

# MASTERCLASS

16 March 2012 | 9am-5pm  
SKYCITY Convention Centre, Auckland

## Design Thinking for Business Innovation

Chief Financial Officers play a key role in strategy development and implementation, working closely with the CEO to creatively design growth opportunities for the future. The need for 21st century mindsets and protocols has sparked unprecedented interest in "design thinking" - a human-centred, prototype-powered and foresight-driven process that generates new ideas for business models and strategies.

The increased adoption of multi-disciplinary approaches to business problem solving helps organisations fill in critical, and often overlooked, knowledge gaps and information deficiencies. Traditional skills are making way for the techniques and cognitive processes of design to help solve complex business problems. These approaches do not discount or diminish the value of traditional and other analytical business methods in problem solving. By leveraging the best qualities of both business and design thinking, it establishes a more sensitive, powerful and potent analytical tool set that escalates our thinking to a new level.

Through real-world case studies and practical exercises, participants will explore the best practices in design thinking, applied creativity, and strategic innovation and planning.

- Creative logic - a tool that can facilitate innovation and strategic transformation
- Core design thinking principles will be used in the context of business and management
- Design thinking principles applied to high-level business challenges - innovation, growth, competition, capital, strategic agility and more
- How to break through organisational dogmas, codified limitations and old assumptions
- Capabilities and toolkits to facilitate the identification of problems and their solutions
- Business model innovation using design-based thinking principles
- Reducing technology, market and customer risks and accelerating organisational learning



Facilitated by:  
**Idris Mootee, CEO and President, Idea Couture Inc (Canada)**

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Summit + CFO Awards Gala Dinner	\$1295 +GST	\$1495 +GST
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Dinner only		\$210 +GST
Dinner - corporate table of 10		\$2000 +GST

### How to register

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# THE DISCIPLINED ROAD TO LONG-TERM GROWTH

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## 2012 NEW ZEALAND CFO SUMMIT

15 March 2012  
SKYCITY Convention Centre, Auckland



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## 2012 NEW ZEALAND CFO SUMMIT

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### A WELCOME FROM THE CFO SUMMIT CHAIR



The global economy's unprecedented volatility is transforming business. Companies capable of managing risks and seizing opportunities are thriving; those failing to adapt struggle to survive. Given this heightened volatility, financial disciplines are ever more crucial. Chief Financial Officers are under intense pressure to innovate fast, embed new skills rapidly, strengthen disciplines, develop people, build trust, mitigate risk and communicate in clear and compelling ways.

The theme of this year's summit - The disciplined road to long-term growth - enables us to explore these issues in depth. We will draw on the knowledge of specialist speakers from here and abroad and the experience of high calibre delegates to map the skills essential for this demanding new business environment.

I strongly urge you to join this discussion. To prosper, New Zealand needs business leaders who revel in these challenges.

I greatly look forward to seeing you at the 2012 CFO Summit.

*Rod Oram*

Rod Oram

### OUR 2012 CFO SUMMIT KEYNOTE GUEST SPEAKERS



**Sir George Fistonich, Owner and Managing Director, Villa Maria Estate**  
Sir George Fistonich founded Villa Maria Estate in Auckland in 1961. In 2004, he was shortlisted as one of the 50 most prominent figures in the wine industry by UK Wine International magazine and in 2005 he was named New Zealand's Ernst & Young Entrepreneur of the Year. In 2009, he received a knighthood for his services to the New Zealand wine industry. In 2011, he was awarded the Kea World Class New Zealander Award in the Manufacturing, Design & Innovation category, was inducted to the New Zealand Wine Hall of Fame for services to the New Zealand wine industry and received a Lifetime Achievement Award at the International Wine Challenge Awards in London.



**Judith Hanratty, Company Chair and Director (United Kingdom)**  
Ms Judith Hanratty has been involved in merger and acquisition transactions over a period of 20 years involving major global enterprises listed on the London, New York and European stock exchanges. Ms. Hanratty is heavily involved in strategic initiatives and developments in the international insurance industry. She has led major international corporate restructuring and management change processes and the development of corporate governance systems and processes for global enterprises.



**Ian Mackintosh, Vice Chairman, IASB (United Kingdom)**  
Mr Ian Mackintosh was formerly Chairman of the United Kingdom Accounting Standards Board (ASB). Originally from New Zealand, Ian has spent much of his career in Australia, first with Coopers & Lybrand and later as a consultant. In 2000, he was appointed Chief Accountant of the Australian Securities and Investment Commission and following that was Manager, Financial Management, South Asia at the World Bank. Mr Mackintosh has played an active role in standard-setting since 1983. He also has substantial public sector experience, having chaired both the Australian Public Sector Accounting Standards Board and the IFAC Public Sector Committee.



**Idris Mootee, CEO and President, Idea Couture Inc (Canada)**  
Idris Mootee is a charismatic, thought-provoking and highly sought-after global expert on strategic innovation and applied design thinking. With more than 25 years' experience, Idris has partnered with Fortune 500 clients in all sectors. Idris is also currently a Programme Lecturer - Design Thinking and Creativity for Business at Harvard Graduate School of Design and a Publisher and Editor-in-Chief at M/I/S/C Magazine, an innovation and design thinking magazine distributed to 22 countries. A successful serial entrepreneur, prior to co-founding Idea Couture, Idris was Global Chief Strategist of Blast Radius (WPP), Global Head of Strategy for Organic (Omnicom), Co-Founder and Chief Strategy Officer of Live Lowe and Partners (Interpublic), Chief Strategist with CBIZ e-solutions (CBIZ) and a consultant with McKinsey & Co.

## AGENDA

15 March 2012  
SKYCITY Convention Centre, Auckland

8:30 Registration and coffee

8:50 **Opening remarks from the Chair**  
**Rod Oram, Business Journalist**

9:00 **Opening Address: The disciplined road to long term growth**

Behind every successful company is a dynamic breed of leaders who blaze their own trails. What do they do differently? How do they deliver consistent performance in growth, manage finances, keep up with technology, and cope with economic uncertainty? Sir George Fistonich's passion and determination has made Villa Maria Estate New Zealand a leading wine award winner, both locally and overseas. In this address he will share his views on leadership and the road ahead for CFOs in New Zealand.  
**Sir George Fistonich, Owner and Managing Director, Villa Maria Estate**

9:30 **Life in a volatile world**

Are EU policy makers making the right decisions and providing comprehensive solutions to invigorate growth and restructure debt? The US has averted a possible debt default but still faces the challenge of credit downgrades, weak growth and high unemployment. Can the US restore its credibility in global economic leadership? What role will China and India play in the global recovery? What is the outlook for the US dollar and other currencies, as well as global asset prices, especially commodities? The uneven pace of recovery worldwide has made it challenging for many companies and the role of the CFO has become more critical. This session will discuss:

- What is in store for the US, EU and Asia?
- What does the current economic picture mean for the New Zealand CFO?
- How are New Zealand businesses currently coping with this volatility?

10:00 **IASB Update: What do financial reports really report?**

- The current state of global financial reporting: Are investors getting information that honestly reflects the finances, and what can be done to reduce complexity and make financial statements more useful?
- Is there too much judgement required in the selection of accounting, measurement, and recognition methods?
- What impact will convergence to global reporting standards have?
- What accounting areas represent the biggest ethical challenges and how should practices such as smoothing be viewed?

**Ian Mackintosh, Vice-Chairman, IASB (United Kingdom)**

10:30 Morning tea

10:50 **International Insight: A new era in insurance and risk management**

2011 has been an unprecedented year, with a prevalence of severe natural catastrophes hitting the Asia Pacific region, which has impacted the global reinsurance industry substantially. Faced with increases in insurance premiums, organisations are re-evaluating the level of risk they are prepared to tolerate. This session will consider:

- A look forward at the global insurance industry
- The top strategic priorities and biggest challenges for CFOs
- How CFOs are managing the growing number of uninsured liabilities

**Judith Hanratty, Company Chair and Director (United Kingdom)**

11:35 **Directors' Insight Panel: Impact and influence of Centro, Hanover and Nathans Finance**

- The global effect on governance - why CFOs need to pay attention to boardroom pressures occurring abroad
- Directors' responsibilities and those of the CFO
- Working with the Chief Executive to ensure the information presented to the Board does not create risk

**John Judge, Director**

**Michael Stiassny, Independent Director**

**Sandy Maier, Independent Director**

**Joan Withers, Independent Director**

12:25 **Organisational Productivity: How do you compare?**

Ernst & Young has undertaken research across Australasia to define productivity, measure performance and discuss the opportunities available to improve productivity and ultimately make a difference.

- Organisation structure, design and operating model - where and how can organisations cut wasteful, bureaucratic and non-value work and outputs?
- Technology - how can your organisation use technology more successfully as an enabler?
- People management - are you making the most of your organisation's greatest asset?
- Innovation - does your organisation nurture and enable innovation?

**Braden Dickson, Partner, Ernst & Young**

12:45 Lunch

1:45 **Select the topic of your choice and learn in a more informal and interactive setting**

**Need for speed: Preparing for the ultra-fast broadband curve**

Ultra-fast broadband is said to provide New Zealand business with opportunities to work in new ways and to increase productivity. The speakers will provide an insightful view on what ultra-fast broadband means for New Zealand businesses, why CFOs need to be aware of this changing landscape and how they need to prepare.

**Rosalie Nelson, Research Manager, Telecommunications, IDC**

**Chris Quin, Chief Executive Officer, Gen-i Australasia**

**FMA Address: Returning investor confidence in New Zealand**

- How did we get here - the context, the models, what was the real problem?
- Where the major priorities lie and how the FMA will operate
- The challenges the FMA will face over the next 12 months

**Sue Brown, Head of Primary Regulatory Operations, Financial Markets Authority (FMA)**

**Panel Discussion: Strategic risk management in the face of uncertainty and unexpected risks**

Business is often blindsided by unexpected events, like the Christchurch earthquake, that often have 'fat tails' for organisations.

- Insights from recent experiences
- How finance executives can build and communicate an integrated risk view
- Strategic risk as a lever for increasing total enterprise value
- Building a strong risk culture

**Malcolm Wratt, General Manager - Finance, Foodstuffs (South Island)**

**Kim Wallace, Chief Financial Officer, Westland Milk Products**

**Brendan Kearney, General Manager Corporate Services, Orion New Zealand**

**Joanne Ogg, Partner, Ernst & Young**

**Panel Discussion: The CFO as a people leader - developing finance talent**

- The current finance talent market in New Zealand and the rest of Asia Pacific
- The focus on internal talent, career path development and succession planning
- The broadening role of the CFO in developing the talent pipeline across the organisation

**Mark Edghill, Chief Financial Officer, Z Energy**

**Bruce McEwen, Chief Financial Officer, Coca-Cola Amatil NZ**

**Scott Scoullar, Acting Deputy Commissioner, Corporate Services, Inland Revenue**

**Kenneth Christie, Chief Financial Officer, Bank of New Zealand**

2:30 **Select the topic of your choice and learn in a more informal and interactive setting**

**Crafting, executing and monitoring strategy effectively to ensure genuine progress and long-term growth**

- Working to achieve a clear and concise strategy
- How to maintain a strategic focus in business management particularly in complex corporate environments
- The balance between intuition and analysis - knowing when and how to make the necessary adjustments during execution
- Using the strategy development and management process to build capability and achieve organisational engagement

**Sam Knowles, Chairman, Localist**

**Managing the margins**

The past two years have been spent controlling costs to maintain profitability; companies did all they could to increase profits from the cost side, the only lever they had. Getting the price right is now on the minds of many CFOs. They are looking for any source of insight to help them improve and manage profitability, defend margins, and set a competitive price that markets will bear.

- How CFOs can lead the transformation
- Executing a powerful and impactful pricing strategy
- Developments in enterprise technology platforms

**Mark Conolly, Chief Financial Officer, Noel Leeming Group**

Commentator:

**Nigel Greenwood, Chief Financial Officer, Synlait**

**Panel Discussion: Making the leap - Exploring and implementing successful M&A strategies to deliver growth**

- A review of recent developments in the M&A market - the most critical areas of activity and opportunity in the economy
- What is the secret to road-mapping a successful M&A venture?
- Post merger/acquisition integration - how CFOs can avoid disaster

**Wayne Andrews, Vice President Finance, Oracle Asia Pacific**

**Sean Kam, Chief Financial Officer, Heartland New Zealand**

**Andrew Taylor, Partner, Ernst & Young**

**John Quirk, Director, Howard & Company**

**Bruce Woodward, Chief Financial Officer, Kidicorp**

**Optimising working capital: Driving capital efficiency throughout the enterprise**

Although sustained Working Capital reduction is critical to an organisation's capacity to grow and lower its cost structure, few CFOs are employing working capital as efficiently as possible. Fonterra has been focused on how it can improve its working capital and increase agility.

- Elevating working capital efficiency to a key line priority
- Leveraging finance's working capital expertise and vantage point
- The challenges faced in pursuing improvements in working capital across the board

**Jonathan Mason, Chief Financial Officer, Fonterra**

## SPEAKERS



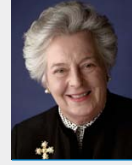
**Frances Bengé**  
Managing Director  
Pfizer New Zealand



**Braden Dickson**  
Partner  
Ernst & Young



**Sir George Fistonich**  
Owner and Managing Director  
Villa Maria Estate



**Judith Hanratty**  
Company Chair and Director  
(United Kingdom)



**John Hartmann**  
Chief Executive Officer  
Mitre 10 (NZ)



**John Judge**  
Director



**Sam Knowles**  
Chairman  
Localist



**Ian Mackintosh**  
Vice-Chairman  
IASB (United Kingdom)



**Sandy Maier**  
Independent Director



**Alex Malley**  
Chief Executive Officer  
CPA Australia



**Chris Quin**  
Chief Executive Officer  
Gen-i Australasia



**Rob Smith**  
Chief Executive Officer  
Paper Plus NZ



**Michael Stiassny**  
Independent Director



**Joan Withers**  
Independent Director



**John Campbell**  
Host for CFO Awards Gala Dinner



**Graham Lowe**  
Speaker for CFO Awards Gala Dinner  
Former CEO of the Manly Sea Eagles and rugby league icon

3:15 Afternoon tea

3:35 **Enterprise Systems: Where are we headed?**

- Global trends in enterprise systems
- Typical ERP solution supports change but at what cost?
- Will future systems enable us to extract more value and if so in what areas?
- What is the right balance? A single system versus best of breed and where to draw the line
- ERP in the cloud

4:05 **CEO Insights Panel: Lessons from respected CEOs**

CEOs today look near and far for opportunities. They invest domestically and globally, watch over traditional markets and seize openings in new ones. How do these leaders set a clear mandate on what to go after? How do they localise in individual markets and take on entrepreneurial traits such as speed and flexibility? How do they use the cash in their pockets to make acquisitions or squeeze costs to win market share? How do they keep their brands vibrant? What are the strategies they use to ensure their business models create profitable growth and cope with fluctuating economic conditions?

**Frances Bengé, Managing Director, Pfizer New Zealand**

**John Hartmann, Chief Executive Officer, Mitre 10 (NZ)**

**Alex Malley, Chief Executive Officer, CPA Australia**

**Rob Smith, Chief Executive Officer, Paper Plus NZ**

4:55 **International Keynote: Fostering a culture of innovation through design thinking**

The need for 21st century mindsets and protocols has sparked unprecedented interest in "design thinking", a human-centred, prototype-powered and foresight-driven approach to solving business problems. With radical change in technologies, extreme competition, rapidly changing consumer behaviour, and the blurring of industry boundaries - how do you move beyond the business-as-usual way of doing things and become a creative powerhouse?

- What are the characteristics of an innovative organisation?
- How can an organisation be innovative when staff and finances are already stretched?
- How to build an ongoing innovation advantage to redefine value
- What are the necessary organisational capabilities for continuous innovation?
- How to manage the tension between today's business and tomorrow's

**Idris Mootee, CEO and President, Idea Couture Inc (Canada)**

5:40 **Closing remarks from the Chair**  
**Rod Oram, Business Journalist**

5:45 **2012 CFO Summit Networking Function**

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7:00 **2012 New Zealand CFO Awards Gala Dinner**

## 2012 CFO AWARDS GALA DINNER

The 2012 CFO Awards recognise the very best in New Zealand finance.

Enter or nominate by 9 December 2011: [www.unlimited.co.nz/cfoawards](http://www.unlimited.co.nz/cfoawards)

**Awards categories:**

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