

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)



Dean Malthouse
Head of Reporting, Forecasting
& Analytics



Lucy Cavallaro
Head of Commercial Finance



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

9:30AM 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 and ways to remain adaptable
- Exploring views on how finance transformation & technology is reshaping finance leadership

Rowena Burgess, Chief Financial Officer, Starbucks

Chris Holmes, Chief Financial Officer, Shell Energy

Chris Stanley, Chief Financial Officer, Village Cinemas

Chris Storey, Chief Financial Officer, Suburban Rail Loop

Moderated by: **Jon Hammersley**, Regional Director, Sales, APAC

10:10PM CASE STUDY

Cybercrime 2.0: AI, Money Mules, & the New Wave of Corporate Financial Fraud.

Niek Dekker, VP of Marketing, Eftsure

10:40AM MORNING TEA & NETWORKING

11:00AM 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

Moderated by: **Tony Horn**, Chief Operating Officer, Profectus Group

11:40PM CASE STUDY

Top Trends in Modernising Financial Close Process

- Automation of manual intensive accounting process
- Shifting finance team roles from transactional to analytical
- Materiality-based review to reduce over-analysis of low-risk items

Bob Boyne, Practice Director, Financial, Blackline

12:10PM LUNCH & NETWORKING

12:50PM INTERACTIVE WORKSHOPS

- Financial Planning & Consolidation - A Game of Bingo
- Understanding the potential of AI in Finance Operations
- Reimagining Finance: Building Trust in Data to Unleash the Power of Analytics and AI
- Digital Transformation journey - overcoming challenges Scaling a business globally. Case study from Car Group
- Empowering Business Decision-making to through financial planning
- The real value of finance AI and Automation: Case Study from NewsCorp

1:30PM 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 capabilities in effectively supporting the business
- Measuring positive impacts of finance automation on bottom line efficiency & accuracy
- Discussing best practices in external reporting, financial controllership

Lauren Balbata, Executive Manager Finance, REA Group

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

Jack Selva, Head of Financial Reporting, ENGIE

Nic Hamley, Head of Financial Control, Ansvr Insurance

Moderated by: **Damon Hauenstein**, Chief Financial & Operating Officer, Weel

2:10PM CASE STUDY

Driving finance forward with AI & Automation

- Key findings from over 1,200 senior finance leaders, revealing their views on the future of finance and automation

Michael Small, Head of Growth APAC, Sage

2:40PM AFTERNOON TEA & NETWORKING

3:00PM CLOSING KEYNOTE

The Super CFO: Key ingredients to becoming a successful finance leader in 2025

- Enable your finance team to achieve great things
- Selling value & business cases to key stakeholders & boards
- Understanding your business, your customer and your brand

Jason Cunningham, Accountant by trade, TV personality, finance author and business growth expert

3:45PM CLOSING REMARKS

3:50PM NETWORKING DRINKS

4:30PM EVENT CONCLUDES