



# PROPTech SUMMIT 2019

Where technology and investment converge to transform the future of property

Book before 21 June and save up to \$900!  
Register online at  
[www.proptechsummit.com.au](http://www.proptechsummit.com.au)

**3 - 5 September 2019**  
**Sydney | Australia**

“ Fantastic event for proptech leaders to connect and learn ”

Justin Butterworth, Founder & CEO, Snug

## BENEFITS OF ATTENDING

- Explore the PropTech trends emerging across commercial, residential, retail, planning, construction and more
- Be part of the only dedicated PropTech event of scale in the Australian market
- Understand the opportunities and challenges PropTech poses for real estate
- Hear real world examples on how traditional real estate companies are incorporating PropTech
- Explore how artificial intelligence, big data, automation, blockchain, face recognition and other emerging technologies will reshape the industry
- Learn how to adapt traditional business models to the changing tech landscape
- Witness 5 PropTech startups battle it out in the PropTech Australia Pitch 2019

Top Level Sponsor:



Supporting Partners:



Community Partners:



Strategic Partner:



Media Partners:



Data Partner:



New Start Up Partner:



Organised by:



## SPEAKERS INCLUDE:



**James Dearsley**  
Co-founder, Managing Director  
**Unissu (UK)**



**Sheridan Ware**  
Chief Information and Technology Officer  
**Charter Hall**



**Nerida Conisbee**  
Chief Economist  
**REA Group**



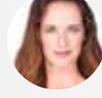
**Chris Rolls**  
Managing Director  
**PieLab**



**David Gerrelli**  
Global Director, APAC Head of Digital Innovation  
**CBRE**



**Emma Shipley**  
Chief Financial Officer  
**Roberts Pizzarotti**



**Tica Hessing**  
Human Geographer and Tenant Advisor  
**Cushman and Wakefield**



**Carolyn Trickett**  
Head of Business Technology, Property & Asset Management  
**JLL**



**Matthew Shultz**  
President  
**Australian Smart Communities Association**



**Jason Chuck**  
Chief Consumer Officer  
**Domain**

**REGISTER TODAY!**

+61 (0) 2 9977 0565

info@questevents.com.au

www.proptechsummit.com.au

# INTRODUCTION

## WHAT IS THE PROPTech SUMMIT?

Launched in 2018 with huge success and 200 real estate professionals in the room, who met to discuss and debate the rapid pace of change and disruption facing the industry.

We're back in 2019, to catch up on how the industry has changed in last the 12 months, hear from globally recognised and domestic thought leaders who will share case studies and discuss what your strategies should look like for the coming year.

If this is your first time, don't miss out on the opportunity to meet, network with and be inspired by leaders who are the driving force behind the PropTech revolution globally and in Australia.

Many industry players have tackled disruption head on. This state of disruptive convergence also requires organisations to make difficult choices, and reach out to new organisations to expand their capabilities. That's why we decided that the theme for 2019 is **'Building PropTech through collaboration'**

The PropTech Summit will bring together real estate companies, agents, brokers, tech V.C's and institutional investors with the proptech ecosystem to stay at the forefront of the inevitable change and identify the best opportunities.

It will provide a forum where real estate decision makers from across the value chain can connect with cutting-edge startups and technology companies to build the future of property.

No matter what your interest - commercial, residential, planning, construction, transacting or occupation - this is one event you can't afford to miss.

### KEY THEMES AT THE SUMMIT INCLUDE:

- The Future of PropTech in Australia
- Rethinking the nature of real estate
- How can innovation solve Australia's housing market issues?
- Using collaboration and partnerships to enhance outcomes
- Selling more than just square feet - using technology to generate greater revenue
- Enabling wellbeing in workplaces and enhancing tenant experience
- Emerging technologies and their impact

A great insight into the relationship between the real estate industry and technology

Past Delegate 2018



# AGENDA DAY 1 Tuesday 3, September 2019

08:00 Registration and welcome coffee

08:35 Opening remarks from the Chair



**James Dearsley**  
Co-founder  
**Unissu**

## The Future of PropTech in Australia

08:45 **The evolution of PropTech**

- Where were we 10 years ago?
- Australia's PropTech state of play- what has changed in the last 12 months
- How Asia is influencing Australia's propTech development
- Which countries we should be looking at



**Chris Rolls**  
Managing Director  
**Pielab**

09:10 **Partner presentation**

09:35 **Charter Hall case study: Underpinning organisational growth through digital**  
Charter Hall has been on a successful innovation path, fostering a culture of agile thinking, entrepreneurship and intrapreneurship. Join this session to get insights on what has been done and what is yet to come.



**Sheridan Ware**  
Chief Information and Technology Officer  
**Charter Hall**

10:00 **Adapting traditional business models to the changing tech landscape: a construction perspective**

- Understanding the unique challenges of the sector
- Aligning new technologies with the business plan
- Implementing ConTech: lessons learned



**Emma Shipley**  
CFO  
**Roberts Pizzarotti**

10:25 Morning break

10:55 **Residential: How PropTech is disrupting the housing market**

- Understanding the state of the current housing market in Australian
- The impact of middle class and millennial generation expectations
- Technological sophistication of these consumers



**Nerida Conisbee**  
Chief Economist  
**REA Group**

11:20 **Case study: CBRE digital business transformation**

CBRE has developed over 35 global digital real estate applications, including software for managing key performance indicators across assets and portfolios. Whilst these applications provide significant value for CBRE's clients and professionals, the real estate industry is experiencing a surge in emerging property technology, requiring real estate businesses to innovate or face disruption from competitors and new businesses. Join this session to discover how CBRE is developing internal strategies to ensure its position as the world's No.1 Real Estate and Investment firm through market leading next generation technology.



**David Gerrelli**  
Global Director, APAC Head of Digital Innovation  
**CBRE**

## Rethinking the nature of real estate

11:45 **New business models in real estate**

- How PropTech and digital transformation can dramatically build your company's competitive edge
- What are the latest global trends in PropTech and are they relevant to your market
- How to maximise new business opportunities
- Building a new business case that support exploration and discovery
- Key mistakes large companies make when investing in propTech and how to avoid them



**Oliver Sebastian**  
Head of Digital and Customer Platforms  
**Charter Hall**

12:10 Lunch

13:10 **How traditional -Real Estate franchises can survive in the digital era**

- Disrupting everyday business practices with digitalisation
- Not just commissions: How technology is enabling new business models in residential real estate
- The new franchise business model



**Kylie Davis**  
Head of Policy  
**REINSW**

13:35 **Next frontier in customer service delivery and user experience**

- How occupiers' expectations are changing
- What landlords and property managers need to do in response
- How technology help understand new demands



**John Preece**  
Chief Property Officer  
**Hub Australia**

14:00 **The perspective of the real estate agent**

- How traditional real estate companies are evolving
- Moving towards Real Estate-as-a-Service and Innovation
- Revolutionising technology platforms



**Anna Thomas**  
Chief Operating Officer  
**Stockdale & Leggo Corporate**

14:25 Afternoon break

## Collaboration and partnerships

14:55 **The power of partnerships and a fail-fast approach**

- Adopting an "outside-in" approach to accelerate the trailing of emerging technologies
- Bringing in additional capabilities and tangible assets
- Think big, start small and scale fast
- Identifying and implementing sustainable solutions



**Chris Ball**  
Proptech Advisor, Stockland Accelerator/ SPV & Head of partnerships  
**Blue Chilli**

15:20 **Going-to-market as a PropTech startup**

Life's not easy for emerging PropTech companies. Real estate corporates want to adopt new technologies, however they struggle to know how to do it effectively - especially with early stage vendors. This session will explore the go-to-market challenges faced by four emerging PropTech companies.

- How start-ups are supporting the digitalisation of the sector
- What real estate companies look for in proptech startups
- Finding the best partnership model for you



**Julian Kezelman**  
Founder, StartBUILD & Program Manager  
**RealTechX Growth Program at Taronga Ventures**

15:45 **Panel discussion - Cooperate or Collaborate: That is the question... Isn't it?**  
It is now conventional wisdom that virtually no company should innovate on its own. The good news is that potential partners and ways to collaborate with them have both expanded enormously in number. The bad news is that greater choice has made the perennial management challenge of selecting the best options much more difficult.

- Should you open up and share your intellectual property with the community?
- Nurturing collaborative relationships with a few carefully selected partners or harnessing the "wisdom of crowds"?
- How can start-ups work together to co-create solutions?
- After the honeymoon: how to make the marriage last?

Moderator:



**James Dearsley**  
Co-founder  
**Unissu**



**Cecille Weldon**  
Founder, Real Estate Program Director  
**Centre for Liveability Real Estate**



**Julian Kezelman**  
Founder, StartBUILD & Program Manager  
RealTechX Growth Program  
**Taronga Ventures**



**Rachel Kidwell**  
Founder  
**TCPinpoint**



**Rafael Niesten**  
Co-Founder  
**Bricks+Agent**

16:15 Power break

16:30 **ROUNDTABLES**

- Big Data & Analytics
- IoT
- Virtual Reality & Augmented Reality
- PropTech collaboration table
- Robotics & 3D Printing

17:15 Closing remarks from the Chair

17:20 End of day one and networking drinks

## Book before 21 June and save up to \$900!



# AGENDA DAY 2 Wednesday 4, September 2019

08:30 Welcome coffee  
08:50 Opening remarks from the Chair

**James Dearsley**  
Co-founder  
**Unissu**

## The tech talk

09:00 **Fostering creativity and innovation - how to get from great ideas to real transformation**

- 🔍 Instigating and navigating self-disruption
- 🔍 Balancing between new tech and continuing support of existing core platforms
- 🔍 Achieving organizational buy-in to achieve transformation

**Carolyn Trickett**  
Head of Business Technology, Property and Asset Management  
**JLL**

09:25 **How PropTech innovations will make tomorrow's cities even smarter**  
For smart cities to succeed they'll need to integrate new connective technologies in existing cities, new master-planned communities and integrated Building technologies. Guess what? Many of those new technologies are being applied right now!

- 🔍 What are the top PropTech technologies for Smart Cities?
- 🔍 How can this all be integrated together across an entire city?

**Matthew Shultz**  
President  
**Australian Smart Communities Association**

09:50 **Innovation through customer understanding**  
Intent is the holy grail of information, Domain is in the process of unlocking a deep understanding of millions of Australians across highly-valuable life stages.

- 🔍 Data-driven innovation and the path to personalisation
- 🔍 How to nurture users through seamless customer journeys
- 🔍 The process of unifying multiple data sets to power tailored user experience

**Jason Chuck**  
Chief Consumer Officer  
**Domain**

10:15 **Panel discussion: exploring uncharted territory - which emerging technologies will have the biggest impact on property in the future?**  
Technological advances have changed the way we design, buy, sell property and new developments promise even more interactive and exciting experiences. In this panel we'll take a look at some of the technological advances currently leaving their mark on the industry that will bring significant change to the sector. Hear what's in store for property in the not-too-distant future, and how to prepare for it.

Moderator:

**James Dearsley**  
Co-founder  
**Unissu**

Panellists:

**Craig Rodgers**  
Innovation Lead -Office  
**Charter Hall**

**Matthew Shultz**  
President  
**Australian Smart Communities Association**

Panellists:

**Ben Coorey**  
Co-Founder  
**Archistar**

**Sarah Bell**  
Co-founder  
**Aire Software**

**Antony Ceravolo**  
CEO and Founder  
**Sine**

11:00 Morning break

## Proptech in focus

11:30 **Case Study: Smart Building, 100 Mount Street, North Sydney**

- 🔍 How is Dexus, a commercial office landlord, applying Proptech?
- 🔍 What technology is being deployed at Dexus newest development 100 Mount Street opening mid-2019?
- 🔍 What were the challenges and how were they dealt with?

**Alex Fuerschke**  
Senior Manager  
**DEXUS Property Group**

11:55 **Fuelling the future with data**

- 🔍 Why is data becoming so important and how the real estate sector can leverage this to gain competitive advantage
- 🔍 Why big data is the leading factor in the decision making process
- 🔍 What is the role of the public sector in real estate data?
- 🔍 Should all property datasets be freely available?

**Nigel Dalton**  
Chief Inventor  
**REA Group**

12:20 **Automation, artificial intelligence and more for marketing 4.0 -B2B and B2C perspectives**

- 🔍 Understanding the power of your data
- 🔍 How AI can address a customer's needs and adapt with their changing preferences
- 🔍 Personalising experiences while protecting privacy
- 🔍 Continuously adjusting the experience available for the users

**Sarah Bell**  
Co-founder  
**Aire Software**

12:45 **Panel discussion: The future of shared economy**  
The sharing economy, the gig economy or whatever you choose to call it is here to stay. It's reinvented how we see work and how companies employ. In this panel we will discuss its future and impact on our economy, society and work life.  
Moderator:

**James Dearsley**  
Co-founder  
**Unissu**

Panellists:

**Marianella Watman**  
Co-founder, Managing Director  
**Spacebook**

**Emma Hendry**  
CEO  
**Hendry**

**John Preece**  
Chief Property Officer  
**Hub Australia**

**Quirin Schwaighofer**  
Co-Founder & Co-CEO  
**MadeComfy**

13:15 Lunch

14:15 **Disrupting development using Big Data and emerging technologies**

- 🔍 Using parametric Architecture, AI and big data to rapidly acquire development sites
- 🔍 New ways of analysing site feasibility
- 🔍 Connecting property data and design and construction data

**Ben Coorey**  
Co-Founder  
**Archistar**

14:35 **Enabling wellbeing in workplaces and enhancing tenant experience with emotional technology**

- This session will explore an upcoming wave of technology that may well radically change how we analyse employee needs and preferences for workplaces.
- 🔍 Workplace experience & wellbeing now and in the future
  - 🔍 Emotional technology in the workplace
  - 🔍 The potential impact of Emotional Technology on our state of privacy

**Tica Hessing**  
Human Geographer and Tenant Advisor  
**Cushman and Wakefield**

14:55 **Improving productivity and safety with BLEAT and IoT**

- 🔍 Using Bluetooth low energy active sensors in your building
- 🔍 The impact on the new construction ecosystem
- 🔍 Beyond the site, exploring other use cases

**Matthew Barbuto**  
Co-founder  
**Ynomia**

15:15 **Blockchain and smart contracts for construction**

- 🔍 Simplifying the complexity - the need for change
- 🔍 Enabling trust through transparency & greater supply chain management
- 🔍 Optimisation of project management administration
- 🔍 Reducing the cost friction between parties through greater payment security

**Alan McNamara**  
Founder & Director  
**iContract.ai**

15:35 Afternoon break

16:10 **Proptech Pitch 2019- 5 Proptechs present their business model to a broad audience of real estate investors, real estate managers, business angels and VC investors**

Moderator:

**James Dearsley**  
Co-founder  
**Unissu**

Judging Panel:

**Julian Kezelman**  
Founder, StartBUILD & Program Manager  
**RealTechX Growth Program**  
**Taronga Ventures**

**Chris Rolls**  
Managing Director  
**PieLab**

**Chris Ball**  
Proptech Advisor, Stockland Accelerator/  
SPV & Head of partnerships  
**Blue Chilli**

**Isaac Holymard**  
COO - Australia & Southeast Asia, Second Century Ventures  
**REach® Accelerator**

16:45 Closing remarks from the Chair

16:55 Proptech Pitch winner announced

17:00 End of day two and end of the conference

**Book before 21 June and save up to \$900!**



## POST CONFERENCE HALF-DAY WORKSHOPS

Registration and morning coffee for both sessions is at 08:30 and sessions will conclude at 13:00. Lunch and morning tea provided. Choose between:

### WORKSHOP A: HOW TO LAUNCH AN AI PROJECT & THE POSSIBILITIES OF AI IN PROPERTY

Today, more industries than ever before see integration and implementation of Artificial Intelligence and Machine Learning as a path to improve process efficiency, provide superior customer service and eke out an edge over competition.

Before we know it, it will be in just about every product and service we buy and use. In addition, its application to business problem solving is growing in leaps and bounds. And at the same time, concerns about AI's implications are rising: what is the impact of AI-enabled automation on the workplace, employment, and society.

In this workshop, discover how businesses can get started with their first AI project and where can it can drive you to.

#### This session will include:

- How to identify problems in your organisation that are viable AI/ML use cases
- Assembling the right team, key roles and skills required for success
- Building a business case that supports exploration and discovery
- Applying a common delivery framework for AI/ML projects
- Selecting tools and platforms that maintain a low cost of exploration
- Working on Human-AI Collaboration as the future approach to AI for business applications
- Responsible AI: Be wary of human bias in AI/ systems

Moderator:



**Sarah Bell**  
Co-founder  
**Aire Software**

As a co-founder of the proptech startup Aire, Sarah Bell is a sought after speaker and expert on the strategic application of artificial intelligence and automation in real estate. She helps real estate businesses harness the opportunity within their data and transition to a blended human-digital workforce using Aire's Digital Employee, Rita. With a professional and academic background in research and analysis, Sarah joined the front lines of real estate as an agency owner and practitioner for a decade giving her tactical insights, subject matter expertise and just enough street cred to create solutions that are intelligent by design and Cx obsessed.

Sarah is an author, analyst, researcher, project designer, speaker and nerdrepreneur with research interests and some pieces of paper in strategic planning, change management, planning professional development and strategic application of artificial intelligence with London's Middlesex University, Leeds Trinity University (UK) and recently MIT's Sloan Management and CSAIL Executive Schools. Sarah is also Mum to three human children and a clever little robot named Rita. She has a strong preference for dogs over cats if pushed on the subject.

### WORKSHOP B: DEEP PERSONALISATION AND USERS' PRIVACY

With the rush to gain increased personalised and contextual insights of users through historic and real-time data, rises the need to balance the provision of personalised services and privacy. In this workshop, participants will have the opportunity to discuss the following challenges:

- Figuring out what data to collect and analyse
- Exploring privacy concerns around more invasive property technology
- Face recognition: frictionless experience or Big Brother?
- Assessing which demographics oppose to the use of data and which are indifferent to personal tracking systems

Moderator:



**David Gerrelli**  
Global Director, APAC Head of Digital Innovation  
**CBRE**

A leader of innovative technology led change in commercial real estate, taking the world's largest real estate business, CBRE, through client centric digital transformation.

Combining the value of traditional property services with emerging technology such as Robotic Process Automation (RPA), Artificial Intelligence/Machine Learning, Smart building Technology, Digital Twins, Next Gen GIS, Virtual and Augmented Reality and Digital User Experience. Working side by side with industry leaders and visionary start-ups across Asia Pacific to deliver tangible world leading client outcomes.

Through direct consultation with our valued clients across Asia Pacific David relentlessly develops client led products and services that deliver truly valuable outcomes such as operational excellence, cost savings, digital revenue and differentiating competitive advantage.



Great collection of people to cover a wide range of ideas and topics



# OUR SPEAKERS



**James Dearsley**  
Co-founder, Managing Director  
**Unissu (UK)**



**Sheridan Ware**  
Chief Information and Technology Officer  
**Charter Hall**



**Nerida Conisbee**  
Chief Economist  
**REA Group**



**Chris Rolls**  
Managing Director  
**PieLab**



**David Gerrelli**  
Global Director, APAC Head of Digital Innovation  
**CBRE**



**Emma Shipley**  
Chief Financial Officer  
**Roberts Pizzarotti**



**Oliver Sebastian**  
Head of Digital and Customer Platforms,  
**Charter Hall**



**Nigel Dalton**  
Chief Inventor  
**REA Group**



**Chris Ball**  
Proptech Advisor, Stockland Accelerator/SPV & Head of partnerships  
**Blue Chilli**



**Kylie Davis**  
Head of Policy  
**REINSW**



**Matthew Shultz**  
President  
**Australian Smart Communities Association**



**Jason Chuck**  
Chief Consumer Officer  
**Domain**



**Tica Hessing**  
Human Geographer and Tenant Advisor  
**Cushman and Wakefield**



**Carolyn Trickett**  
Head of Business Technology, Property & Asset Management  
**JLL**



**John Preece**  
Chief Property Officer  
**Hub Australia**



**Sarah Bell**  
Co-founder  
**Aire Software**



**Julian Kezelman**  
Founder, StartBUILD & Program Manager, RealTechX Growth Program  
**Taronga Ventures**



**Rafael Niesten**  
Co-Founder  
**Bricks+Agent**



**Anna Thomas**  
Chief Operating Officer  
**Stockdale & Leggo Corporate**



**Rachel Kidwell**  
Founder  
**TCPinpoint**



**Marianella Watman**  
Co-founder, Managing Director  
**Spacebook**



**Ben Coorey**  
Co-Founder  
**Archistar**



**Craig Rodgers**  
Innovation Lead -Office  
**Charter Hall**



**Cecille Weldon**  
Founder, Real Estate Program Director  
**Centre for Liveability Real Estate**



**Alan McNamara**  
Founder & Director  
**iContract.ai**



**Matthew Barbuto**  
Co-founder  
**Ynomia**



**Alex Fuerschke**  
Senior Manager  
**DEXUS Property Group**



**Emma Hendry**  
CEO  
**Hendry**



**Quirin Schwaighofer**  
Co-Founder & Co-CEO  
**MadeComfy**



Great event that show cased a diverse range of technologies and business models making an impact on both the resident & commercial sector

A totally engaged audience with excellent speakers sharing their expertise

Past delegate, 2018



## PARTNER WITH US



The PropTech Summit is the premier platform for start-ups and entrepreneurs to connect with investors and customers. Our corporate partners play a critical role in helping us achieve this in a way that doesn't exist elsewhere in Australia.

## BE A PART OF THE FUTURE.

**Together, with our partners we will:**

- Contribute to the knowledge of the PropTech economy and create new pathways for wealth creation
- Create an unrivalled networking platform for the PropTech industry
- Connect PropTech, start-ups and entrepreneurs with leading real estate executives and investors

Sponsoring or exhibiting at the PropTech Summit will provide a unique opportunity to raise your company profile and create greater awareness of your brand.

Our packages can be tailored to ensure you will meet and influence the people who are going to ensure the growth of your business now and in the future. Get in touch, and let's figure out what we can do together.



## WHO SHOULD SPONSOR OR EXHIBIT?



- Real estate companies
- PropTech companies
- Incubators
- Accelerators
- Investors
- Consultants
- Advisory services firms
- Legal firms

Contact **Milad Etemadi** to find out how you can get involved

✉ [milade@questevents.com.au](mailto:milade@questevents.com.au)

☎ +61(0) 2 8011 1078

🌐 [www.proptechsummit.com.au](http://www.proptechsummit.com.au)





# ATTEND THE PROPTech SUMMIT

## 3 DAY TICKET (3-5 September)

Book on or before 21 June  
AUD 3,895 incl. GST

Book on or before 19 July  
AUD 4,295 incl. GST

Book after 19 July AUD 4,695 incl. GST

## 2 DAY TICKET (3-4 September)

Book on or before 21 June  
AUD 2,995 incl. GST

Book on or before 19 July  
AUD 3,295 incl. GST

Book after 19 July AUD 3,595 incl. GST

## WORKSHOP DAY ONLY (5 September)

Book on or before 21 June  
AUD 1,895 incl. GST

Book on or before 19 July  
AUD 2,195 incl. GST

Book after 19 July AUD 2,495 incl. GST

## START-UP PRICING

## 3 DAY TICKET (3-5 September)

Book on or before 21 June  
AUD 1,895 incl. GST

Book on or before 19 July  
AUD 2,295 incl. GST

Book after 19 July AUD 2,795 incl. GST

## 2 DAY TICKET (3-4 September)

Book on or before 21 June  
AUD 995 incl. GST

Book on or before 19 July  
AUD 1,295 incl. GST

Book after 19 July AUD 1,695 incl. GST

Book before  
21 June  
and  
save up to  
\$900!

GROUP DISCOUNTS

**15%**

3-6  
Delegates

**20%**

7-10  
Delegates

**25%**

11+  
Delegates

**10%  
OFF**

**MEMBERS OF ALL SUPPORTING PARTNERS  
RECEIVE A 10% DISCOUNT.**

To access this membership discount, quote promo code ASSN when registering. Only one discount applies, whichever provides the greater saving.

\*Group discounts apply for bookings made simultaneously and on one invoice only. (Note. Only 1 discount may be applied, whichever provides the greatest savings)

Go to [www.proptechsummit.com.au](http://www.proptechsummit.com.au) or  
call us on +61 (0)2 9977 0565  
to book your tickets today!