand what the issues are
- ensure research delivers an outcome which is anchored against a need and easy to 'take up'

so I'll leave you with a picture of a future where. . . .

- research plays an active role in all our key business decisions – a 'whole of business' involvement | across your sports' supply chain
- as an industry we are highly engaged and smart about our research investments – working within a strategic framework, with investments anchored by a real and agreed industry need, with outcomes that are relevant and ready for adoption
- we 'breakthrough' to identify and solve our own 'robotic milking' challenge

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