

RSA'26 RETAIL SHOW

22-24 SEPTEMBER 2026

MELBOURNE CONVENTION AND EXHIBITION CENTRE

EVENT RECAP & POST-SHOW REPORT

Where retail transformation moves
from strategy to store-level execution.





4,000+

REGISTERED ATTENDEES



350+

TOP CORPORATE
RETAILERS AND BRANDS



49

SPEAKERS



70+

EXHIBITORS



48

COUNTRIES
REPRESENTED



40

CONFERENCE
SESSIONS



ATTENDEE PROFILE



JOB LEVEL

CEO / President / Owner / Founder	16.3%
C-Level Executive	2.2%
VP / Executive VP	0.5%
Principal / Partner / Managing Director	5.2%
General Manager	5.8%
Director / Head	20.2%
Manager	22.1%
Coordinator / Professional	10.7%
Specialist	17.1%



JOB FUNCTION

Executive Management	43.9%
Sales / Business Development	16.8%
Other / Not specified	10.8%
Marketing / Brand / Communications	6.3%
IT/ Technology / Data	6.1%
Store / Merchandising / Buying	4.2%
Operations/Strategy	3.5%
Consulting / Research / Education	2.5%
Property / Store Development	1.2%
Supply Chain / Logistics / Procurement	1.2%
Digital / eCommerce / CX	1.2%
Administration / Support	0.8%
Security / Risk / Compliance	0.7%
Finance	0.6%
People / HR	0.2%

GLOBAL REACH

Retail Show Australia 2026 welcomed attendees from **48 countries**

80% | of attendees were **Australia-based**

20% | of attendees were **international**

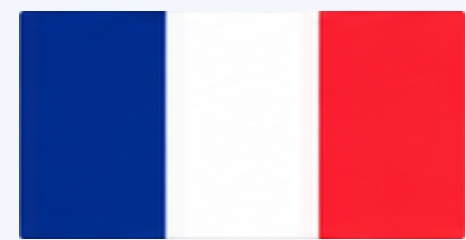
Top 15 countries represented



Australia



Canada



France



China



UAE



Italy



Japan



Netherlands



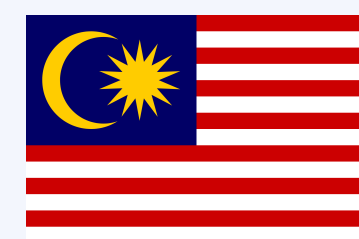
New Zealand



Singapore



South Korea



Malaysia



United Kingdom



United States



Indonesia

RETAILER REPRESENTATION

AT RETAIL SHOW AUSTRALIA 2026



9

of the **Top 20**
ASX-listed
retail companies
were represented



11

of the
Power Retail Top 20
Australian
Online Retailers
were represented

Source: ASX company data and Power Retail Top 20 Online Retailers ranking.

LEADING RETAILERS & BRANDS REPRESENTED

 Woolworths								DAVID JONES	
			COUNTRY ROAD GROUP						
LiquorLand								Dior	
TIFFANY & CO.								MECCA	
	FOREVER NEW		OROTON	NOVO			STRAND		
	SPORTSCRAFT								L'ORÉAL
									



Paul Zahra

Former CEO David Jones,
Former CEO Australian Retailers Association,
Chair and Non-Executive Director.

SPEAKERS

 MST Marquee	 AUSTRALIAN FOOD & GROCERY COUNCIL	 7-ELEVEN	 Microsoft	 Google Cloud	 aws	 MGA Independent Businesses Australia	DAVID JONES	DAVID JONES	 prological	 QUT Queensland University of Technology	 Hoynes The Peak Economy Consultancy
 IGU GLOBAL	 RETAIL COMMUNITY	 RX GROUP	 The Point of Loyalty	 e	 香港電商聯會 HONG KONG FEDERATION OF E-COMMERCE	 MCBEA	 Diebold Nixdorf	 NielsenIQ	 nora	 M	 norby
 HUNTRESS	 codex	 reece	 Schneider Electric	DAVID JONES	 SACSA Service and Creative Skills Australia	 preezie	 Storepro	 Farmlands	 SACSA Service and Creative Skills Australia	 helfie	 11ANTS
 Hanwha Vision	 Microsoft	 humanforce	 velrada	 OMNISTREAM	 Latchy	 Writesonic	 NEUWER	 FUJIFILM MicroChannel	 atturra	 IN-CRAM	 atturra

RETAILSHOW AUSTRALIA 2027

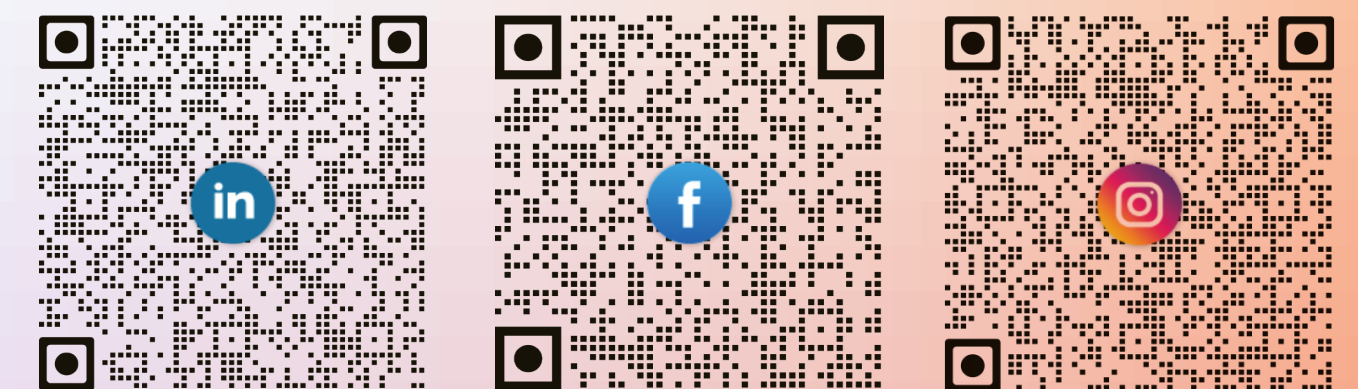
8-9 SEPTEMBER 2027

MELBOURNE CONVENTION AND EXHIBITION CENTRE

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BIGGER IDEAS
MORE OPPORTUNITIES
A STRONGER
RETAIL COMMUNITY.



SCAN TO FOLLOW