

DayBreak 2025 Wednesday 5th March

8:00 **Mihi Whakatau and Festival Introduction**

8:10 **Tangata Whenua Innovation: How Māori Enterprises are Investing in Tomorrow**

Te Horipo Karaitiana CEO, Te Awanui; Director, Miraka; Deputy Chair, Wairarapa Moana Inc / Awhina Ngātuere CEO, Toi Kai Rawa
Paora Stanley CEO Te Runanga o Ngāi Te Rangī Iwi Trust and Ngāi Te Rangī Settlement Trust / Kylie Horomia, Growth and Transformation Manager, AgriTech NZ

9:15 **Ten Types of Innovation: How Innovation is About Much (Much) More Than Product**

Jono Jones CEO, Bluelab

9:40 **Supporting Global Success Through Creating Great Employee Experiences**

Karly Boast Vice President of People, Lawvu

10:00 **Morning tea on the waterfront**

10:30 **Blue2Green: Marine Sciences Securing the Future for and From the Ocean**

Professor Chris Battershill University of Waikato / Associate Professor Marie Magnusson University of Waikato

11:00 **Spark Your Future: Uniting Marketing and Innovation for Business Growth**

Chelsyee Norman, Group Marketing Manager, Comvita / Jen Liddle CEO, Aeroplanned / Viv Brownrigg CEO, The Gap
Jeff Vollebregt CEO, ImpacTex Textile Recycling / Lia Carruthers Marketing Coordinator, Farrah's

12:00 **DayBreak Downtown Lunch**

(Spend your voucher at a participating eatery of your choice)

You can choose which DayBreakout sessions to attend. Held at various venues around the city centre.

	Marketing	Investing	Sci/Tech	Humans!	Toolkit
13:30	<p>WORKSHOP</p> <p><i>The New Rules of Effective Marketing (for everyone)</i></p> <p>Using global best practice, learn how to market successfully – whether you're a small business or experienced marketer.</p> <p>Carolyn Schofield Food Marketing</p>	<p>PANEL</p> <p><i>Unlocking Capital: Funding Pathways for Business Growth</i></p> <p>Explore and understand funding options with insights from industry leaders in VC, banking and more.</p> <p>Richard Hoare Sharp Tudhope / Nina Le Lievre Enterprise Angels / David Booth Blackbird / Tim Wixon BNZ</p>	<p>PANEL</p> <p><i>Anything but AI!</i></p> <p>Developments in science and tech, and implications for your organisation.</p> <p>3D manufacturing Ben Jackson FabriBotics and University of Waikato / Robotics Ben Reyngoud Robotics Plus / Genomics Jayne Chamberlain Kiwifruit Breeding Centre / ClimateTech Alex Stuthridge Cetogenix</p>	<p>WORKSHOP</p> <p><i>Empathy in Action: Understanding Humans Before Designing Solutions</i></p> <p>Innovation starts with people. Learn about, and practice, understanding your people (customers, staff, users, stakeholders), before jumping into solution mode.</p> <p>Clare Swallow Mulberry St</p>	<p>PANEL</p> <p><i>1. Projects: Rapid Learning Cycles</i></p> <p>A new approach for managing projects with risk and complexity.</p> <p><i>2. Products: Principles of Product Innovation and Product Management</i></p> <p>Overview of the PDMA framework.</p> <p>Jason Low Solid Consulting William Fisher Oasis Engineering</p>
14:45	Final sessions (stay where you are or change venue)				
15:00	<p>WORKSHOP</p> <p><i>Unlocking IP Assets Through Unleashing Design</i></p> <p>Design can help make a good business great. In this workshop, learn how you can unlock valuable IP assets by unleashing the power of design.</p> <p>Ben Cain James & Wells / Reuben Woods Woods</p>	<p>PANEL</p> <p><i>Investing for the Future</i></p> <p>A discussion on risk, strategy, trends and considerations for building a resilient portfolio in our evolving world.</p> <p>Derek Janssen Tania Cutfield Sam Newbury Quayside Holdings</p>	<p>WORKSHOP</p> <p><i>Environmental DNA</i></p> <p>Get hands on with eDNA, a critical tool for understanding biodiversity. Receive a refresher in science and learn a little about the local legend that is the House of Science.</p> <p>Chris Duggan Alana Campbell House of Science</p>	<p>WORKSHOP</p> <p><i>Managing adaptability</i></p> <p>Time to reflect! Adaptability is essential for all innovators. This highly interactive session focuses on how you and your team can become more adaptable and better manage change.</p> <p>Jules Simpson Thrive People</p>	<p>PANEL</p> <p><i>Redefining Success: Why Focusing on Productivity is a Gamechanger for your Business and New Zealand</i></p> <p>A framework for leading innovation and transforming productivity.</p> <p>David Altena SmartSpace.ai</p>

16:15 **Return to The Cargo Shed**

16:30 **The Sundowner – Festival Finale**