



31st

ONE STOP UPDATE

for the Accountant in Business™

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AUTUMN SERIES

8 & 9 May 2012, Museum of New Zealand Te Papa Tongarewa, Wellington
16 & 17 May 2012, SKYCITY Auckland Convention Centre

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AUTUMN SERIES

For over 15 years One Stop has delivered best practice analysis and insight into 4 pillars of professional development for New Zealand accounting and finance professionals

Technical & Management Accounting

Business Strategy

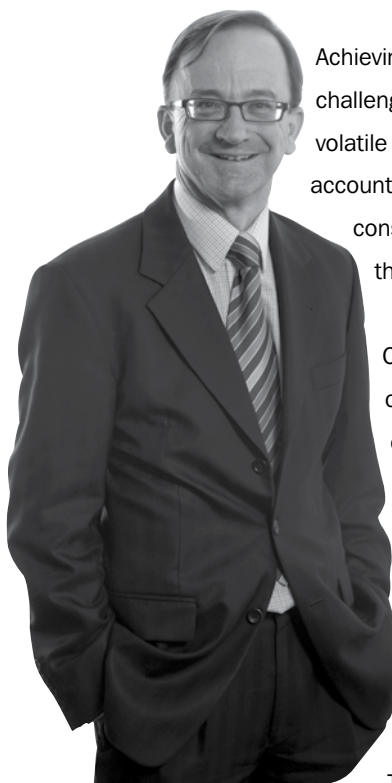
Leadership & People

Economic Environment

The autumn 2012 series will also include strong emerging themes:

- » Leveraging Technology
- » Personal Development for the Accountant in Business

FROM THE CHAIR:



Achieving excellence in business will always be a challenge - particularly in today's highly connected and volatile markets. Given this, a pivotal role for any accountants in business is to ensure that well considered decisions are made from the material they prepare and submit to others.

One Stop is a long-standing and premier conference event that provides a wonderful opportunity to learn and network with peers and experts. It has been designed to not only help keep you up-to-date with current and emerging trends; but also to provide some time for reflection and analysis as you listen to keynote speakers who wish to openly share their knowledge and expertise.

The successful formula of allowing delegates to once again customise their conference experience to topics that are most applicable to the roles they have is being repeated. Three streams will be offered at this event focusing on technical and management accounting, how best to lever the benefits present in today's technology and how to best develop you business and strategy development skills.

I am certainly looking forward to returning as the Conference Chair, and hope to see you at either the Auckland or the Wellington event.

Mark Hucklesby

National Technical Director, **Grant Thornton**

KEYNOTES:



PRACTITIONERS:

Geoff Hunt, CEO, **Kordia**

Mark Loveard, CFO, **Airways NZ**

Andrew Holt, Managing Director,
Clemenger BBDO

INSPIRATIONAL AND MOTIVATIONAL:

Jamie Fitzgerald, Speaker, Adventurer and
Businessman

Emma Hill, Deputy Chair,
Michael Hill International

John Shackleton, Motivational Speaker

EXHIBITORS:



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DAY ONE



31st ONE STOP UPDATE for the Accountant in Business™ AUTUMN SERIES

8.30 Registration & coffee

9.00 Welcome & opening remarks from the Chair

Mark Hucklesby, National Technical Director, Grant Thornton

9.10 Keynote CEO Address: Transforming Kordia whilst gearing up for growth



In recent years many organisations have foregone taking their business to the next level in favour of weathering the economic storm. As the storm subsides, the focus now shifts to generating stable and sustainable growth. Geoff provides insight into Kordia's growth strategy, highlighting:

- The core competencies leaders need in order to realise this goal
- Finding opportunities in new places
- Instilling the right attitude in employees

Geoff Hunt, Chief Executive Officer, Kordia

Geoff has 19 years experience in leadership roles in Australia and New Zealand. Joining Kordia in 2005, he has led the company's transformation into a modern, digital broadband centric business.

9.50 Keynote Case Study: Lessons learnt in disaster recovery



The business continuity and emergency contingency plans of New Zealand businesses have been put through rigorous testing over the past 2 years. This session gives an insider's perspective on the lessons learnt from the disaster recovery of Fairfax's Christchurch office.

- The impact of the earthquake on Fairfax
- Dealing with the human factor: Working through the emotional effects and increasing resilience
- How can you mobilise and support your team?

Allen Williams, Chief Executive Officer, Fairfax New Zealand

10.30 Morning tea

10.50 **1** Stream One: Business skills & strategy

Retaining top finance talent

Individuals' experiences of their workplace are highly personal, so how do you ensure that each person gets enough out of their job experience for them to feel that sticking around is in their best interests?

- The 21st Century employee : demographics and psychographics
- Stay with me: What can you do to position yourself as their best opportunity?
- Application to employee engagement strategies

Kim Seeling-Smith, International recruitment speaker

2 Stream Two: Leveraging technology

Defining technology strategy for business

"Online", "e-commerce", "social and new media" are phrases which are becoming more and more prevalent in today's society. But what does it mean to integrate new media into your organisation? How does this affect your work?

- What is "new media"?
- The broader opportunities, challenges and risks of embracing the "any time, anywhere, on demand" principles
- The social media movement and the implications for finance teams
- How can you generate and verify value from this?

Hamish Bowen, National Director IT Advisory, Grant Thornton

3 Stream Three: Technical & management accounting

One Stop Update on IFRS

"Change" is the keyword in the world of financial reporting – a trend that is unlikely to abate any time soon. This One Stop Update is designed to provide you with the latest on the IFRS developments, including:

- Revenue recognition - latest IASB exposure draft
- Lease accounting - latest IASB proposals
- Other developments and changes in the pipeline

In Wellington: Ravi Kumar, Senior Manager, Ernst & Young

In Auckland: David Pacey, Executive Director, Ernst & Young

11.35 Optimising contracting of financial services

Global trends in employment patterns have resulted in an increasing number of services being contracted. Here the speaker highlights the considerations that must be made, from the legal practicalities to how to manage this relationship.

- Contracting the finance function: Examining the trends, risks and opportunities
- Legislation to be aware of
- Managing and recruiting temporary staff

Jon Israel, Specialist in Executive Contracting, Momentum

Capitalising on BI in your finance systems

BI allows the user to make well informed decisions in a swift manner. But how can a BI system be utilised specifically for the finance function? How you can benefit from implementing a system that is tailored to your needs?

- The movement towards predictive analytics
 - The contribution of BI to financial modelling
 - The role of BI and Enterprise Appliance Transaction Modules
- Representative from **Cortell**

The latest on IAS 39

The replacement of IAS 39 is a mammoth task, demonstrated by the allocation of financial instruments standards into individual phases. This session takes a look at the impairment and general hedge accounting IFRSs and how this is likely to affect you.

- How will the standards change the way you approach these instruments?
- How will these affect your use of other IFRSs?
- Potential application issues

Anthony Heffernan, Manager, Grant Thornton

1 Stream One: Business skills & strategy

The next step in strategic evolution: Design thinking

Design thinking is seen as a transformational business philosophy which elevates the role of design from a link in the production chain to "the hub of a wheel". In this session analyses how a design-centred philosophy can contribute to the efficiency and productivity of business.

- Examining the need for a multi-disciplinary approach to business strategy
- Why elevate design? Understanding the concept and potential impact for operations

Wendy Kennedy, Co-Founder, Pilot Performance Sciences Group

2 Stream Two: Personal & professional improvement

Determining the value of Cloud technology

Cloud computing has been a catchphrase of the IT industry for well over a year – but does it live up to the hype? Paul shares his insights into their experience with these services, including:

- The business case for Cloud
- How can we see quantifiable results?
- How can Cloud be utilised by finance teams?
- Implementation tips and recommendations in hindsight

Paul Bowkett, Business Manager - Online Services, Microsoft NZ

3 Stream Three: Technical & Management Accounting

Striking the balance between compliance and risk appetite

All organisations are required to comply with various codes of conduct and legislation in their day to day operations – yet the need to comply has the potential to minimise your business' ability to offset risk. This session delves into how you can go about balancing these goals without compromising either.

- Weighing in: The cost of non-compliance vs. the cost of poor risk management
- Prioritising investment objectives to compliment compliance

Mariam Ramiah, Director – Risk Advisory, KPMG

2.00 Evolving great leaders

Nowadays leading is too important to be left to a few people with official titles – the real job of leaders is not to create more followers but to create more leaders. Learn practical ways of making this happen:

- By framing leadership interactions to add value to every encounter
- By leveraging research findings on follower needs
- By changing a culture of blame to a culture of engagement

Professor David McKie, Professor, Waikato Management School

David is a published leadership author with local and international consultancy experience advising companies such as Fonterra, Healthcare NZ, Zespri and Telecom

The role of technology in value for money

Technology has great potential in any industry, for almost any purpose – not least its potential to cut costs. Learn how technology can be used to achieve value for money, particularly in their use of digital and online marketing.

- How our goals influenced our investment in technology
- Transitioning from paper to digital marketing: The rationale and potential
- Achieving VfM: How do you verify the results?

One Stop Update of Treasury & FX Risk Management

Due to recent global economic instability, there is a need for a comprehensive approach to FX risk management. This One Stop Update analyses:

- The impact of economic factors on interest rates, GDP and growth forecasts
- How is the NZ Dollar likely to stand against foreign currencies?
- What risks must we be prepared for and how can we prepare?

Tuatara (under invitation)

2.45 Afternoon tea

3.05 One Stop Tax Update

Brought to you by Deloitte, our One Stop tax team will bring you up to speed with critical developments that will shape how you do business.

- Practical implications of the Government's tax policies
- Budget 2012 and its potential impact on NZ's tax landscape
- IRD focus and how this is likely to affect you
- Case law update

In Wellington: Robyn Walker, National Technical Director; Allan Bullot, Partner; Andrew Babbage, Partner, Deloitte
In Auckland: Allan Bullot, Partner; Annalie Hampton, Partner; Bill Hale, Partner, Deloitte

- The importance of flexibility and adaptability: Overseeing the Smurfs of RWC 2011

Jamie Fitzgerald, Speaker, Adventurer and Businessman

In addition to his Arctic expedition, Jamie holds the World Record for rowing across the Atlantic. As a businessman, Jamie has experience in the marketing, financial, agricultural, horticultural, building and education sectors.

Auckland inspirational keynote: Emma Hill

"If it's hard, it's easy, and if it's easy, it's hard." This famous adage from Michael Hill has most certainly proven true for his daughter, Emma Hill. In this keynote shares her insights into how the experiences that come with being part of one of New Zealand's best known family businesses have shaped her in the pursuit of personal and professional excellence.

- My Michael Hill journey
- Lessons learnt in venturing into Canada
- The driving force in business success

Emma Hill, Deputy Chair, Michael Hill International

Emma's ambition is to expand Michael Hill's stores world wide and realise the goal to have 1000 stores by 2022. She was responsible for the brand's set up in Vancouver in 2002. Prior to joining Michael Hill, Emma was an Account Manager at Sydney advertising firm Deacon.

4.15 Wellington Inspirational keynote: Jamie Fitzgerald



One of Jamie's most famous exploits is becoming the first Kiwi to reach the South Pole unsupported and on foot with fellow adventurer, Kevin Biggar. Learn how business principles contributed to the success of this mission and how these have developed as a result of more recent engagements such as the 2011 Rugby World Cup.

- Conquering the South Pole: Challenges and lessons learnt
- Developing a sustainable competitive edge

4.55

End of Day One and

Networking Drinks Function

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Day Two

9.00 **1 Stream One: Business skills & strategy**

Perfecting presentation and preparation: A holistic approach to business cases

The ability to produce a comprehensive business case is a crucial skill. This dual presentation looks at how a combination of technical and communicative strength can encourage your colleagues and clients to stand by your analysis.

- Putting it together: Determining business needs and verifying ROI
- Presenting it: Harnessing the power of soft skills

Janine Gould, *Consultant, Communicate*

Hamish Stevens, *Director, Business Governance Advisory*

Stream One

2 Stream Two: Personal & professional improvement

Achieving work-life balance in the modern age

Take back control and learn how you can surrender your smartphone and exorcise the need to compulsively check emails.

- Avoiding burnout: The dangers of working too hard (yes, it does exist)
- How to enjoy your holidays
- Balance \neq sacrifice

Kelly Davis Martin, *Director, Achieve Wellness*

Achieving best practice continuous process improvement

Explore the various methodologies available to deliver your services in an efficient, expedient manner.

- Understanding your processes; the need for constant adaptation
- Balancing external and internal focus when setting KPIs
- How can you strive for excellence within your budget?

Cdr David Fairweather, *Director of Naval Excellence, Royal New Zealand Navy*

AUCKLAND
WELLINGTON

3 Stream Three: Technical & Management Accounting

The progression of New Zealand reporting standards

This session takes a local focus, walking you through the progression of New Zealand's multi-standard reporting framework. This XRB report focuses on:

- Concessions for differential reporting of NZ IFRSs
- Implications of the Financial Reporting Amendment Act for reporting practitioners
- Implications of the multi-standard framework on PBEs

In Auckland: **Mariann Trieber**, *Senior Manager, PricewaterhouseCoopers*

In Wellington: **Clive Brodie**, *Senior Manager, PricewaterhouseCoopers*

Stream Three

9.45 **Examining finance's role in governance**

The risks presented by emerging technologies, fraud, the state of the economy and regulation changes are all key drivers for businesses to re-assess their governance strategies. Gain valuable insights into key issues emerging from audit and assurance, and how you can contribute to improved governance.

- What makes stakeholders trust management?
- Trends in audits: Issues and concerns to be addressed
- How finance contributes to improved governance

Andrew Sloman, *Audit & Assurance Partner, BDO*

The core communication skills finance professionals need

Whether you're communicating a new direction, applying for a promotion or training a new recruit, top notch communication is essential to success. This session covers the core skills you will need to achieve your goals.

- Negotiating and persuasive communication skills
- Managing difficult conversations
- Do communication skills change as you move up in your organisation?

Anna Kominik, *Partner, Ideas Shop*

A proactive approach to fraud prevention

It is a sad truth that forensic teams are often brought in after an organisation has experienced a problem or when an individual is under suspicion. Geoff takes you through the various stages of fraud, assessing how to reduce the need for the ambulance at the bottom of the cliff.

- Stage 1: What constitutes fraud in your workplace?
- Stage 2: Developing prevention controls and strategies
- Stage 3: The importance of educating your staff

Geoff Owen, *Audit Manager, PricewaterhouseCoopers*

10.30 Morning tea

10.50 **Case Study: A finance perspective of organisational change**

Charlies Trading Company has changed constantly over its existence – all whilst staying true to “the juice, the whole juice and nothing but the juice”. Adrienne looks at how the finance team has adapted to the changing face of their organisation, focusing on:

- The challenges of being a small, entrepreneurial listed company
- The Asahi sales process and resulting business changes
- What's happening now?

Adrienne Roberts, *CFO, Charlies Trading Company*

Keeping your cool: Stress management tips

There is no doubt today's accountants are under increasing amounts of pressure, which can result in excessive stress that is neither healthy nor productive. Learn how to cope positively and keep your blood pressure out of the red zone.

- The dangers of letting stress rule you
- What can you do: Adaptive coping mechanisms
- Surviving the year end dash

In Wellington: Crispin Garden-Webster, *Director, GardenWebster Ltd*

In Auckland: Karen Ross, *Director, aVara Consulting*

Customising your risk framework

Jackie shows you how to develop risk frameworks and registers which reflect the unique needs of your organisation for more in depth analysis and improved decision making.

- Understand your risk exposure
- How can risk frameworks and registers support risk assessment?
- Impact for contribution to organisational decision making

Jackie Russell-Green, *National Technical Director, Staples Rodway*

11.35 Lunch

12.35 **Welcome back from the Chair**

Mark Hucklesby, National Technical Director, Grant Thornton

12.40 **Keynote CFO Address: What drives finance in FY 2013?**



In this keynote address Mark explores how the ever-changing environment has shaped the priorities of Airways finance team, covering:

- Aims of leadership and implications for the department
- What do we need in order to do this?
- The action plan: How are we going to stay on track?

Mark Loveard, Chief Financial Officer, Airways New Zealand
Mark joined Airways in July 2010 following a career as an executive in the telecommunication, energy and consulting industries. Mark has extensive experience in corporate finance, new venture creation and the delivery of complex transformation programmes.

1.20 **One Stop Employment Law Update**

This session keeps you informed about the latest developments in employment law, with particular focus on:

- The effects of new legislation and amendments
- What's coming down the pipeline
- Implications of case law on current practices

In Wellington: Bernard Banks, Partner,

Kiely Thompson Caisley

In Auckland: Alison Maelzer, Senior Associate,

Hesketh Henry

2.30 Afternoon tea

2.45 **One Stop Economic Update**



As New Zealand shakes off the economic blows felt both here and throughout the world, the pressure is on to ensure the nation stays on the path to surplus. This session analyses the ability of key economic indicators to help and/or hinder the achievement of this goal.

- Interest and exchange rates
- Implications of global credit market conditions
- Christchurch: Opportunities and risks for the wider economy

Tony Alexander, Chief Economist, Bank of New Zealand

3.30

Keynote: Transforming ingenuity into innovation



Innovation is recognised as a core competitive advantage for today's businesses, yet many find it increasingly difficult to convert their employees' creativity into this. Andrew shares how Clemenger BBDO encourages and capitalises on the innovation of its employees to become an example of creativity and ingenuity.

- The attitude towards innovation
- Identifying innovation outside of the creative industries
- Finishing strongly: Turning a creative idea into a competitive advantage

Andrew Holt, Managing Director, Clemenger BBDO

4.10



Motivational keynote: Raise your game!

In business today only a few people know how to create the self confidence needed to stay focused and clinch those deals. This keynote provides you with the insights and skills you need to stay competitive in this fast paced, results driven sector.

- Control thinking to stay positive at critical times
- Stay self-disciplined using mental focus
- Understand the necessity of clearly defined, accurate goals
- Develop the belief system of a top performer
- Build the self image of a champion

John Shackleton, Motivational speaker

John's passion is sharing how big a part self esteem, confidence and motivation play in our success and how this knowledge can help individuals reach their sporting and business goals. He has over 20 years experience as a professional speaker and is a recipient of the 2004 Inspirational Speaker of the Year and 2007 Speaker of the Year Awards by the National Speakers Association of New Zealand.

4.45

Closing remarks from the Chair and end of conference

Supersaver & Early Bird Prize Draw Win one of two trips for two to Rarotonga

Register and pay before 27 March 2012 to go into the draw.

Pacific Resort Rarotonga and Air New Zealand have teamed up again to offer a five night escape in your own beachfront suite in Rarotonga. Two lucky winners will receive this island getaway, one in each One Stop venue.

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3 separately bookable MASTERCLASSES

10 May 2012, Amora Hotel, Wellington
18 May 2012, Crowne Plaza, Auckland

MASTERCLASS A

9am-4pm

Lean Finance Transformation

World class finance teams understand their ability to influence and impact on the overall performance of their organisation. But how do they actually go about this? In this full day Masterclass, you will learn how to develop a leaner, meaner finance function which can compete with the increasing demands of the post-GFC financial environment.

Your facilitator will take you through:

Understanding the potential of lean finance

- Adding value beyond capturing data
- The impact on cost effectiveness and financial efficiency

Beginning the transformation

- Identifying what you want from LFT and where to start
- Formulating the action plan: Who needs to be part of this?
- Bumps in the road: Common obstacles in lean transition and steps to negotiate them
- Staying on track: Determining the best use of performance metrics during the transition and evaluation phase

Facilitator: Craig Kenny, Financial Controller, Farmlands Trading Society Ltd



Craig has experience in NZ and the UK in finance, project management and financial systems. He has a chartered accounting and audit background and has worked across several blue chip corporate environments focusing on the management of organisation-wide process change and transformation. Craig's focus in these roles has been leading the design, development and implementation of standardised processes across complex, multinational organisations.

MASTERCLASS B

9am-12.30pm

Best practice Business Continuity Planning

You may never need it, but you should never go without it. From power outages to natural disasters, businesses must always have a contingency plan to ensure their services continue to operate. The BCP Masterclass gives you with the tools to make sure your BC plan is up to scratch. Your facilitator will take you through best practice examples of BCP and show you how to apply these to a model situation.

This half day Masterclass will cover:

- The BCP checklist – The core elements of every plan
- Planning for large incidents: Lessons from Christchurch and the Rena
- Planning for day to day instances
- Educating your organisation and key stakeholders
- Creating a sustainable plan

Facilitator: David Thompson, Business Continuity Management Consultant, Continuity Services Ltd



David is a Business Continuity and ICT Disaster Recovery practitioner with a wide range of clients in both the private and public sector. David has managed teams for incidents such as the Hutt Valley and Queenstown floods, and hazardous materials contamination and ICT systems failures throughout NZ. David is also the Chair of the NZ Advisory Committee and NZ Representative for the Continuity Forum.

MASTERCLASS C

1.30pm-5pm

Best Practice Financial Modelling

The ability to develop and capitalise on high quality financial models is a crucial skill. Using practical examples, this Masterclass has been designed to help you ensure the continued development and quality measurement of business performance. Your learning will focus on two key areas:

Creating models for financial forecasting

- Differentiating "good" models from "bad" ones
- Bringing together inputs, outputs and outcomes
- Simplifying complex models

Improving decision making through sensitivity analyses

- The importance of sensitivity analyses
- When should you undertake sensitivity analyses
- Quantifying areas of uncertainty in projects

Auckland facilitator: Jeff Jackson, Managing Director, Solution Matrix Pacific Ltd



Jeff specialises in corporate governance, decision analytics and business case development. He has experience in industries including agri-business, food and textile manufacturing, information technology, biotechnology and human capital. A former Chief Executive of NZ Dairy Group, Fletcher Fishing, AFFCO and the NZ Wool Board and Director of Datacom, Mercury Energy, Ballance and Excell Corporation, Jeff is a Chartered Accountant and Fellow of the NZ Institute of Management.

Wellington facilitator: Bill Butler, Director, Academy of Training



Bill Butler B.Com, C.A, Dip. Soc. Sci. (Psychol) has a strong background in management with qualifications in Accounting, Business Management and Psychology. A seasoned trainer, he has presented in house and public programmes for a diverse range of clients both in NZ and overseas, including government departments, SOEs and commercial organisations.



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You have several options:

- Send a substitute delegate in your place
- Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Please Note: Conferenz Ltd reserves the right to make any amendments that we may deem to be in the best interest of the conference.

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