

# RETAIL SUPPLY CHAIN & FULFILMENT SUMMIT VIC

LEVERAGING INNOVATION FOR MORE RESILIENT SUPPLY CHAINS

TUESDAY 29TH APRIL, 2025 17-28TH

ZINC FEDERATION SQUARE,  
MELBOURNE, VIC



## SPEAKERS



**officeworks**

**Tom Weinmann**

General Manager Supply Chain



**Serena Mahar-O'Keefe**

Head of Supply Chain - APAC



**petstock**

**Jana Polson**

Head of Merchandise Planning



**amplifon**

**Renelle Dallimore**

Head of Supply Chain ANZ



**POLITIX**

**Kelly Arthur**

Head of Merchandise Planning



**Suzanne Weeda**

Head of Supply Chain Strategy

## KEY TOPICS

- Balancing business needs & stakeholder perspectives to drive supply chain resilience
- Creating value in retail through merchandise planning & forecasting
- Supporting accurate decision-making through merchandise planning & Forecasting
- Delivering supply chain projects to create lasting and positive impact to adapt to change

## WHO WILL ATTEND?

- Heads of Supply Chain
- Heads of Logistics
- Heads of Demand & Merchandise Planning
- Heads of Warehouse Management
- Heads of Operations
- Heads of Fulfilment

# SUMMIT AGENDA

TUESDAY, 29TH APRIL

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## 8:30 REGISTRATION, COFFEE & NETWORKING

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## 9:00 WELCOME REMARKS FROM CHAIRPERSON

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### 9:10 Attendee Spotlight

Attendees will discuss key priorities and challenges

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## 9:30 PANEL DISCUSSION: BALANCING BUSINESS NEEDS & STAKEHOLDER PERSPECTIVES TO DRIVE SUPPLY CHAIN RESILIENCE

- Approaching current challenges and market trends
- Discussing ways to stay adaptable to risks & complexities to better support business continuity
- Creating effective stakeholder engagement strategies
- Sharing ways in which supply chain innovation can deliver meaningful impact in the future

**Tom Weinmann**, General Manager Supply Chain, Officeworks  
**Renelle Dallimore**, Head of Supply Chain ANZ, Amplifon  
**Suzanne Weeda**, Head of Supply Chain Strategy, 7-Eleven  
**Serena Mahar-O'Keefe**, Head of Supply Chain APAC, BIC  
Moderator: **Tony Horn**, Chief Operating Officer, Profectus Group

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## 10:10 CASE STUDY: CREATING A CUSTOMER-CENTRIC FULFILLMENT NETWORK FOR SPEED & FLEXIBILITY

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## 10:40 MORNING TEA & NETWORKING

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### 11:10 Supply Chain Simulation

Attendees will be given a challenge and asked to discuss as a table

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## 11:30 PANEL DISCUSSION: CREATING VALUE ACROSS SUPPLY CHAIN OPERATIONS FOR CONTINUOUS IMPROVEMENT

- Discussing ways to benchmark supply chain excellence
- Increasing collaboration and leadership on projects and initiatives to build a robust future-fit supply chain network
- Navigating ways to reduce costs and collaborate with key partners to drive mutual value across the network

**Nick Pryslipski**, Supply Chain Strategy & Development Manager, Country Road Group  
**Shane Bell**, Head of Supply Chain, Amer Sports  
**James Brodie**, Supply Chain Manager, Centre for Excellence, Coles Liquor

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## 12:10 CASE STUDY: EXPLORING THE FUTURE DELIVERY MODEL

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## 12:40 LUNCH & NETWORKING

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### 1:20 INTERACTIVE WORKSHOPS

- Agile demand planning: Navigating the retail market
  - Using data insights in modern supply chain decision-making
  - Embarking on a warehouse automation setting to optimise inventory management & space capacity
  - Using AI in merchandise planning to support better customer outcomes
  - Traceability and sustainability: How to engage with suppliers on common circular economy objectives
  - Supply chain transformation in a constantly changing retail landscape
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## 2:00 PANEL DISCUSSION: SUPPORTING ACCURATE DECISION-MAKING THROUGH RETAIL MERCHANDISE & INVENTORY PLANNING

- Matching consumer demand & customer expectations to support continuous growth
- Setting up merchandise planning to promote positive sale performance online & in store
- Creating effective cross-functional collaboration strategies to address challenges & short-comings
- How the role of merchandise planning & forecasting is going to reshape the way retailers plan in the future

**Julian Paynter**, General Manager, Austin Group  
**Jana Polson**, Head of Merchandise Planning, Petstock  
**Chris Pitts**, Chief Merchandise Officer, Myer  
**Keith Hopkins**, General Manager Technology Merchandise and Supply Chain, Kmart  
**Kelly Arthur**, Head of Merchandise Planning, Politix

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## 2:40 PRESENTATION: INCREASING INVENTORY ACCURACY THROUGH AI-ENABLED DEMAND PLANNING

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## 3:10 AFTERNOON TEA & NETWORKING

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## 3:30 CASE STUDY FROM LEO LIN: AGILE MERCHANDISE PLANNING STRATEGIES IN TIMES OF UNCERTAINTY

- Understanding your customer's needs from both a micro and macro level
- How to operate in smarter ways with tightening budgets
- Supporting short and long term business objectives

**Andy Pavlou**, Head of Merchandise and Strategy, Leo Lin

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## 4:00 CLOSING REMARKS

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## 4:10 NETWORKING DRINKS

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## 5:00 EVENT END

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