



# 2018 Conference Programme

## Wednesday 1 August – Melbourne Zoo

- 9.00 – 9.30**                    **Registration and Welcome Coffee**
- 9.30 – 9.45**                    **Welcome**  
Matt Lee - President, Museum Shops Association of Australia & New Zealand
- 9.45 – 10.00**                **Welcome to Melbourne Zoo**  
Robyn Grattidge – Director, Business Development, Zoos Victoria
- 10.00 – 12.30**              **Keynote Speaker:**  
Peter van Mullem – Van Gogh Museum Enterprises  
  
Peter will provide an overview of the retail operations of the Van Gogh Museum, Amsterdam and provide business tips and advice. (Includes morning tea)
- 12.30 – 1.30**                **Lunch**
- 1.30 – 3.30**                    **Developing a Merchandise Plan**  
Karen Lurati – Australian Retailers Association  
  
This session will give you the skills and knowledge required to review the performance of merchandise during a specific period. It explains how to gather and analyse sales data to draw insights to make recommendations for improved merchandise performance.
- 3.30 – 4.00**                    **Afternoon Tea**
- 4.00 – 5.00**                    **Disney - Creating the Happiest Place on Earth**  
Eamonn Verberne – General Manager Membership, Zoos Victoria  
  
We know that excellent service does not simply come from a friendly smile or an easy transaction. It results from truly understanding the customer's needs and putting the right guidelines and customer service standards in place, so we can exceed their expectations. This session explores the operational practices used to serve guests at the Disneyland parks and resorts, and provides tools to recreate the happiest place on earth in your own organisation.
- 5.00**                              **Close**
- 6.00 – 8.00**                    **Conference Welcome Drinks & Supplier Showcase at ACMI**  
Unwind and get to know your colleagues over a relaxing drink.



# 2018 Conference Programme

Thursday 2 August - Melbourne Zoo

- 8.30 – 9.00**                    **Welcome Coffee**
- 9.00 – 11.00**                   **Developing a Retail Strategy**  
Debra Templar – Director, The Templar Group
- Effective retailing begins with a considered, well-informed retail strategy. Debra Templar takes you through the necessary steps to define your store's vision, mission and marketing plans, and how to successfully implement them in to your daily operations. (Includes morning tea)
- 11.00 – 12.00**                   **Collaborations / ACMI**  
Leaona Cusick, Retail Team Leader, ACMI
- "You are the company you keep." Though that old adage is really meant for *people*, it's applicable to retail brands, too. In this presentation Leaona takes us through ACMI's recent collaborations with RMIT and T2, and gives you tips to leverage existing relationships, build new partnerships and shares what to look out for along the way.
- 12.00 – 12.30**                   **MSAANZ Annual General Meeting**  
All members are welcome to attend
- 12.30 – 1.30**                    **Lunch**
- 1.30 – 2.30**                    **Working with Volunteers**  
Sara Sterling – Volunteering Victoria
- Some cultural institutions are not allowed to use volunteers within their retail operations, while others could not operate without them. This session explores the differences in managing volunteers and paid staff and how to address conflict resolution through periods of change.
- 2.30 – 5.00**                    **Keynote Speaker:**  
Peter van Mullem – Van Gogh Museum Enterprises
- Peter returns to tell us more about the different operations of the retail section at VGME – including their successful e-Commerce operation. (Includes afternoon tea)
- 5.00**                               **Close**
- 7.00**                               **Retail Recognition Awards Dinner**  
Il Gambero, 166 Lygon Street, Carlton



# 2018 Conference Programme

## Friday 3 August - Rural Excursion Day, Geelong

9.00 – 11.00	<b>Travel to Geelong</b> Bus leaves from Melbourne Museum
11.00 – 12.30	<b>Morning Tea and overview of National Wool Museum retail operations</b>
12.30 – 3.00	<b>Lunch ( self-catered ) and look around other cultural locations and local stores</b>
3.00 – 4.00	<b>Geelong Art Gallery overview of Retail Operations</b>
4.00 – 5.30	<b>Travel back to Melbourne Museum</b> Bus leaves from Geelong Art Gallery
5.30	<b>Conference Close</b>

Please note arrival time back in Melbourne may alter slightly due to traffic. If you are booking an outbound flight, please allow extra time.