

# WORKPLACE STRATEGY SUMMIT VIC

AUSTRALIA & NEW ZEALAND'S MOST ESTABLISHED WORKPLACE SUMMIT

WEDNESDAY, MAY 21ST, 2025

ZINC AT FEDERATION SQUARE  
MELBOURNE



## SPEAKERS



**adidas**



**JÖRN WÄCHTER**

Global Director Workplace Experience, Design & Concepts



**TINA CHAPMAN**

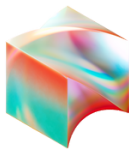
Director, Workplace (APAC)



**Canva**

**TOM MCNAMARA**

Space Creation - Global Lead



**BLOCK**

**TIM HALPIN**

Director, Global Property & Facilities



**ASHLEA JOUBERT**

Head of Design



**Walgreens**



**STEPHANIE PETERS**

Director, Workplace Solutions

## KEY TOPICS

- Exploring the potential for AI to transform the workplace
- Optimising occupancy by nudging employees toward meaningful office attendance
- Leveraging unique insights for a purposeful & productive workplace
- Collecting workplace & team data for strategic decision making
- Creating productivity, creativity, and personal meaning in the workplace

## WHO WILL ATTEND?

- Heads of Workplace
- Heads of Workspace
- Heads of Property
- Heads of CRE
- Heads of Facilities
- Heads of Workplace Experience

#FOREFRONTEVENTS

# SUMMIT AGENDA

WEDNESDAY, 21ST MAY 2025

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS FROM CHAIRPERSON



### 9:10 ATTENDEE SPOTLIGHT

Your office has underutilised space. As a group, select an organisation from the screen - Within the constraints, get creative & discuss the best way to repurpose it.

## 9:40 PANEL DISCUSSION : SMARTER SPACES - EXPLORING THE POTENTIAL FOR AI TO TRANSFORM THE WORKPLACE

- Beyond self-service: Innovative use cases for AI in the workplace and for workplace leaders
- Optimising occupancy by nudging employees toward meaningful office attendance
- The role of AI in facilitating sustainable workplaces

**Tim Halpin**, Director, Global Property and Facilities, Block  
**Paul Reaby**, Head of Property Services, Australian Energy Market Operator

**Chen Tang**, Director Real Estate & Space Planning, Swinburne University

**Cathy Jones**, Workplace Experience Manager - Aus, EA Games

## 10:20 CASE STUDY: EMBRACING AN INNOVATIVE, RESPONSIVE & HIGH-TECH WORKPLACE

## 10:50 MORNING TEA & NETWORKING

## 11:20 PANEL DISCUSSION: LEVERAGING UNIQUE INSIGHTS FOR A PURPOSEFUL & PRODUCTIVE WORKPLACE

- Collecting workplace & team data for strategic decision making
- Designing fit for purpose office spaces that support unique requirements and elevate the hybrid workplace experience
- Challenges around affordability and implementation of advanced data collection methods

**Tina Chapman**, Director, Workplace (APAC), Xero

**Ashlea Joubert**, Head of Design, Nandos

**Jelena Liddiard**, Executive Manager - Property, IAG

**Stephanie Peters**, Director, Workplace Solutions,

Walgreens (Virtual)



## 12:00 CASE STUDY : TAKING A NUANCED APPROACH TO WORKSPACE DESIGN: ENHANCING EXPERIENCES FOR ALL EMPLOYEES

## 12:30 LUNCH & NETWORKING



### 1:10 INTERACTIVE SESSION

Designing the ideal workplace of the future

## 1:40 CASE STUDY: WORKPLACE TRANSFORMATION IN 2025: CRITICAL CONSIDERATIONS FOR LEADERS

## 2:10 RTO DEBATE: DISCUSSING APPROACHES TO OCCUPANCY EXCELLENCE

- Debating the future of office occupancy: Mandate, hybrid or remote?

**Tiffany Drew**, AUNZ Manager, Places, Palo Alto

**Simon O'Brien**, Director, Property Transformation, NAB

**Tom McNamara**, Space Creation - Global Lead, Canva

## 2:50 AFTERNOON BREAK & NETWORKING

## 3:10 CASE STUDY: DATA AS A DESIGN PARTNER - TRANSFORMING INSIGHTS INTO IMPACT

## 3:40 CLOSING KEYNOTE: INSIGHTS INTO ADIDAS GLOBAL WORKPLACE DESIGN - CREATING PRODUCTIVITY, CREATIVITY, AND PERSONAL MEANING

**Jörn Wächtler**, Global Director Workplace Experience, Design & Concepts, adidas (Virtual)



## 4:10 CLOSING REMARKS

## 4:20 NETWORKING DRINKS

## 5:20 EVENT END