

# THE PROPTech FORUM

MAKING CHANGE HAPPEN

NOVEMBER 14 2024 | SYDNEY

## PROGRAM

8:00am	<b>Arrival</b> Coffee and a light brekkie snack will be available so you can get in early on some networking.	
8:30am	<b>Welcome</b>	<b>John Foong</b> Domain
8:45am	<b>Proptech 2024</b> What are the opportunities and challenges Australian proptechs face over the next 12 to 18 months? Proptech Australia President Kylie Davis sets the scene for our second Proptech Forum.	<b>Kylie Davis</b> Proptech Association Australia
9:15am	<b>Making Change Happen</b> Steve Vamos is a legend of Australian tech. He has been CEO of Microsoft Australia and New Zealand, ninemsn and been Vice President and Managing Director of Apple Computer Asia Pacific before leading ASX-listed tech company Xero from April 2018 to February 2023. With decades of experience in leading and building global tech brands in Australia, Steve will share his personal insights into how to grow dynamic, fast-moving tech businesses that make change happen.	<b>Steve Vamos</b> Xero, Microsoft, Apple
10:00am	<b>The power of simplified client experiences</b> Providing clients with a single, united view of their proptech solutions and ensuring they work together seamlessly end-to-end is a powerful and essential industry vision. MRI Software was a multi-award winner at the Proptech Awards this year. Their CTO shares how their Agora product is democratising integrations and the extraordinary insights it reveals.	<b>Mark Cohen</b> MRI Software
10:30am	<b>Morning Tea</b>	
11:00am	<b>How Proptech Can Solve the Housing Crisis</b> Named in Australia's 100 Most Influential Women, Lucinda Hartley is a serial founder, technology leader, and leading expert in the social trends shaping the future of cities and work. She will explore the role of proptech in solving the housing crisis, new housing trends and how proptech solutions in construction, financing, and design can make housing more affordable, accessible, and adaptable to the needs of diverse populations.	<b>Lucinda Hartley</b> Mondus Capital

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<p>11:30am</p>	<p><b>Proptech through our clients' eyes</b> How is proptech currently perceived by commercial and residential clients? What are the issues that they are currently navigating in their businesses? What role – if any - do they see for proptech in fixing them and how would they change the proptech landscape if they could? Our expert panel will explore challenges currently being faced across industries to help you understand how to position your proptech for commercial success.</p>	<p><b>Jacob Caine</b> President, REIV Director, REIA</p> <p><b>Sadhana Smiles</b> CEO, REIP</p> <p><b>Kate Melrose</b> Propelle</p> <p><b>John Minns</b> NSW Property Services Commissioner</p>
<p>11:55pm</p>	<p><b>Partnering with a portal</b> A big exit - or channel partnership deal - is every proptech founder's dream. And with their multi-billion businesses, working with the big portals could accelerate the growth of your business, or even lead to a purchase or investment. So how do the deals work, what makes a proptech attractive to a portal and should you pick the red or the green team? James Ye from Ad Astra has worked with proptechs to engage productively with both Domain and Realestate.com.au. He shares what to expect and how to avoid common mistakes.</p>	<p><b>James Ye</b> Ad Astra</p> <p>In conversation with</p> <p><b>Kylie Davis</b> Proptech Association</p>
<p>12:10pm</p>	<p><b>New Big Data</b> Big datasets are the key to unlocking the power of AI and bringing transparency across the property ecosystem but how can we break down the silos that currently contain it? Our expert panel discusses four major data initiatives that are changing how we access, visualise and understand the property ecosystem and how they can transform how we solve problems</p>	<p><b>Steve Millward</b> SERV</p> <p><b>Camille Goldstone-Henry</b> Xylo Systems</p> <p><b>Chris Pettit</b> UNSW City Futures Research Centre</p> <p><b>Nathan Krisanski</b> KNIC Ventures</p>
<p>12.30pm</p>	<p><b>3 key opportunities in Resi Proptech</b> The national plan for home energy ratings at the point of sale or rent and the increased focus on key energy efficiency features is creating unprecedented opportunities for proptechs. Cecille Weldon has been advocating for proptechs at all levels of government, as part of the new regulatory rollout and in this essential briefing, outlines how this new value proposition will work. Find out about the three key integration opportunities you need to know about, that will bring your Proptech into alignment with the flow of commercial and impact opportunities on offer.</p>	<p><b>Cecille Weldon</b> WeldonCo REEDI Forum</p>
<p>1:00pm</p>	<p><b>Lunch</b></p>	

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1:30pm	ROUNDTABLES SESSION 1	PRESENTERS	ROOM
PROPERTY MANAGEMENT	<p><b>Rental Reform</b> If you're a proptech that works in property management or rental apps, join the NSW Rental Commissioner Trina Jones in this 'open kimono' discussion about changes to legislation in NSW to protect renters and its implications for your proptech. This is an exclusive opportunity to meet directly with the commissioner, understand the regulatory framework and raise issues directly. Brought to you by PropertyMe.</p>	<p><b>Trina Jones</b> NSW Rental Commissioner</p> <p><b>Sarah Dawson</b> PropertyMe</p>	Meeting Room 1
NEW DATA ACCESS	<p><b>Making national property data a reality with ALRO</b> The newly-formed Australian Land Registry Operators (ALRO) brings together the five leading, privately-owned registries across Australia. Together with guest panellists from Geoscape and LIXI, they will discuss ALRO's vision for a consistent and nationally-aligned strategy that unlocks the potential of national property data access.</p>	<p><b>Steve Millward</b> SERV</p> <p><b>Eamon Mooney</b> NSWLRS</p> <p><b>Shane Rigby</b> LIXI</p>	Auditorium
TEAMS	<p><b>Outsourcing for proptech</b> Hiring offshore teams to support your tech development, marketing, admin or accounts team can be an effective and affordable way to grow your business. This session will share guidelines to ensure outsourcing is a success for your proptech, discuss rules you need to know about and how to choose an effective and ethical outsourcer.</p>	<p><b>Alex Collins</b> Cloudstaff</p>	Meeting Room 2
STRATEGY & GROWTH	<p><b>Three secrets of billion dollar tech businesses</b> The opportunities that open up to you as a fast growing Proptech are hugely exciting but going after every one can leave you stretched, unfocused and broke. So, how do you decide which to pursue and which to park and how will you charge? How do you adapt as your company grows and markets change? In this session, key leaders from Domain will step you through how to build a business model and culture that supports your product and user growth, your team and your sanity.</p>	<p><b>Domain team</b></p>	Meeting Room 3
DATA PRIVACY	<p><b>New obligations for data privacy</b> In the wake of ongoing publicity around major data breaches, the Federal Government has been reviewing legislation governing consumer data privacy, while state governments are actively discouraging data collection. Proptechs and real estate are in the firing line. The REA Consumer privacy team will share important updates to open a discussion on best practice for data privacy in Proptech. Be part of this important conversation, and help figure out how we can work together as an industry to meet changing consumer expectations.</p>	<p><b>Andrea Farrell</b> <b>Clare Chadwick</b> <b>Chase McNee</b> <b>Erik Tveitnes</b> Realestate.com.au</p>	Heritage Room
SKILLS	<p><b>But how do you land a published article for your proptech?</b> Join this round table for practical tips and tricks from proptech PR pro Jennifer Harrison from Reputation Edge who will run you through the essentials of: preparing and distributing a press release, how to find journalist's emails, how to pitch an exclusive to a national media masthead like The Australian, trade media with an appetite for proptech stories, media image requirements, and more!</p>	<p><b>Jennifer Harrison</b> Reputation Edge</p>	TUT room

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2:15pm	ROUNDTABLES SESSION 2	PRESENTERS	ROOM
DATA PRIVACY	<p><b>New tools for streamlining Identity Verification with ConnectID</b></p> <p>Confirming the identity of buyers, sellers and renters is essential in real estate. To date, it's required agencies to hold onto personally identifiable information creating significant security risks for agents and individuals. But a new initiative from Australian Payments Plus, supported by major Australian banks, now makes it easy for consumers to verify their identity securely while sharing less data. So how can it work with your proptech? This is a great session to follow on from our Data Privacy discussion.</p>	<p><b>Matt Madden and Jonathan Foyer</b> ConnectID</p> <p><b>Andrew Colagiuri</b> FLK it over</p>	Heritage Room
STRATEGY & GROWTH	<p><b>Solution Selling for Proptechs</b></p> <p>Proptechs sell solutions to complicated problems that many clients don't even know they have and a list of features on your website just won't cut it. If you are a founder struggling to grow your sales and don't know why that is proving so hard, or are looking to develop a sales force but are not sure where to start, this is the session for you. Mark Hollands is the former head of sales APAC at DowJones and a vice president of Gartner and has led global tech sales teams to achieve double digit sales growth.</p>	<p><b>Mark Hollands</b> Proptech Guru</p>	Meeting Room 2
FACILITIES MANAGEMENT	<p><b>Overcoming the challenges of commercial proptech</b></p> <p>Longer sales cycles, multilayered decision making, long established processes and politics – the commercial property sector has some unique challenges for proptechs. Join Proptech Australia commercial committee members Chris Mason and Simon Hayes to discuss tips and insights into dealing with major corporates, positioning your technology and successfully navigating the politics of major organisations.</p>	<p><b>David McKenzie</b> Incloud</p> <p><b>Chris Mason</b> Bestrane &amp; Mobile Dock</p> <p><b>Simon Hayes</b> JLL</p>	Meeting Room 1
NEW DATA ACCESS	<p><b>Real estate insights on home energy ratings</b></p> <p>Home energy ratings are coming soon for the residential sector. The ratings will bring new property information into the market and give Australians a better understanding of the homes they own, rent or buy in the same way they choose their appliances. This is expected to meaningfully impact the real estate sector. The NSW Government has been engaging with the real estate sector over the past few months to understand the perspectives and needs of real estate agents once ratings are available and identify opportunities to integrate ratings within their existing practices and systems. Don't miss this opportunity to hear key insights from the real estate sector engagement and share your ideas to inform national initiatives..</p>	<p><b>Rachel Haley</b> NSW Department of Climate Change, Energy, the Environment &amp; Water</p> <p><b>Oliver Dykes</b> Biome Studios</p>	Auditorium
CUSTOMERS	<p><b>Scaling Customer Care</b></p> <p>How do you ensure every client feels special as your Proptech rapidly grows especially when challenges seem to multiply rapidly the more product you release the bigger you grow. Mike Timm is the CTO of Campaigntrack at Domain and will share how to delight and engage customers even as your business encompasses more products and more complex tech stacks.</p>	<p><b>Mike Timm</b> Domain</p>	Meeting Room 3
2:50pm	<b>Grab a quick coffee</b>		

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3:00pm	<p><b>How AI is transforming proptech</b> From the rise of micro-AI to ethical AI, Australia's leading expert on AI in real estate, Dr Sarah Bell, hosts an all-star panel to discuss some of the most exciting and pressing topics in AI and how they will impact residential and commercial proptech and property.</p>	<p><b>Dr Sarah Bell</b> MRI Software</p> <p><b>Rafael Niesten</b> Proptech Labs</p> <p><b>Gayathri Jayaram</b> CoreLogic</p> <p><b>Dr Stephen Friel</b> Redbeard Consulting</p>
3:30pm	<p><b>Leadership &amp; Resilience</b> Leading a proptech requires resilience and the strength to bounce back from everyday challenges. But what do you do when a once-in-a-lifetime, multi-million-dollar deal to sell your business falls through due to a public campaign? David Howell faced nearly a year of intense pressure when REA Group expressed interest in acquiring Dynamic Methods. In an exclusive interview he reflects on the valuable lessons he learned and what helped him persevere through the experience.</p>	<p><b>David Howell</b> Dynamic Methods</p> <p>In conversation with</p> <p><b>AJ Chand</b> RESO</p>
3:45pm	<p><b>The future of proptech</b> What does the future hold for the proptech industry? Will we continue down the inch-wide, mile-deep model of innovation? Or do specialist features need to become part of a bigger ecosystem and product set? And how do you decide if your tech can stand alone? Angus Ferguson has experienced proptech life as both a startup, scaleup and now part of Domain. He shares his insights on where the industry is headed.</p>	<p><b>Angus Ferguson</b> Domain</p>
4:15pm	<p><b>Wrap of the Day &amp; Close</b></p>	<p><b>John Foong</b> Domain</p>
4:30pm	<p><b>Networking Drinks sponsored by Dynamic Methods</b></p>	<p><b>Heritage Room</b></p>