

# 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



**Booking.com**

**SOFIA PEREIRA**

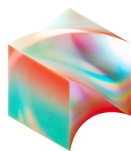
Workspace Experience Lead APAC



**Canva**

**NADA TROCHILAS**

Global Space Creation Lead



**BLOCK**

**TIM HALPIN**

Director, Global Property & Facilities



 **Nando's**

**ASHLEA JOUBERT**

Head of Design



**ANZ**

**SHARON MCDONALD**

Group Head of Property

## 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

Workplace Bingo —Connect with your peers by finding those who match unique workplace experiences.

## 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

**Sharon McDonald**, Group Head of Property, ANZ

## 10:20 CASE STUDY: PURPOSE DRIVEN DATA - HOW IT CAN ENHANCE THE HUMAN EXPERIENCE

**Marcus Chan**, Associate, M Moser

## 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

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

**Emma Cashen**, Workspace Technology Manager, EBOS Healthcare

**Tim Bowman**, Workplace Experience Partner, Airwallex

**Sofia Pereira**, Workspace Experience Lead, APAC, Booking.com (Virtual)

Moderator: **Callan Stevens**, Regional Business Manager, Ricoh

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

**Chris Anderson**, Real Estate Lead, Asia Pacific, Cisco

## 12:30 LUNCH & NETWORKING



### 1:10 INTERACTIVE SESSION

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.

## 1:40 CASE STUDY: BEYOND THE HYPE: WHY CORPORATE REAL ESTATE NEEDS A SYSTEMATIC APPROACH TO AI

**Vivek Satpathi**, Head of International Client Growth, JLL

## 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

**David Johnson**, Executive, Property, NAB

**Nada Trochilas**, Global Space Creation Lead, Canva (Virtual)

## 2:50 AFTERNOON BREAK & NETWORKING

## 3:10 CLOSING KEYNOTE: INSIGHTS INTO ADIDAS GLOBAL WORKPLACE DESIGN - CREATING PRODUCTIVITY, CREATIVITY, AND PERSONAL MEANING

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



## 3:40 CLOSING REMARKS

## 3:50 NETWORKING DRINKS

## 4:50 EVENT END