

FINANCE TRANSFORMATION SUMMIT VIC 2024

SUPPORTING THE EVOLVING
NEEDS OF THE BUSINESS IN
THE TIMES OF CONSTANT
CHANGE

TUESDAY MAY 21ST, 2024

MELBOURNE CONVENTION &
EXHIBITION CENTRE

FINANCE

BANK

STOCK

SPEAKERS



WORKWEAR
GROUP

Robyn Longford

Chief Financial Officer



Hume
Bank

Akbar Shah

Chief Financial Officer



frank body

Gerdus Buitendag

Chief Financial Officer



costa
well grown

Shaun Gatter

Divisional Chief Financial
Officer



COTTON:ON

Simone Gellion

Head of Commercial Finance



agl

Scott van Eysden

Head of Finance, Business,
Customer & Technology

KEY TOPICS

- Positioning financial planning at the centre of business continuity
- Managing Finance Transformation in a constantly changing world
- Creating a successful finance Structure to support productivity across the organisation

WHO WILL ATTEND?

- Chief Financial Officers
- Head of Finance Transformation
- Heads of Accounting
- Heads of Commercial Finance
- Heads of FP&A
- Heads of Financial Control

SUMMIT AGENDA

TUESDAY 21ST MAY

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM CHAIRPERSON

9:10 ATTENDEE SPOTLIGHT



Discussing best practices in financial forecasting leading up to the new financial year in June 2024

9:40 PANEL DISCUSSION: FROM NUMBER CRUNCHING TO BUSINESS PARTNERING: DRIVING ACTIONABLE INSIGHTS TO OPTIMISE REPORTING PROCESSES

- Supporting stakeholder decision-making through financial data & insights
- Discussing the future role of a finance leaders in 2024 & beyond
- Embedding best-in-class reporting & finance practices to empower finance teams
- Creating a high performing organisation with accountability & transparency

Gerdus Buitendag, Chief Financial Officer, Frank Body
Robyn Longford, Chief Financial Officer, Workwear Group
Shaun Gatter, Divisional Chief Financial Officer, Costa Group
Akbar Shah, Chief Financial Officer, Hume Bank
Moderated by: **Daryl Drelaud**, Director APAC, Insight Software

10:20 CASE STUDY: CONNECTING FINANCE PROCESSES TO ACCELERATE GROWTH & EFFICIENCY

10:50 MORNING TEA & NETWORKING

11:20 PANEL DISCUSSION: POSITIONING FINANCE AT THE CENTRE OF EXCELLENCE TO ENABLE INNOVATION & CHANGE

- Defining a clear objective for finance transformation, finance technology & automation projects
- Leading finance teams through re-structure & continuous improvement journey in account management, payroll, AP, AR & reporting functions
- Finding ways to adapt to the expanding role of finance leaders in 2024 to meet the increasing demands of business
- Enabling productivity across finance functions & empowering the team to support the wider business

Sinéad Mooney, Head of Finance Omnichannel and Technology, David Jones
Chris McGuire, Head of Commercial Finance, 2XU
Scott van Eysden, Head of Finance - Business Customer & Technology, AGL
Marcus Healy, Head of Finance, Carlton & United Breweries
Kristina Otschik, Finance Director, Cummins
Moderated by: **Tony Horn**, General Manager Operations, profectus Group

12:00 CASE STUDY: SIMPLIFYING FINANCIAL & ESG REPORTING WITH AUTOMATION

12:30 LUNCH & NETWORKING

1:10 INTERACTIVE WORKSHOPS

- Maximising FP&A data & insights to achieve next level revenue growth
- Automating budgeting processes to optimise operational insights
- Using financial data and reporting to support decision making & growth
- Creating a strong finance transformation business case
- Building a powerful financial tool stack to reduce manual workload

1:50 PANEL DISCUSSION: PRIORITISING QUALITY FINANCIAL PLANNING TO SUPPORT STAKEHOLDER DECISION MAKING

- Making a sense of financial data & insights to drive growth objectives across the business
- Forecasting & planning around tightening budgets, market inflation/hiking property interest rates
- Driving better decision-making through financial data to support strategic board level conversations
- Advising the business on strong capital management planning & investments to ensure equitability in 2024 & beyond

Simone Gellion, Head of Commercial Finance, Cotton On
James Osborne, Head of Finance - Networks, Jemena
Matt Wusthorn, Divisional Finance Director, Essity
Adrian Walton, Finance Director, Supply Chain ANZJ Mondelez International

2:30 FIRESIDE CHAT CASE STUDY: TRANSFORMING YOUR FINANCE DEPARTMENT INTO A STRATEGIC POWERHOUSE

- Looking at benefits of automation & digitisation to help with development of a finance strategy
- The journey towards achieving 40% improvement in financial processes

Mark Hogan, Chief Financial Officer, Carpet Court
Adrian Floate, Managing Director, Spenda

3:00 AFTERNOON TEA & NETWORKING

3:30 KEYNOTE PRESENTATION: ALIGNING FINANCE TO THE GROWING EXPECTATIONS OF THE BUSINESS

- Building a strong business case as a finance leader
- Capture opportunities for improvement
- Adapt to the needs of a fast-growing business

Stephen Xiao, Chief Financial Officer, New Aim

4.10 CLOSING REMARKS

4.20 NETWORKING DRINKS

5:00 EVENT END