REDEFINING THE FUTURE OF BUSINESS WITH AI

9.00 – 9.20 AM

Welcome & Acknowledgement of Country

Anita Arbogast
Executive Director
Centre for Business Analytics
Melbourne Business School

Professor Jenny George
Dean
Melbourne Business School

9.20 – 9.50 AM
SESSION 1

How AI is Transforming the Australian Property Experience
Owen Wilson
Chief Executive Officer
REA Group

AI is set to reshape the property experience as we know it, and future AI enhancements have the potential to unlock new ways of connecting Australians with their next home. In this presentation, Owen will share how AI and ML is personalising the property experience for REA's consumers and adding value for its customers, along with how REA is supporting the property industry to embrace technology with access to AI-led features. Hear about how REA is upskilling its teams to leverage AI opportunities while increasing internal productivity, and its approach to responsible and ethical adoption.

9.50 – 10.30 AM
SESSION 2

Moats in the Era of AI
Professor Gad Allon
Professor of Operations, Information & Decisions
Wharton School, University of Pennsylvania

In an era dominated by rapid technological advancements, understanding the evolving dynamics of competitive advantage, or "moats", is crucial. This talk delves into the intricate relationship between scale barriers to entry and the deployment of analytics and technology. While data and analytics are often heralded as the new gold, they do not inherently create barriers to entry unless leveraged to enhance differentiation through cost efficiency, network effects, or switching costs. While AI and advanced analytics can enhance scalability and efficiency, enduring competitive advantages arise from integrating these technologies with robust operational components and human interactions, ultimately creating sustainable moats in a technologically advanced landscape.

10.30 – 11.00 AM
SESSION 3

How Coles is using AI to innovate
Leah Weckert - Managing Director & Chief Executive Officer
Wendy Stops - Non-Executive Director
Coles Group

Leah will discuss how Coles is leveraging AI to deliver real, tangible benefits to customers and team members. She will highlight a range of AI innovations which enhance productivity, improve on-shelf availability, and reduce food waste.

MELBOURNE BUSINESS ANALYTICS CONFERENCE 2024

Redefining the Future of Business with AI

CENTRE FOR BUSINESS ANALYTICS · MELBOURNE BUSINESS SCHOOL · 10 CELEBRATING 10 YEARS of transforming data culture · #mbac24

11.00 – 11.30 AM　|　MORNING TEA

	TRACK 1 **Redefining the Future of Business with AI** **SAVOY BALLROOM**	**TRACK 2** **From Bespoke Tools to Integrated Capability** **MAYFAIR BALLROOM**	**TRACK 3** **Future Technologies Masterclasses** **GROSVENOR**
11.30 AM – 12.00 PM **SESSION 4**	**Navigating the Yellow Brick Road: A Leaders Guide to Embracing Generative AI and Beyond** **Robyn Hill** **Head of Retail/CPG APAC** **AWS** In today's rapidly evolving business landscape leaders are faced with a pivotal choice: embrace innovation or risk obsolescence. The past five years have been a whirlwind of change, challenging long-held truths and forcing organizations to pivot in unprecedented ways. As we emerge from this period of unprecedented change, one thing is clear: innovation remains the key to meeting the ever-changing needs of consumers and staying ahead of the competition. At the forefront of this innovation wave is Generative AI, a technology that is rapidly gaining traction and transforming industries. Public Large Language Models (LLMs) are now accessible to consumers, presenting both opportunities and challenges for businesses. Leaders who fail to embrace this technological revolution risk falling behind and losing their competitive edge. In this keynote address, we will delve into the critical considerations leaders must make as they navigate their organization's innovation journey. From fostering a culture of adaptability to leveraging the power of Generative AI, we will explore the strategies and mindsets required to stay ahead of the curve. Attendees will gain invaluable insights into navigating the complexities of this new era, empowering them to lead their organizations towards sustained success in an ever-changing world. Join us as we unlock the secrets to embracing the future and thriving in the age of Generative AI and beyond.	**Adoption of Generative AI in the Public Sector: Insights, Challenges and Future Directions** **Phil Noble - Founding Partner, Strategic Project Partners** **Cressida Wall - Commissioner, Economic Growth & Better Regulation (Vic)** **Dr Alex Duong - Interim Program Director & Chief Medical Information Officer, EMR & Informatics, Monash Health** The adoption of Generative AI (GenAI) technologies in the public sector holds significant potential for enhancing operational efficiency, decision-making, and public service delivery. This presentation from Phil Noble, Managing Partner at SPP, delves into the insights garnered from discussions with leaders from various public sector organisations at different stages of AI technology adoption. Key themes include the drivers and barriers to adoption, ethical and regulatory considerations, and the roadmap for future integration. This session will include a facilitated conversation with public sector leaders, providing an interactive platform for attendees to engage with those at different stages of the AI adoption curve. This dialogue aims to offer valuable lessons, share best practices, and provide practical recommendations for public sector entities embarking on their AI adoption journey.	**AI's Dirty Secret: Unpacking Why 80+% of AI projects Fail and What To Do About It** **Dr Evan Shellshear** **Group Chief Executive Officer & Managing Director** **Ubidy** In this masterclass, we present research on the failure rates of data science projects and provide a number of lessons learnt as well as real life case studies illustrating the most important challenges facing organisations trying to implement AI projects. We then draw conclusions as to what organisations need to do in order to double their chances of success.
12.05 – 12.45 PM **SESSION 5**	**Generative AI and Price Discrimination in the Housing Market** **Professor Maxime Cohen** **Professor, Scale AI Chair in Data Science for Retail** **McGill University** Housing discrimination has been recognized as an important societal issue for decades. In this presentation, we first compare AI-generated versus human-generated housing prices using a sample of 285,853 U.S. properties. We then study the impact of generative AI in the context of price discrimination in the housing market and find that it can help alleviate this issue. This is in stark contrast with traditional AI/ML models that typically amplify biases and discrimination.	**Redefining Customer Interaction with the Customer Brain** **Lisa Marchant** **Head of Customer Decisioning** **NAB** NAB's Customer Brain delivers relationship-led, personal experiences that are relevant in the moment, in any channel – digital or human. In this session we'll go under the hood and share how data and analytics fundamentally power the brain, enabling NAB to disrupt conventional approaches to communications.	**Gurobi Masterclass: Getting started with Decision Intelligence** **Dr Steven Edwards - Team Leader, Technical Management Gurobi Optimization** **Dr David Ming - Senior Manager, Deloitte Consulting** What does balancing the energy grid, rostering sports games, and designing the perfect wedding table plan all have in common? They all involve finding the best possible set of decisions out of perceivably infinitely many. This is the core of Decision Intelligence, for which Gurobi is the premium solver, leveraging cutting-edge mathematics to find provable optimal results extremely quickly. Come and join Gurobi and partner Deloitte, as we provide a crash course into what optimisation is and how it fits in your problem solving toolbelt. In this master-class, we will assume no prior knowledge and by the end you will have an intuitive understanding of this technology and, like us, start seeing optimisation problems all around you in your business and in your life.

12.45 – 1.40 PM | LUNCH

	TRACK 1 **Redefining the Future of Business with AI** **SAVOY BALLROOM**	TRACK 2 **From Bespoke Tools to Integrated Capability** **MAYFAIR BALLROOM**	TRACK 3 **Future Technologies Masterclasses** **GROSVENOR**
1.40 – 2.10 PM **SESSION 6**	**Redefining the Future of Business with Decision Intelligence** **Iain Jardin** **Regional Director APAC** **Gurobi Optimization** In an era where data is abundant, making informed and strategic decisions is crucial. This presentation will explore how optimisation techniques can transform data into actionable insights, driving better business outcomes. We will discuss how AI-driven optimisation enhances various business processes and decision-making capabilities. Attendees will gain insights from diverse case studies, illustrating the practical applications of optimisation in improving operations and customer experiences. The session will also highlight the strategic benefits of integrating optimisation into business planning and execution, enabling long-term success through continuous improvement.	**Data Literacy: Fuelling the Adoption of AI in Organisations** **Jan Blakeman - Analytics Enablement Lead, Data Strategy, Analytics & Insights** **Dr Greg Hill - Head of Data Strategy, Analytics and Insights** **AustralianSuper** Poised to revolutionise with AI, organisations recognise data transformation underpins AI solutions. However, the demand-side of the equation - equally critical for sustained adoption – can be overlooked. Data Literacy programs address this by cultivating a mindset of curiosity and critical thinking across all levels. Discover how we framed, designed and executed a Data Literacy program to uplift organisation-wide demand for data, analytics and AI as we share our key learnings.	**The Five Laws of Successful Enterprise-Grade Generative AI** **Simon Johnston** **Head of GTM Data & AI, Australia and New Zealand** **Amazon Web Services Australia** Simon, a 20-year veteran in the AI industry, has witnessed the fascinating evolution of technology that has led to Generative AI becoming today's most loved tool. But is Generative AI overhyped for the near term, are CIOs struggling to put the technology into production and achieve ROI, and what has become of Traditional AI? Join Simon as he explores the top three use cases for Generative AI within the enterprise, shares valuable customer insights, and unveils Five Laws as a framework to consider for your Generative AI journey.
2.15 – 2.55 PM **SESSION 7**	**GenAI and the Future of News Media: Trust, Reputation, and Innovation** **Professor Yalçın Akçay - Director, Centre for Business Analytics, MBS** **Mel Hopkins - Former Chief Marketing Officer, Seven West Media** **Professor Will Harvey - Director, Centre for Social Purpose, MBS** **Cosima Marriner - Managing Editor, Australian Financial Review** The rise of Generative AI (GenAI) is revolutionising the news media landscape, bringing both opportunities and challenges. This panel will explore how GenAI is reshaping content creation, audience engagement, and the trustworthiness of news sources. Join our esteemed experts from academia and industry as they discuss the implications of these technological advancements on reputation management, marketing strategies, and the integrity of journalism.	**Will Regulatory Complexity Destroy AI Innovation?** **Professor Jeannie-Marie Paterson** **Director, Centre for AI & Digital Ethics** **University of Melbourne** Over the last few years, the world has been astounded by developments in AI. Running behind those developments have been initiatives to ensure that AI is developed and deployed in ways that are safe, effective, and fair. These efforts have become increasingly interventionist – moving from principles of 'ethical AI' to 'AI safety guardrails' and even 'AI law'. The initiatives may keep us safer, but they also increase complexity. Complexity is of itself a risk, including to innovation. It is not a problem that is easily resolved. However, I am going to suggest that understanding the character of the concerns and advocating for regulatory coherence are part of the answer to such concerns.	**Interrogating a Document Set using Retrieval Augmented Generation** **Dr Mel Mistica - University of Melbourne** Techniques used in Natural Language Processing (NLP), such as those applied in Retrieval Augmented Generation (RAG), have gained a lot of attention with the success of Large Language Models (LLMs). However, it is difficult to not feel awed by and equally suspicious of this technology. RAG allows us to interrogate a curated document collection while utilising the generative capabilities of LLMs. For these systems, the response to any query is limited to the specialised information contained in the document collection, which can be useful when the information is not in the public domain but rather exists as internal documentation. This presentation will cover the kinds of problems or tasks that RAG can (and cannot) be used for and give some example applications to show the capabilities of RAG in action.
3.00 – 3.30 PM **SESSION 8**	**Generative AI Beyond Co-Pilots** **Dr Stephen Brobst - Chief Technology Officer, AB Initio** Artificial Intelligence has reached a new plateau of capability with the advent of Generative AI. The field of Artificial Intelligence has been around for many decades and has experienced multiple cycles of hype peaks characterized by unreasonable expectation of life-changing capability as well as troughs of disillusionment where confidence in its value proposition have been severely questioned ("AI Winters"). This talk will discuss why we should be paying attention to Generative AI – for both its amazing possibilities as well as its potential pitfalls. This discussion will explain, in plain terms, why Generative AI is different than previous instantiations of AI technology and how we can harness these capabilities for practical uses to deliver business value. Learn about the underlying architecture and use of LLMs for generative AI; how to deploy Generative AI using techniques that decrease cost of implementation by 10x versus brute force approaches; and advanced analytics frameworks for optimizing decision-making with Generative AI.	**BrandComms.AI™ – The Gen AI Platform for Effective Advertising** **Christelle Young - Managing Director, T2 Tea** **Jaimee-Lee Lincoln - Senior Data Scientist, Forethought** Introducing BrandComms.AI™: the Generative AI platform for effective advertising, developed by the internationally acclaimed marketing advisory, strategy, and analytics firm Forethought®. BrandComms.AI generates on-strategy creative ideas that are anchored in consumer behaviour and tested with real consumers at speed. It's a faster, smarter, science-based solution to marketing briefs, trained on over 30 years of proprietary category behaviour data and marketing science methodologies. This groundbreaking Gen AI solution is currently being leveraged by marketers and brands in SE Asia, Australia, and the Americas. Discover the future of data-driven marketing and how BrandComms.AI is reshaping the industry landscape.	**Digital Twins + AI = Game Changer** **Tony Savides - Managing Director, Business Science Corporation** Being able to couple your live IoT data and integrate it with a mathematical simulation of your operations, market or business processes (i.e. create a simulated twin of your business) has unlocked significant value for organisations to forecast with more precision and make decisions with more confidence. However, when you expand these solutions to allow for AI to consider all the historical context, feel out all the operational boundaries and intelligently derive optimal ways to run your business - everything changes! Humans are limited by experience and the construct of what we know, AI on the other hand takes all this and uses the simulated twin of your business to expand this knowledge, opening up areas of opportunities and improvements that would be uncomprehensible or unintuitive. I will unpack what operational twins are (and what they are not); provide examples of their applications; and run through case studies on how adding AI to this has been game changing.

3.30 – 3.55 PM | AFTERNOON TEA

	TRACK 1 **Redefining the Future of Business with AI** **SAVOY BALLROOM**	TRACK 2 **From Bespoke Tools to Integrated Capability** **MAYFAIR BALLROOM**
3.55 – 4.25 PM SESSION 9	**Lessons from the Front Line: The Journey in Scaling AI** **Cindy Saw - FVP/Head - IT Group - Data & Analytics, BDO UniBank** **Michelle Zhao - Director, Technology Consulting, EY** With a commitment to pioneering innovative technology and an intense focus on delivering personalised customer service, BDO Unibank, the largest financial institution in the Philippines, is embarking on a bold journey to embrace AI. Partnering with the EY AI & Data division, they have successfully rolled out a generative AI program across key branches (with many more planned), navigated organisational and adoption challenges, and are rapidly moving past pilot to scaling AI applications across the BDO business. Hear from Cindy Saw, Head of Data and Analytics at BDO Unibank, and Michelle Zhao, Director at EY AI & Data, as they discuss the lessons learnt and the practical ways in which they're achieving success.	**Real-world considerations for AI in Healthcare** **Professor Karin Verspoor - Dean, School of Computing Technologies, RMIT** **Dr Robyn Gillies - CMIO, Royal Melbourne Hospital** **Associate Professor Helen Frazer - Clinical Director,** **St Vincent's BreastScreen & BreastScreen Victoria** The use of artificial intelligence in health services shows promise for both clinical decision support and operational efficiencies. However, it also raises a number of real-world challenges, including issues of data quality, data privacy, patient consent and trust in AI systems. This panel will explore these issues, addressing both the opportunities and risks of AI in health settings.
4.30 – 5.00 PM SESSION 10	**Leading a Data Science Organization to Thrive with Generative AI: Skills, Strategies, and Structures** **Shilpi Sharma** **Former Chief Strategy Officer** **Yum! Brands** This presentation will cover the differences between various AI techniques, their applications across industries, skill development, product management, in-house vs. outsourcing decisions, the evolving role of data scientists, and the necessary leadership to drive success in a data science organization with Generative AI.	**2024 Practice Prize: Finalist Presentations** **Professor Yalçın Akçay** **Director, Centre for Business Analytics &** **Professor of Operations Management** **Melbourne Business School** **Leading with Climate Analytics** **Dr Rhys Whitley - Scientific Specialist, Pricing & Analytics** **Suncorp Group** **Machine Learning based Dynamic Markdown Pricing for Perishable Products** **Dr Sachintha Karunaratne - Senior Data Science Manager** **Indika Dissanayaka - Senior Data Scientist** **Dr Jithin George - Data Scientist** **Kriti Chhabra - Data Scientist** **Coles Group**
5.00 – 5.30 PM SESSION 11	**AI and the 3 things that need more airtime** **Stela Solar** **Director, National Artificial Intelligence Centre** **Department of Industry, Science and Resources** It's hard for a day to go by without a discussion about AI, but are we talking about the right things? Starting off with Australia's AI landscape, this session will go deeper into: The little-known areas of AI where Australia is leading, how Generative AI has made R&D critical for businesses, and the dependency large enterprises have on SMEs.	**Cathay Pacific Cabin Experience Optimisation** **Dr Carissa Cater - Director of Marketing Science** **Katherine Mai - Consultant** **Forethought** The winning submission will be awarded an honorarium of $10,000 AUD.

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5.35 – 6.15 PM | PRACTICE PRIZE AWARD CEREMONY AND NETWORKING EVENT