# Day 1

**Wednesday 1st November, 2017**

## AUSTRALIAN RETAIL – LEGACY & OPPORTUNITY – REINVENTING THE EXPERIENCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
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<tbody>
<tr>
<td>09:00</td>
<td>OPENING</td>
<td>Welcome&lt;br&gt;Michael Stutchbury, <em>Editor in Chief</em>, <em>The Australian Financial Review</em></td>
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<td>09:10</td>
<td>OVERVIEW</td>
<td>The Australian Retail Sector – Setting the scene&lt;br&gt;David White, <em>National Retail Leader</em>, Deloitte Australia</td>
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<td>09:30</td>
<td>ADDRESS</td>
<td>The future of Australian retail&lt;br&gt;Senator Nick Xenophon, <em>Senator for South Australia</em>&lt;br&gt;▲ What can we expect for the future of Australian retail?&lt;br&gt;▲ What policies are required to assist the sector and ensure our retailers thrive in an increasingly competitive environment?</td>
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<td>09:50</td>
<td>ANALYSTS ROUNDTABLE</td>
<td>The Australian retail outlook&lt;br&gt;Bryan Raymond, <em>Analyst</em>, Citi Research&lt;br&gt;Tom Kierath, <em>Retail Analyst</em>, Morgan Stanley&lt;br&gt;Shaun Cousins, <em>Executive Director, Retail and Consumer Analyst</em>, JP Morgan&lt;br&gt;Ben Gilbert, <em>Executive Director, Consumer Sector Research</em>&lt;br&gt;<strong>Moderated</strong>: by Sue Mitchell, <em>Senior Companies Reporter (Retail, Food, Beverages)</em>, <em>The Australian Financial Review</em>&lt;br&gt;▲ How are domestic and international factors affecting the retail outlook?&lt;br&gt;▲ How well prepared are Australian retailers to compete against Amazon?&lt;br&gt;▲ How should policy and regulatory settings be changed to level the playing field?</td>
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<td>10:50</td>
<td>Networking and refreshment break</td>
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<td>11:20</td>
<td>EXCELLENCE IN LEADERSHIP KEYNOTE</td>
<td>How do we differentiate ourselves in times of opportunity?&lt;br&gt;Launa Inman, <em>Non-Executive Director</em>, The Super Retail Group&lt;br&gt;▲ Launa Inman is recognised internationally as a business leader, and as the former Managing Director/CEO of Officeworks, Target Australia and Billabong International she brings a wealth of experience to her current non-executive roles with the Super Retail Group and Commonwealth Bank.&lt;br&gt;▲ A former Telstra Business Woman of the Year and first female managing director of a Wesfarmers retailer and property portfolio, Launa will share her invaluable leadership strategies for these times of great opportunity</td>
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11:50 **KEYNOTE | The retail outlook – uncertainty and opportunity**  
Chris Richardson, Partner - **Access Economics, Deloitte Australia**  
- Invaluable insights into what is on the horizon both globally and locally for the Australian retail landscape  
- How disruptive opportunity as opposed to disruptive stress can assist Australian retailers maintain their competitive edge

12:30 **KEYNOTE | Retail enterprise 2020**  
Andrew Gorecki, **Managing Director, Retail Directions**  
- 'Digital' as an evolutionary force, altering peoples' thinking and behaviour  
- The need to restructure retail enterprises in response to the proliferation of digital  
- The concept of a 'Digital Path to Purchase' as a driving force for new generation marketing departments  
- Cybersecurity as a core element of modern retail Loss Prevention  
- New generation supply chain, to support integrated replenishment and customer order fulfilment  
- Private label and vertical integration to defend against commodity GP exposure  
- Retail enterprise structure 2020

1:00 Networking and luncheon break

14:00 **KEYNOTE | Liberation – for customers and employees**  
Patrick Schmidt, **CEO, The Iconic**  
Anthony Mitchell, **Chief Potential Officer, Bendelta**  
- What 'liberation' represents for customers and what it means as a brand  
- How online is breaking the traditional positioning options for retail  
- How a liberating organisation for employees is essential to a liberation offer for customers

14:30 **ADDRESS | Small Business Ombudsman’s Address**  
Kate Carnell AO, **Small Business and Family Enterprise Ombudsman**

15:00 Networking and refreshment break

15:20 **INSIGHTS | Stand out - How front runners act differently**  
Nick Aronson, **Managing Director Telco, Media, Entertainment & Tech and Retail, Commonwealth Bank of Australia**  
- The retail industry is experiencing an unprecedented level of disruption.  
- What is separating the leaders from the others who also take part?  
- Where is the opportunity, and who can you look to for help?

15:50 **KEYNOTE | How to use mobile and identity to transform marketing into a predictable business growth engine**  
Kate Box, **Head of Retail, Facebook**  
- The utilisation of social media to create impact on our businesses

16:20 **LANDLORD & TENANTS ROUNDTABLE | Working together to reinvent the experience**  
Angus Nardi, **Managing Director, Shopping Centre Council of Australia**  
Philippa Kelly, **CEO, Large Format Retail Association**  
Russell Zimmerman, **Executive Director, Australian Retailers Association**  
Moderated by Sue Mitchell, **Senior Companies Reporter (Retail, Food, Beverages), The Australian Financial Review**  
- We explore how our landlord and tenants are working together to reinvent the retail experience  
- As technology challenges the sector, how can our landlord and tenants come together and create a thriving ecosystem?

17:00 Close of Conference
09:00 OPENING | Welcome & opening remarks
Sue Mitchell, Senior Companies Reporter (Retail, Food, Beverages), The Australian Financial Review

09:10 INTERNATIONAL KEYNOTE | TBA

09:50 KEYNOTE | Reinventing the experience
Richard Umbers, CEO, Myer

- Myer is reinventing the retail experience for its loyal customer base, embracing the omni-channel approach creating a comprehensive, simple and consumer-friendly digital footprint which is helping the store ride the technological wave in these times of great opportunity.
- We will hear from the CEO how this store is truly reinventing the experience

10:20 INSPIRATIONAL KEYNOTE | The rediscovery of artisanship - an Australian icon’s perspective
Nicola Cerrone, Director, Cerrone

- Exploring how creativity is the catalyst for reinvention
- and how the re-discovery of artisanship will balance the technological revolution
- Exploring the relationship between the master and apprentice and the lessons passed on

10:50 Networking and refreshment break

11:20 INSIGHTS | How do we differentiate ourselves in times of opportunity?
Michael McQueen, Futurist, Author, Trend forecaster

- How Australian retail can become indisruptable
- Why a wide-angle lens not a telescope is going to be most helpful in identifying disruptive threats
- How to distinguish disruptions from distractions
- How the way value will be perceived by consumers is changing and what it means for retailers
- Why the most important innovation skill is not creativity or lateral thinking but something beginning with ‘E’
- How retailers can embrace the all-important startup mentality regardless of of their age or size

11:50 ROUNDTABLE | Emerging technology changing the face of retail
Robert Lang, CEO, AUGGD
Ben Ferns, CTO, Plattar
Brock Douglas, Independent AI Adviser
Carli Johnston, Co-Founder, CXO at Virtual Method & Co-Founder of Women in AR/VR, Australia

- How augmented & virtual reality can transform retail
- The creative use of technology – what is on offer?

12:40 Lunch
13:40 **INSIGHTS|** Beyond our borders: the myths and reality of retail in China
Sean Sands, **Managing Director, Centre for Retail Studies, Monash University**
- Exploring the opportunities of a global market for our retail sector and what are the hindrances and obstacles for organisations desiring that market

14:15 **KEYNOTE|** Reinventing retail through a mobile-first approach
Libby Roy, **Managing Director, PayPal**
- The importance of sustained investment in eCommerce platforms and strategies whilst using a mobile-first approach
- Forging meaningful retail relationships by creating end-to-end customer experiences
- The stronger emphasis on payments and why the customer’s preferred transaction method and security is becoming increasingly important in retail today

14:45 Networking and refreshment break

15:00 **IN CONVERSATION WITH THE AFR |** Purebaby: An Australian retail start-up success story
Mirabai Winford, **Founder and Creative Director, Purebaby with Sue Mitchell, Senior Companies Reporter (Retail, Food,Beverages), The Australian Financial Review**
- In conversation with Sue Mitchell, Mirabai Winford will discuss how as a start-up she was able to reinvent the experience and how finding the right product is the game changer in retail.
- We explore how Purebaby has managed to go from strength to strength with the right product and the creation of an in-house customer experience that is complimentary to that product.

15:35 **CLOSING ROUNDTABLE |** From transaction taker to experience maker
Tom McLeod, **CEO & Founder, Myagi**
Sean Sands, **Managing Director, Centre for Retail Studies, Monash University**
Russell Zimmerman, **Executive Director, Australian Retail Association**
**Moderated by The Australian Financial Review**
- Today's sales staff are much more than cashiers, they are chief experience makers and equipped with the right tools they assist businesses to stay ahead of the game.
- What are the desired skill-sets for a career in retail today and how do we educate and empower our sales staff in an increasingly competitive environment?
- If the future of retail is the empowerment of your sales staff – where do you start?
- What is research indicating about the future of sales and retail?

16:20 Close of summit