PROGRAM
Welcome to the second Airport Retail and Commercial Forum.

The Airport Retail and Commercial Forum has been established by the Australian Airports Association, leading travel retail media and events company The Moodie Davitt Report and commercial revenues expert consultancy The Mercurius Group.

This year’s theme is ‘Beyond Recovery – Accelerating Growth’ and brings together senior airport commercial executives, operators, and brands, as well as their business partners from duty free, specialty retail, food & beverage, car parking, car rental, ground transport, advertising, property, and hotels and other enterprises which are focused on delivering non-aeronautical revenue success at airports.

I am delighted to welcome you to Australia and the Pacific region’s second Airport Retail and Commercial Forum, held here in Brisbane. Last year the Forum had great participation from small, medium, and large airports, ranging from capital city airports to regional aerodromes, highlighting the level of interest in improving commercial operations.

James Goodwin
Chief Executive
Australian Airports Association
ABOUT THE AAA

The Australian Airports Association (AAA) is a non-profit organisation that was founded in 1982 in recognition of the real need for one coherent, cohesive, consistent and vital voice for aerodromes and airports throughout Australia.

The AAA represents the interests of more than 340 airports and aerodromes Australia wide – from the local country community landing strip to major international gateway airports.

The AAA also represents more than 150 aviation stakeholders and organisations which provide goods and services to airports.

ABOUT THE MERCURIUS GROUP

We help infrastructure businesses – defined as businesses where large volumes of people congregate in the one location – such as airports, railway stations, cruise ship terminals, universities, hospitals, stadiums, museums and casinos generate untapped commercial revenues from activities such as retailing, food & beverage, car parking and advertising.

And we take pride in doing this without disrupting the original infrastructure operation. You don't have to choose between efficient operational performance or generating commercial revenue. You can have both. All it takes is early planning, an understanding of what drives revenue generating opportunities and great design.

ABOUT THE MOODIE DAVITT REPORT

The Moodie Davitt Report is published by independent company Moodie International, now one of the world’s most successful multi-media business-to-business publishers.

It was founded in 2002 by then sole owner Martin Moodie. The website (www.moodiedavittreport.com) was launched as The Moodie Report in March 2003 and quickly became established as an indispensable source of reliable and real-time business intelligence on the global travel retail sector. It now attracts more than one million page views a month, an extraordinary result in a niche business sector.

Rebranded as The Moodie Davitt Report in 2015, the title effectively challenged – and reinvented – the whole trade press model, winning widespread industry recognition for its no-nonsense, easy-to-read format, style and content.

The company organises multiple industry events, including The Trinity Forum (a joint venture with Airports Council International and Airports Council International-Asia Pacific); The Airport Food & Beverage (FAB) & Hospitality Awards; Travel Retail Superstars and FAB Superstars and the annual ‘Moodies’ – the sector’s only social & digital communications and commerce awards, now in their tenth year.
HIGHLIGHTS OF THE FORUM

The AAA Retail & Commercial Forum 2023 takes the theme Beyond Recovery – Accelerating Growth.

With COVID now firmly in the rear view mirror and passenger volumes recovering, airports and their concessionaires are turning their attention to how to accelerate the growth of commercial revenues. Rather than referring back to 2019 benchmarks, the Forum will explore how we set new standards in everything from duty free to specialty retail to F&B to ground transport.

A key feature of the Forum will be a strong focus on the consumer – the key to unlocking these new benchmarks. And borrowing heavily from The Moodie Davitt Report’s Trinity concept, the Forum will also give voice to domestic market retailers and brands to give their perspectives on how airports and their partners can make their commercial programs more attractive and better performing.
WHY ATTEND

**DISCOVER**
all elements of commercial revenue including duty free, speciality retail, advertising, car parking, car rental and hotels

**HEAR**
from small regional airport experts to major airport experts

**NETWORK**
with colleagues and industry leaders

**DEVELOP**
knowledge and skills to assist your career development

**VISIT**
the industry exhibition to discover new technology and trends
## REGISTRATION

<table>
<thead>
<tr>
<th>Category</th>
<th>EARLY-BIRD (until 20 MAY)</th>
<th>STANDARD (21 May – 11 July)</th>
<th>LATE (11 July – 19 July)</th>
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<tbody>
<tr>
<td>AAA AIRPORT MEMBERS</td>
<td>$1,100</td>
<td>$1,320</td>
<td>$1,650</td>
</tr>
<tr>
<td>AAA CORPORATE MEMBERS</td>
<td>$1,320</td>
<td>$1,650</td>
<td>$1,980</td>
</tr>
<tr>
<td>NON-MEMBERS</td>
<td>N/A</td>
<td>$2,750</td>
<td>$3,080</td>
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*All registration fees include networking events and GST*
## AGENDA

### Monday 17 July

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>18.00-20.00</td>
<td><strong>Welcome Drinks</strong> (Soiree Deck @ Sofitel)</td>
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<td>Sponsored by <a href="http://airportretailgroup.com.au">Airport Retail Group Australia</a></td>
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### Tuesday 18 July

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00</td>
<td><strong>Registration &amp; Exhibition Open</strong></td>
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<tr>
<td>09.00-09.05</td>
<td><strong>AAA Conference Welcome</strong></td>
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<td><strong>Kym Meys</strong>, National Chair, Australian Airports Association and Executive General Manager, Planning &amp; Infrastructure, Adelaide Airport</td>
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<tr>
<td>09.05-09.15</td>
<td><strong>Conference Overview</strong></td>
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<td><strong>Dermot Davitt</strong>, President, The Moodie Davitt Report</td>
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<td><strong>Ivo Favotto</strong>, Managing Director, The Mercurius Group</td>
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<tr>
<td>09.15-09.25</td>
<td><strong>Host Airport Welcome</strong></td>
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<td><strong>Gert-Jan de Graaff</strong>, Chief Executive Officer, Brisbane Airport Corporation</td>
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<tr>
<td>09.25-10.00</td>
<td><strong>Focus on the Consumer 1 – Domestic Retail Trends and Implications for Airport Retailing</strong></td>
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<td><strong>Professor Gary Mortimer</strong>, University of Queensland</td>
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<td>10.00-10.30</td>
<td><strong>Focus on the Consumer 2 – Results of Bespoke Consumer Research on how customers perceive Airport Retail</strong></td>
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<td><strong>Kristy Ihle</strong>, Managing Director, THINK Global Research</td>
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<tr>
<td>10.30-11.00</td>
<td><strong>Coffee Break – Exhibition Area</strong></td>
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<td>Sponsored by <a href="http://www.iclickinteractive.com">IClick Interactive</a></td>
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<tr>
<td>11.00-11.45</td>
<td><strong>Panel Discussion – Concession agreements in the post COVID world</strong></td>
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<td><strong>Kate Gillies</strong>, Chief Financial Officer, Hobart Airport</td>
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<td><strong>Lucy Thomas</strong>, Head of Retail, Auckland Airport</td>
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<td><strong>Matt Hill</strong>, Senior Vice President, Asia Pacific Business Development, SSP</td>
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<td><strong>Przemyslaw Lesniak</strong>, Chief Executive Officer, Lagardère AWPL</td>
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AGENDA

11.45-12.30  How much will Bonza invigorate regional travel – Implications for airports
             Carly Povey, Chief Commercial Officer, Bonza Airlines

12.30-13.30  Lunch Break – Exhibition Area
             Sponsored by

13.30-14.30  Dufry + Autogrill – Implications for the Pacific Region
             Freda Cheung, President & Chief Executive Officer, Asia Pacific, Dufry
             David Mackay, Regional Managing Director, Asia Pacific, HMSHost International

14.30-15.30  Panel Discussion – Accelerating Duty Free Growth – a Trinity Perspective
             Aaron Gupta, Head of Retail & Asset Management – Commercial Property, Melbourne Airport
             Steve Timms, Chief Executive Officer and Director of Lotte Duty Free Oceania
             Sandra Tassilly, Commercial Director Asia, Middle East and India – Diageo Global Travel
             Maik Nimrich, Regional Director, Travel Retail Oceania, The Estée Lauder Companies

15.30-16.00  Coffee Break – Exhibition Area
             Sponsored by

16.00-17.00  Focus on Brisbane Airport Commercial
             Martin Ryan, Executive General Manager – Commercial
             Toby Innes, Head of Retail & E-Commerce
             Paul Laws, Head of Commercial Projects & Operations
             Lauren Graham, Head of Commercial Marketing
             Lauren Holt, Head of Commercial Finance
AGENDA

18.30-22.00 Gala Dinner & Awards Presentation (Queensland Art Gallery)
Awards sponsored by
Wine sponsored by

22.00+ After Party
Sponsored by

Wednesday 19 July

07.30-08.45 Exhibition open

09.00-10.00 Panel Discussion – Accelerating F&B growth – a Trinity Perspective
Simon Thompson, Chief Development Officer, Craveable Brands
Tony Brusch, General Manager – Hospitals & Transit, Food Co
Skye Baker, National Property Director, McDonalds
John Chapman, Chief Executive Officer, Airport Retail Enterprises
Isabelle Yates, General Manager – Commercial Revenue, QAL

10.00-10.45 The Role of Commercial Revenue in Funding Terminal Developments
Norris Carter, Chief Executive Officer, Hobart Airport

10.45-11.15 Coffee Break – Exhibition Area
Sponsored by

GOLDFIELD & BANKS
AUSTRALIA
AGENDA

11.15-12.15  Panel Discussion – Accelerating Ground Transport growth – a Trinity Perspective
Simon Schenkel, Travel & Partnerships Lead, Uber
Eoin MacNeill, Vice President APAC, Hertz
Luke Field, Chief Commercial Officer, Wilson Parking
Kenn Langcake, Head of Commercial Transport, Sydney Airport

12.15-12.45  The role of CX in driving commercial performance
Matt Findlay, Senior Associate, Cox Architects
Darren Brown, Commercial Director, Travelex
Ian Peterson, Commercial and Ground Transport Manager, Mackay Airport

12.45-13.45  Lunch Break – Exhibition Area
Sponsored by

13.45-14.45  Panel Discussion – Accelerating Specialty Growth – a Trinity Perspective
Sylvain Baudens, Chief Financial Officer, Mecca
George Tsoukalas, Managing Director, Heinemann Australia
Ilona Rose, Head of Retail, Adelaide Airport

14.45-15.30  Data Analytics – The PRC consumer view of travel retail in Australia and New Zealand
Sushanta Das, Chief Executive Officer, tRetail Labs
Eden Lau, Founder and Chief Executive Officer, Tocanan

15.30-16.30  Panel Discussion – Accelerating Travel Essentials Growth – a Trinity Perspective
Costa Kouros, Co-Chief Executive Officer, Lagardère AWPL
Scott Norris, General Manager Aviation and Commercial, Sunshine Coast Airport
David McKenna, General Manager, Vending, Coca-Cola
Edward Tanzil, Managing Director, APGP/Amcal

Conference ends