

## FEMALE ADMINISTRATORS NETWORK #8 MEDIA

*Enhancing the Profile of Women's Sport*

### PANEL MEMBERS

#### **Samantha Lane**

*Journalist & Media Personality*

An award winning journalist for The Age and regular on ABC radio, Sam Lane also holds her own sitting beside some of Australia's best known comics on Network Ten's top rating AFL show "Before the Game".

It's ridiculous, really, given her beginnings as a reluctant footy watcher, her unremarkable sporting record and the fact that she holds degrees in Politics and French.

Voted AFL Player's Association football writer of the year in 2007, Sam began covering AFL while studying at Melbourne University and now appears across all media – print, television, radio and online.

She has a knack of balancing the serious with the irreverent, and on any given day is as likely to be writing hard-hitting front page news as an insightful, heart-felt feature story.

Though chiefly a football writer with The Age, Sam has covered major sporting events for the Fairfax group including the 2008 Beijing Olympics, the 2006 Melbourne Commonwealth games, Australian Open Tennis grand slams and the Spring Racing. She is The Age's cycling reporter and was recognised for her coverage of the sport at the 2009 Cycling Australia Awards, but has also dabbled in other sections of the newspaper.



#### **Stephanie Beltrame**

*General Manager Media Rights, Cricket Australia*

Stephanie Beltrame is Cricket Australia's inaugural head of media rights, responsible for the strategic management and optimisation of CA's single largest source of revenue.

She holds a Bachelor of Applied Science (Sports Coaching and Administration) and a Master of Business Administration (MBA) from Deakin University.

The first female to achieve 10 years service at CA, her cricket administration background before her current role included public affairs management positions and a stint on secondment to the International Cricket Council in London.

Her current portfolio includes managing CA's relationships with rights holders Nine Network, ESPN Star Sports, BSKYB, Sky NZ, ABC and Fox Sports and managing Australian cricket's strategic sports rights issues relating to media convergence including anti siphoning, use of cricket's IP and new media.



## **David Culbert**

*Director – Jump Media & Marketing*

David Culbert is a sports marketing and sponsorship strategist, communications and media expert who has worked with the highest profile events and athletes in Australian and international sport.

As a long jumper David reached Olympic and World Championship finals and twice won Commonwealth Games silver medals. Following an international career that lasted ten years, David concluded his Bachelor of Business (Sports Management) before establishing Athletics Australia's media and marketing operation in 1994. Since then, David worked on projects with the Australian Olympic Committee, the International Triathlon Union, Hockey Australia and the Seven Network prior to establishing Jump Media and Marketing.



David has worked as a commentator at the 2000, 2004 and 2008 Olympic Games, 1998, 2002 and 2006 Commonwealth Games, 2000 Paralympics and 2004 Winter Paralympics and the past seven World Athletics Championships as well as roles as reporter/producer on Channel Seven's 'Talking Footy', 'The Olympic Show' and 'Sportsworld'.

Currently a member of the International Association of Athletics Federation Television Commission (Oceania representative) and previously a member of the IAAF's Press Commission (1999-2007), David remains heavily involved with athletics while developing media, promotion, sponsorship and television production projects for Jump's expanding list of clients.

David brings extensive sports marketing and management experience including: pre-event and event-site media management, sponsor rights delivery and leveraging, brand development and issue management specifically in the sporting environment; promotion of hallmark sporting events with a focus on spectator attendance and sponsor coverage. David also has extensive broadcast experience, including production, the sale of domestic and international rights and liaison and management of rights holders at domestic and international sporting events.