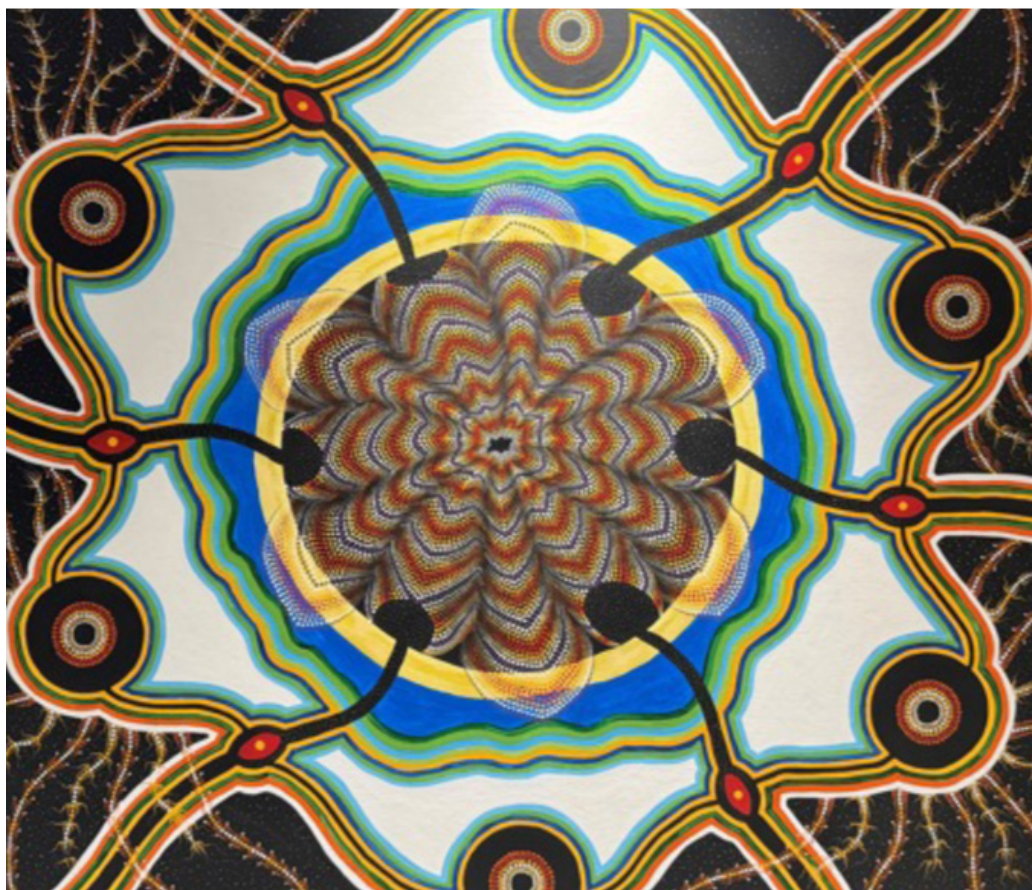


The image is a promotional graphic for the Business NSW AI Summit - Central Coast. It features a dark background with a grid of glowing blue squares. Overlaid on this are various data visualization elements: a line graph with a red trend line and data points labeled with values like +1.21, -1.11, +1.25, -1.85, +2.53, -0.85, +2.02, +3.10, and -0.95; a bar chart with blue bars; a target icon with an arrow; and a flowchart at the bottom showing stages: Idea (85%), Brainstorm (50%), Analysis (30%), Plan (18%), and Start (5%). The text 'BUSINESS NSW' is prominently displayed in the top right corner in a bold, white, sans-serif font. The date '2 April 2025' is located in the bottom left corner. The overall aesthetic is modern and tech-oriented, with a color palette dominated by dark blues, greys, and reds.

**BUSINESS
NSW**

2 April 2025

Business NSW AI Summit - Central Coast



Acknowledgment of Country

We acknowledge the Traditional Custodians of the land on which we work and live, Darkinjung Country, and we pay our respects to Elders past, present, and emerging. We recognise their continuing connection to land, waters, and culture.

Foreword by Business NSW



Welcome to the AI Summit 2025

As the Regional Director of Business NSW Central Coast, I'm excited to welcome you to the Central Coast AI Summit 2025 – a premier gathering of industry experts, researchers, technology innovators and local business leaders exploring the transformative power of artificial intelligence.

As we navigate a time of rapid technological advancement, AI presents a unique opportunity to unlock new levels of productivity, streamline operations, and boost competitiveness—especially for small and medium-sized businesses across our region. From automating everyday tasks to enhancing decision-making and customer engagement, AI has the potential to empower Central Coast businesses to work smarter and more efficiently.

This year's Summit is more than just a showcase of cutting-edge innovation—it's a platform for thought leadership, collaboration, and strategic discussions about how AI can help shape a stronger, more resilient regional economy. Together, we'll explore how emerging technologies can drive economic growth, regional innovation, and workforce evolution, ensuring our community remains future-ready.

Thank you for being part of this important conversation. I encourage you to connect, learn, and imagine what's possible—because the future of AI is not just global, it's local.

A handwritten signature in black ink, appearing to read 'S. Goold', with a stylized flourish at the end.

Scott Goold
Regional Director
Business NSW

Business NSW

AI Summit Central Coast

PROGRAM OF EVENTS

07:30am	Registrations Open	
08:15am	Acknowledgment to Country	Adam McEwen, Bungree Aboriginal Association
08:20am	Official Welcome	Scott Goold, Regional Director, Business NSW
08:25am	Keynote Address - nbn™ Australia	David Pollock, Executive Manager Stakeholder Engagement, Business & Consumer
08:40 am	Keynote Address - Microsoft	Tim Allen, AI National Skills Director, ANZ

PANEL SESSION

08:55 am	Boosting Productivity with the Power of AI Facilitated by Scott Goold Bert Verhoeven, Director Innovation and Entrepreneurship, University of Newcastle Brad Woollett, Chief Executive Officer, Definiti David Pollock, Executive Manager Stakeholder Engagement, nbn™ Australia Sean Chevell, Founder, Sean The AI Guy Tyler Hegan, Procurement and MIS Lead, 4iD Solutions
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09:25am	Presentation - Definiti	Brad Woollett, CEO, Definiti
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PANEL SESSION

08:55 am	The Power of AI in Marketing and Social Media Facilitated by Scott Goold Barbara Ketley, CEO, Milestone-Belanova Cooper Jitts, Founder, TALK Agency Perry Henderson, Founder & Director, Missing Link Social Media	
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10:35am	Presentation - University of Newcastle	Bert Verhoeven, Director Innovation & Entrepreneurship University of Newcastle
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10:10am	Copilot Workshop Teaser	Nathan Franks, Managing Director, Dynamic Business Technologies
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MORNING TEA - NETWORKING

10:15am		
10:45am	Summit Close & Vote of Thanks	Barbara Ketley, President, Regional Advisory Council & CEO, Milestone-Belanova
10:50am	Copilot Workshop	Anatoli Kovalev, Vice President, Akkodis Academy
12:20pm	Event Close	

Speakers **LISTED IN ALPHABETICAL ORDER**



ANATOLI KOVALEV

VP, Akkodis Academy and Global Head of Data & AI Learning

With 15+ years in education and technology, Anatoli has led award-winning programs with major industry partners, aligning learning with strategic goals. His current priority is bringing the Tech Academy's global lifelong learning ecosystem to ANZ and ASEAN, which brings together current and aspiring tech talent from a wide range of leading organisations and educational institutions.



BARBARA KETLEY

CEO, Milestone-Belanova

As founder of Milestone-Belanova communications agency, Barbara Ketley is an award winning marketing strategist who has been serving clients both nationally and internationally for over 25 years. A respected thought leader and keynote speaker, she's known for her strategic clarity, creativity, and deep understanding of the evolving digital and AI landscape.



BERT VERHOEVEN

Director Innovation & Entrepreneurship, University of Newcastle

Bert Verhoeven is a Senior Lecturer at the UoN, specialising in Innovation and Entrepreneurship. He leads the university's Human-Centric, Gen AI-first Innovation & Entrepreneurship program. As Director of the Innovation and Entrepreneurship Academy, he integrates AI into education and is passionate about equipping future leaders with cutting-edge, real-world skills.



BRAD WOOLLETT

Chief Executive Officer, Definiti

Definiti is a leader in AI-driven workplace and financial solutions, leveraging cutting-edge technology to help businesses make smarter, data-driven decisions. Under Brad's leadership, Definiti integrates AI to enhance efficiency, security, and financial growth. Brad is passionate about harnessing AI to future-proof organisations and drive innovation.



COOPER JITTS

Founder, Talk Agency

Talk are a digital marketing agency specialising in driving growth for businesses across Australia, New Zealand and the South Pacific using best-in-class digital marketing. With 15 years in the industry and experience across over 150 different clients, Cooper offers insights into driving business outcomes from digital channels and leveraging technology to drive efficiency in your marketing strategy.



DAVID POLLOCK

**Executive Manager Stakeholder Engagement, Business & Consumer,
nbn™ Australia**

Dave is the Executive Manager of Stakeholder Engagement (Business & Industry) at nbn, bringing over 30 years of global and local expertise across B2C and B2B. He has spent the past seven years at nbn, driving impact across Marketing, Channel, Commercial, and Corporate Affairs. Passionate about connecting businesses to opportunity, Dave thrives on forging powerful partnerships and shaping the future of connectivity.



NATHAN FRANKS

Managing Director, Dynamic Business Technologies

Nathan founded Dynamic Business Technologies in 2006 at age 23, driven to improve customer relationships in IT services. He's grown DBT into a successful national provider specialising in cybersecurity, cloud, and managed IT solutions. Now with over 18 years of experience, the company delivers tailored, secure tech solutions across Australia. Nathan is also passionate about mentoring his team to deliver exceptional service



PERRY HENDERSON

Founder, Missing Link Social Media

Perry founded Missing Link Social Media in 2012 to bridge the gap between social media and sales. His team has managed over \$168 million in media spend, leveraging AI-driven insights to optimise campaign performance. Winning the ABA100 Australian Business Award for Marketing Excellence, Missing Link connects social media to real sales outcomes with a skilled in-house team harnessing AI to drive marketing results.



SEAN CHEVELL

Founder, Sean the AI Guy

Sean Chevell, aka “Sean the AI Guy,” is a leader in AI, automation, and customer experience with 20+ years of expertise. He helps businesses—from startups to ASX giants—integrate human connection with cutting-edge technology. A sought-after speaker and strategist, Sean simplifies AI to drive growth and innovation. His passion lies in transforming complexity into opportunity for businesses of all sizes.



TIM ALLEN

AI National Skills Director, ANZ

Tim Allen is the National AI Skills Director for Microsoft Australia & New Zealand, leading AI education and workforce development initiatives. He collaborates with government, education, and industry to drive AI adoption and skill-building. Passionate about technology and social impact, he shapes strategies that empower businesses and individuals. His work ensures economic growth and opportunities reach all communities in an AI-driven world.



TYLER HEGAN

Procurement and MIS Lead, 4iD Solutions

Tyler Hegan serves as the Procurement and MIS Lead at 4iD Solutions, a company specializing in RFID and contactless technologies. With a passion for listening, understanding, and problem-solving, he focuses on delivering innovative solutions. Tyler's expertise supports 4iD Solutions' mission to enhance asset tracking and tagging technologies.



BUSINESS NSW

REGIONAL LEADERS



Commonwealth Bank



Health
Central Coast
Local Health District





Hunter and Central Coast
Development Corporation



MILESTONE
BELANOVA



NBN CONNECTS WITH MICROSOFT



Microsoft



Australian
Chamber of Commerce
and Industry

2025 Event Schedule

May 2025

Central Coast Economic Breakfast

Friday 23 May 2025

Mingara Recreation Club

Central Coast Visitor Economy Awards

Friday, 30 May 2025

June 2025

Central Coast Skills Summit

Wednesday, 25th June 2025

Gosford RSL, Gosford

July 2025

Cost of Doing Business Summit

Wednesday 30th July 2025

August 2025

Housing Summit

Friday, August 29th 2025

Voco Hotel, Gosford

September 2025

Central Coast Regional Business Awards

Friday 12th September

October 2025

BNSW State Business Awards

Wednesday 29th October

ICC, Sydney

Central Coast Sustainability Forum

Wednesday, 22nd October 2025

Contact

BUSINESS NSW CENTRAL COAST

Contact

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