

ASSET DIGITALISATION SUMMIT 2025

CREATING & IMPLEMENTING AN EFFECTIVE ASSET DIGITALISATION STRATEGY

13-15 MAY 2025 | MELBOURNE CONVENTION AND EXHIBITION CENTRE | AUSTRALIA

Speakers include:



Hani Arab
Chief Information Officer
Seymour Whyte



Dr Vahid Mousavi
Researcher
Western Sydney University



Prof Maria Rashidi
Team Leader/Infrastructure Engineering and Digital Twins, Deputy Director/Urban Transformation Research Centre (UTRC)
Western Sydney University



Andre Klopper
National Facilities Manager
Healthscope



Serryn Eagleson
Digital Advisory Lead
Arup



Bassem Assad
Senior Digital Engineering Lead
Victoria Department of Transport and Planning



Julian Watts
Global Head of Asset Management
KPMG



Brian Atkin
Manager, Digital Engineering Office
Powerlink Queensland



Anna Bascon
Senior Project Officer, Strategic Asset Management
Victorian Department of Health



Kris Andrews
Lead - Asset Management Digital Transformation
Rio Tinto



Matthew Pritchard
Head of Digital Technology, Architecture and Data
SA Power Networks



Gina Pavlovic
Head of Sustainability
Endeavour Energy



Eric Bugeja
Chairperson of the Board
buildingSMART Australasia



Julie Jupp
Digital Engineering Education Program Director
University of Technology Sydney



Dr Rowan Braham
Principal Engineer, Artificial Intelligence
Laing O'Rourke

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What is the **ASSET DIGITALISATION SUMMIT 2025**?

Discover how technologies like digital twins, BIM, AI, IoT, 3D scanning, AR, and cloud computing can revolutionise asset performance, streamline maintenance, reduce costs, unlock new revenue streams, and enhance sustainability - all while empowering, data-driven decision-making.

Whether you're looking to optimise existing assets, navigate integration challenges, or drive your organisation's asset digitalisation strategy, this is the must-attend event to achieve tangible results.

TOP 7 REASONS TO ATTEND:

- 1 Choose the right software & suppliers to meet your organisation's needs with guidance from **BHP, Healthscope & Aurecon**
- 2 Discover the tools & processes used by **Rio Tinto & SA Power Networks** to modernise asset management & maintenance
- 3 Learn how to improve collaboration across your organisation to ensure successful digitalisation outcomes
- 4 Turn asset data into better decision making with insights from **Victorian Department of Health & Arup**
- 5 Prepare & manage your workforce to get the most from asset digitalisation with tips from **CITIC Pacific Mining & EnergyAustralia**
- 6 Align asset digitalisation with ESG goals to reduce waste, lower costs, and improve efficiency
- 7 Gain cybersecurity tools to minimise risks from asset digitalisation

WHO WILL ATTEND:

The **Asset Digitalisation Summit 2025** is designed for business leaders and technical experts from government and a diverse range of industries, including energy, healthcare, transport, mining, manufacturing, property, construction, telecoms & more, including:

Senior Leadership

- Heads & Directors of Technology, Digital Transformation, Asset Management, Business & Strategy

Technology & Innovation

- Digital Twin Specialists, AI/ML Engineers, IoT Architects, BIM Managers, and Digital Strategists
- Specialists in Digital Enablement, Digital Design, Geospatial & GIS Systems, Reality Capture, and Simulations

Data & Analytics

- Digital Transformation Analysts, Data Architects, and Data Scientists

Engineering & Operations

- Managers, Heads & Leaders in Digital, Civil, Infrastructure, Electrical, Mechanical, Maintenance, and Reliability Engineering
- Digitalisation and Digital Transformation Project Directors/Managers

Asset Management

- Managers, Heads & Leaders in Asset Management, Assurance, Intelligence, Performance, Reliability, and Maintenance

Cybersecurity & Compliance

- Cybersecurity Specialists and Information Security Leaders

ADDITIONAL SPEAKERS



Brett Buhagiar
Digital Engineering
Operations Lead
WSP



Martin Boettcher
Lead Asset Engineer -
Asset Performance
Engineering
Ventia



Fiona Murfitt
Vice President,
Sustainability
Evolution Mining



Kevin Kidd
Group Digital Engineering
Manager
WGA



Nick Croukamp
Senior Business Analyst
BHP



Kerry London
Deputy Vice-Chancellor
Research
Torrens University



Dominic Martens
Digital Engineering
Manager
Icon



Ain Beruldsen
Group Manager,
Data and Analytics
AusNet



Jenny Ratsep
Engineering Systems
Leader
EnergyAustralia



Guillermo Aranguren
Plant Engineer
Worley



Kimberley Morrison
Associate - Global
Automation Leader
Aurecon



Corey Jones-Viegas
BIM Manager
WT Partnership



Andrew Mehr
Technical Director,
Data and Analytics
Mott MacDonald



Gopi Chattopadhyay
Associate Professor,
Maintenance and
Reliability Engineering
Federation University



Dan Jenkins
Director
Future Asset Management



Daniel Kalnins
Ops Director and
Co-Founder
Salix



Simon Lewis
Data Governance and
Reporting Manager
Endeavour Energy



Evan Quick
Director, Infrastructure,
Assets and Places
KPMG



Carlos Gamez
Founder & Director
Nova Energy Consulting



Paul Morgan
Senior Technical
Specialist, Digital Build
& Data
Victorian Health Building Authority





AGENDA DAY 1 | Wednesday 14 May

08:50 Opening comments from the Chair



Kerry London
Deputy Vice-Chancellor Research
Torrens University

FROM PILOT TO SCALE: YOUR ASSET DIGITALISATION ROADMAP

09:00 **Operational readiness: preparing teams and systems for digital transformation**

- Exploring steps to ensure systems and teams are ready for digitalisation
- Implementing best practices to prepare infrastructure and the workforce
- Preparing & conducting readiness assessments for smooth transitions



Brian Atkin
Manager, Digital Engineering Office
Powerlink Queensland

09:30 **PANEL DISCUSSION: What are the critical challenges facing asset digitalisation & how can they be overcome?**



- What are common barriers organisations face when initiating the digitalisation of existing assets, and what strategies have proven effective in overcoming them?
- How can data governance and integration be managed effectively when dealing with legacy systems?
- What role does leadership play in driving cultural change towards successful digitalisation?
- How can organisations measure the ROI of digitalising assets, and what key metrics should they focus on?

Moderator:



Dan Jenkins
Director
Future Asset Management

Panellists:



Bassem Assad
Senior Digital Engineering Lead
Victoria Department of Transport and Planning



Ain Beruldsen
Group Manager, Data & Analytics
AusNet



Brett Buhagiar
Digital Engineering Operations Lead
WSP

10:20 Autodesk presentation



Michael Penfold
Technical Solutions Executive - Construction
Autodesk



Magnolia Garcia
Technical Solutions Executive
Autodesk

10:40 Morning Tea & Networking

11:10 **Choosing the right digital solutions: selecting software to suit your needs**

- Identifying key factors when selecting digital solutions for your organisation
- Exploring decision-making criteria for software that aligns with goals
- Understanding the importance of user requirements and integration



Nick Croukamp
Senior Business Analyst
Daltix

11:40 **Weighing options: making the right call on internal vs third-party digitalisation solutions**

- Examining the benefits and trade-offs of internal versus external solutions
- Delving into industry perspectives on cost, expertise, and scalability factors
- Ensuring alignment between chosen solutions and organisational goals, including adaptability to future technologies



Hani Arab
Chief Information Officer
Seymour Whyte

12:10 **Connecting asset digitalisation with business goals**

- Aligning digital initiatives with business objectives
- Measuring digitalisation's impact on business performance
- Driving ROI through aligned digital transformation efforts



Anna Bascon
Senior Project Officer, Strategic Asset Management
Victorian Department of Health

OPTIMISING SUSTAINABLE ASSETS AND REPORTING THROUGH DIGITALISATION

12:30 **Leveraging sustainable assets and sustainability reporting with digital solutions**

- Simplifying compliance by automating environmental data collection and reporting
- Increasing transparency with real-time sustainability metrics for stakeholders
- Strengthening ESG performance tracking and reporting accuracy with integrated digital tools



Gina Pavlovic
Head of Sustainability
Endeavour Energy

13:00 Networking Lunch

EFFECTIVELY IMPLEMENTING AN ASSET DIGITALISATION STRATEGY

14:00 **Metrics that matter: measuring success in the asset digitalisation process**

- Identifying the essential metrics to track progress and evaluate digitalisation success
- Utilising practical approaches to assess ROI in complex digitalisation projects
- Aligning transformation metrics with strategic business objectives



Andre Kloppe
National Facilities Manager
Healthscope

14:30 **Strategically prioritising your digitalisation projects**

- Prioritising digital projects based on value and feasibility
- Developing frameworks to assess digitalisation needs and potential solutions
- Strategies to identify the most high-impact initiatives



Kimberley Morrison
Associate - Global Automation Leader
Aurecon

TURNING UNDERUTILISED DATA INTO EFFECTIVE DECISION MAKING

15:00 **Collecting, interpreting & presenting data to uncover valuable insights & vision**

- Best practices and processes for efficient data collection and interpretation
- Developing techniques to turn raw data into valuable insights
- Leveraging the power of clear data presentation to assist in effective decision making



Andrew Mehr
Technical Director, Data and Analytics
Mott MacDonald

15:30 Afternoon Tea & Networking

16:00 **Automating & streamlining data flow: transforming insights into action**

- Automating the movement of data across systems to drive operational improvements
- Exploring practical examples of automated workflows that enable seamless data-driven decision-making in digitalised asset management
- Ensuring data integrity during automated transfers to improve reliability of insights



Dominic Martens
Digital Engineering Manager
Icon

16:30 **Ensuring data quality & relevance in a data-rich environment**

- Utilising methods to ensure data quality amid vast information sources
- Filtering out noise and focusing on actionable data
- Establishing criteria for defining and measuring data quality
- Conducting data audits to detect and eliminate unreliable or redundant data



Serryn Eagleson
Digital Advisory Lead
Arup

17:00 Closing remarks from the Chair and end of Day 1

17:05 Networking drinks

18:30 Official event dinner



REGISTER TODAY!



AGENDA DAY 2 | Thursday, 15 May

08:50 Opening comments from the Chair



Prof Maria Rashidi

Team Leader/Infrastructure Engineering and Digital Twins
Deputy Director/Urban Transformation Research Centre (UTRC),
Western Sydney University

USING DIGITAL TWINS, AI & PREDICTIVE MAINTENANCE TO ELEVATE OPERATIONS & OUTCOMES

09:00 **Mastering digital twins: best practices for building robust digital models**

- Ensuring digital twins accurately reflect physical assets, including data integration from sensors, IoT devices, and CAD models
- Incorporating real-time data into digital twins
- Building digital twins that can scale across multiple assets and integrate with other systems for seamless information flow



Kevin Kidd

Group Digital Engineering Manager
WGA

09:30 **Optimising asset management through predictive and proactive maintenance**

- Utilising predictive maintenance techniques powered by data and technology
- Enhancing monitoring capabilities with real-time asset health insights
- Unlocking strategies to schedule proactive maintenance efficiently



Kris Andrews

Lead - Asset Management Digital Transformation
Rio Tinto

10:00 **Maximising the expanding role of AI in improving asset digitalisation and asset management**

- Utilising AI-driven solutions to enhance digitalisation and asset management projects
- Identifying practical use cases for AI within your organisation
- Implementing AI tools effectively, ensuring alignment with organisational goals and operational efficiency



Dr Rowan Braham

Principal Engineer, Artificial Intelligence
Laing O'Rourke

10:30 Morning Tea & Networking

11:00 **CASE STUDY: Simplifying asset information for effective project handover**



Learn how the Victorian Health Building Authority (VHBA) has reached a significant milestone with the development of its Digital Engineering Framework, set for deployment across all projects from 2025. By establishing a clear baseline for asset information, the framework supports health agencies in building their digital asset maturity, providing a structured approach for those unsure where to begin.



Paul Morgan

Senior Technical Specialist, Digital Build & Data
Victorian Health Building Authority

11:30 **CASE STUDY: The Evolving Role of Digital Twins in Bridge Management**

- Exploring the potential of AI and sensor data in assessing bridge conditions and planning interventions
- Examining the role of connected technologies in enhancing real-time insights
- Considering new approaches to structural assessment and defect detection



Dr Vahid Mousavi

Researcher
Western Sydney University

ENSURING YOUR WORKFORCE MAXIMISES THE BENEFITS OF ASSET DIGITALISATION

12:00 **PANEL DISCUSSION: How can organisations drive cross-disciplinary collaboration to make the most of asset digitalisation initiatives?**



- How can engineers, digital specialists, technical experts and business leaders bridge disciplines to foster collaboration and achieve impactful asset digitalisation outcomes?
- What strategies work to break down silos, build trust, and enhance communication across diverse teams?
- What leadership and adaptability skills do engineers and technical experts need to successfully lead transformation initiatives?



Gopi Chattopadhyay

Associate Professor,
Maintenance and Reliability
Engineering
Federation University



Simon Lewis

Data Governance and Reporting
Manager
Endeavour Energy



Guillermo Aranguren
Power Plant Engineer
Worley



Julian Watts

Global Head of Asset Management
KPMG

12:40 Networking Lunch

13:40 **Digital-ready engineers: overcoming challenges and building new capabilities**

- Examining the evolving role of engineers in asset digitalisation
- Supporting your workforce by developing the skills and competencies needed for engineers in the digital age
- Addressing challenges engineers face when navigating the intersection of technology and traditional practices



Eric Bugeja

Chairperson of the Board
buildingSMART Australasia

14:10 **Building digital skills: ensuring technological literacy across your workforce**

- Developing digital competencies within teams to meet challenges of asset digitalisation
- Fostering a culture of continuous learning and development
- Best practices to upskill your workforce for sustained digital transformation
- Examining workforce resistance, opportunity, and inclusivity in asset digitalisation



Julie Jupp

Digital Engineering Education Program Director
University of Technology Sydney

14:40 Partner presentation

15:00 Afternoon tea

THE DIGITAL FUTURE OF ASSET MANAGEMENT

15:20 **The future of digitalisation in asset management**

- Exploring the latest trends shaping digitalisation in asset management
- Utilising digital tools to enhance asset productivity, efficiency, and resilience
- Gain insights into the future roadmap for digital asset management



Corey Jones-Viegas

BIM Manager
WT Partnership

15:50 **PANEL DISCUSSION: What digitalisation strategies can organisations embrace to future-proof asset management for long-term success?**



- How will emerging technologies like AI, IoT, and predictive analytics shape the next decade of asset management?
- What strategies will help create resilient, adaptable frameworks to address future challenges and disruptions?
- What cross-industry insights and collaborative innovations can inspire long-term success?

Moderator:



Martin Boettcher

Lead Asset Engineer - Asset
Performance Engineering
Ventia



Panellists:

Jenny Ratsep

Engineering Systems Leader
EnergyAustralia



Daniel Kalnins

Ops Director and Co-Founder
Salix



Dr Hema Wadhwa

Associate, Asset Management
and Performance
Aurecon



Sumit Oberoi

Senior Manager, Industry
Strategy
Autodesk

16:40 Closing remarks from the Chair and end of Asset Digitalisation Summit 2025



REGISTER TODAY!

BECOME A PARTNER AT THE ASSET DIGITALISATION SUMMIT 2025



If your solutions support or are involved in asset digitalisation, or if you provide tools for public and private sector leaders in the field, then you need to be at the **Asset Digitalisation Summit 2025**.

This event offers a unique opportunity to engage with a highly targeted and influential audience of decision-makers from various industries across Australia, all focused on maximising the benefits of asset digitalisation.

There are numerous sponsorship and exhibition opportunities available with packages designed to help you meet your marketing and sales targets.

Contact **Lewis Halliday** on
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