



## SARAH KENNY

CONSULTANT

[Sydney](#)  
[Australia](#)

Sarah advises on a broad range of commercial and corporate matters.

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## BACKGROUND

Sarah's background is in information technology and intellectual property. She is included in the Best Lawyers in Australia publication in a number of areas including Media, Entertainment, Information Technology, Outsourcing and Sports Law.

Sarah served as Head of the Sydney Corporate Group from 2012 to 2014. She has also worked on secondment with a large Australian listed company and in Europe, at the headquarters of a multinational pharmaceutical company.

Sarah is a director and Vice President of Yachting Australia, a member of the selection panel for the Australian Olympic team. Sarah participates on several Committees of the International Sailing Federation and is Vice-Chair of the ISAF Women's Forum. Sarah is a member of the Australian and New Zealand Sports Law Association and is a previous member of the IT Advisory Group of the Business Council of Australia.

Sarah graduated in Law with honours from the University of Sydney in 1986.

## KEY SERVICES

[Outsourcing](#)  
[Corporate](#)

## KEY SECTORS

[Technology, Media and Telecommunications](#)  
[Leisure and Sport](#)

## EXPERIENCE

Sarah has in depth knowledge and experience in all aspects of gaming, wagering, media and sport as well as acquisitions and divestitures, privatisations, joint ventures, outsourcing and technology agreements. Sarah has particular expertise working for clients operating in highly regulated industries including the financial services sector.

Her clients include Tabcorp, Sky Channel, Caltex, Perpetual, Lend Lease, Seven Network, Commonwealth Bank and Westpac Banking Corporation.

Sarah is recognised for her drafting and communication skills and her commitment to tailoring the way her team works with clients to best meet their needs.

A leading sports lawyer, Sarah is a Vice-President of Yachting Australia and serves on several committees of the International Sailing Federation.

Sarah's experience includes,

- sale and purchase of businesses/companies
  - technology, business process and other outsourcing agreements
  - alliance and joint venture arrangements
  - strategic and long term supply agreements
  - procurement issues and tender processes
  - complex regulatory issues relating to business-as-usual and strategic matters
  - regulatory reform including drafting amendments to legislation
  - broadcasting, rights, new media and sponsorship agreements
  - payment services
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