ADIA

Leaders Forum 2023

MELBOURNE 4 MAY 2023

LEADING FOR TOMORROW

PROGRAM

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WELCOME

Welcome to the Australian Data and Insights Association (ADIA) Leaders Forum for 2023.

It's an understatement to say that we live in turbulent times and, therefore, no surprise that leading an organisation is astonishingly complex. Every day, leaders deal with new problems to solve, decisions to make, and individuals they need to engage and motivate to create positive results. The headwinds are many and varied, which is why coming together at the Leaders Forum has never mattered more.

Thank you for joining us today as we explore the challenges, risks and opportunities for leaders to thrive as the future of our industry and work simultaneously evolves.

Please join me in sending a heartfelt thank you to Katie Ferro and our Leaders Forum committee members, who have volunteered their time and effort to help bring you our program.

We hope you enjoy it.

Sarah Campbell
CEO, ADIA

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PROGRAM 2023 - THURSDAY 4 MAY

FULL DAY	LEADERS FORUM - LEADING FOR TOMORROW	The Langham Hotel, Melbourne
8:00am	**Registration opens**	**The Alto Room**
8:45am	**George Zdanowicz** President, ADIA CEO, Enhance Research	**Welcome address** **Acknowledgement of Country**
9:00 – 9:45am	**Cherelle Murphy** Chief Economist, EY Oceania	**The macroeconomic landscape.** Never has understanding the economic landscape been as vital as it is now. High inflation, rising interest rates, tight labour markets, a breakdown in globalisation and all that entails for the year ahead. How can business leaders reframe their thinking and consider today's challenges as a time for opportunity?
9:45 – 11:00am	**Simon Curran** Co-Founder & Group CEO, Bastion Shine	**Do you want a team of champions or a championship team?** In times of unprecedented ambiguity and change, what separates the best from the rest? While there may be no 'playbook', there are principles and practices that when combined, or stacked purposely upon each other, form the platform for sustained high performance.
11:00 – 11:30am	**MORNING TEA**	**Hotel**
11:30 – 12:30pm	**Pete Williams** Futurist and Digital Consultant Director, Deloitte Foundation Adjunct Professor, RMIT	**What's next in digital innovation and AI?** As we enter the digital golden age, more and more businesses are transforming the way they work with technology. Or, at least, trying to. In an era where digital innovation is advancing as rapidly as we change our socks, how do we know which technology is here to stay and what's not worth looking at twice?
12:30 – 1:15pm	**Katie Rigg-Smith** Chief Strategy Officer, WPP AuNZ	**Leading in an ever-changing world 2.0.** Katie explores emerging trends, long-term risks, and, importantly, what opportunities exist client side and how data and insights leaders can thrive.

*Program subject to change

PROGRAM 2023 - THURSDAY 4 MAY

1:15 - 2:15pm	**LUNCH**	**Hotel**
2:15 – 2:30pm	**Sally Joubert** Australian Representative, ESOMAR Chair, Research Got Talent (RGT) committee CEO, Luma Research	**Celebrating Research Got Talent (RGT).** Research Got Talent 2022 global winner presentation with Marissa Tsioutsis and Roger Kong from Fiftyfive5.
2:30 – 3:30pm	**Simon Xistouris - Facilitator** CEO, AC3 **Peter Leonard** Principal, Data Synergies Pty Ltd Professor of Practice, UNSW Business School **Richard Watson** Global and Asia Pacific Cybersecurity Leader, EY	**Privacy, data and security in the tech age – It's a matter of trust.** With the Australian Federal Government launching the cyber war games initiative, the spotlight on cybersecurity, privacy and data has never been more intense or essential. Simon Xistouris talks with data and technology experts Peter Leonard and Richard Watson and considers the changes to privacy law, cybercrime levels and the matter of trust. Simon asks how we can best protect our clients, employees and reputation.
3:30 – 4:00pm	**AFTERNOON TEA**	**Hotel**
4:00 – 5:00pm	**Gus Balbontin** Director, Neu21 Investor, Advisor, Adventurer & Alternative Futurist	**The people who are crazy enough to think they can change the world are the ones who do.** Gus Balbontin is one of them. Gus delves deep into the digital transformation of the past two decades, sharing stories of how so many companies mishandled this seismic shift and how today's business leaders can capitalise on the disruption.
5:00pm	**Sarah Campbell** CEO, ADIA	**Close**
5:00 - 6:30pm	**CONFERENCE NETWORKING DRINKS** Kindly sponsored by Enactuate	**Langham Hotel** Alto Deck
6:30 - 7:00pm	**Break**	**Dress for dinner**
7:00pm	**Coach transfer** From The Langham Hotel to the Windsor Hotel	**Travel time**
7:30pm – late	**OFFICIAL LEADERS FORUM DINNER** Kindly sponsored by GiftPay	**ARU RESTAURANT AT THE WINDSOR** 111 Spring Street, Melbourne

SPEAKER PROFILES

In order of appearance

George Zdanowicz

CEO, Enhance Research I
President, ADIA

George is the CEO of Enhance Research, based in Brisbane. He has over 25 years' experience in market and social research, having worked in both client and agency research roles. George is a Qualified Professional Researcher (QPR) and a Fellow of the Australian Marketing Institute (FAMI) and Certified Practicing Marketer (CPM). George has been an active participant in the industry including a long-term involvement with ADIA, serving as Treasurer for two years prior to being elected President in 2019.

George continues to focus on ensuring that ADIA delivers valued services to its members and actively represents the progressive and diverse research and insights industry.

Cherelle Murphy

Chief Economist
EY Oceania

Cherelle helps clients to understand and interpret the economic backdrop. She uses her commercial acumen, public sector experience and analytical skills to see through the noise and help identify risks and opportunities that the changing phases of the business cycle bring.

Prior to EY, Cherelle was Chief Economist at Austrade, helping guide Australian Government policy in trade, foreign investment and tourism. Cherelle also spent 15 years at ANZ Bank, having started her career as an economic research analyst at the Reserve Bank of Australia.

Simon Curran

Co-founder and CEO,
Bastion Shine

Simon is an experienced CEO and entrepreneur, who after a significant life-changing event, dedicated his life to helping others access their limitless potential.

Simon believes creativity is our greatest natural resource. Applied well, creativity has the ability to transform the businesses, brands, companies and the communities that surround us.

Simon has more than 20 years' experience working in creativity and innovation around the world and shares a specific passion for the contagious culture of high-performing teams. He works extensively with next-generation leaders, youth, business venturing and the startup community.

Pete Williams

Director, Deloitte Foundation I
Adjunct Professor, RMIT

Pete Williams is a recognised thought leader and practitioner in innovation with a particular focus on digital innovation as well as how societal and technology changes will impact the future of industries.

Pete has been working in innovation and digital since 1993, and was the founding CEO of Deloitte Digital, which now operates in more than 30 countries with 15,000 employees. As Chairman of the Deloitte Innovation Council for 14 years, Pete was able to pursue his passion for creativity, design, technology and empowering people to explore the art of the possible. Pete now works part-time leading Deloitte Centre for the Edge, a futures think tank that explores the intersection of technology and society.

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Katie Rigg-Smith
Chief Strategy Officer,
WPP AuNZ

Katie Rigg-Smith is a keen student of human behaviour and a futurist. As the Chief Strategy Officer for WPP in Australia and New Zealand, Katie delivers strategic expertise across WPP's network of agencies in service of their clients. Prior to moving to WPP, Katie spent 23 years at Mindshare in Australia, holding positions across strategy, investment, and client leadership. Katie was promoted to Chief Strategy Officer of Mindshare in 2010 before stepping into the role of Chief Executive Officer in Australia and New Zealand in 2013, a role she held for over nine years.

Katie has been named in B&T's 'Women in Media Powerlist' every year since its inception in 2013.

Simon Xistouris
CEO, AC3

Simon Xistouris is a hands-on Chief Executive Officer (CEO) with more than 30 years of ICT experience.

After spending some time in the corporate world, Simon founded his own consulting business, KLIKON Solutions in 1999. In 2013, KLIKON acquired managed service provider AC3 from the NSW State Government and in 2018 acquired ASX listed public cloud services provider Bulletproof Networks. All three businesses have been rolled into the AC3 brand, of which Simon is the CEO.

AC3 is a leading secure hybrid cloud services provider that is privately owned and operated in Australia. AC3 was recognised as one of Deloitte Private's Best Managed Companies in Australia in 2023.

SPEAKERS CONTINUED →

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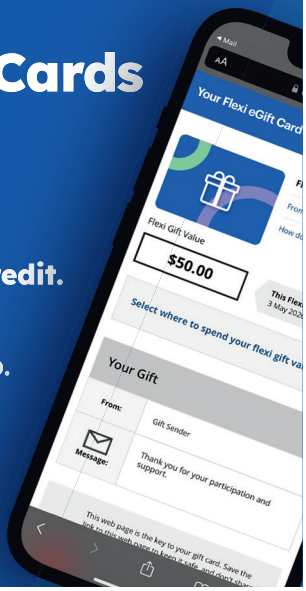

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Peter Leonard

Principal, Data Synergies Law Pty Ltd

Peter Leonard is a Sydney based data and technology business lawyer. As principal of Data Synergies, many of his clients are data analytics services providers and business developing and implementing data driven projects and AI applications.

He is a part-time Professor of Practice (across the Schools of Management and Governance, and Information Systems & Technology Management) at UNSW Sydney Business School.

Peter serves on the Australian Treasury's Data Standards Advisory Committee, the NSW Government AI Review Committee, which reviews major applications of automated decision making and AI by NSW government agencies, the NSW statutory Information and Privacy Advisory Committee.

Richard Watson

Global and Asia Pacific Cybersecurity Leader, EY

Richard is the Global and APAC lead Partner in EY's Cyber practice. Richard specialises in helping clients understand and protect themselves from the risk of cyber incidents. His areas of expertise include cyber risk assessment, technologies for monitoring and protecting against cyber-attack, privacy regulations and managing cyber incident response.

Richard has worked in a number of industries, focusing on those that have significant intellectual property to protect, a significant risk of brand damage from a cyber incident or whose core operations see them dependent on the digital ecosystem.

Gus Balbontin

Director, Neu21

Born and bred in wild Patagonia, Gus Balbontin never allowed his small town and humble beginnings get in the way of his big dreams. By the age of 22 he had dropped out of uni, hitchhiked South America, set up his first business and landed his dream job at Lonely Planet. Fast forward a few more years and he was leading the company globally, working with companies such as Google X, Nokia and Amazon on the latest technology, creative cultures and high performing teams.

Seeking a change from corporate life, he hung up his boots as the Executive Director and CTO of Lonely Planet and decided to move back to his entrepreneurial roots, becoming an investor, founder and mentor across the start-up ecosystem in Melbourne.

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