

Digital Retail Summit NSW

📅 17th June 2026

📍 Doltone House - Darling Island

FEATURED SPEAKERS



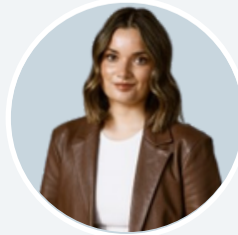
Graeme Faulkner
Chief Technology Officer
jaycar



Krista Wright
Director - Customer
Growth & Loyalty
THE ICONIC



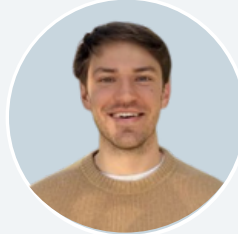
Jessica Dang
Head of Brand
Showpo.



Rachael Ward
Head of Digital
ksabi



Quaetapo
Head of Digital Experience
& Delivery
R. M. WILLIAMS
EST. 1932. AUSTRALIA



Samuel Drown
Director of Product - CX & AI
le LUXURY ESCAPES

KEY TOPICS



Navigating the future
digital retail ecosystem



Optimising channel mix
strategy in the AI era



Leveraging brand identity
to foster customer loyalty



Delivering best-in-class
digital and omnichannel
experiences

WHO WILL ATTEND

Technology
eCommerce

Digital
Omnichannel

Customer Experience
Loyalty

Digital Retail Summit NSW

AGENDA

8:30AM REGISTRATION & REFRESHMENTS

9:00AM WELCOME REMARKS

9:10AM ATTENDEE SPOTLIGHT

Define what a winning retailer looks like in 2026 - across customer experience, technology, operations, and brand.

9:40AM PANEL DISCUSSION



Navigating the 2026 Digital Retail Ecosystem: What's Shaping the Next Era of E-Commerce?

- Aligning digital strategies with rapidly evolving consumer preferences
- Exploring how AI is reshaping customer behaviour and redefining digital and marketing strategies
- Driving successful adoption of new technology through change management and implementation roadmaps

Krista Wright, Director - Customer Growth & Loyalty, The Iconic

Graeme Faulkner, Chief Technology Officer, Jaycar

Martin Curtis, Chief Technology Officer, True Protein

Daniel Small, Chief Customer Officer, Boody

10:20AM CASE STUDY

Engaging the Modern Shopper: What Actually Drives Conversion?

10:40AM SPEED NETWORKING



11:00AM MORNING TEA & NETWORKING

11:40AM AUDIENCE INTERACTIVE



Retail Innovation Lab: Redesign the end-to-end eCommerce journey from scratch. What would team structure, tools, tech stack, and customer experience look like?

11:50AM PANEL DISCUSSION



From Clicks to Conversions: Optimising Channel Mix Strategy in the AI Era

- Winning visibility in an AI era with GEO and SEO
- Optimising paid advertising spend: Navigating increased competition and aligning spend with the evolving ad landscape
- Leveraging multi-channel insights to enable accurate attribution and inform future strategy

Rachael Ward, Head of Digital, Ksubi

Brooke Mills, Head of Digital, Beginning Boutique

Samuel Drown, Director of Product - CX & AI, Luxury Escapes

12:30PM CASE STUDY

From Interaction to Transaction: Streamlining Customer Engagement with AI

12:50PM LUNCH & NETWORKING

1:40PM INTERACTIVE WORKSHOPS

- Exploring how AI and agentic commerce are reshaping the Australian retail landscape
- From media to instore: delivering true 1:1 outcome-based marketing with hyper-personalisation
- Harnessing AI to personalise & optimise the customer journey
- Right place, right time: how to create impact in the convenience economy
- Driving profitability with AI-powered personalisation
- Re-assessing reliance on performance marketing in a cost-conscious retail climate

2:20PM PANEL DISCUSSION



Leveraging Brand Identity and Value-Driven Experiences to Foster Customer Loyalty

- Creating meaningful brand connections that build emotional ties and keep customers returning
- Leveraging personalisation and tailored experiences to make each brand interaction memorable
- Exploring the future role of the physical store and bridging instore and online experiences

Phil Chester, Head of Marketing, Budge Smuggler

Michelle Katz, Head of Marketing, Nespresso

Sarah Murphy, Head of Digital & eCommerce APAC, Boardriders

Adam Freedman, Head of Brand, Communications & Loyalty, Booktopia

Quaetapo, Head of Digital Experience & Delivery, R.M. Williams

3:00PM CASE STUDY

Turning Behavioural Insights into Frictionless Retail Experiences

3:20PM AFTERNOON TEA & NETWORKING

3:40PM CLOSING KEYNOTE

The new blueprint: brand building for a digital-first era

Jessica Dang, Head of Brand, Showpo

4:10PM

CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

5:30PM EVENT CONCLUDES