

Management accounting

Link your core skills
with strategic thinking

Two-day conference including master classes

Sydney: 12 – 13 August

Brisbane: 14 – 15 August

Melbourne: 19 – 20 August

Perth: 21 – 22 August

The modern management accountant is becoming increasingly responsible for propelling decision making and business strategy. The rigours of today's business and the ever-increasing demands of management require you to combine sound technical skills with strategic thinking.

This conference will explore how you can strengthen your core skills while developing your ability to guide management decisions and drive organisational strategy. Find out how you can boost business performance by blending core competency with strategy, innovation and vision.

Key benefits

- Learn how to align your activities with organisational strategy
- Gain insights into effective budgeting and forecasting strategies that drive informed and timely decisions
- Find out how you can mitigate fraud and manage risk
- Discover how to improve your cost management systems
- Learn how external factors will influence your role in the immediate future



EARLY-BIRD DISCOUNT
Register by 18 July 2008 and
SAVE up to \$220

Key speakers

Michael Choudhury CPA

Finance Manager, Telstra Corporation

Peter Bergin CPA

CFO, Cardno ACIL Pty Ltd

Roger Fitzgerald

Senior Manager, RSM Bird Cameron

Tim Harcourt

Chief Economist, Austrade

16

Claim up to
CPD HOURS

Management accounting – day one

8.30am – 8.55am Registration and arrival refreshments

8.55am – 9.00am Opening remarks and welcome from the Chairperson

9.00am – 10.00am Keynote 1

KN1 Blending technical skills with strategic thinking – the new management accountant

In order to remain relevant and up to date, management accountants are increasingly expected to make changes to their traditional accounting functions.

It can at times be very challenging to adapt to new requirements without core roles and responsibility becoming blurred, but this time of change also offers management accountants unprecedented opportunity to continually move toward providing a more value-add service.

This keynote will explore the core fundamental responsibilities of the management accountant. Gain insight into the latest developments so that you can continue to be a key business strategy driver.

NSW: Kostas Antoniadis CPA
CFO, Reynolds and Reynolds

QLD: TBA

VIC and WA: Peter Bergin CPA
CFO, Cardno ACIL Pty Ltd

10.05am – 11.00am Concurrent sessions A

A1 Effective risk assessment and management strategies to enable decision making

Decisions are based on a certain level of risk. The assessment and management of that risk is an essential part of the decision making process.

This practical session will explore:

- Adding value to risk management practices in your organisation
- Integrating risk management strategies with everyday functions
- Implementing the latest risk assessment techniques

Roger Fitzgerald
Senior Manager, RSM Bird Cameron

OR

10.05am – 11.00am Concurrent sessions A (continued)

A2 Driving performance management through strategic measurements – the power tools to do it

Management accounting information for strategy implementation, management planning and control systems is pivotal to the success of most modern organisations.

Aligning business intelligence and strategy through performance measurement can make the difference between useful accounting information and powerful decision driving information.

Understand how to build a successful performance measurement platform to drive great competitive advantage, while learning how to:

- Design a management accounting system to support your corporate, business and operational strategies
- Critically evaluate strategic management accounting concepts, techniques, assumptions and arguments
- Apply effective management accounting techniques to support strategic business decisions

Atul Chandra CPA
CEO, Trans Business Dynamics

11.00am – 11.20am Morning tea and networking break

11.25am – 12.25pm Keynote 2

KN2 Sustainability reporting – corporate social responsibility for better financial outcomes

From 1 July 2008 it will be mandatory for larger corporations to report their greenhouse gas emissions and to disclose if they produce energy or consume energy at or above specified quantities.

In the interim, the introduction of the Global Reporting Initiative (GRI) will provide smaller companies and organisations the opportunity to do the same reporting on a voluntary basis.

This keynote will draw the fundamental link between sustainability reporting in the context of corporate responsibility toward economic, environmental and social influence, consequence, and actions.

Better understand the responsibilities of the management accountant in sustainability reporting, it's benefits and the ins and outs of sustainability reporting.

Dr Sumit Lodhia
School of Accounting and Business Information Systems,
College of Business and Economics,
The Australian National University

12.25pm – 1.25pm NL1: Lunch and networking break

Register by 18 July 2008
and SAVE!

1.30pm – 2.25pm Concurrent sessions B

B1 **How effective cost management systems can deliver strategic financial objectives**

How does an organisation effectively monitor and record all costs, whilst delivering its products or services within a budget?

How can you add value by applying the latest cost management techniques? This session will explore:

- Key cost management techniques and systems in use today
- The relationship between costing techniques and cost management
- Various product costing systems and their potential uses and limitations for your organisation

NSW and VIC: Jonathan Flack CPA
Financial Trainer and Business Analyst

QLD: David Spearitt FCPA
Director, Orion Consulting

WA: John King
Director AJK Consulting

OR

B2 **Strategic reporting – driving decisions through better reports**

The decisions, actions and strategic plans of your management are only as good as the information on which they're based.

A key factor in ensuring optimum outcomes is accurate, timely and responsive reporting. This session will provide practical insights into:

- Adopting a strategic approach to management reporting – what your management team really needs
- What makes a good report
- Designing a winning reporting system
- Aligning your reporting system to organisational strategy and objectives

NSW, VIC and QLD: Nathan Goldschmidt
Manager of Systems and Reporting, Stockland

WA: Basu Banka
Director – Management Reporting
Defence Materiel Organisation

2.30pm – 3.25pm Concurrent sessions C

C1 **Forecasting for informed and timely management decisions**

The primary goal of forecasting is to identify possibilities facing an organisation, which empowers you to take meaningful action in the present time.

Discover how you can help your executive team become participants, rather than passive absorbers of your forecasts. Learn how to effectively forecast and broaden the possibilities for your organisation to allow for easier and more effective decision making by your management.

From preparing for wild cards, to dealing with radical shifts in market, this session will explore what it takes to support management with effective and timely forecasting.

VIC, QLD and WA: Michael Choudhury CPA
Professional Speaker and Finance Manager

NSW: John Corrigan FCPA
Managing Director, Moorestone

OR

2.30pm – 3.25pm Concurrent sessions C (continued)

C2 **Super Cheap Auto case study: Increasing your operating cash flow through effective working capital management**

This presentation will highlight the relationship between effective inventory and supply chain management and the positive outcomes this can have on a company's overall performance.

It will show how Super Cheap Auto's focus on working capital enabled the company to reduce inventories by 12% within 12 months. This in turn increased operating cash flow by \$12 million, whilst sales and EBIT margins continued to improve despite difficult trading conditions.

The company's share price went on to double in just a six month period and, importantly, the improvement in working capital enabled Super Cheap Auto to fund its expansion from operating cash flow rather than debt.

Carter McNabb
Partner, GRA

3.25pm – 3.50pm Afternoon tea and networking break

3.50pm – 4.50pm Keynote 3

KN3 **Tackling the challenges on the horizon – preparing for the implications of economic strain**

A rapid decline in corporate and sales tax revenue has seriously distressed housing markets in the US and has threatened the national economy with recession.

But compared to the US, Australia is coping fairly well – our banks are remaining profitable and maintaining strong credit ratings and our business profits and the Australian job market also remains strong.

Global regulation of financial systems and ongoing management of global credit crisis are two suggestions from our Prime Minister, and the Reserve Bank of Australia has raised rates expressing its confidence in the resilience of the Australian economy.

So where do the pockets of stress in the Australian economy lie? What will be, if any, the near to long-term repercussions of a US and global economic shake-up? Join Tim Harcourt as he demystifies the movements of the Australian economy.

Tim Harcourt
Chief Economist, Austrade

4.50pm – 5.05pm Closing remarks and close of day one

Management accounting – day two

8.30am – 9.00am Registration and arrival refreshments

9.00am – 12.30pm Master class 1

MC1 Improving your budgeting processes through quantitative and qualitative budgeting

Budgeting plays an obvious key role for organisations. This master class will help you better match organisational strategy to budgeting through quantitative and qualitative budgeting, and discover leading edge solutions to the budgeting challenges you face in your organisation today.

This program encourages discussion between participants about challenges faced in the budgeting process, and ideas on how these challenges can be met through more aligned qualitative and quantitative budget techniques.

You will be exposed to leading edge ideas about budgeting that can be implemented within your organisation immediately, ultimately improving your budgeting process.

Key learning outcomes

- › Learn to examine the cause and effect relationships between goals, actions and outcomes
- › Discover how to analyse the synergies between your budget and organisational strategy
- › Understand how to align key business factors for synergy
- › Learn how to implement a truly strategic budget

Who should attend

- › Management accountants
- › CFOs
- › Financial controllers
- › Finance directors
- › Finance managers
- › Business managers

Prahbu Sivabalan

Lecturer, University of Technology Sydney

12.30pm – 1.30pm NL2: Lunch and networking break

1.30pm – 5.00pm Master class 2

MC2 Strategic financial analysis for improved performance and decision making

Significant performance improvement is best achieved using rigorous financial analysis of the business and its strategy alternatives.

The methodology successfully identifies and analyses the opportunities, strengths, weaknesses and threats of a business. The focus is on strategies which produce significant improvements. Strategies which only produce minor improvements are identified and sidelined.

This powerful linkage of financial analysis and strategy is demonstrated with case studies of real businesses.

Key learning outcomes

- › Analyse an organisation's financial performance to identify strengths, weaknesses, opportunities and threats
- › Develop strategies which significantly improve financial performance
- › Identify the major risks in strategies
- › Build strategies which drive competitive advantage

Who should attend

- › Management accountants
- › CFOs
- › Financial controllers
- › Finance directors
- › Finance managers
- › Business managers

John King FCPA

Director, AJK Consulting

Enhance your knowledge with these in depth master classes



Link your core skills
with strategic thinking

Management accounting

Gone are the days of the 'back-office' management accountant. Your core accounting skills are now no longer enough to meet the increasing demands upon your profession. Your competencies must be complemented by an extensive skill base including sound presentation of financials at board level and a strong ability to think strategically. The development of these skills are essential to your continued success.

At the 'management accounting' conference, you will not only be exposed to a blend of technical updates and master classes, you will also learn how to face the broad array of issues that currently influence your role.

Hear the latest updates on the global economic downturn, learn of your increasing responsibilities in the area of sustainability reporting and discover how your role will evolve further in the years to come.



why you
should attend

- Position yourself for long-term success by acquiring skills and knowledge beyond your areas of expertise
- Learn from the experiences of leading finance and accounting professionals
- Hear case studies showcasing ready-to-implement strategies
- Update your core skill areas including profitability analysis, financial analysis and reporting, cost management, reporting, forecasting and budgeting

'Interesting topics – relevant to current issues. Great final session to ensure we are left feeling positive, energised and 'juiced up'

KAREN SHORE
ACCOUNTANT
LOWER MURRAY WATER

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Surname* Position*

Organisation/department

Address

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() ()

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Special requirements (eg. dietary)

* required information so we can contact you regarding your registration

2 Select your venue

State	Date	Venue	Course Code
<input type="radio"/> NSW	12 – 13 Aug	The Westin Sydney, 1 Martin Place, Sydney	NS081041
<input type="radio"/> QLD	14 – 15 Aug	Stamford Plaza, Cnr Edward & Margaret Sts, Brisbane	QL081041
<input type="radio"/> VIC	19 – 20 Aug	Hilton on the Park, 192 Wellington Pde, East Melbourne	VI081041
<input type="radio"/> WA	21 – 22 Aug	Duxton Hotel, 1 St Georges Tce, Perth	WA081041

3 Choose your package (Inclusive of GST)

		Early bird Pay by 18 July 08	Standard Pay after 18 July 08	Group (3+) From same organisation
Platinum Day one conference & day two master classes	Member	<input type="radio"/> \$1,265.00	<input type="radio"/> \$1,485.00	<input type="radio"/> \$1,155.00
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	Non-member	<input type="radio"/> \$528.00	<input type="radio"/> \$594.00	<input type="radio"/> \$396.00

4 Program at a glance

Day one – conference

8.30am – 8.55am	Registration and arrival refreshments
8.55am – 9.00am	Opening remarks and welcome from the Chairperson
9.00am – 10.00am	Keynote 1 KN1: Blending technical skills with strategic thinking – the new management accountant
10.05am – 11.00am	Concurrent sessions A (your choice from) <input type="radio"/> A1: Effective risk assessment and management strategies to enable decision making <input type="radio"/> A2: Driving performance management through strategic measurements – the power tools to do it
11.00am – 11.20am	Morning tea and networking break
11.25am – 12.25pm	Keynote 2 KN2: Sustainability reporting – corporate social responsibility for better financial outcomes
12.25pm – 1.25pm	NL1: Lunch and networking break
1.30pm – 2.25pm	Concurrent sessions B (your choice from) <input type="radio"/> B1: How effective cost management systems can deliver strategic financial objectives <input type="radio"/> B2: Strategic reporting – driving decisions through better reports
2.30pm – 3.25pm	Concurrent sessions C (your choice from) <input type="radio"/> C1: Forecasting for informed and timely management decisions <input type="radio"/> C2: Super Cheap Auto case study: Increasing your operating cash flow through effective working capital management
3.25pm – 3.50pm	Afternoon tea and networking break
3.50pm – 4.50pm	Keynote 3 KN3: Tackling the challenges on the horizon – preparing for the implications of economic strain
4.50pm – 5.05pm	Closing remarks and close of day one

Day two – master classes

8.30am – 9.00am	Registration and arrival refreshments
9.00am – 12.30pm	<input type="radio"/> Master class 1 MC1: Improve your budgeting processes through quantitative and qualitative budgeting
12.30pm – 1.30pm	NL2: Lunch and networking break
1.30pm – 5.00pm	<input type="radio"/> Master class 2 MC2: Strategic financial analysis for improved performance and decision making

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

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