



DAY 1: 2 September

BETTER BUSINESS

9:00AM CONFERENCE OPENING

9:15 – 10:05 International Industry Insights

Explore the global trends, innovations and challenges shaping the print, signage and visual communications industry and what we can learn from international markets.

- Linda Edwards, *Managing Director – British Sign & Graphics Association*
- Ford Bowers, *CEO, PRINTING United Alliance*
- Lori Anderson, *President and CEO, International Sign Association*
- Nigel Davies, *President, FESPA Australia*
- Karren Challoner-Miles, *CEO, Visual Connections Australia (Moderator)*

10:05 – 11:05

Keynote Address: Leading through the shifts and shocks

- Steve Vamos
Drawing on 40 years of leadership through rapid technological and industry transformation, Steve Vamos will provide practical strategies to meet challenges and get ahead by strengthening the most important capability for these times – being good at change.

MORNING TEA

11:30 – 12:25 Panel: Education & Careers Panel: Building the Workforce of Tomorrow

The future of our sector depends on attracting, developing and retaining the next generation of skilled professionals. Learn how industry, training providers and government are working together to build a stronger, more sustainable workforce for the years ahead.

- Megan Lilly, *Acting Commissioner, Jobs & Skills Australia*
- Paul Richards, *Head Teacher, Sign & Graphics – Sydney TAFE*
- Charbella Ayoub, *Signwriter, Cunneen Signs*
- John Watters, *Executive Officer, AusSIP*
- Rob Griffith, *Editor, Visual Connections Australia (Moderator)*

12:25 – 1:15

Keynote Address: The Future of Business: Redefining Success

- Dr David Cooke
For decades, business and markets have been shaped by the goal of maximising financial returns in the shortest possible time. Today, visionary leaders recognise that profit and purpose are not competing concepts, and that caring for people is not only the right thing to do but the smart thing to do, turning your business into a force for good which will thrive for generations to come.

CONFERENCE CLOSE

DAY 2: 3 September

NAVIGATING SUSTAINABILITY

9:00AM CONFERENCE OPENING

9:10 – 9:55 Fireside Chat: Sustainability as a Tool for Value Creation

A look at compliance & strategic drivers for adopting sustainability practices that reduce risk, improve resilience and create long-term value.

- Mel Ireland, *Manufacturing Hub Manager, Queensland Government*
- Brett Spicer, *Senior Sustainability Professional, Bird & Bower Advisory*

9:55 – 10:40 Gillon McLachlan in Conversation with Matt Aitken

Gillon McLachlan, CEO of Tabcorp and former CEO of the AFL, joins Matt Aitken, MD of IVE Group for a conversation on leadership, change and how Tabcorp is building sustainability into their business model.

- Gillon McLachlan, *CEO & Managing Director, Tabcorp*
- Matt Aitken, *Managing Director, IVE Group*

10:40 – 11:10 How Do We Use Less for Longer in 2026?

- Gayle Sloan, *CEO, The Waste Management and Resource Recovery Association of Australia (WMRR)*

The future depends on rethinking how we use resources. This session explores circular economy principles, the realities of recycling, and practical ways to reduce waste, improve resource efficiency and build more sustainable, future-ready operations.

MORNING TEA

11:30 – 12:00 Sustainability is moving down the supply chain: What it means for your business

- Barbara Albert, *Co-CEO, 100% Renewables*
Mandatory reporting has raised new questions and customer expectations around sustainability and emissions. Find out what's changing, why it matters, traps to avoid, and how credible sustainability practices can strengthen your competitive position.

12:00 – 12:45 Keynote Address – Jamie Whincup

- Managing Director & owner of Triple Eight Race Engineering and Team Principal, Red Bull Ampol Racing Team
Get the inside view on designing, testing and approving high-stakes vehicle liveries under strict regulations aligned with commercial strategy.

12:45 – 1:30

Criticality of transparency in sustainability partnerships

- Scott Maynard, *Head of Market, Polestar Australia*
As expectations grow for businesses to reduce their environmental impact, choosing the right partners matters. Explore how the automotive industry is reducing its climate impact and why transparency is critical to building trusted, credible and sustainable business partnerships.

CONFERENCE CLOSE

DAY 3: 4 September

FUTURE READY

9:00AM CONFERENCE OPENING

9:10 – 9:55 Fireside Chat: Is this the end of Print?

As our industry continues to evolve, how can you successfully navigate the shift from print to digital without losing sight of what still works? Explore evolving technologies, global outdoor trends and learn how to position yourself for long-term success.

- Neil Brener, *Head of Operations AU, JCDcaux Australia & New Zealand*
- Matt Fitzpatrick, *General Manager, Signarama Australia*
- Karren Challoner-Miles, *CEO, Visual Connections Australia (Moderator)*

9:55 – 10:40 Keynote Address: Unlock What Your Business

Already Knows – You can only go as fast as you trust your systems

- Richard Williams, *Managing Director, Precision Solutions Group*
The most valuable knowledge in your business has never been written down, and now the people who hold it can build with it themselves. Find out how to unlock that knowledge safely, and why security is what lets you say 'yes'.

MORNING TEA

11:00 – 11:45 Panel: The Future of Signage: Manufacturing, Technology & Innovation

Automation, robotics, additive manufacturing and AI are rapidly transforming the way signs are designed, manufactured and delivered. Explore emerging technologies and how you can embrace them to to strengthen and future-proof your operations.

- Steve Lambourne, *Director, SS Signs*
- Steen Zimmerman, *Founder, Zimmermann Industries*
- Callan Loughton, *Managing Director, Insigns*
- Mick Harrold, *President, Australian Sign & Graphics Association (Moderator)*

11:45 – 12:30 Keynote Address:

Will AI strengthen printing and signage or destroy it?

- Dr Craig Emerson
Disruption is nothing new for the global economy. In recent years, digitisation and the internet have made some print and signage obsolete, but also created new opportunities. What's next with AI, and how will that impact our industry?

12:30 – 1:00 Case Study: AI That Actually Works: From Science to Real-World Impact

- Dr Xun Li, *Team Leader & Senior Researcher, CSIRO*
Where does AI deliver real value? This session will help separate hype from reality, with real-world case studies on how to translate AI into powerful solutions that deliver genuine business benefits and create real-world impact.

CONFERENCE CLOSE