

Programme

Tuesday 11 and Wednesday 12 August 2009
Auditorium/Meeting Rooms 2-3, Melbourne Convention Centre
2 Clarendon Street, Southbank
www.nationalretailforum.com.au

Day 1 - Tuesday 11 August 2009

Welcome and Introduction

08.30 – 09.00 **Welcome and introduction**
Richard Evans, Executive Director, Australian Retailer's Association

Official Opening

09.00 – 09.30 **Official opening**
The Rg Hon the Lord Mayor Robert Doyle

Keynote Address

09.30 – 10.15 **Competitive retailing in the current economic environment**
Graeme Samuel, Chairman, Australian Competition and Consumer Commission

Break

10.15 – 10.30 **Morning Break - Foyer**

Keynote Address

10.30 – 11.15 **Addressing, leveraging and optimising the economic downturn**
Ruby Anik, Senior VP and Director Brand Marketing, JC Penney

Streamed Sessions

11.15 – 12.00 **Cost reduction and working capital management**
Andrew Powell, Director Client Consulting, Deloitte Touche Tohmatsu

11.15 – 12.00 **Sustainability or disposability?**
Steve Kulmar, Managing Director, Retail Oasis

12.00 – 12.45 **What are your customers thinking?**
August 2009 ACRS Consumer Confidence Study
Dr Sean Sands, Research Fellow, Australian Centre for Retail Studies
Simon Burrett, Principal, The Foundry

12.00 – 12.45 **Panel: The changing face of advertising**
Panellists include:
- Belinda Rowe, Chief Executive Officer, ZenithOptimedia
- Jon Bird, Chief Executive Officer, Ideaworks

Lunch

12.45 – 13.45 **Lunch Break - Retail Expo Floor, Halls 1 – 5**

Feature

13.45 – 14.15 **Panel: Best of Retail Ads 2009**
Chair: Russel Howcroft, Chairman, George Patterson Y&R

Streamed Sessions

14.15 – 15.00 **A case study on people and culture, in a franchise environment to optimise performance**
Warren Wilmot, Chief Executive Officer, 7 Eleven Australia

15.00 – 15.45 **The art and science of business**
Shane Hills, Managing Director, Koko Black

15.00 – 15.45 **Know your shoppers better!**
Ross McDonald, Industry Marketing Manager - Retail, Google Australia

Break

15.45 – 16.00 **Afternoon Break - Foyer**

Streamed Sessions

16.00 – 16.45 **Commonsense digital marketing for retailers**
Tony Burrett, Digital Strategist, The Foundry

16.00 – 16.45 **Understanding women = better sales**
Bec Brideson, Creative Director, Venus Advertising

16.45 – 17.15 **How to profit from a rapidly changing retail property market**
Stephen Spring, Director, Australian Retail Leasing

16.45 – 17.15 **Panel: Developing and managing unique precinct and strip developments**
Chair: Stephen Ogden Barnes, Australian Centre for Retail Studies
This session is supported by two exclusive guided tours around the heart of Melbourne's lanes and precincts, focussing on design, mix and achieving cultural differentiation - tours scheduled on Wednesday 13 August. Limited places available, bookings essential - contact nrf@divevents.com.au.

Day 2 - Wednesday 12 August 2009

08.30 – 08.45 **Introduction**
Richard Evans, Executive Director, Australian Retailers' Association

Keynote Address
08.45 – 09.30 **Let's build a Smarter Planet: Exploring smarter solutions for Retail**
Jill Puleri, Global Industry Leader – Retail, IBM Global Business Services

Keynote Address
09.30 – 10.15 **The revitalisation of MYER**
Bernie Brookes, Managing Director, MYER

Break
10.15 – 10.30 **Morning Break - Foyer**

Keynote Address
10.30 – 11.15 **Economic outlook - what next for the retail sector?**
Alan Oster, Chief Economist, National Australia Bank

Streamed Sessions
11.15 – 12.00 **Greentailing in a down Economy & Other Big Retail Trends**
Robert Kinkade, Partner, McMillan/Doolittle

11.15 – 12.00 **Panel: Developments and opportunities with RFID**
Chair: David Sanders, Chairman, RFIDIA

11.15 – 14.45
(including lunch) **Tour: Melbourne's laneways - bringing together creative, cultural and commercial elements for retail success**
Presented by Melbourne City Council

12.00 – 12.45 **Food fight brewing: Brands vs private labels (and what to do about it)**
Nicole Marquandt, Senior Client Services Director, Research International

Lunch
12.45 – 14.00 **Lunch Break - Retail Expo Floor, Halls 1 – 5**

Streamed Sessions
14.00 – 14.30 **Business insights gained over the last 43 years**
Keith Lane, Chief Executive Officer, Leading Edge Group

14.00 – 14.45	Creating a World Less Ordinary: Developing the New Sony Centre Toby Barbour, Deputy General Manager, Consumer Products Marketing, SONY
14.45 – 15.30	Panel: Managing and developing loyalty from your database Chair: Professor Steve Worthington, Monash University
14.45 – 15.30	GEC: Global Economic Crisis or Gaining Employee Commitment- The Ultimate Challenge for Retailers Martin Nally, Managing Director, HR Anywhere
Break	
15.30 – 15.45	Afternoon Break - Foyer
Streamed Sessions	
15.45 – 16.30	Revitalising an icon: Balancing history, community and commercial reality in the heart of Melbourne Megan Foster, Director Store Concepts & Design, MYER Roger Nelson, Principal, NH Architecture
15.45 – 16.30	Proactively managing ethical sourcing James Horsfield, Qualspec
16.30 – 16.45	Wrap and close