



FRIDAY 3 JUNE 2022

| TIME | SESSION |
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| 9:00am – 9:05am | Welcome & Housekeeping Lisa Crawford Jones, <i>Content Manager</i> , Naturally Good |
| 9:05am – 9:40am | State of the Market – What’s Selling in Australia and Why Jarna McLean, <i>Director – Health & Beauty</i> , IRI – ASIA Pacific |
| 9:40am – 10:15am | The Power of Purpose Brianna West, <i>Founder & CEO</i> , Ethique |
| 10:15am – 10:50am | Roaring Forties – New Rules for Marketing to Millennials Grant Davidson, <i>Managing Director</i> , Davidson Branding |
| 11:10am – 11:40am | Morning Tea |
| 11:40am – 12:10pm | Maintaining Competitive Advantage at Retail Jessica Maree Gordoun, <i>Director & Power Ranger</i> , Ranged |
| 12:10pm – 12:45pm | Buyer Panel – Getting Ranged in 2022 Erin Allott, <i>Merchandise Manager</i> , healthylife Jacqueline Perrott, <i>Healthy Living Buyer</i> , Ritchies IGA Stores Joe RoseMeyer, <i>General Manager</i> , Kadac |
| 12:45pm – 1:15pm | Million Dollar Marketplaces – Growth Beyond Bricks & Mortar Ben Whyatt, <i>Founder</i> , Doggilicious |
| 1:15pm – 2:15pm | Lunch |
| 2:15pm – 2:50pm | Equity Crowdfunding – Is it Worth the Effort? Brock Hatton, <i>Co-Founder & CEO</i> , Chief Nutrition Claire Brown, <i>Head of Projects</i> , Birchal Josh Howard, <i>Founder & CEO</i> , Single Use Ain’t Sexy Lauren Branson, <i>CEO</i> , Your Food Collective |
| 2:50pm – 3:25pm | Reconnecting Australia to the World – Sharpening Your Export Strategy Rod Arenas, <i>General Manager Commercial</i> , FIAL |
| 3:25pm – 4:00pm | Realigning to True North – Driving ROI with Audience Centric Marketing Gillian Fish, <i>Founder & CEO</i> , The 6AM Agency |
| 4:00pm – 5:00pm | Drinks & Networking |