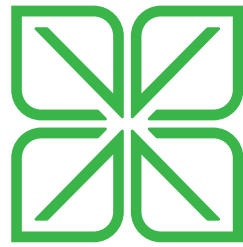


# CONFERENCE PROGRAM

**FESPA**  
AUSTRALIA  
CONFERENCE  
**23**



**People  
Planet  
Profit**



DIAMOND

**Ball & Doggett**

**durst**

**Visual  
Connections**

GOLD

**Kissel + Wolf**

Cactus Imaging

**HVG**  
GRAPHICS MEDIA

SILVER

BRONZE

[fespaustralia.org.au/events/](http://fespaustralia.org.au/events/)

08.00am - 08.30am

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## Registration

08.30am – 08.45am

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## Welcome & Conference Open

**Sam McCool** MC, **Nigel Davies** President FESPA Australia

08.45am – 09.15am **Opening Address**

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## Opportunities in Print | The Findings of the FESPA Print Census

**Neil Felton** CEO FESPA

The FESPA Print Census is the largest worldwide print research project collecting and sharing market intelligence. Neil will share his insights into the industry's future worldwide, along with key findings from the census that relate to technology investment, sustainable practices, and trends in customer demand requirements.

09.15am – 09.45am

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## Keynote Address

**Arron Wood** AM

A sustainable business expert and former Deputy Lord Mayor for the City of Melbourne, Arron speaks passionately about the need for Australian businesses to be at the forefront of the new green economy and to secure the nation as an environmental and technology leader. Arron now leads a team of clean energy policy experts as the Chief Policy and Impact Officer for the Clean Energy Council helping drive Australia towards 100% renewable energy.

## 09.45am – 10.15am **Panel Session I**

### **Achieving Sustainable Priorities from a Business Perspective**

**Zaidee Jackson** Ball & Doggett, **Pranil Chandra** Next Printing, **Pamela Mannell** T1-Print

Many brands are working with their supply chain to drive their ESG and sustainability objectives. At the same time, ASIC recognises that greenwashing is rife and expects companies to validate their sustainability claims.

Our panel discuss future expectations from Print Service Providers. Will PSPs need to meet external sustainability standards? Which standards, if any should you work towards, and how you should benchmark your progress towards sustainability objectives?

## 10.15am – 10.45am

### **Morning Tea**

## 10.45am – 11.15am **Panel Session II**

### **Leadership in Action**

**Matt Aitken** IVE Group, **Adam Parnell** Easy Signs, **Keith Ferrell** Cactus Imaging

Fast-growing businesses demand transformational leadership. We bring together the brightest minds from some of Australia's fastest-growing printing companies. These visionary leaders have spearheaded their organisations to success through a potent combination of organic growth and strategic acquisitions. Drawing from their diverse experiences, these seasoned business leaders candidly share their hard-earned lessons learned as they used financial acumen, fostered a transformative culture, and embraced cutting-edge technology in their drive to support and sustain growth initiatives.

11.15am – 12.00pm **Panel Session III**

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## **Youth Engagement & Development FESPA Future Leaders 2023**

**Troy Cavanagh and Bianca Martin**, 2022 Future Leaders cohort

**Suzi Ward** FESPA UK, **Jay Burfield** FESPA UK, **Ambrin Naaz Begum** M-Power, **Stella Lim** HEXIS,  
**Thomas Anderson** Starleaton

How to recruit, retain and encourage young people to the industry. Hear first hand from Suzi and Jay from FESPA UK on their recent initiatives as well as hearing from the panel where they will discuss the challenges and solutions for our industry. You will also get a chance to meet and greet the cohort from the 2023 FESPA Future Leaders program and hear about their experience and learning.

12.00pm – 12.45pm

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## **An Inspirational National Hero**

**Jason McCartney** former AFL Player & current GWS Giants GM / Head of Football

Jason inspires audiences with his remarkable accounts of how he overcame adversity through amazing support from family, friends and team mates. Jason became a national hero in the wake of the Bali Bombings in 2002 and epitomizes the Australian fighting spirit. His story is one of humanity overcoming adversity. Jason was thrust into the hearts and minds of all Australians through his courageous fight-back from horrible burns he suffered in Bali.

12.45pm – 2.00pm

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## **Networking Lunch**

## 2.00pm – 2.30pm Panel Session IV

### Artificial Intelligence : Friend or Foe?

**Nigel Davies** FESPA Australia President

**Dr. Errol Brandt** Knowledge Orchestra, **Alex McClung** Traversal Labs

AI is still considered to be the most disruptive technology of today. But we need to look beyond short-term benefits and keep an eye on the long-term implications as well as being more strategic about making it work for you.

## 2.30pm – 3.00pm

### How Software Empowers Transformation To Peak Performance

**Frederik Von Ehrenstein** Durst

In today's world, businesses are facing constant and fast changes in demands with more and more complexity. Increasing costs vs. declining sales prices, low availability of skilled employees, and rigid internal structures that have grown over decades are only a few of many topics that quickly call for a business transformation. Nowadays, the use of specialised, industry-specific software has become a major part of this, but a Change Management Project is often underrated heavy lifting. Get insights and advice from someone who knows both sides. Being the business transforming itself, as well as being the service provider accompanying businesses on their individual transformation journeys.

## 3.00pm – 3.30pm

### Bringing it all together - Conference conclusion & thanks

**Nigel Davies** FESPA Australia, **Neil Felton** CEO FESPA, **Alex McClelland** Orafol - Diamond Sponsor

A review of the sessions over the day, where delegates will leave with an understanding of the key issues facing our sector, a view of how the future should look, and a set of actions we can take to plan and be ready for future growth.

## 3.30pm

### Networking Afternoon Tea

Following the FESPA Conference, the **2023 ProPrint Awards** will be held in the Shangri-La Ballroom commencing at 6.45pm.

A separate ticket will need to be purchased to attend the ProPrint awards dinner and event.

## Conference Speakers

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### **Sam McCool - MC**

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Sam is a world-class emcee, comedian, keynote speaker and speaking coach. He is also a distinguished debater, voiceover artist, entrepreneur and expert in tailored events. Although he may be more known for his comedy shows, his emcee skills are in high demand, having hosted events including TEDx, DELL, ACCOR, OPTUS and other trusted brands.



### **Nigel Davies - President, FESPA Australia**

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Nigel is the President of FESPA Australia and with a long history in our industry as both manufacturer and supplier. He founded VMG Print Group in the 1990s, specialising in printed electronics and products for the automotive and transport sectors. He developed MIS software to support his company which evolved into a commercial product called M-Power Software.



### **Neil Felton - CEO, FESPA**

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Since joining FESPA as Managing Director, the organisation has gone from strength to strength, experiencing remarkable growth. Neil has been instrumental in the launch of four new regional FESPA shows across the globe. In 2013 alone, more than 60,000 printers visited a FESPA exhibition somewhere in the world. In 2013, he was promoted to the position of CEO of FESPA.



### **Arron Wood AM**

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A sustainable business expert and former Deputy Lord Mayor for the City of Melbourne, Arron is Chair of the Melbourne Sustainable Society Institute and currently serves on the South East Water Board, and previously Chaired the Melbourne Ecocity World Summit Advisory Board and was a member of the Fisherman's Bend Ministerial Advisory Committee.

In 2020 Arron was made a Member of the Order of Australia (AM) for significant service to local government, to the environment, and to the community. As the 2007 Prime Minister's Environmentalist of the Year Award winner Arron speaks passionately about the need for Australian businesses to be at the forefront of the new green economy to secure the nation as an environmental knowledge and technology leader.



### **Zaidee Jackson - National BDM Sustainable Packaging, Ball & Doggett**

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Zaidee Jackson has thrived in a career spanning over 25 years within sales and marketing. As National BDM Sustainable Packaging for Ball & Doggett, Zaidee has a clear focus on sustainable solutions for Australian brands and partnering with them on their transition pathways to meet national targets. A proud recipient of the Exceptional Woman in Print 2021, Zaidee is a well-regarded and respected figure in the industry.

## Speakers (continued)

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### **Pranil Chandra** - Head of Sales, Next Printing

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With a passion for driving a profitable business with purpose, Pranil has been part of Next Printing for three plus years. As part of his role as Head of Sales, he is responsible for driving the sales and marketing strategy for the company. This includes market positioning, and more importantly developing strategies to introduce more eco-friendly solutions and educate customers on how they can be part of the solution, thereby leaving the planet in a better place than where we found it.



### **Pamela Mannell** - Founder and Owner, T1 Print

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Pamela Mannell, the visionary Founder and Owner of T-1 Print, boasts a distinguished career spanning four decades in the screen printing industry. For the past 12 years, she has been at the helm of her own printing business, setting a remarkable standard for excellence. Pamela's remarkable journey has been characterized by her trailblazing spirit, as she relentlessly seeks green and eco-friendly alternatives to replace harmful industry standards. Her passion for innovation doesn't stop at sustainability; she's constantly on the lookout for the latest technology and new processes to elevate her craft.



### **Matt Aitken** - CEO, IVE Group

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With his ability to engage at all levels, Matt is an experienced leader with a demonstrable record of leading growth across large and diverse organisations. He is experienced at leading businesses within a wide array of ownership structures (publicly listed, private equity, off-shore etc), including the transition from private to public ownership. With a track record of ongoing and sustainable growth in low-growth sectors and sunset industries, he is passionate about the industry and the people who drive it.



### **Adam Parnell** - Co-Founder & Director, Easy Signs

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Adam is the co-founder and director of Easy Signs, a successful online-only printing and signage company. He, along with his business partner, Andy Fryer, have transformed a humble startup into a thriving industry leader. Adam's visionary leadership, dedication to quality, and customer-centric approach have propelled Easy Signs to success in both the Australian and US markets. Adam's commitment to innovation and delivering a repeatable and exceptional experience for every client drives ongoing excellence, making Easy Signs the go-to choice for businesses seeking impeccable branding and signage solutions. His journey exemplifies entrepreneurial triumph.

## Speakers (continued)

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**Keith Ferrel - Co-Founder, Cactus Imaging**

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Keith Ferrel is one of the founders of Cactus Imaging. Starting in New Zealand in 1992 Cactus Imaging has now become known throughout the world as one of the leading Grand Format Production companies in the Asia Pacific region. In 2000 Keith was appointed as the Group Sales Director and later General Manager. He is also recognised in the Asia Pacific region as one of the most influential people in the industry and has been inducted into the FESPA Hall of Fame and in 2014 was awarded the FESPA World Printer of the Year Award.



**Alex McClelland - CEO, Orafol**

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Prior to joining Orafol, Alex was a major shareholder at Spandex for 16 years, and was also the managing director and vice president. He became Managing Director of Orafol in 2019. As MD he sees enormous opportunity nationally for Orafol's products. Alex is excited to work in a dynamic market and aims to be placed at the top of the hill as the preferred supplier to the high-end space.



**Troy Cavanagh - Sales Manager, ImageBox Group**

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Troy was voted by his 2022 Future Leaders cohort to be their spokesman for the FESPA Future Leaders Program. As an Adaptive Sales Team Leader, he has extensive history of working in the Visual Graphics Industry. Skilled in Negotiation, Coaching, Project Management, Sales and Digital Printing, he is a strong sales and networking professional with a Master of Business Administration (MBA)



**Bianca Martin - Commercial Manager, IVE Brand Activations**

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A FESPA Future Leader from the 2022 Program, Bianca continues to pursue a career of excellence and innovation. With her superior interpersonal and written communication skills, including building strong relationships with clients and internal stakeholders, she has a proven track record in the achievement of sales outcomes through high level negotiation skills. She is always willing to explore new business opportunities and implement innovative marketing solutions to achieve the best outcome for all. In April 2023, Bianca was appointed to the FESPA Australia Board as Public Relations Director.



**Suzi Ward - Managing Director, FESPA UK Association.**

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Suzi is passionate about supporting her members and the wider Print & Signage community, by creating meaningful initiatives and events that make a lasting difference. Suzi believes that working together, sharing knowledge, and growing a community who are willing to support each other, is the key to the future successful of the industry.

Over the past two years Suzi has invested significantly in waste management projects and accreditation to support and recognise those companies who are trying to be more responsible with the disposal of their printed media, along with the development of the "FESPA UK Sustainable Waste Academy", which educates key team members of businesses about the reality of greenwashing, zero to landfill, circular economy and much more.



## Speakers (continued)

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### **Jay Burfield** – Creative Coordinator, FESPA UK Association

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Jay is passionate about the creativity and diversity within print, signage and graphics and looks to support the FESPA UK community to improve and modernise the industry for the better.

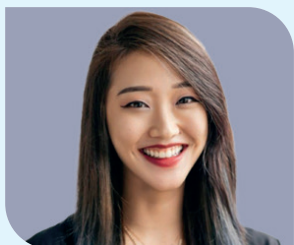
One of Jay's main projects has been the development of the Next Generation initiative, which empowers 18-30's in print, graphics and signage and gives the opportunity to network, upskill, and collaborate at events specifically designed for this age bracket. As a result of this initiative, Jay and the FESPA UK team have formed a Next Generation Committee by 18-30's who already work in the industry to help plan events, vocalise issues as well as pull more young talent in by making content that is for the next generation, made by the next generation.



### **Ambrin Naaz Begum** - Managing Partner, M-Power Software

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Ambrin is a self-starter who has leveraged her qualifications to help build software solutions to leading business problems. She was identified as an emerging leader and won the ProPrint award in the 'Emerging 50' category. Furthermore, she earned a well-deserved nomination for the Women in Industry Awards 2023 and was identified as a finalist for 'Rising Star for the year' category. She was recently selected for the 2023 FESPA Future Leaders Program. Ambrin continuously looks for opportunities to grow her network in the industry and works hard to forge close relationships with them.



### **Stella Lim** - Sales Support & Marketing Manager, HEXIS Australia

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Stella Lim is the Sales Support & Marketing Manager at HEXIS Australia. Interestingly, she comes from a background of Food & Human Nutrition. Stella's career journey has seen her in diverse roles spanning operations, training, and sales and marketing. Her dynamic nature is driven by an insatiable passion for learning. Stella strives to motivate others to break free from their comfort zones to unlock their full potential and to embrace new opportunities for personal and professional growth.



### **Thomas Anderson** - Executive Development & Sustainability, Starleaton

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Thomas is a passionate development executive committed to sustainability and our natural environment through the use of circular products. He began his journey in the sustainability space through working for one of the largest manufacturers of recycled plastic products. He mostly worked with the specifier in the retail, government, education and major infrastructure space closing the loop and creating demand for circular products.



### **Jason McCartney** - Former AFL Player & current GWS Giants GM / Head of Football

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Jason McCartney is a national hero who inspires audiences with his remarkable accounts of how he overcame adversity through amazing support from family, friends and team mates. Jason became a national hero in the wake of the Bali Bombings in 2002 and epitomises the Australian fighting spirit. His story is one of humanity overcoming adversity. Jason, a young Australian with an exceptional talent to play Australian Rules Football, was thrust into the hearts and minds of all Australians through his courageous fight-back from horrible burns he suffered in Bali.

## Speakers (continued)

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### **Dr. Errol Brandt** - Founder, Knowledge Orchestrator

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Dr Errol Brandt has more than 25 years of experience in the manufacturing sector, working in both operational and leadership roles in Australasia and the Middle East. He is recognised by IBM as a Champion in Data and AI and is a Fellow of CPA Australia. He holds a Doctorate in Business Administration, where he has researched sustainable leadership behaviours in the Australian manufacturing sector. He is the founder of an IT startup company, "Knowledge Orchestrator" that leverages artificial intelligence to improve the collection, curation and sharing of corporate knowledge within the advanced manufacturing sector.



### **Alex McClung** - Director, Traversal Labs

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Alex provides consulting and advisory services on the topics of robotics and machine learning to industrial businesses. Pairing industrial equipment and robotic hardware with sensors and perception algorithms to enable machines to perceive the world visually. He helps industrial companies set and reach their automation goals, facilitating the implementation of advanced robotics and machine learning technologies. He enjoys building collaborative relationships with clients and partners in the manufacturing, logistics, and mining sectors and is passionate about improving productivity of industries through the implementation of Advances Robotics and Machine Learning.



### **Frederik Von Ehrenstein** Business Development, Durst

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Frederik is Product and Project Manager for Durst LiftERP and Durst Smart Factory at Durst Group. Born and raised in Germany, he nearly spent half of his life in the wide format printing industry. From shifts on the press and Prepress across Sales and Account Management, Frederik has hands-on experience from nearly every department in a typical wide format printing company.

After working as Business Development Manager, with focus on process optimization and e-commerce projects, for a german printing company, he joined Durst's Software Team in 2019. His technical and analytical skills combined with broad industry knowledge and business acumen help evolving Durst's Software and succeed on individual customer projects.