

# RETAIL LOSS PREVENTION

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**From Crime Busting to Intelligent Processes  
that Maximise Profits and Productivity**

Date: 17 - 18 June 2014 • Venue: Novotel Sydney Central

## CONFERENCE CHAIRMAN:



**Russell Zimmerman**  
Executive Director  
**Australian Retailers  
Association**

## INTERNATIONAL SPEAKERS:



**Brand L. Elverston**  
Director Asset  
Protection Strategic  
Initiatives  
**Walmart**



**Read Hayes**  
Director  
**Loss Prevention  
Research Council**  
(via Skype)



**Joe Neki**  
Global Loss  
Prevention Manager  
**Cotton on Group**



**Richard Leonard**  
Head of Loss  
Prevention &  
Security  
**Tesco Stores**



**Sarath  
Chandershaker**  
Managing Director  
**OATSystems**

## LOCAL SPEAKERS:



**Paul Greenberg**  
CEO  
**NORA – National  
Online Retailers  
Association**



**Wendy Marshall**  
GM Store Operations  
Support Operations,  
**Myer**



**Damian Comerford**  
National Asset  
Protection Manager,  
**Kmart**



**Ian Seed**  
National Loss  
Prevention Manager  
**Woolworths**



**Colin Stirling**  
Risk Investigation  
Manager  
**Super Retail Group**



**Brian Hay**  
Detective  
Superintendent  
**Fraud & Cyber Crime  
Group, Queensland  
Police Service**

**Neil Redfern**

National Profit Protection Manager  
**MYER**

**Carly Richards**

Head of Business Risk  
**Target**

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Dear Retailers,

With shrinkage costing Australian retailers an estimated **\$7.5 billion per annum**, loss prevention professionals are looking for the latest trends and technologies that will assist them with **mitigating external and internal loss to optimise their organisation's profit margins**.

As protecting assets is becoming a key factor in maximising retailers' profitability, the scope of loss prevention is evolving from being a unique discipline to a cross-functional concern integrated from senior management to operational levels.

**Retail Loss Prevention 2014** is Australia's only retail-specific event for professionals specialising in **loss prevention, asset protection and risk management**.

#### Retail Loss Prevention Will Help You With:

- Optimising The Use Of New Technologies Throughout The Supply Chain To Ensure ROI
- Mitigating Risks Through More Efficient And Effective HR Management And Operational Processes
- Minimising The Incidence Rate At Which You Experience Online And Payment Fraud

The conference will highlight innovative data collection, analysis and monitoring technologies which will assist your organisation in selecting and implementing the appropriate strategies and solutions to reduce losses, maximise profits and improve productivity.

To secure your place, please call **02 9229 1000**, email [enquire@iqpc.com.au](mailto:enquire@iqpc.com.au) or visit [retail-lossprevention.com.au](http://retail-lossprevention.com.au)

Kind regards,

**Domenica Decrea**  
Conference Director –  
Retail Loss Prevention 2014  
IQPC Australia

## Key Topics Explored:

- ✓ Collaboration as the key to mitigating ORC incidences - leveraging staff, technology and the law
- ✓ Exploring talent management processes that promote a "prevention and asset protection culture"
- ✓ Identifying and mitigating paper shrinkage
- ✓ Best practice for preventing, managing and reporting shrink incidences across complex supply chains
- ✓ Exploring up-to date IT security measures to ensure your data is protected and brand reputations is preserved
- ✓ and more...

## About Our Sponsors



**Tyco Retail Solutions** is part of Tyco International – the world's leading fire and security business.

In Australia, you may know us as ADT Security or Sensormatic, focussing on loss prevention and retail safety. While a core part of our business will always be asset protection, Tyco Retail Solutions is our new brand which better explains our complete range of products and services.

Our solutions include:

- Traffic Intelligence
- Inventory Intelligence
- Item Visibility
- Loss Prevention Security Solutions

For an obligation free discussion on how you might benefit from the expertise of Tyco Retail Solutions contact us on 1800 SENSOR (736767) or [www.adtsecurity.com.au/retail](http://www.adtsecurity.com.au/retail)



**Ryalex Security** is Sydney based with a national footprint, providing commercial security solutions and

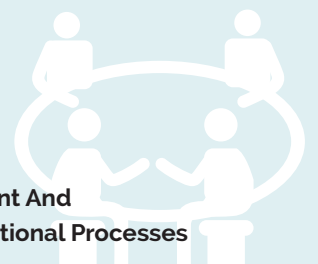
services to all capital cities and regional areas. Our passion is getting to know your business and the challenges you face, then tailoring a solution to give you the results you need.

We work with open platform and open network dealer products as we don't believe in tying you in to us or a limited pool of security providers for eternity. We also integrate these systems to work together, and/or with 3rd party products.

## Access interactive peer – peer working group roundtables – work collectively to uncover NEW solutions to mitigate your company's shrinkage

- **ROUNDTABLE 1**  
**The Evolving Role Of The Loss Prevention/Asset Protection Function**
- **ROUNDTABLE 2**  
**Optimising The Use Of New Technology Through The Supply Chain To Ensure ROI**

- **ROUNDTABLE 3**  
**Minimizing The Incident Rate Of Online And Payments Fraud**
- **ROUNDTABLE 4**  
**Mitigating Risks Through More Efficient And Effective HR Management And Operational Processes**



## WORKSHOP A: 7:30 - 9:30

### Collaboration as the Key To Mitigating ORC Incidences – Leveraging Staff, Technology And The Law

This working group will explore the extent of how comprehensive the retail sectors collaborative efforts must be in order to reduce ORC incidences. It will provide you with effective strategies to assist with bridging any gaps you may identify within your existing efforts.

- How to establish effective relationships with law enforcement agencies to detect and deter retail theft and investigate potential ORC cases
- New technologies and personnel to deter and investigate ORC
- The role of the shopping centre; what efforts must you make in order to fully engage centre security
- Facilitating information sharing among ORC stakeholders to identify linkages between connected retail theft cases
- Strategies for identifying and preventing e-fencing
- Customer service as the key to driving away ORC

#### Workshop Facilitator:

Read Hayes, Director, [Loss Prevention Retail Council – UNITED STATES](#) (via skype)

### 9.30 Registration & Morning Coffee

#### 9.55 Opening Remarks From The Conference Chairman

- Understanding the current state of the retail sector in Australia relating to retail loss prevention efforts
- The challenges in lieu of underinvestment in retail technologies given the dynamic changes in consumer patterns
- Preparing for mobile payments and associated fraud challenges
- Understanding the impact of shrinkage on Australia's retail sector
- The ARA's position on the ongoing development of loss prevention

Russell Zimmerman, Executive Director  
[Australian Retailers Association](#)

#### 10.15 International Keynote Presentation: A Roadmap To Innovation While Collaborating With Industry Leaders To Achieve A Common Goal

OPENING INTERNATIONAL KEYNOTE

- Driving innovative change in technology in the LP business function
- Working with the supplier industry to become more innovative and commit more to R&D efforts
- Exploring the unconventional or non-traditional technology groups to address concerns
- Working with non-traditional LP stakeholders such as Department of Defense agencies, Government research agencies, defense contractor firms, academic institutions and technology search groups to break barriers to 'LP business as usual'

Brand L. Elverston, Director  
[Asset Protection Strategic Initiatives Walmart](#)

#### 11.00 International Keynote: Exploring Talent Management Processes That Promote A Prevention And Asset Protection Culture

- This case study will provide you with insights on how major global retailers are driving LP/AP culture and training across all areas of the business
- Achieving employee buy-in through frequent training and incentives – understanding the importance of education and awareness
  - Integrating shrinkage into store and employee KPI's
  - What are the effective training and communications styles necessary when training non-AP/LP employees
  - Keeping staff informed - leveraging new technologies for on-going and consistent employee communication on LP incidence, trends, ID of recent offenders and latest LP techniques to implement into their daily routine

Read Hayes, Director

[Loss Prevention Retail Council, UNITED STATES](#) (via Skype)

### 11.40 Morning Tea

#### 12.10 Best Practice For Preventing, Managing And Reporting Shrink Incidences Across Complex Supply Chains

This session will expose how major retailers are focusing on the process and policy designs that may be failing supply chain management and looks to provide you with a more holistic view on how to prevent, manage and report shrink incidences across complex supply chains:

- Achieving buy-in from your trading partners along the supply chain
- Being rigorous with collecting data to enable a higher level of loss being reported
- Ensuring consistency in the way loss data is collected across each store to reduce the level of variations in the level of loss reported
- Identifying supply chain "hot spots"
- Establishing cross functional relations with operations department to ensure each link in the supply chain is operating effectively
- Taking a holistic approach and mapping out the flow of products to reveal interlinked steps where incidences have occurred in order to improve your supply chain and operational design

Ian Seen, National Loss Prevention Manager, [Woolworths](#)

#### 12.40 Exploring Up-To Date IT Security Measures to Ensure Your Data Is Protected And Brand Reputations Is Preserved

This session will explore new IT security measures and will assist you with:

- Understanding the trends in cyber-attacks against retailers
- Assessing why is online retail crime on the rise
- Highlighting the importance of authenticity and transparency during incidences to preserve brand reputation
- Best practice for developing usage guidelines and educating employees about internet safety, security and the latest threats
- Identifying what role does LP play in preventing and reducing cyber threats

Paul Greenberg, Chief Executive Officer  
[NORA - National Online Retailers Association](#)

### 13.20 Lunch Break

**14.20 Evolving The Role Of Loss Prevention Professionals: From Crime Buster to Organisational Wide And External Business Partner Engager**



Functional departments with Retail organisations and retails in general have evolved and matured dramatically over the years. However, for many Loss Prevention functions limited evolution has taken place in terms of the perceived role that they take in their organisation. The framework covered within this session will provide participants with the bases to assess where their program's currently sits in terms of maturity and evolution. Furthermore, it will provide participants with suggestions on how to start on the journey of becoming a fully matured program that is seen as a true business partner.

- Understanding the 4 maturity levels of Retail Loss Prevention programs and characteristics of each of these levels to determine where their program currently sits
- Gaining insight into the importance of why Loss Prevention programs need to mature in their approach
- Identifying and implementing initial strategies and tactics that can be taken on the journey of gaining full maturity

Damian Comerford, National Asset Protection Manager  
**Kmart**

**15.00 MYER's Story: 'Shrinkage Is Everbody's Business'**



After two years of extremely high shrinkage results, Myer felt they had a crisis and needed to take action, set goals and make a difference. Shrinkage became everyone's business, led from the top by CEO Bernie Brooks and filtering down to the Stores, Support Office and Distribution Centres. This presentation tells the story about the journey that Myer went on from 2008 to address the ever increasing shrinkage which was eroding the organisations profit. Covering all aspects of the Shrinkage Management program that was developed under the banner of 'Shrinkage is Everybody's Business.

Wendy Marshal, GM Store Operations  
**MYER**

**15.40 Afternoon Tea**

**16.10 Law Enforcement And The Retail Industry Synergising Opportunities To Reduce Threats, Increase Profits And Enhance Client Experiences**



This session will demonstrate how a symbiotic relationship between law enforcement and industry can generate innovative initiatives which have beneficial outcomes for police, industry and consumers.

- When does a crime become a crime?
- How much crime needs to occur before law enforcement gets involved?
- "Responsibility" – who is responsible for what?
- The emergence of eFencing offers unique challenges, but by working together does it also presents unique opportunities?

Brian Hay, Detective Superintendent  
**Fraud & Cyber Crime Group, Queensland Police Service**

**16:40 Tackling Organized Retail Crime**



On or off the record, retailers across the globe are being hit hard by ORC and Australia is not shy of this issue either. This Panel discussion will explore the impact of ORC incidences for Aussie retailers whilst discussing what can be done collectively to mitigate ORC incidences

- What is the impact of digital disruption – What challenges can the retail sector expect for the future?
- What are the biggest roadblocks to working with law enforcement to crack down on ORC?
- How can the industry collaborate to identify patterns in ORC incidences
- How will technology change the way ORC is dealt with

*Panellists:*  
Neil Redfern, National Profit Protection Manager  
**MYER**

Carly Richards, Head of Business Risk  
**Target**

Brian Hay, Detective Superintendent  
**Fraud & Cyber Crime Group, Queensland Police Service**

Joe Necik, Global Loss Prevention Manager  
**Cotton On Group**

**17.20 Closing Remarks And End Of Conference Day One**

## CONFERENCE DAY TWO WEDNESDAY, 18 JUNE 2014

### WORKSHOP B: 7:30 - 9:30

#### Identifying & Mitigating Paper Shrinkage

This workshop is designed to provide insights into strategies and techniques to assist companies who are wasting real dollars trying to catch thieves that don't exist by knowing more precisely the causes of paper shrink and tactics for identifying and mitigating its occurrences.

- What are the common causes and not so common causes in non-theft and fraud related shrinkage?
- How to identify pockets of poor policies and processes as well as errors in which paper shrinkage germinates and grows
- How to build a standing committee or team that works to improve control processes and uncover and correct new shrink problems as they occurred – ensuring the engagement of finance, operations, merchandising, logistics, information systems, inventory control, and accounting.
- How to address all of the paper shrinkage components with the right skills and do so cost-effectively?
- Getting buy-in, commitment and endorsement from senior management in order to ensure your project measures are a success.

**Workshop Facilitator:**  
Brand L. Elverston, Director, **Asset Protection Strategic Initiatives Walmart**

**9.30 Conference Registration and Morning Coffee**

**9.45 Opening Remarks from the Conference Chairman**

Russell Zimmerman, Executive Director  
**Australian Retailers Association**

**10.00 Data Analytics - Tapping Into Your Fraud Risk**

In today's business environment organizations are gathering more data from internal and external sources than ever before; including social media, consumer spending habits to industry trends to internal operational

but what is done with all of this data?

- Using, analysing and leveraging data to provide maximum competitive advantage and
- Gaining insights into business risks and opportunities surrounding organisational data gathering and analysis
- Applying data analytics to complement fraud risk management efforts

Joe Nekic, Global Loss Prevention Manager  
**Cotton On Group**

10.40

## Advancing from analogue to IP technology

Whether you have an IP migration strategy in place or would like to create a plan for the future this case study will expose effective strategies for migrating to IP based solutions.

- Taking current assets into the future without the capital outlay
- Achieving results, ensuring ROI, cutting costs and reducing shrink by integrating IP based solutions
- Building a business case using the cross-functionality of IP based solutions as your winning point
- Identifying the benefits to the business of being able to access systems remotely and internally
- Understanding business needs in order to deploy in a manner that will achieve business goals
- Developing a strong relationship with the IT department to ensure desired results

Colin Stirling, Risk Investigation Manager  
**Super Retail Group**

11.20

## Morning Tea

11.50

## Retail Loss Prevention 2014 And Beyond

We've already witnessed the bearings of disruptive technologies, more sophisticated fraudsters and new consumer paradigms driven by the online world; with that in mind we have seen the shifting trends among the role of loss prevention moving from crime busting to more intelligent processes. Therefore, with more predicted disruptions on the horizons – what's in store for retail loss prevention for 2014 and beyond?

- How will the role of loss prevention continue to evolve in the coming years?
- To what extent is the impact of new technologies playing the key role in this evolution?
- What are the disruptions on the horizon loss prevention managers should be aware of?
- What will be the top down expectations for the loss prevention manager of the future?

*Panellists:*

Wendy Marshall, GM Store Operations, **MYER**

Brand .L. Elverston, Director, Asset Protection Strategic Initiatives, **Walmart**

Damian Comerford, National Asset Protection Manager  
**Kmart**

12.30

## Lunch Break

13.30

## How RFID Is Driving More Intelligent Loss Prevention Processes

In addition to providing real-time, accurate inventory to drive accurate replenishment, RFID technology is able to provide loss prevention professionals with the crucial and actionable intelligence they need to identify problem areas in a timely manner. This case study will further highlight the key benefits of RFID to LP/AP professionals whilst exposing how RFID is driving Loss Prevention intelligence.

- How Item-level RFID tagging makes daily inventory counts a realistic task
- Improving operational and logistics strategies by using real-time and accurate data
- Mitigating internal theft risks by using real-time tracking during employees shift
- Integrating RFID, POS and EAS technologies to significantly improves loss intelligence due to the availability of shared data throughout the integrated system
- Identifying returns fraud by integrated POS and RFID systems

Sarath Chandershaker, Managing Director, **OATSystems**

14.10

## The Role Of Big Data And Analytics In Loss Prevention – Transforming Your Preventative Measures

This case study will explore techniques to assist you with optimizing your use of data and analytics in order to continuously transform your preventive measures and heighten your LP efforts.

- How Big Data and Analytics provides immediate impact, lasting ROI, and drives behavioral change
- Detecting fraudulent behaviour and process failings when sifting through copious amounts of data
- Strategies for improving the speed of accessing relevant data to achieve more frequent insights
- Communicating the role of Data and Analytics to the employee level to deter internal theft
- Opportunities for the future – how big data and analytics will continue to drive the transformation of Loss Prevention

Richard Leonard, Head of Loss Prevention & Security  
**Tesco Stores Malaysia**

14.50

## Afternoon Tea

15.20

## INTERACTIVE ROUNDTABLE DISCUSSIONS:

The roundtable discussions are designed to provide delegates the opportunity to reflect on what they've learnt over the conference duration and work collaboratively towards uncovering the key take away's from each session and will discuss areas of opportunities for the industry along with brain storming strategies that will support businesses and their LP functions moving forward. Conference delegates will be split into 4 groups and will rotate to each roundtable discussion which will feature one facilitator leading each session and present the findings from each group during the following panel discussion.

### ROUNDTABLE 1:

The Evolving Role Of The Loss Prevention / Asset Protection Function

### ROUNDTABLE 2:

Optimising The Use Of New Technology Through The Supply Chain To Ensure ROI

### ROUNDTABLE 3:

Minimising The Incident Rate Of Online And Payments Fraud

### ROUNDTABLE 4:

Mitigating Risks Through More Efficient And Effective HR Management And Operational Processes

17.20

## PANEL DISCUSSIONS

Roundtable Discussions Presentations

17.50

## Closing Remarks

# Register Early & Save!

To speed registration, please provide the priority code located on the mailing label or in the box below.

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# RETAIL LOSS PREVENTION

From Crime Busting to Intelligent Processes that Maximise Profits and Productivity

Date: 17 - 18 June 2014  
Venue: Novotel Sydney central



## STANDARD PACKAGES

## STANDARD PRICE

**ALL ACCESS PASS:  
Conference + 2 Workshops**

\$3999 + GST = \$4398.90

**Conference + 1 Workshops**

\$3499 + GST = \$3848.90

**Conference Only**

\$2999 + GST = \$3298.90

**\* Discount subject to availability and not available to vendors or solution providers**

\* Payment must be received by IQPC prior to 5pm AEST on the cut-off date.

# Registrations received without payment or a Government PO will incur a processing fee of \$99 + GST = \$108.90 per registration.

- Please send me \_\_\_\_\_ set(s) of AUDIO COMPACT DISCS and PRESENTATIONS CD at \$878.90 (\$799 plus GST) or \$603.90 (\$549 plus GST) Presentations CD only
- Please keep me informed via email about this and other related events

NOTE: PAYMENT IS DUE WITHIN 7 DAYS FROM REGISTRATION TO SECURE YOUR PLACE. Registrations received without payment or a Government PO will incur a processing fee of \$99+GST = \$108.90 per registration. Payment prior to the conference is mandatory for attendance. Payment includes lunches, refreshments, a copy of conference presentations via FTP website or workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken and processed. This card will be refunded once alternate payment has been received.

### PRIVACY - YOUR CHOICE

Any information provided by you in registering for this conference is being collected by IQPC and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about IQPC events and services. By supplying your email address and mobile telephone number you are agreeing to IQPC contacting you by these means to provide you further information about IQPC products and services. From time to time IQPC may share information from our database with other professional organisations (including our event sponsors) to promote similar products and services. Please tick the box below if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please contact our Database Integrity Maintenance Department, Level 6, 25 Bligh Street, SYDNEY NSW 2000. Alternatively, email database@iqpc.com.au, call 02 9229 1028 or fax 02 9223 2622.

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**WHERE** Novotel Sydney Central  
169-179 Thomas Street, SYDNEY NSW 2000  
02 9281 6888  
[www.novotel.com](http://www.novotel.com)

**WHEN?** 17 - 18 June 2014

### ACCOMMODATION

Novotel Sydney Central is the official hotel for the **Retail Loss Prevention** event and they have negotiated event rates specifically for attendees of this event.

To take advantage of these rates, contact the hotel and quote: IQPC or go to [www.retail-lossprevention.com.au](http://www.retail-lossprevention.com.au) and click on the Venue & Accommodation page for a direct link to rates.



### QUICK and EASY WAYS to REGISTER

- TELEPHONE +61 2 9229 1000
- FAX +61 2 9223 2622
- EMAIL [registration@iqpc.com.au](mailto:registration@iqpc.com.au)
- WEBSITE [www.retail-lossprevention.com.au](http://www.retail-lossprevention.com.au)
- MAIL IQPC, Level 6, 25 Bligh Street, SYDNEY NSW 2000

REGISTER ME for Retail Loss Prevention PLUS:

Workshop:  A  B

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