

# FINANCE TRANSFORMATION SUMMIT VIC

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

TUESDAY MAY 20TH, 2025

SOFITEL MELBOURNE ON COLLINS



## SPEAKERS



Chris Holmes  
Chief Financial Officer



Rowena Burgess  
Chief Financial Officer



Lauren Balbata  
Executive Manager Finance  
(Financial Services)



Kelly Brinsdon  
Head of International Financial  
Reporting & FP&A



Chris Stanley  
Chief Financial Officer -  
Cinemas



James Wright  
General Manager  
Commercial Finance

## KEY TOPICS

- Identifying core priorities amidst global pressures
- Creating commercial value through actionable insights
- Unpacking the foundations needed to drive efficiency and accuracy in financial control & reporting
- Aligning People, Process, Technology Frameworks as a finance leader to support long term business transformation initiatives

## WHO WILL ATTEND?

- Chief Financial Officers
- Head of Finance
- Heads of Commercial Finance
- Group Financial Controller
- Heads of FP&A
- Heads of Financial Control & Reporting

# Finance Transformation Summit VIC

## AGENDA

**8:30AM** REGISTRATION & REFRESHMENTS

**9:00AM** WELCOME REMARKS

**9:10AM** ATTENDEE SPOTLIGHT

Sharing key challenges & considerations for Q2

**9:40AM** PANEL DISCUSSION 

**Identifying Core Priorities Amidst Global Pressures:**

- Aligning financial forecasting with risk management
- Sharing views on operational excellence, performance and resource management
- Discussing the impact of global pressures on the economy

**Rowena Burgess**, Chief Financial Officer, Starbucks

**Chris Holmes**, Chief Financial Officer, Shell Energy

**Chris Stanley**, Chief Financial Officer, Village Roadshow

**Chris Storey**, Chief Financial Officer, Suburban Rail Loop

**10:20PM** CASE STUDY

**Positioning Cyber Security as a Top of Mind-Priority**

- Creating a cyber awareness culture through effective finance leadership strategy

**10:50AM** MORNING TEA & NETWORKING

**11:20AM** INTERACTIVE 

Cashflow crisis management simulation scenario

**11:40AM** PANEL DISCUSSION 

**Creating Commercial Value Through Actionable Insights:**

- Infusing commercial acumen & finance knowledge through effective finance business partnering
- Using FP&A & Financial Planning as a powerful tool to drive smarter-decision making
- From finance leader to business advisor: How to support finance teams & key stakeholders to outperform their key targets
- Focusing on financial planning excellence to support business-wide strategy

**Joanna Walker**, Chief Financial Officer, Retail Zoo

**Louise D'Amore**, General Manager Finance, Lotte Duty Free

**Lucy Cavallaro**, Head of Commercial Finance, Country Road

**James Wright**, General Manager Commercial Finance, Telstra

**12:20PM** CASE STUDY

**Infusing a Data-Driven Culture in Finance**

- Positioning finance as the business data champions through effective story telling practices

**12:50PM** LUNCH & NETWORKING

**1:30PM** INTERACTIVE WORKSHOPS

- How to kickstart your AI journey as a finance leader
- Creating a roadmap for integrated business reporting
- Modernising financial close processes in accounting
- Driving effective cross-functional FP&A practices
- Building business resiliency through finance analytics
- The Role of Finance on a Business Transformation Journey
- Optimising Control Functions for Seamless Operations

**2:10PM** PANEL DISCUSSION 

**Unpacking the Foundations Needed To Drive Efficiency and Accuracy in Financial Control & Reporting**

- Discussing systems maturity and processes to generate meaningful and timely reports
- Upskilling finance teams in various specialties for effective business partnering and CFO-support
- Measuring positive impacts of finance automation on bottom line efficiency & accuracy
- Aligning the business with external reporting compliance and financial regulations

**Lauren Balbata**, Executive Manager Finance, REA Group

**Dean Malthouse**, Head of Reporting, Forecasting & Analytics, Transurban

**Carlos So**, Head of Finance & Governance, Australia Post

**Jack Selva**, Head of Financial Reporting, ENGIE

**Nic Hamley**, Head of Financial Control, Ansvar Insurance

**2:50PM** CASE STUDY

**Gaining Efficiency with Finance Automation**

- Achieving operational excellence through finance transformation for improved productivity

**3:20PM** AFTERNOON TEA & NETWORKING

**3:40PM** KEYNOTE

**Suncorp's Finance Transformation Journey:**

- Uplifting business reporting and adapting to new accounting standards

**Kelly Brinsdon**, Head of International Financial Reporting & FP&A, Suncorp Group

**4:00PM**

**CLOSING REMARKS**

**4:10PM**

**NETWORKING DRINKS**

**5:00PM**

**EVENT CONCLUDES**