

9.00 – 9.15 AM
Acknowledgement of Country & Conference Welcome
Professor Yalçın Akçay
 Director, Centre for Business Analytics & Professor of Operations Management, Melbourne Business School

Conference Opening
Professor Ian Harper AO
 Dean
 Melbourne Business School

9.15 – 9.30 AM
Opening Keynote:
AI is Only as Good as we Lead It
Stela Solar
 Director, National AI Centre
 CSIRO

9.30 – 10.00 AM
 SESSION 1
L'ORÉAL Beauty Tech powered by AI
Rodrigo Pizarro
 Chief Executive Officer
 L'Oréal ANZ

We delve into the game-changing potential of harnessing data to elevate our business. Through cutting-edge analytics and continuous improvement, we demonstrate how L'ORÉAL leverages data to gain valuable insights into consumer behaviour, product performance, and market trends. By optimizing our data processes and investing in advanced technologies, we strengthen our ability to make informed decisions, fuel innovation, and deliver enhanced results. With data-driven strategies at the core of our operations, we are poised to drive sustained growth significantly above market in the ever-evolving beauty industry.

10.00 – 10.30 AM
 SESSION 2
Driving Business Success through Insights, Data & Analytics
Sarah Hunter
 CEO & Managing Director
 Officeworks

In this session, Officeworks Managing Director Sarah Hunter will be sharing the retailer's journey to use data, insights, and analytics to create an even more relevant and rewarding customer experience. Through strategic investment in modern data systems, these analytical insights are contributing to Officeworks making bigger things happen in supporting Australia to work, learn, create and connect.

10.30 – 11.00 AM
 SESSION 3
Data Driven Storytelling:
Crafting Compelling Narratives with Numbers
Harleen Thethy
 Global Head of Data and On-Platform Distribution
 BBC Storyworks, BBC News International Commercial (UK)

Uncovering key insights is one skill, and communicating them is another; we'll explore the art of storytelling and crafting together fact with creativity to tell a story with data that captures the audience's attention, and allows you to guide the core messaging behind your data.



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	TRACK 1 Leading the Way: Navigating Data and Digital Transformation	TRACK 2 AI & Machine Learning - Applications and Implications	TRACK 3 Future Technologies Masterclasses
11.30 AM – 12.00 PM SESSION 4	<p>Navigating the Generative Frontier: The Evolution of Decision Making in the Age of AI Moderator: Professor Yalçın Akçay Director, Centre for Business Analytics & Professor of Operations Management Melbourne Business School</p> <p>Panel: Dr. Amina Crooks Director, Customer Strategy and Design Deloitte</p> <p>Professor Eduard Hovy Research Professor, Language Technologies Institute, Carnegie Mellon University & Executive Director, Melbourne Connect</p> <p>Associate Professor Toby Murray School of Computing and Information Systems University of Melbourne</p> <p>Rowena Westphalen Senior Vice President, Solution & Customer Advisory Salesforce</p>	<p>Business Optimisation Showcase Dave Scerri CEO Biarri Optimisation</p> <p>Practical and usable solutions to real world business problems often require the application of cross-discipline techniques. In this presentation, you will hear about how approaches from both machine learning and optimisation have been combined to unlock efficiencies in the supply chain and retail industries.</p>	<p>CDO Masterclass: Addressing AI Risks – Practical Steps to Manage Disruption Dr. Jonathan Cohen Principal Taylor Fry</p> <p>With rapid changes in AI technologies and new regulations coming here and abroad, many executives are planning for new challenges with governing AI systems. However, nearly all organisations have already deployed AI systems in some form or other. Further, relevant legislation is already applicable and general enterprise risk management frameworks are in place. In this masterclass, learn from experts at a leading analytics and actuarial consulting firm how to:</p> <ul style="list-style-type: none"> • Understand your obligations from current laws and regulations, and what's coming next, • Assess your existing risk management frameworks and related policies in the world of algorithms and AI, • Develop a roadmap for implementing AI Governance, • Frame discussions about AI risks with your Board and other stakeholders.
12.05 – 12.35 PM SESSION 5	<p>Join us for an insightful panel exploring the profound impact of generative AI on decision making within businesses. This panel brings together esteemed academics with expertise in AI and cybersecurity, alongside senior business leaders, to shed light on the challenges and opportunities presented by this transformative technology. Gain valuable insights into the implications of generative AI and discover how businesses can navigate its complexities to make informed decisions in an evolving digital landscape.</p>	<p>What does Diversity & Inclusion have to do with Artificial Intelligence? Professor Karin Verspoor Executive Dean, School of Computing Technologies RMIT University</p> <p>This talk explores the proposition: "We must put Diversity & Inclusion into focus when designing, developing, and deploying AI applications." I argue that we must consider who our data represents, what assumptions are embodied in our data sets and our models, the contexts in which models will be used, and how these factors impact the creation and use of AI.</p>	<p>CDO Masterclass: Transforming Business Engagement with Data Analytics Teams Sandra Hogan & Jeremy Hooi Co-Founders Amperfii</p> <p>There is much to be gained with the coming age of AI and its many benefits to people and organisations. However, to optimise the benefits we need to collaborate across more teams, more than ever. This presentation will look at approaches that can improve business confidence and satisfaction with your Data Analytics program as you collaborate to deliver AI products within your organisation. We will explore ways to promote engagement with stakeholders, how change management plays a role and how to leverage a product management mindset to transform business outcomes.</p>

TRACK 1

Leading the Way: Navigating Data and Digital Transformation

1.30 –
2.00 PM
SESSION 6**Driving Innovation in Retail:
Exploring the Impact of Generative AI****Professor Yalçın Akçay**Director, Centre for Business Analytics &
Professor of Operations Management
Melbourne Business School

We will delve into the profound impact of generative AI on driving innovation within the retail industry. By exploring the limitless possibilities that generative AI offers to reshape the future of retail, we will uncover the transformative potential of cutting-edge artificial intelligence technologies in revolutionizing customer experiences, driving personalized marketing strategies, and improving the supply chain.

2.05 –
2.35 PM
SESSION 7**Advancing AI for a More Connected World****Naomi Shepherd**Group Industry Director
Meta

In this session, Naomi Shepherd from Meta explores the transformative power of AI. She traces AI's history, from Turing's visionary dreams to modern deep learning breakthroughs, and shares Meta's AI journey and its impact on platform safety, user experiences, and creative tools. Hear about Meta's commitment to responsible AI and open-sourcing, and hear examples of the economic opportunities AI presents.

2.40 –
3.10 PM
SESSION 8**How Digital is shaping everyday experiences in grocery****Ben Hassing**Chief Digital Officer
Coles

Digital technologies have redefined the way we shop - what were once physical storefronts, now offer personalised and convenient experiences, anywhere, anytime, and anyhow. Ben will outline how Coles is exploring omni-channel strategies and innovations, as it shapes the future of grocery.

TRACK 2

AI & Machine Learning - Applications and Implications

1.30pm-2.15pm (45m)

Data Ethics – Principles for Success**Moderator: Phil Noble**Founder & Managing Director
Strategic Project Partners**Panel:****Owen Zhang**Acting Director Data and Solutions
Ambulance Victoria**Joseph Correnza**Principal & Design Director
Arup**Melissa Monks**Senior Executive – Privacy & Regulatory Affairs
Medibank Group

To successfully navigate the ethics minefield, the support of the whole organisation needs to be enlisted. How are larger organisations tackling this problem? In this segment, Phil Noble will share an approach to establishing a set of organisation-wide principles for handling data-ethics issues. An experienced senior panel will then discuss the challenges faced, opportunities for change, and the hurdles they seek to overcome.

2.25pm-3.10pm (45m)

Leveraging the Power of Data in Sport**Elisa Koch**, Head of Data & Analytics**Penny Privett**, Data Visualisation Lead
AFL

This session will feature AFL's journey to build a data and analytics capability for the AFL and all 18 Clubs. This will include key focus areas for the AFL and how data is enabling those strategies, including an interactive dashboard demo.

TRACK 3

Future Technologies Masterclasses

1.30pm-2.15pm (45m)

**Data Scientist Masterclass hosted by Microsoft:
Generative AI - 5 Myths and 3 Use cases****David Baker**, Technology Strategist**Alister Lee**, Data and AI Solution Specialist
Microsoft

With all the hype around Generative AI (ChatGPT), we will explore the impacts through the use of demonstrations and hands-on use cases in this session. We will review some common myths and get hands-on to learn why spoken language will become the programming language of the 21st century.

2.25pm-3.10pm (45m)

**CDO Masterclass: Accelerate AI applications using
NVIDIA GPUs and AI software****Dr. Maggie Zhang**Senior Solutions Architect & Engineer AI
NVIDIA

Accelerating AI applications demands great computational resources when datasets increase in size and models increase in complexity. This talk will demystify deep learning training and inference using neural networks, as well as introduce NVIDIA's latest GPU architecture and AI software stack to help you maximize the performance of your AI workloads on GPUs. We will also share some success stories to show you how customers successfully accelerated their AI workloads using GPUs in different domains such as healthcare, financial services, speech and natural language processing, and so on.

TRACK 1

Leading the Way: Navigating Data and Digital Transformation

3.40 –
4.10 PM
SESSION 9

Marvel Stadium and Amazon's Just Walk Out Technology

Rob Pickering

General Manager, Technology
AFL

Marvel Stadium has a vision of being the most technologically advanced stadium in the Southern Hemisphere with a key pillar of this vision being fan experiences underpinned by technology. The AFL as owners of Marvel Stadium working with Amazon have brought Just Walk Out technology as a first to the Southern Hemisphere, unlocking fans abilities to get their food and drink in as little as a goal break (45 seconds) removing all the friction in a typical concession experience by leveraging the latest in computer vision, machine learning and camera technology.

4.15 –
4.45 PM
SESSION 10

Using AI & ML to Change the Way the World Experiences Property

Melina Cruickshank

Chief Product & Audience Officer
REA Group

Melina will share insight into how AI and ML power market leading experiences on realestate.com.au and drive the accuracy of Australia's number one property valuation, realEstimate. While new technologies continue to change the way in which Australians buy, rent, and sell property, Melina will discuss how REA Group's brands, such as PropTrack, were built on innovation, and how the core principles of brand equity and trust remain unchanged in the face of new AI advancements.

4.50 –
5.20 PM
SESSION 11

Data and Transparency: Keys to a Sustainable World

Dr. Stephen Brobst

Chief Technology Officer
Teradata

Creating a sustainable society requires data for measuring KPIs related to consumption and regeneration of resources. Making these measurements transparent through use of open data sets and then leveraging AI/ML to optimize sustainability outcomes is critical for long-term preservation of humanity. The capture of detailed data through use of sensor devices with real-time streaming and automated decision-making enables scalable deployment of 'smart' technologies to preserve essential resources. In this session, learn about the application of best practices in activity-based costing for the purposes of measuring KPIs to drive a sustainable society; the importance of transparency and open data sets to drive continuous improvement toward a sustainable society; and the use of AI/ML techniques to optimize outcomes while considering long-term environmental impacts.

TRACK 2

AI & Machine Learning - Applications and Implications

Building High Performance Data Science Teams that Leverage Generative AI

Dr. Leo Lopes

Head of Data Science
SEEK

What changes and what doesn't in Data Science teams with the recent improvements to language models? How do they affect your team's structure? How should you think of how you add value as an individual contributor and as a manager? We'll synthesise the emerging trends within a bit of longer-term context.

2023 Practice Prize: Finalist Presentations

Professor Yalçın Akçay

Director, Centre for Business Analytics &
Professor of Operations Management
Melbourne Business School

Automated Scheduling and Routing of Road Network Maintenance

Dr. David Ming, Data & Analytics Manager - Optimisation

Elton Shi, Strategic Improvements Analyst
Downer Group

Project Oracle ML Demand Forecasting for L'Oréal E-Boutiques

Louise Turner

Analytics Strategy & Projects Manager
L'Oréal ANZ

Pathways to Homelessness

Hugh Miller, Principal

Laura Dixie, Director
Taylor Fry

The winning submission will be awarded an honorarium of \$10,000 AUD.

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