Public Sector Week

CPA Australia was the proud sponsor of the inaugural Institute of Public Administration Australia (IPAA) Public Sector Week, 22nd – 26th July 2015, aimed at providing professional development and promoting the achievements of the public sector among the broader community. As part of this, CPA Australia hosted complimentary events for public sector professionals.

National Disability Insurance Scheme (NDIS) CFO Stephen Payne FCPA spoke at a business luncheon, chaired by General Manager - Victoria, Jon Aloni FCPA. The Luncheon was attended by a select group of high profile guests, including the Victorian Auditor-General, John Doyle and Assistant Auditor-General, Natalia Southern, Pro Bono Australia founder, Karen Mahlab as well as well as a strong representation of executives across the health sector.

CPA Australia internal auditor Dr AJ Purcell, Policy Advisor Professional Standards & Governance Dr Eva Tsahuridu and Jack Crawford, Director of Corporate Services for the City of Monash addressed an audience of 150 on business, ethics and corruption at Deakin Edge - Federation Square, during a session chaired by CPA Australia’s Head of Policy, Paul Drum FCPA. AJ, Eva and Jack are experts in the areas of governance, ethics and fraud. They looked at whether there is a disconnect between the rhetoric and reality of behavioural drivers at work and what the impact is on ethics and misconduct.

CPA Australia also hosted a Become a CPA information session during Public Sector week, where the team explained the benefits gained through the CPA Program, with particular emphasis on relevance to the public sector.

CPA Australia, 2015 Integrated Reporting winner at ARA

CPA Australia won the Integrated Reporting category at the prestigious Australasian Reporting Awards (ARA). – a proud reflection of the work CPA Australia is doing to promote reporting that provides a more complete picture as to how a business creates and generates value.

In other good news, ARA’s top honours, the Report of the Year Awards were both presented to CPA Australia Recognised Employer Partners, proving that CPAs have the skills and expertise to provide leadership in the reporting space. Woodside Energy Limited took the Commercial top spot, while the CSRI O was the Non-Commercial winner. For access to view the 2014 Award winning integrated report access:

CPA Congress is now available for booking in 14 locations around the world. If you are making a booking for five or more people, or would like a CPA Australia staff member to visit your office, we can assist with selection of sessions and complete the booking form with you.

Call 1300 73 73 73 or email employers@cpaaustralia.com.au to find out more or visit the website at http://www.cpaaustralia.com.au/training-and-events/cpa-congress

CPA Australia Advice

This an historic time for CPA Australia, with CPA entering the financial services market through the establishment of CPA Australia Advice Pty Ltd. This new, wholly-owned subsidiary company will be applying for an Australian Financial Services Licence and an Australian Credit Licence to operate as a financial services business.

The establishment of the company, unanimously approved by the CPA Australia Board, creates unprecedented opportunities for our members to make a major contribution in the public interest to the provision of high quality and transparent financial advice. Members will now have a professional independent pathway to provide valuable advice to their clients.

May 29th’s media conference and launch of CPA Australia Advice, attended by Greg Medcraft, the Chairman of the Australian Securities and Investments Commission, generated significant media coverage across the major outlets including Sky TV, the ABC. Please refer to the CPA Australia web page for further information: http://www.cpaaustralia.com.au/about-us/advice

Healthcare Leaders Roundtable

With industries facing different challenges, CPA Australia developed a Healthcare Leaders Roundtable working with Leaders (over 15 high profile CFOs and CEOs from Private and Public health sector, industry associations and agencies) to identify the unique complexities and priorities this industry is facing. This quarterly Roundtable is a platform that explores how CPA Australia can assist our health partners to help transform the health sector and enhance employer engagement and advocacy. As part of the Roundtable, we invite leading industry experts as guest speakers including Dr. Avnesh Ratnanesan, Industry Expert and CEO, Energesse who addressed the Future Solutions in Australian Healthcare White Paper. A thought-provoking resource for healthcare trends, organisational strategy and future government policy. http://www.energesse.com/transforming-consumer-experience-in-healthcare/

The ‘Future Solutions in Australian Healthcare White Paper’ has been developed in collaboration with 21 key healthcare thought leaders to help solve Australia’s major health challenges and guide the future of the healthcare system leading up to 2020. This White Paper offers a ‘big picture’ perspective on future trends.

By working closely with this group of Leaders from the Roundtable, this has also resulted in Cabrini Health recently becoming the first Recognised Employer Partner in this sector.
Sydney Water

CPA was the sponsor of an event held at Sydney Water (SW) in May where the SW CFO and Head of Management Accounting addressed 150 attendees. The presentations each added to people’s understanding of finance in the NSW Public Sector, of SOCS and Sydney Water, and the upcoming proposed changes from the Financial Management Transformation Program.

Testament: “On behalf of the NSW Public Sector Community of Finance Professionals I would like to thank CPA Australia very much for sponsoring the event in Parramatta on Friday afternoon. As you saw, everyone was incredibly engaged, which is especially impressive for a wet Friday afternoon! I’m really glad that we held this in Parramatta and now have cemented hold an event annually there to our Community calendar.”

Public Sector Leaders Series

The head of policy, Paul Drum, spoke on Australia’s tax challenges during a Public Sector Leaders Series event 12 June, organised by Public Sector Engagement and sponsored by Grant Thornton.

Paul spoke about the Australian Government’s ‘Re:think’ Tax Discussion Paper and CPA Australia’s initial response. He highlighted that tax reform has the potential to enhance Australia’s competitiveness and that CPA Australia is a leading advocate of the need for a package of interconnected reform measures, rather than a series of standalone reforms.

The key to any significant and sustainable tax reform is to move Australia’s tax mix away from its over-reliance on income taxes on both companies and individuals – towards taxes on consumption, and in particular the goods and services tax.

Paul will be speaking at further Public Sector Leaders Series events and CPA Australia Congress in all major cities.

Delegation from South Africa Treasury

The GM Public Sector Engagement recently hosted a delegation from the National Treasury, Republic of South Africa in Melbourne.

Our guests included: Chief Director Capacity Building Mr Gershon Sibinda: Chief Director Municipal Finance Management Act Implementation Mr TV Pillay: Director Capacity Building, Financial Management Improvement Programme Dr Newton Stoffels: Director Capacity Building, Talent Management Mr Jeffrey Hlongwane: and Public Financial Management Capacity Development expert Mr David Krywanio CPA.

The delegation was particularly focused on professionalization and talent management for public finance management practitioners.
Our global brand to support other global brands through the Australian Export Awards

CPA Australia has joined Austrade and the Australian Chamber of Commerce and Industry (ACCI) to become a co-presenting partner at the 53rd Australian Export Awards. This will see our own global brand support other businesses growing internationally.

The annual awards programme recognises the achievements of businesses that have contributed to Australia’s international reputation as a source of innovative, high-quality products and services. This strongly reflects CPA Australia’s own position, with 19 offices internationally and our global membership of more than 150,000 members in more than 120 countries.

“It is fantastic to have CPA Australia with us as a co-presenter of the Australian Export Awards. It will help us to really promote the achievements of Australia’s great international success stories,” said Kate Carnell, CEO of ACCI during the announcement of CPA Australia’s involvement in the awards.

Austrade’s CEO, Bruce Gosper, added: “There are 12 national category awards, and the acclaim that an Export Award brings speaks volumes in international markets. We look forward to working with CPA Australia to develop the programme further.”

The three partners, together with state and territory awards programmes—the winners of which advance as finalists to the national competition—are actively encouraging Australian businesses to nominate themselves for the awards. The Awards programme measures businesses against their peers based on the strength of their international growth, marketing and financial strategies. Closing dates for applications vary by state and territory commencing 17th July.


Auckland round-table event with The Hon Julie Bishop MP

The trans-Tasman relationship was centre stage at a CPA Australia-hosted roundtable in Auckland on the 1st of July, 2015, with special guest, the Hon. Julie Bishop MP, Minister for Foreign Affairs. The strength of the economic, business and cultural relationship between Australia and New Zealand was a major topic of discussion.

The Trans-Tasman Business Circle event at CPA Australia's Auckland office brought together senior leaders from the business community in New Zealand. Attendees included Sir Ralph Norris KNZM from Fletcher Building, Adrian Littlewood from Auckland Airport, Craig Richardson from Wynyard Group, Andrew Woodward from the Commonwealth Bank, and Australia’s High Commissioner to New Zealand HE. Michael Potts, Sir. Jim McLay CNZM, QSO from the Trans-Tasman Business Circle, Greg Lowe from Beca, Paul Ravlich from Siemens New Zealand, Kereyn Smith from the New Zealand Olympic Committee and CPA Australia’s New Zealand President Chandan Ohri.

The Trans-Tasman Business Circle partners with its clients – the region’s leading private and public sector organisations – to build their strategic relationships, business insights and profile by developing customized programs for stakeholder engagement.
New Colombo Plan

Foreign Minister The Hon Julie Bishop MP has announced the New Colombo Plan (NCP) Business Champions. The list includes CPA Australia’s Executive General Manager Rob Thomason, who shares this honour with some of Australia’s most prominent business leaders, including such as ANZ CEO, Mike Smith and Westpac CEO, Brian Hartzer.

The Australian Government has committed $100 million over five years to the New Colombo Plan, an initiative that aims to lift knowledge of the Indo Pacific in Australia by supporting Australian undergraduates to study and undertake internships in the region. This is designed to encourage a two-way flow of students with the region, complementing the thousands of students from there coming to Australia to study each year.

The New Colombo Plan Business Champions are:
• ANZ CEO, Mike Smith
• Coca-Cola Amatil CEO, Alison Watkins
• Westpac CEO, Brian Hartzer
• Group CEO Jetstar Group, Jayne Hrdlicka
• GE Australia and New Zealand President and Chief Executive, Geoff Culbert
• QBE CEO Emerging Markets, David Fried (Hong Kong based)
• Mitsui & Co Director and Executive Vice President, Wendy Holdenson
• KPMG National Leader, Asia Business Group, Doug Ferguson
• CPA Australia Executive General Manager Education, Robert Thomason

Rob is looking forward to being part of this team and says: “There are a couple of issues CPA Australia can address. The first is that there are very few commerce students participating in the New Colombo Plan (NCP). Secondly, there is an opportunity for us to promote the NCP to our members off shore so that they may offer participants (particularly from commerce) internships.”

Auditor-General tells CPA Australia members about his challenges and opportunities

Ian McPhee AO PSM FCPA addressed a luncheon organised CPA Australia in Canberra on the 4th of June, 2015.

Ian talked about the challenges and opportunities of providing auditing services to the Parliament and public sector over his 10 year term as Auditor-General for Australia. The audience not only had the opportunity to gain practical insights into the auditing profession as it developed in Australian government but also a chance to have in-depth discussion and reflect on some of the more challenging and amusing moments Ian has faced during his tenure.

Following the lunch ACT Divisional General Manager Matt Hailes also unveiled the naming plaque for the ACT office council room in honour of our guest speaker. This was awarded in recognition of Ian’s outstanding contribution to CPA Australia and the accounting profession over the length of his distinguished career.
Youth vs. Experience, the Great Debate

The CPA Australia NSW General Manager Glenn Ahern, acted as moderator to the Great Debate of Youth Vs. Experience 22 April. One attendee had this to say about the evening:

Thank you so much for making the event last night fantastic... It was really fantastic to hear all your arguments, quotes, and anecdotes and I know that the audience were entertained, engaged and much discussion was had regarding the qualities of public sector finance professionals. I have received some absolutely fantastic feedback - from the feedback forms and emails today and I'm sure that at the networking time you heard the same comments yourselves.

Protecting the public interest through participation in international bodies

Building relationships with the wider business community within Australia and overseas creates an environment where we can influence major issues, policies and regulations in order to protect the interests of our members, other professional accounting bodies in the region and the public. Participation in international bodies is part of that. Jeff Hughes, CPA Australia’s Chief Operating Officer Member Services recently attended both the Professional Accounting Organisation Development Committee (PAODC) and board meetings of the Confederation of Asian and Pacific Accountants (CAPA).

CAPA represents national professional accounting organisations in the Asia-Pacific region. Its mission is to provide leadership in the development, enhancement, and coordination of the accountancy profession in the region, so that the profession can provide services of consistently high quality in the public interest. CAPA also aims to enhance the accountancy standards and development of the profession by promoting the adoption of international accounting standards.

National Volunteer Week – Support for members who volunteer

The 11th to 17th of May marked the 2015 National Volunteer Week in Australia, recognising the efforts of people who use their skills, without pay, to the benefit of the wider community. CPA Australia supports both employees and members who wish to volunteer.

CPA Australia, in partnership with Pro Bono Australia, also offers qualified CPA Australia members the chance to add value to the community through the Mentor the Treasurer program. Pro Bono Australia last week featured a profile (originally published in intheblack.com) of an FCPA, Richard Blakeman, who uses his extensive corporate experience to give purpose and structure to Not for Profits.


Similarly, Pro Bono Accountancy Singapore, formed in April this year by CPA Australia and Singapore Accountancy Commission, connects charities with accountants and finance professionals in Singapore. The Straits Times in Singapore reported the initiative is the first of its kind in the accountancy profession there. Access the link at http://www.straitstimes.com/singapore/new-platform-for-accountants-to-volunteer-their-skills-for-charity
Meeting the need for qualified accountants in Malaysia

Towards meeting Malaysia’s need to have 60,000 qualified accountants by 2020, CPA Australia recently exchanged a Letter of Intent (LOI) with University Teknologi MARA (UiTM) and a Memorandum of Understanding with Talent Corporation Malaysia Berhad (TalentCorp). Under the LOI, UiTM will be encouraging 300 of its accounting undergraduates to pursue their professional qualifications with CPA Australia, while the MoU with TalentCorp will ensure that funding is available for these 300 students to begin their professional qualification journey by taking one professional paper under the CPA Program.

Witnessed by the Minister in the Prime Minister’s Department, The Honourable Senator Dato’ Sri Abdul Wahid Omar, the two partnerships will not only contribute to CPA Australia’s member growth but provide a head start and accelerate the progression of accounting students to become professionally qualified accountants, ensuring that they are able to access high income opportunities when they graduate.

Contributions to this report circulated every 8-10 weeks are welcome.

Email publicsector@cpaaustralia.com.au
Past editions of this news update are available on request