

AGENDA

8.45 AM

ACKNOWLEDGEMENT OF LANDS

8.47 AM

OFFICIAL WELCOME IN CONVERSATION | STATE OF THE SECTOR

Stepping into the industry hotseat mid-pandemic in April 2020, Paul Zahra has led the sector through its most dramatic consumer and economic shift. Paul has maintained retail will ultimately be transformed by this crisis and he has identified a number of key growth opportunities for retail in 2021. In this state of the sector conversation with Brooke Corte, Paul will outline his vision for the future of retail - both near and far - setting the agenda for the day.

Paul Zahra CEO *Australian Retailers Association*

Brooke Corte Host of Money News *on radio 3AW, 2GB, 4BC and 2CC*

8.56 AM

OPENING ADDRESS

Senator The Honourable Michaelia Cash *Minister for Employment, Skills, Small and Family Business*

9.00 AM

FEATURED KEYNOTE | REPUTATION OF THE RETAIL SECTOR: A LOOK BACK TO 2020 AND FORWARD TO 2021

Oliver Freedman presents the latest insights into the Australian public's regard for the retail sector - exploring multi-year trends, comparisons to other sectors as well as a deep dive into underlying industry strengths. Which reputation drivers present opportunities? How can that help the retailers gain more supportive behaviour from customers? Oliver will also explore the impact of Covid on the reputation of Corporate Australia as well as the Retail Industry and how this compares to global trends. He will also walk through the five reputation actions identified by RepTrak for companies to focus on in 2021.

Oliver Freedman Managing Director *RepTrak*

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9.15 AM

PANEL | 2021 RETAIL AGENDA

This CEO panel will cover industry trends, lessons from Covid and identify matters of priority focus in the year ahead.

Ian Bailey Managing Director *Kmart*

Erica Berchtold CEO *The Iconic*

Rowan Hodge CEO *Andersens & President, ARA*

Sarah Hunter Managing Director *Officeworks*

Facilitator: **Sue Mitchell** Senior Journalist *Australian Financial Review*

9.40 AM

INTERNATIONAL KEYNOTE | NRF 2021 RECAP: TAKEAWAYS AND GLOBAL TRENDS

In this exclusive keynote, the head of the powerful American retail body, the National Retail Federation will discuss global industry trends, the path forward and a summary of the NRF Big Show highlights.

Matthew Shay President & CEO *National Retail Federation*

10.08 AM

IN CONVERSATION | RETAIL INNOVATION REFRAMED

For some, 2020 was a year of record sales and profits. For others, it was a year of record losses and business failure. Whatever you experienced, we all begin 2021 facing a disrupted business environment which will require us to adapt or die. This conversation will explore why becoming a perpetual innovator is the only viable strategy for any retail business hoping to thrive in the 21st century. Innovation is hard in any industry, but it is particularly hard for retailers with a relentless, day to day emphasis on execution. The discussion explores the innovation processes at some of the world's best retail innovators and the ThinkUncommon's founders' experience delivering transformational retail projects.

Gareth Jude Co-founder *ThinkUncommon*

Andrew Smith Co-founder *ThinkUncommon*

Facilitator: **Eli Greenblat** Senior Business Reporter *The Australian*

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10.25 AM

INTERNATIONAL PANEL UNLOCKING RAPID INNOVATION THROUGH CROSS-INDUSTRY PARTNERSHIPS

We will all remember 2020 not just for the pandemic, but for the lasting impact it has had on the retail market. With physical stores closing, retailers have had to go to market in entirely new ways. They have to keep up with unpredictable customer demands. They have to handle an enormously complex logistics task. And in many cases, the fastest and most efficient way to do all this was by partnering with digital natives.

Hear from some of retail's most innovative players as they ask: will this spirit of collaboration persist beyond the current crisis? What can we learn about innovation from overseas markets? And why might not partnering up be the most dangerous course of all?

Brenton Gill Managing Director *Radaro*

Joseph Peck Head of Partnerships & Business Development *Observa*

Hilary Watson Product Lead *black.ai*

Facilitator: **Marcy Larsen** Industry Executive *Microsoft Australia*

10.50 AM

FEATURED KEYNOTE | THE RE-BIRTH OF RETAIL: WHY BENDING THE RULES CAN CREATE POSITIVE CONSUMER EXPERIENCES

COVID-19 has introduced increasing levels of consumer anxiety which can manifest as aggression or abuse directed at retail workers. Anxious consumers seek to resolve problems urgently, with flexible and empathetic employees. Yet, too often, retail employees are constrained by policies, procedures, and protocols. Now is the opportune time for retailers to consider alternative ways to alleviate consumer anxiety, empower employees and create positive organisational benefits. ARA's Consumer Research Advisory Chair, Professor Gary Mortimer, from the QUT Business School will present new internationally published research that offers alternative approaches to empowering retail employees to deal with anxious or distressed consumers.

Prof Gary Mortimer QUT Business School & Chair *ARA Research Committee*

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11.05 AM

IN CONVERSATION | CBD REIMAGINED

The loss of foot traffic within CBD locations as a result of Covid has accelerated a change process underway for many years. An expert panel explores: Where to next for CBD retail? Can we use this challenge as an opportunity to transform? What are the opportunities and obstacles?

Caleb Brown CEO *Brand Collective*

Leanne Lang Head of Human Resources *Heinemann Australia*

Sally Capp The Lord Mayor of Melbourne *City of Melbourne*

Facilitator: **Brooke Corte** Host of Money News *on radio 3AW, 2GB, 4BC and 2CC*

11.25 AM

IN CONVERSATION | LEASING: THE WAY FORWARD

Rents never hurt as much as they did during lockdown. Unfortunately, most leases did not have provisions dealing with what happened in an unprecedented event such as Covid-19. Retailers were left trying to negotiate with landlords and ultimately, muddle their way through the (often confusing) rental code. What should leasing look like moving forward? Olivia Hitchens will share her views on a possible and practical path forward for landlords and lessees - with the health of the sector in both parties best interests.

Olivia Hitchens Principal *Hitch Advisory*

Facilitator: **Dominic Powell** Business Journalist *SMH & The Age*

11.55 AM

PANEL | THE PURPOSEFUL CONSUMER: HOW PURPOSE IS RESHAPING CONSUMER HABITS

An expert panel explores some of the new consumer shifts we are seeing around purpose-led consumption and more focused and intentional spending patterns amongst consumers.

Paul Bradbury CEO *TBWA Australia & New Zealand*

Scott Fyfe CEO *David Jones*

Catherine Ross COO *i=Change*

Grace Forrest Founding Director *Walk Free*

Facilitator: **Dr Jana Bowden** Associate Professor Marketing *Macquarie Business School*

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12.20 PM

PANEL | FUTURE OF THE RETAIL WORKFORCE

Future of Retail Workforce will explore some of the new shifts we are seeing around retail talent, team management and retail careers.

Richard Murray CEO *JB Hi-Fi*

Carl Hartmann Co-founder & Chairman *Compono*

Caryn Katsikogianis Chief People Officer *Woolworths Group*

Facilitator: **Rachel Kelly** EVP Sales ANZ & Global Instore *Afterpay*

12.45 PM

FEATURED KEYNOTE | TRANSFORMATION WAS JUST THE BEGINNING: THE TRENDS SHAPING RETAIL IN 2021

Bushfires. Border closures. Lockdowns. A global pandemic. The events of 2020 gave Australian retailers no choice but to innovate fast. From contactless shopping to smarter supply chains, the sector packed years worth of digital transformation into a few short months. But are these innovations sustainable for the long term? As retailers shift from response to recovery mode, how will they ensure the successes they've met are here to stay? In this closing keynote, Sonia will look at what's in store for 2021 and ask how Australian retailers can succeed in an uncertain future.

Sonia Nazaretian Director, Industries *Microsoft Australia*

1.05 PM

CLOSING REMARKS

Paul Zahra CEO *Australian Retailers Association*

Brooke Corte Host of Money News *on radio 3AW, 2GB, 4BC and 2CC*

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