

# Streamlining finance processes

Boosting efficiency for operational and strategic success

One-day conference | Melbourne: 19 July 2011 | Sydney: 20 July 2011

Competitive pressures, high stakeholder expectations and limited budgets are some of the factors driving organisations to continually improve their finance processes.

Whether you work at a strategic, business or operational level, effective processes are reliant on dependable systems and people who can deliver.

**Ensure you can deliver the best possible outcome.**

Optimise the finance processes within your organisation by acquiring the forward thinking strategies and practical tools you need. Featuring thought provoking discussions and real-life case studies from a range of industry speakers, attend this conference to stay ahead of the competition.

8

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**125**  
YEARS OF LEADERSHIP

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AUSTRALIA



# Career Guidance System

CPA Australia's Career Guidance System supports your career development by assisting you to assess your business knowledge and access the resources that will increase your knowledge and competencies.

The System covers four core knowledge areas: technical, business, leadership and personal effectiveness. Each session in this conference has been mapped to one of these core areas and can be identified by the corresponding colour.



## Competency levels

Each session is also matched to a set of competencies that will assist you to plan your career development well into the future. Each level is defined by the level of risk, supervision, experience and strategic thinking expected to be undertaken within a competency.

### Competent

This session will provide an overview of the topic and knowledge of key principles. Suitable for those looking to gain increased competence in the area.

### Proficient

This session will provide an intermediate level of detail on the topic and a focus on the application of knowledge. Suitable for those looking to gain increased proficiency and professional confidence in this area.

### Expert

This session will provide enhanced knowledge with a strategic perspective on the topic, and will focus on the evaluation and synthesis of concepts. Suitable for leaders and specialists looking to achieve an expert level of competency in the area.

### All levels


This session will provide generalist knowledge relating to contemporary issues on the topic and is suitable for all competency levels.

For more information and to assess your business knowledge visit [careerguidancesystem.cpaaustralia.com.au](http://careerguidancesystem.cpaaustralia.com.au)

# Conference

<b>8.30am – 8.55am</b>	Registration and arrival refreshments
<b>8.55am – 9.00am</b>	Opening remarks and welcome

<b>9.00am – 10.00am</b>	<b>Keynote 1</b>
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	<b>KN1</b>	Internal controls that mitigate risk
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### Shane Boyd

Head of AON Fraud Risk Services, AON Global Risk Consulting

In Australia, millions of dollars are lost everyday by businesses due to fraud, according to KPMG's fraud and misconduct survey in 2010. And in 98% of cases, an employee is identified as the culprit.


Internal fraud is a growing problem and can result in diminished cashflow, negative bank balances and even insolvency. Referencing real-life case studies, Shane Boyd will provide you with a solid base to help shield your finance organisation from internal fraud. He will give you expert guidance on identifying weak internal controls and provide tips for minimising the effect of internal controls on productivity and efficiency.

Attend this session to discover the tools that will help you protect, detect and respond to fraud, including:

- + Internal controls that will reduce internal fraud risk
- + Red flags to watch out for to uncover fraud as it occurs
- + Controls that will help facilitate corrective action and minimise losses
- + Balancing the cost of governance with risk mitigation

<b>10.00am – 10.30am</b>	Morning tea and networking break
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<b>10.30am – 11.30am</b>	<b>Concurrent sessions A</b>
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	<b>A1</b>	How to build a business case for acquiring effective financial software aligned to your business system
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### Natalie Jones CPA

Senior Manager, Advisory, Ernst & Young (Melbourne)

### Les Barnett

Director, Advisory, Ernst & Young (Sydney)


This session will reveal how to align financial software to your business needs and how to acquire stakeholder acceptance and support for the investment decision.

Recommended approaches that include the use of future state or 'To Be' design will be covered, including functional and technical business requirements, and how all these elements combine to build an effective business case.

Attend this session to hear practical examples that include the use of business requirements to build consensus across your organisation. You will also gain key tips on building a strong business case and subsequent benefits realisation.

Acquire insights into:

- + Obtaining agreement on the future state, before defining the requirements
- + Attaining business and finance stakeholder involvement
- + Making sure decisions to acquire software are not made in isolation
- + The use of direct and indirect benefits
- + The importance of benefits management throughout the lifecycle from vision to post implementation review

10.30am – 12.35pm	Extended session
	<b>A2</b> Get on board with securing stakeholder buy-in

**Andrew Crawford FCPA**

Chief Financial Officer and Director, Laviol Organic


In over 80% of instances where finance projects fail to deliver, poor stakeholder management has been identified as the main cause.

From the beginning of the planning phase of any strategic program, stakeholder buy-in is essential for success. Involvement leads to commitment and when stakeholders are on board, they are likely to contribute and support the program over its lifetime.

In this session, Andrew Crawford will demonstrate, with practical case studies, the soft skills and the analytical and management steps required to assist in the delivery of exceptional stakeholder outcomes.

Attend this session to learn:

- + How to connect and communicate with your internal finance and non-finance stakeholders
- + Efficient practices for stakeholders involvement in the planning, execution and evaluation phases
- + Three key reasons that could contribute to stakeholder management failure
- + How to manage stakeholders to achieve a learning and continuous improvement culture

11.40am – 12.35pm	Concurrent session B
	<b>B1</b> Reducing finance processing complexity of vertically integrated businesses

**Rodney Jackson CPA**


Chief Financial Officer, St. George Bank

In today's competitive marketplace, the trend for businesses to compete through acquisitions or mergers to expand their operations, has increased dramatically. How do you quickly streamline the different financial processes acquired to achieve cost and performance improvement?

In this session, learn about the tools required for successful business integration, including:

- + How to streamline the diverse finance processes
- + Expedient integration of acquired systems into the centralised system
- + How to manage people for a successful outcome

12.35pm – 1.25pm	NL1: Lunch and networking break
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1.25pm – 2.20pm	Concurrent sessions C
	<b>C1</b> The change journey – a case study on leading a finance function transformation to success

**Ramana Akula**

Regional Programme Director Asia Pacific, Pearson Australia Group


In this case study, Ramana Akula will demonstrate the change management journey that transformed the regional finance function at the Pearson Australia Group.

Ramana will discuss the business operational model that was developed and how the concept of change was applied in relation to the model implementation. Attend this session to hear the change management approach that was employed, the challenges faced and the role outsourcing performed.

Gain insights into:

- + Planning for change through preparing your people, systems, processes and stakeholders
- + Dealing with difficult stakeholders
- + Efficiencies achieved and pitfalls to avoid in the change process
- + How to carry out an effective post implementation review

OR

	<b>C2</b> Payroll – to insource or outsource?
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**Chris Biddle**

Manager for Excellence, Talent2

Should payroll be outsourced or managed in-house? And if done in-house, should payroll sit with finance or human resources?


Join Chris Biddle, a payroll guru, as he explores the challenges that face management when making insourcing and outsourcing payroll decisions, including the different approaches of having payroll under finance and human resources.

Attend this session and gain insights into the:

- + Pros and cons of outsourced and in-housed payroll
- + Where the payroll function should reside and the impact of the decision
- + How to manage what may be conflicting payroll approaches and expectations between finance and human resources

Register by  
24 June and  
SAVE up to \$110!



2.30pm – 3.30pm	Concurrent sessions D	
	<b>D1</b>	Fast close

**Peter Bergin CPA**

Chief Financial Officer, WDSScott


Delivery of timely month end reports and insightful financial information to stakeholders, can be highly beneficial to the positioning of your business in this dynamic marketplace.

Drawing on his experiences, Peter Bergin will discuss practical solutions to streamlining month end reporting. He will share the techniques and systems he has utilised in a number of CFO roles over the past decade, that have resulted in faster, more accurate and reliable month-end reporting.

Gain insights into:

- + How to eliminate unnecessary and time consuming processes
- + Strategies to reduce time frames
- + How to identify effective accounting software and the avoidance of Microsoft® Excel solutions
- + How to educate managers on the advantages of earlier 'indicative' information rather than later 'auditable' information

OR

	<b>D2</b>	Engaging finance shared services to increase competitive advantage
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**Richard Sargent**

Head of Finance, Castrol and BP Lubricants


In an age of ever increasing competitive pressures, a shared services business can give you an advantage.

Richard Sargent will change the perception that shared services is just a cost, by demonstrating how this key part of the value chain can be turned into a source of ideas that will bring beneficial change and growth to your organisation. This will help increase the focus on performance management in your core business, for even more value-add.

Gain insights into:

- + How to structure shared services for success
- + What to include in shared services and what to retain in business units
- + Setting up a partnering approach while ensuring congruent goals
- + The use of dashboards to communicate and manage "the contract" and provide clarity about focus
- + Engaging the shared service business as an extension of the marketing business

3.30pm – 4.00pm	Afternoon tea and networking break
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4.00pm – 5.00pm	Keynote 2	
	<b>KN2</b>	Increasing efficiency by aligning finance processes and plans with business processes

The finance function plays a critical role in the business model. If finance processes run independent to strategy and business processes, the consequences can be severe.

Finance must be fully aligned to the business and deliver relevant information with unquestionable integrity, allowing decision makers to act, with full confidence, on reports and measures presented by the finance team.

The business plan is the blueprint that guides how the organisation's strategy will be delivered. It also provides the road map on how performance is measured. Finance processes that are not fully aligned to business processes will create inefficiency and misalignment of critical resources resulting in non delivery or poor delivery of the organisation's strategy.

This session will focus on:

- + Aligning financial plans and processes to business plans and processes
- + Business partnering to deliver relevant information that drives results
- + Building a finance mission that focuses on business improvement
- + Developing a finance team that understands the business needs of the organisation

5.00pm – 5.05pm	Closing remarks and end of conference
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# OPTIMISE the processes within your organisation

## Key benefits

- + Learn key strategies to better align the finance functions with operational, business and strategic processes
- + Hear practical ways to increase efficiency across the entire finance function including process, systems and people
- + Discover how to break the barriers and build effective relationships with your stakeholders
- + Gain practical knowledge from industry speakers and expert professionals
- + Connect and share with like-minded professionals

## Speaker highlights

### **Rodney Jackson CPA**

Chief Financial Officer, St. George Bank

Rodney Jackson was appointed Chief Financial Officer of St. George Bank in 2008 after spending 28 years at Westpac. Most recently he was the Chief Financial Officer and General Manager, Risk at Westpac Retail and Business Banking.

### **Shane Boyd**

Head of AON Fraud Risk Services, AON Global Risk Consulting

Shane Boyd joined AON in 2008 and previously undertook fraud risk assignments with Deloitte Financial Advisory Services in New York. Shane previously had national responsibility for fraud control services with Deloitte Forensic in Australia.

### **Peter Bergin CPA**

Chief Financial Officer, WDSScott

Peter Bergin has more than twenty years of financial management experience predominantly gained in the professional services, telecommunications and international development assistance industries. Peter has worked with Telstra, Cable & Wireless, OXFAM, and as the Director and CFO for the International Division of Cardno Ltd.

### **Richard Sargent**

Head of Finance, Castrol and BP Lubricants

Richard Sargent is responsible for performance management and interventions, strategic reviews, setting forecasts, managing cash flow and business costs whilst ensuring a robust business model is maintained.

### **Ramana Akula**

Regional Programme Director Asia Pacific, Pearson Australia Group

Ramana Akula is currently leading a regional finance transformation project with the Pearson Australia Group. Ramana previously led a global finance transformation project, which incorporated a large scale global off shoring, downsizing of captive shared service centres and systems reengineering.

### **Chris Biddle**

Manager for Excellence, Talent2

Chris Biddle has worked in Payroll and HR for close to thirty years with companies such as the Royal Prince Alfred Hospital, Coca-Cola Amatil, The Association for Payroll Specialists and some of Australia's largest charitable organisations. Chris is a regular conference speaker, contributor to payroll publications and sits on a number of Government panels.



## FOUR EASY WAYS TO REGISTER

### Online:

[cpaaustralia.com.au/cpd](http://cpaaustralia.com.au/cpd)

Receive instant confirmation of your registration

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### Fax:

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### Mail:

Member Administration  
CPA Australia Ltd  
Event Registration  
GPO Box 2820  
Melbourne VIC 3001

To pay by credit card or cheque

### Phone:

1300 857 705

To pay by credit card

For CPA Australia event enquiries, phone 1300 857 705

Register by 24 June and SAVE up to \$110

Source code: 110702 SPE

## 1 Provide your details

For additional registrants, please photocopy this form.

Member\*  ID number\*

Non-member\*  ID number\*

Title\*  Preferred name\*

Surname\*  Position\*

Organisation/department

Address

State  Postcode

Phone work\*  Fax

Email\*

Special requirements (eg. dietary)  
\*Required information so we can contact you regarding your registration.

## 2 Select your venue

State	Date	Venue	Event Code
<input type="radio"/> VIC	19 July	Park Hyatt Melbourne, 1 Parliament Square, East Melbourne	VI111077
<input type="radio"/> NSW	20 July	Radisson Plaza Hotel Sydney, 27 O'Connell St, Sydney	NS111077

## 3 Pricing (inclusive of GST)

		Early bird Pay before 24 June	Standard Pay after 24 June	Group (3+) From the same organisation
One-day package	Member	<input type="radio"/> \$880	<input type="radio"/> \$990	<input type="radio"/> \$880
	Non-member	<input type="radio"/> \$1,045	<input type="radio"/> \$1,155	<input type="radio"/> \$880

## 4 Program at a glance

Conference	
8.30am – 8.55am	Registration and arrival refreshments
8.55am – 9.00am	Opening remarks and welcome by chairperson
9.00am – 10.00am	<b>Keynote 1</b> <b>KN1:</b> Internal controls that mitigate risk
10.00am – 10.30am	Morning tea and networking break
10.30am – 11.30am	<b>Concurrent sessions A</b> (your choice from) <input type="radio"/> <b>A1:</b> How to build a business case for acquiring effective financial software aligned to your business system <input type="radio"/> <b>A2:</b> Extended session: Get on board with securing stakeholder buy-in
10.30am – 12.35pm	<b>Concurrent session B</b> <input type="radio"/> <b>B1:</b> Reducing finance processing complexity of vertically integrated businesses
11.40am – 12.35pm	<b>Concurrent session B</b> <input type="radio"/> <b>B1:</b> Reducing finance processing complexity of vertically integrated businesses
12.35pm – 1.25pm	<b>NL1:</b> Lunch and networking break
1.25pm – 2.20pm	<b>Concurrent sessions C</b> (your choice from) <input type="radio"/> <b>C1:</b> The change journey – a case study on leading a finance function transformation to success <input type="radio"/> <b>C2:</b> Payroll – to insource or outsource?
2.30pm – 3.30pm	<b>Concurrent sessions D</b> (your choice from) <input type="radio"/> <b>D1:</b> Fast close <input type="radio"/> <b>D2:</b> Engaging finance shared services to increase competitive advantage
3.30pm – 4.00pm	Afternoon tea and networking break
4.00pm – 5.00pm	<b>Keynote 2</b> <b>KN2:</b> Increasing efficiency by aligning finance processes and plans with business processes
5.00pm – 5.05pm	Closing remarks

NB: The topics on this program are provisional and may be subject to change.

## 5 Make your payment

Make all cheques payable to 'CPA Australia Ltd'. This document will be a Tax Invoice for GST upon completion of payment. All orders must be accompanied by full payment.

Cheque payable to CPA Australia Ltd  Pay by CPA Australia American Express

AMEX  Visa  Mastercard  Diners

Card number

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