EQUATE
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**AUSTRALASIA'S #1 INNOVATION
EVENT FOR THE
THOROUGHBRED INDUSTRY**

**Flemington Racecourse, VIC
24 JULY 2025**

Itinerary

9.00am	Arrival & Registration in the Exhibitor Yard (Level 3)
9.30am	Welcome & Opening (Level 4)
9.35am	Artificial Intelligence: Where AI will take us & how to capitalise + Workshop Neal French, Google
10.35am	Morning Tea in The Exhibitor Yard
11.10am	Smarter Social Media: How to maximise your socials Melissa Green, Future Ready Social
11.40am	Animal Health Monitoring: How microchips are revolutionising health & performance Lonnie Bossi
12.10pm	High Performance Data: How investing in data analytics generates more winners Joshua Kadlec-Cavanagh, Ciaron Maher Racing
12.40pm	Lunch in The Exhibitor Yard
1.30pm	The Future of Wagering: How new tech will revolutionise the punting experience Michael Ristuccia, Tabcorp
2.00pm	Innovation Regulation: How other Ag sectors attract investment to benefit all stakeholders Dr. John Penry, Dairy Australia
2.30pm	Afternoon Tea in the Exhibitor Yard
2.45pm	The New Dawn of Horse Selection: How new technology is minimising the risks of remote thorougubred selection Alexander So, So Bloodstock
3.30pm	Ownership Costs: How innovation can create cost-efficiencies across the ownership lifestyle Tom Seymour, Breedr
3.45pm	Thoroughbred Welfare: An open forum shining a light on the need for greater transparency Nathan Skrivanic, Kick Up

Speakers

Neal French
Director, Asia Pacific & Japan
Google

Leading the Chrome and Android team at Google, Neal is a champion in the belief that work is about people coming together to create, hack & hustle. Technology should make work easier and faster, not harder, and with the right tools that make our lives easier, we can do our best work. Through his work and extensive career in the tech industry, Neal daily gets to challenge the old way of working and help bring a more intelligent and connected way of working to life.

Michael Ristuccia
General Manager - Wagering Technology
Tabcorp

Michael Ristuccia leads Tabcorp's Wagering Technology program. The portfolio includes the Digital and Retail Channels along with the Trading and Data platforms. He has a strong background with Data, AI and Digital working for some of Australia's largest Enterprises. A previous working history as a Developer, Designer, Product Owner, Project Director and General Manager. A sports-mad father of 3, he enjoys mixing his passion for sports with modern technology.

Joshua Kadlec-Cavanagh
Head of Data & Performance
Ciaron Maher Racing

A Bachelor of Science graduate, Josh worked as a quantitative analyst at BETIA Racing & Wagering, modelling thoroughbred & greyhound racing markets. He's also worked for netball's Sunshine Coast Lightning and Tennis Australia. At CMR, Josh uses data and leading-edge technology to better prepare horses for raceday, identify quality bloodstock through biomechanics and pedigree analysis, and optimise race-day placement.

Melissa Green
Managing Director
Future Ready Social

Melissa is a proven leader in AI-driven marketing, digital innovation, and business transformation across media, tech, and sport. As Founder of Future Ready Social and Consulting Head of Commercial Partnerships at Tap - the world's most advanced AI media planning platform, she drives growth through bold business transformation strategy, powered by AI. A former Meta executive and trusted advisor, she's known for scaling high-performing teams and delivering real commercial impact.

Lonnie Bossi
Chief Executive Officer & Consultant

With 20 years in Board, Executive and Senior Management experience, Lonnie has successfully led organisations to financial excellence, cultural transformation and developed inclusive leadership teams across the globe. He firmly believes transformational leadership is necessary to keep ahead in a rapidly changing world of technological innovation, multi-channel communication and social collectivisation.

Dr. John Penry
Principal Scientist
Dairy Australia

Globally trained, including a Bachelor of Veterinary Science and PhD. in Dairy Science / Milk Harvesting, Dr. John Penry leads the Dairy Australia Research team. With 'Farmer First' values, Dairy Australia works towards shaping a profitable and sustainable dairy industry by providing services that benefit and advance dairy farm businesses and the industry.

Alexander So
So Bloodstock

Alexander is the founder and co-principal investigator of the Hong Kong University Equine Analytics and Bioinformatics Lab and CEO of So Bloodstock. The goal of his research is to utilise artificial intelligence, data science, visual computing, and bioinformatics to develop new technologies that can better the precision and scale of equine welfare. So Bloodstock purchases and races thoroughbreds globally and aim to develop new technologies in the equine field.

Nathan Skrivanic
Creative Manager
Kick Collective

Nathan has worked for leading industry marketing agency, Kick Collective since 2020. As Creative Manager, his expertise lies in creative marketing strategy, client management and videography. Nathan is also the Creative Manager and Board Member at Kick Up.

Tom Seymour
Director
Breedr

As founder of both Breeder and Equate, Tom is passionate about innovation and bringing about positive change to the thoroughbred breeding industry. Tom loves championing the need for greater data access and sharing. He has over 20+ years' experience across most of the major sporting codes, most notably in a marketing, sponsorship and event management capacity.

Exhibitors

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