



Conference Program

'Designed for Life'

The 2019 Mainstreet SA Conference Program includes a panel discussion and workshop followed by a conference networking dinner featuring the Mainstreet SA Awards on Thursday 10th October, plus a full day session of presentations at Lot Fourteen on Friday 11th October. The two-day program includes international perspectives as well as local success stories and is sure to stimulate robust discussion as we all strive to ensure that our mainstreets are “Designed for Life”.

Mainstreet SA would like to extend its thanks to our **Conference Partners** City of Adelaide and Lot Fourteen:



And our **Conference Associates**:



For more conference information please visit www.mainstreetsa.com.au

Thursday 10th October

3.00pm	<p>Panel Discussion and Workshop Bradley Forum, Level 5 Hawke Building, Uni SA City West Campus Panellists:</p> <ul style="list-style-type: none"> • David Bailey - City of Adelaide • Andrew Wallace - Adelaide West End Association and UniSA • Craig Burton - City of Adelaide • Akarra Klingberg - City of Unley 	<p>Managing Disruption in your Mainstreet</p> <p>Mainstreets are constantly evolving, but on occasion change can be sudden and dramatic. In this session our panelists will discuss mainstreet disruption - working with traders and stakeholders to maximise project buy-in and effective communication strategies to minimize the perception that the mainstreet is closed for business.</p>
6.00pm – 9.30pm	<p>2019 Mainstreet SA Awards Dinner</p>	<p>Published ArtHouse</p>

Friday 11th October

Lecture Theatre in the Eleanor Harrald Building, Lot Fourteen

8.00am	Registrations open	
8.50am	Mainstreet SA Chair welcome	
9.00am	KEYNOTE ADDRESS Jean-Luc Calonger TOCEMA Worldwide Town Centre Management Europe	'PROGRESS TO SUCCESS: without means no action, without action, no town centre management' Governance & strategic framework, attracting new retailers and incentives, with examples from the Revitalising European Town Centres through Independent Retail Program.
10.00am	Morning Tea/Coffee	
10.30am	Panel Discussion Panellists: <ul style="list-style-type: none"> • David O'Loughlin – City of Prospect • Martin Haese - Business SA • John Chapman - Small Business Commissioner • Carin Waterson – Food and Wine Collective • Gavin Williams - Matilda Bookshop 	Mainstreets and small business Nowhere are small businesses more essential than in the mainstreets that make our neighbourhoods great. This panel will explore how to ignite the small business spark in your mainstreet to add character and keeping people coming back.
11.30am	KEYNOTE ADDRESS Cheryl Adamson Parnell, New Zealand	'Big players, small players and squeaky wheels' Explores the value of the BID model in managing the bullies and the squeaky wheels in the stakeholder environment, the healthy tension between BID's and Council including two case studies of Council Controlled Organisations (CCO's).
12.30pm	Lunch	
1.30pm	Rachel Walsh Lot Fourteen / Renewal SA	'Creating Lot Fourteen - Adelaide's ideas neighbourhood'
2.00pm	Panel Discussion Property Council Retail and Mainstreet Committee with panellists: <ul style="list-style-type: none"> • Julie Thomas – CBRE / ex Renew Adelaide • Con Sciacca - Foodland • Roberto Cardone - Cibo Espresso • Gina Britton - Daisy and Hen 	S-M-XL-MS: Learning from Big Retail In a follow up to their recently published research on the status of suburban Mainstreets, The Property Council's Retail and Mainstreets Committee will present a researched thought piece on reconciling the tension that has emerged between big retail and bespoke mainstreets. A panel session will allow delegates to explore the ideas presented with some of the most fascinating retail and property professionals in our market today.
3.00pm	Afternoon Tea/Coffee	
3.30pm	KEYNOTE ADDRESS Claire Albaret Belgian Association of Town Centre Management	'Place Activation - Reclaiming Public Space for Public Use' Territorial marketing, positioning, and tools to put into action to turn dull, unused and empty spaces into new destinations for users, featuring European case studies from different places and different sizes.
4.30pm	Closing Cocktail Function	Verandah at Lot Fourteen