



FOOTBALL
AUSTRALIA

Women's Football Summit





DEPUTY CHAIR WELCOME



Deputy Chair Welcome

To our esteemed leaders and valued members of the Australian football family.

On behalf of Football Australia, in collaboration with the Women's Football Council, I am delighted to extend a heartfelt welcome to everyone participating in our inaugural Women's Football Summit 2024.

The Women's Football Summit 2024 marks a significant milestone in our collective journey, underscoring our unwavering commitment to advancing women's football through unity, collaboration, and a shared vision.

As we gather today, we must reflect on the incredible success of the recent FIFA Women's World Cup Australia and New Zealand 2023. This tournament set a new standard, surpassing all previous benchmarks, and establishing itself as the most significant and successful edition of the tournament. It was more than just a sporting event; it was a platform to challenge gender norms, foster inclusivity, and inspire future generations of women and girls. It was a testament to the power of football to unite, inspire, and drive positive change.

However, our journey does not end with the FIFA Women's World Cup. Now, more than ever, we must build on this momentum and continue to drive forward. The recent

announcement confirming Australia as the host Member Association of the 2026 edition of the AFC Women's Asian Cup provides us with yet another platform to advance our common ambitions for women's football. Together, we will strategise and mobilise efforts, cultivating a future direction, a 'North Star' for women's football in Australia.

As a distinguished leader in women's football, your presence is not just valued—it is vital. Your insights and contributions will greatly enrich our discussions and outcomes, helping us to establish consensus on key focus areas. Over the course of this transformative day, we will engage in dynamic workshops, networking opportunities, and collaborative learning sessions. These activities are designed to inspire thought-provoking insights, encourage fresh perspectives, and explore innovative approaches that transcend conventional discussions. Our goal is to foster understanding, synergy, and alignment across all sectors of football, maximising positive impacts for the advancement of women and girls in the sport.

Welcome to the Women's Football Summit 2024. Let us embark on this journey of shared learning, empathy, and trust-building, and together, advance the future of women's football in Australia.

Jaclyn Lee-Joe
Deputy Chair, Football Australia

AGENDA

JUNE 3, 2024: WOMEN'S FOOTBALL SUMMIT

10:00 - 10:30	Arrival & Registration	
10:30 - 10:40	Welcome	Sarah Liu
10:40 - 10:50	Setting the scene	Jaclyn Lee-Joe Deputy Chair, Football Australia
10:50 - 11:50	Keynote	Samantha Gash
11:50 - 12:30	Cultivating the 'North Star' (Workshop session)	Facilitated by Sarah Liu
12:30 - 13:10	Lunch	
13:10 - 14:45	Sharing strategies and addressing challenges	Football Australia, PFA, APL and MF Representatives Facilitated by Sarah Liu
14:15 - 15:30	Translating vision into action #1 (Workshop session)	Facilitated by Sarah Liu
15:30 - 15:45	Afternoon break	
15:45 - 16:00	Future of women's sport	Sarah Styles Director of Office for Women in Sport and Recreation, Victorian Government
16:00 - 17:00	Translating vision into action #2 (Workshop session)	Facilitated by Sarah Liu
17:00 - 17:15	Looking ahead for sport in Australia	Kate Jenkins Chair, Australian Sports Commission
17:15 - 17:30	Wrap-up of the Summit: Key takeaways	Sarah Liu
17:30	Match Corporate Function	
19:40	CommBank Matildas v China PR Kick-off	

SARAH LIU

FACILITATOR



Sarah Liu is the founder and managing director of The Dream Collective, an Asia Pacific (APAC) top ten diversity and inclusion consultancy, which works with the world's leading multinational companies to attract and advance diverse talent into their workforce.

Born in Taiwan, raised in New Zealand, studied in Japan and built her career in Australia, Sarah is a true global citizen with deep market knowledge, business networks and commercial understanding of the APAC market.

Sarah was awarded one of the Most Influential Asian-Australian in 2019, nominated as 100 most influential women in Australia and shortlisted as the Top Exporter in Australia by NSW Premier & Cabinet in 2020. She represented Australia in the G20 Young Entrepreneur Alliance for three consecutive years to share expertise on the future of work and diversity, equity and inclusion (DEI) best practice on a global scale.

Her thought leadership in the DEI space, in particular women in technology, has led her to present at global platforms such as UN Women and Women in Tech Global Summit. She is also appointed as part of the Special Taskforce for Global Australia by the federal government to attract diverse talent into Australia.

Prior to TDC Global, Sarah led and delivered regional brand and marketing strategies across Australia and Singapore for leading FMCG and retail brands from both an in-house and agency capacity.

Sarah sits on the Vice-Chancellor's Advisory Board at University of Technology Sydney, the judging panel for Forbes Women's Awards and has served as an APAC advisor to the Japanese Prime Minister's Cabinet.

SAMANTHA GASH

KEYNOTE SPEAKER



Armed with the philosophy, if you want something you've never had, you must be willing to do something that you've never done, nothing can stop Samantha Gash.

An accomplished lawyer working for the largest international law firm in the world, Samantha traded in her heels for running shoes and went out to change the world through highly collaborative social impact campaigns. With true grit, unrelenting focus and the willingness to create the next best plan in the face of chaos and change, she has created lasting impact.

Notably, Samantha's achievements in the adventure and social impact space include:

- Becoming the first woman to complete the 4 Deserts Grand Slam (4 x 250km desert ultramarathons in one calendar year).
- Traversing Nepal's Great Himalaya Trail over 50 days in an unsupported female pair – advocating and raising funds for financial and digital literacy programs in rural Nepal.
- Traversing South Africa's Freedom Trail over 32 days to raise attention to the high cost of feminine hygiene products.
- Running 379km non-stop across Australia's Simpson Desert – raising funds for education resources in remote Aboriginal communities.

Beyond physical accomplishments, Samantha has raised over \$1.5 million for non-profits focused on education, gender equality, and climate action. Her roles as a World Vision Goodwill Ambassador and the founder of Her Trails have empowered countless individuals to surpass perceived limitations, cultivate resilience and creativity whilst pursuing a life filled with purpose and impact.

She has featured in three Award Winning documentaries, been a Finalist in the Women's Agenda Leadership Awards in the Agenda Setter Category and a Delegate to the Australia India Youth Dialogue.

Her story is more than an inspiration; it's a blueprint for tackling life's challenges, fostering resilient teams, and achieving individual and collective milestones.



KATE JENKINS AO

Kate Jenkins AO was recently appointed as Chair of the Australian Sports Commission, with her career to date spanning across many different experiences, most prominently as the Australian Sex Discrimination Commissioner.

Kate is a prominent advocate for gender equality and has led significant national inquiries, including the Respect@Work report on workplace sexual harassment.

Kate also has a very strong connection to sport including being Chair of Play by the Rules, serving on the Carlton Football Club board, as Ambassador for the T20 Women's World Cup Cricket 2020 and the FIFA Women's World Cup 2023, also having conducted the Independent Review of Gymnastics in Australia in 2021.



SARAH STYLES

Sarah Styles is a highly experienced and well-credentialed sports administrator, who is the current Director of the Office for Women in Sport and Recreation at the Victorian Government (the only dedicated office of its kind). Here, Sarah leads the groundbreaking 'Change Our Game' initiative, which aims to create a more diverse and inclusive sport and recreation sector in Victoria and beyond.

Prior to this, Sarah was the inaugural Head of Female Engagement at Cricket Australia, where she transformed the visibility, opportunities, and culture for women and across girls in cricket across Australia. Sarah has also previously served as a Strategic Advisor for the Australia Sports Commission, where she supported the development and delivery of programs and policies to empower women in sport.



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