

# CPA BUSINESS JIGSAW

*A Practical Hands-on Program for Finance, Accounting and Business Professionals*

10-11 MARCH 2005 | HOLIDAY INN ADELAIDE



CPA Australia presents the 2005 Business Jigsaw for forward-looking professionals. This cutting-edge event will highlight four key business drivers that will empower you and your business into the future.

Over two days, the diverse program will preview future trends in society, infrastructure planning and economic development. It will provide you with practical tools and ideas to implement in your workplace.

CPA Australia will help you identify the essential pieces of the South Australian Business Jigsaw!

- Globalisation
- Demographics
- Environment
- Empowered People

## Key Topic Areas Include:

- Defining Globalisation
- Corporate Citizenship
- Building a Sustainable Future
- Knowledge Management
- Maintaining a Global Culture
- Communication with Generations X & Y
- Baby Boomers & Sea Changes
- Terrorism
- Whistleblowers
- Understanding your Target Market
- Buying Green is Big Business of the Future
- Empowering People
- Plus much more!

## Free Community Twilight Session!

An open invitation to all South Australians to join Adrienne Stephens, CEO of ECO Buy and to learn how individuals can make a difference and help create a sustainable future for our children. As a consumer you have the choice and the power to influence!

**\$** TAKE ADVANTAGE OF DISCOUNTS AND EARLY REGISTRATION SAVINGS

**14.5** CPD Hours



# BUSINESS JIGSAW 2005

## ACKNOWLEDGMENTS

CPA Australia would like to acknowledge the contribution made by members of the SA Business Jigsaw Task Force. Their advice was invaluable and we would like to thank them for their time and assistance in the program development.

**Rudi Artz**, Chief Project Officer, Corporate Strategy and Business Services, The Department of Water, Land and Biodiversity Conservation

**Roberto Bria FCPA**, General Manager, Corporate and Community Services, City of Burnside

**Rob Jano CPA**, Practice Manager, Hudson Global Resources

**Sue Page CPA**, Financial Accountant, SA Ambulance Service

**Angelo Piantadosi CPA**, Partner, Edwards Marshall

**Jasmine Yelegin CPA**, Director, Ferrier Hodgson

## BUSINESS PARTNERSHIPS, SPONSORSHIP & EXHIBITION OPPORTUNITIES

Take advantage of CPA Australia's 103,000 members and boost the profile of your business and its products and services within a highly targeted audience. CPA Australia conduct more than 2000 events focussing on finance, accounting and management issues each year. CPA events range in attendance from 30 to 6000.

A range of options are available including major packages, session sponsorship and trade exhibition booths.

If you are interested in any of the numerous opportunities available, please contact Joe Middleton on (02) 9375 6233 or via email on [joe.middleton@cpaustralia.com.au](mailto:joe.middleton@cpaustralia.com.au)

## HIGHLIGHTS

**Mark Williams** – Coach of current AFL Premiers Port Adelaide  
With a decorated playing career that spanned 16 years and some 389 matches to his name, Mark Williams is not only one of South Australia's greatest footballers, but through his strength of character, commitment and leadership he has been recognised as one of our greatest coaches. Mark will close the conference with a not-to-be-missed keynote session where he shares his passion, intensity, honesty and thoughts on how to empower others.

**Dr Christopher Sheil** – Author & Senior Research Fellow, University of NSW

We all bandy the term globalisation around, but how many of us really understand the true meaning of the term? Christopher Sheil opens our conference with a session that will challenge you and help you understand the different meanings and different implications of 'Globalisation'.

**Rob Hunt** – Managing Director, Bendigo Bank Group

Join Rob Hunt as he talks about how communities can be empowered. The Bendigo Community Bank is a good news story and a proven model to be admired.

**Paul Collins** – Consultant, Marsh Risk Services

Paul Collins will present a fascinating insight into the world of global terrorism. He specialises in security/counter terrorism, emergency and crisis management and business continuity management.

## MARK YOUR DIARIES

### REGIONAL FORUMS 2005

CPA Australia is pleased to announce a new initiative - the 2005 Regional Forums which are set to roll out from Coast to Country visiting 33 locations all around Australia. The SA Regional Forums will be held in Port Augusta on 11 & 12 April 2005 and Mt Gambier on 7 & 8 April 2005. For enquiries please contact [msc-cpd@cpaustralia.com.au](mailto:msc-cpd@cpaustralia.com.au)

### NATIONAL PUBLIC SECTOR CONVENTION

18 – 19 May 2005  
CROWN ENTERTAINMENT COMPLEX, VICTORIA

The National Public Sector Convention is coming to Melbourne. Join more than 500 public sector finance, accounting and business professionals from across the country for the most important public sector event in 2005.

### EARLY BIRD PRIZE

Register by 2 February 2005 to be in the draw to win a great prize.

**in-business**  
South Australia

## OFFICIAL CONFERENCE PUBLICATION

South Australia's leading independent  
bi-monthly business journal!

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Visit [www.in-business.com.au](http://www.in-business.com.au)  
for more information or call 08 8332 8200



# PROGRAM AT A GLANCE

## DAY ONE THURSDAY 10 MARCH 2005

**8.30am – 9.00am** Registration and Early Morning Coffee

**9.00am** 2005 CPA Business Jigsaw Official Opening

**9.00am – 10.00am** **Keynote One: Globalisation "Defining Globalisation"** *Presented by Dr Christopher Sheil*

**10.00am – 10.30am** Morning Networking Break

**10.30am – 12.15pm** **Concurrent Sessions A – Globalisation (please choose one)**

**A1** Global Terrorism – A Fact of Life We Can't Ignore

**A2** How to Maintain a Global Culture

**A3** Organisational Sustainability and Knowledge Management

**12.15pm – 1.15pm** Networking Luncheon

**1.15pm – 3.00pm** **Keynote Two: Demographics**

**"Gens X & Y and Population Ageing: Connecting with its Challenges and Captivating its Opportunities"**

*Presented by Dr Natalie Jackson*

**3.00pm – 3.30pm** Afternoon Networking Break

**3.30pm – 5.00pm** **Concurrent Sessions B – Demographics (please choose one)**

**B1** Are You a Baby Boomer Dreaming of a Sea Change? Don't Just Dream, Make it Happen!

**B2** Is your Target Audience Playing Games? Marketing Your Business to Your Ideal Demographic

**B3** Communicate with Gens X & Y and Keeping Young Graduates

**5.30pm – 7.00pm** **FREE COMMUNITY TWILIGHT SESSION "Buying Green – It's Getting Personal Now!"**

*Presented by Adrienne Stephens*

## DAY TWO FRIDAY 11 MARCH 2005

**8.30am – 9.00am** Registration and Early Morning Coffee

**9.00am – 10.00am** **Keynote Three: Environment "The Bottom Line of Green is Black"** *Presented by Jim McKnoulty*

**10.00am – 10.30am** Morning Networking Break

**10.30am – 12.15pm** **Concurrent Sessions C – Environment (please choose one)**

**C1** The Urban Environment – Building a Sustainable Future

**C2** Corporate Citizenship: What are the Social Responsibilities of Australian Businesses?

**C3** Developing Green Tender Documents and Purchasing Programs

**C4** Environmental Reporting: The Current Research Agenda

**12.15pm – 1.15pm** Networking Luncheon

**1.15pm – 3.00pm** **Concurrent Sessions D – Empowered People (please choose one)**

**D1** Whistleblowers – Heroes or Villains?

**D2** Creating Sustainable Communities – The Bendigo Community Bank Good News Story

**D3** Working the Foyer

**D4** Buying Green is Big Business – Get on Board!

**3.00pm – 3.30pm** Afternoon Networking Break

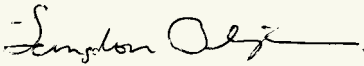
**3.30pm – 4.45pm** **Keynote Four: Empowered People "Empowering People"** *Presented by Mark Williams*

**5.00pm** Close of Conference Drinks

The CPA Business Jigsaw presents us all with an opportunity to look up from the tasks that fill our working day and to see the bigger picture. What are the drivers of change in society, in business and in South Australia? What do they mean to me now? And what will they mean to me in the future?

Traditional accounting skills in collecting, analysing and reporting provide CPAs with the opportunity to become effective knowledge managers within their organisations: able to collect information from other business professionals, integrate and synthesise it, analyse it and package it for use by management and governance. The CPA of the future must be able to transform information into knowledge, and the ability to do that will be driven by a willingness to look up and out, to see the bigger picture, and to appreciate the long term implications of the information that is being collected.

These are exciting times for our profession, and CPA Australia is working to help CPAs realise and capitalise upon their potential. Take advantage of the opportunity, learn and, importantly, enjoy!



Langdon Blight  
SA Divisional Director

## DAY ONE THURSDAY 10 MARCH 2005

REGISTRATION AND EARLY MORNING COFFEE	8.30AM – 9.00AM
CPA BUSINESS JIGSAW OFFICIAL OPENING AND WELCOME ADDRESS	9.00AM



## GLOBALISATION

KEYNOTE ONE – GLOBALISATION 9.10AM – 10.00AM

### Defining Globalisation



#### Dr Christopher Sheil

Senior Research Fellow and Author  
School of History, University of NSW

We all bandy the term 'globalisation' around, but how many of us really understand what it means?

Globalisation has different meanings and different implications depending on the context within which the concept is considered. This is a term that encompasses critical world issues from distribution of power, wealth and risk in society to the endangerment of our very languages and culture.

**Our opening keynote session will challenge you and help you understand the impact globalisation will have on future directions for South Australian businesses and highlight why globalisation will prove to be a key business driver of the future.**

Christopher Sheil is a Senior Research Fellow in the School of History at the University of New South Wales. Awarded a PhD in history by the University of Wollongong in 1989, he has served as a senior policy official under many Labor and Coalition governments, serving on numerous cabinet and national policy committees, including the 1990-91 Special Premiers' Conferences. A columnist for the Australian Financial Review, he also holds adjunct appointments with the University of Sydney and Boston University and is the author, contributing author or editor of over 130 publications, including: *Globalisation: Australian Impacts* (ed) (UNSW Press, 2001), *Water's Fall: Running the Risks with Economic Rationalism* (Pluto Press, 2000), *War on the Wharves: A Cartoon History* (Pluto Press, 1998), and *Turning Point: The State of Australia* (ed) (Allen & Unwin, 1997).

MORNING NETWORKING BREAK	10.00AM - 10.30AM
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CONCURRENT SESSIONS A – GLOBALISATION	10.30AM – 12.15PM
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A1

### Global Terrorism: A Fact of Life We Can't Ignore

#### Paul Collins

Consultant Marsh Risk Services Australia

Australia can no longer turn a blind eye to the threat of terrorism at home or ignore the safety and security of our people working overseas.

What are the potential threats and how does this effect our business plans? In this absorbing session Paul Collins will raise your awareness of the direct and indirect impacts of terrorism threats, emergency and crisis management and outline its potential impacts on your business.

Paul has had a fascinating career and has extensive experience working in Australia and Asia on risk management, contingency planning, intelligence collection, security and counter terrorism. Prior to joining Marsh, Paul was a Project Manager with the Victoria Police Counter Terrorism Coordination Unit, with responsibility for providing consultancy services and advice to

## WIN an overnight luxury stay for 2 at the Holiday Inn Adelaide!

Register and pay by 2nd February, 2005 and not only will you save \$55 off your registration, you will also be automatically placed in a draw to win overnight accommodation for two people in a luxury room at the Holiday Inn Adelaide. The prize includes a full buffet breakfast for two in Oli's Brasserie and late checkout!\*

\*Subject to availability at time of booking. Valid to 30 June 2005.

government and the private sector. Previously, he held a number of positions with the Department of Foreign Affairs and Trade.

A2

## How to Maintain a Global Culture

### Warwick Bowd

*Executive Director Marketing  
Hudson Australasia*

For clients walking into a global company office in Sydney, Darwin, London or New York, will they find the same level of service and consistent culture that clearly identifies the company? In Australia, Head Offices often seem to struggle with the difficulties of estrangements from branch offices in other states.

Managing branch offices effectively requires careful strategies and clear communication to avoid common pitfalls such as offices 'doing their own thing'. Worse still is the risk of developing a culture of 'them versus us', which can have huge adverse affects on your business.

In this session discover how global resource giant Hudson implement strategies to:

- Overcome the tyranny of distance
- How to get everyone reading from the same page
- Avoid the pitfalls of ignoring your branches
- Develop and maintain a global and consistent culture

Warwick Bowd is based in Sydney and is responsible for all aspects of Hudson's marketing and communication activities across Australia and New Zealand, including brand strategy, advertising, public relations and sponsorship.

A3

## Organisational Sustainability and Knowledge Management

### Ingrid Rylander

*Senior Manager, Knowledge and Data Management  
Insurance Australia Group*

Ingrid Rylander is a senior manager with Insurance Australia Group and is based in Sydney. She specialises in Knowledge and Data Management and in this session she will examine:

- Knowledge Management – what exactly is it?
- The Knowledge Management journey at IAG
- Creating value for your organisation
- Building knowledgeable management into your business strategy
- "Operationalising" Knowledge Management: integrating your staff, culture and clients

Ingrid will also discuss the role of knowledge management within both a local and global context. Learn how you can make your knowledge management systems work for you.

NETWORKING LUNCHEON

12.15PM – 1.15PM



## DEMOGRAPHICS

KEYNOTE TWO – DEMOGRAPHICS

1.15PM – 3.00PM

### X, Y and Population Ageing: Connecting with its Challenges and Captivating its Opportunities



#### Dr Natalie Jackson

*School of Sociology and Social Work  
University of Tasmania*

The Australian workplace is changing. Many organisations have up to four generations in their workplace - a spicy recipe for a management challenge full of diverse employee attitudes and expectations.

**Australia now needs to face the issues arising from our ageing population.** According to the Australian Bureau of Statistics, the proportion of Australians aged 65 and over is projected to double in the next 50 years. The associated issues of an ageing population challenges all sectors, both public and private and the immediate problem will be whether we can address the gap left by baby boomers retiring in the next decade.

This fascinating session will give an overall picture of the dilemma facing our society and touch on:

- Definition of an older worker
- Projected trends
- Perceptions and practices
- The International Experience
- Policy
- Main Issues
- Positives and Negatives
- Economic and business impact

Dr Natalie Jackson is a Senior Lecturer in Social Demography and additionally is the Director of the Demographic Analytical Services Unit within the school of Sociology and Social Work at the University of Tasmania. She is in high demand as a national presenter on a fascinating and most relevant business topic.

AFTERNOON NETWORKING BREAK

3.00PM – 3.30PM

CONCURRENT SESSIONS B - DEMOGRAPHICS

3.30PM – 5.00PM

B1

### Are you a Baby Boomer Dreaming of a Sea Change? Don't Just Dream, Make it Happen!

#### Tania Basheer

*Business Executive and Life Coach  
Blue Sky Coaching*

Tania Basheer practices what she preaches! She has actually undergone her own successful Sea Change in the last three years and believes this session is a must for all of us, not just baby boomers, wondering about the balance in our lives.

Tania has made the transition from working for over 18 years as a Senior Manager in a large international accounting practice to creating her own business and doing the work she loves. She is passionate about helping people realise they can live the life they have always dreamt about!

In this workshop session Tania also incorporates some open floor discussion and gives you the keys to:

- Starting your ideal business
- Dream career
- Quality family time and work/life balance
- Loving and fulfilling relationships
- Have more energy and more fun at work and home!

B2

## Is Your Target Audience Playing Games? Marketing Your Business to Your Ideal Demographic



### Todd Miller

*Client Service Director  
Einstein Da Vinci & Company*

Todd Miller has been involved in sales and marketing for over 20 years. He has worked in retail, wholesale and has launched products both in Australia and across the globe. He has worked with brands such as Brashs, Sharp, Philips and Radio Rentals.

Todd's philosophy is all about results, and making sure you are talking to the right audience.

Todd will provide insights to help you get into the minds of your target audience. No matter what product or service you are offering, there is a market for it.

It's all about understanding your demographics. If you are a player in the finance and accounting sector, don't miss this lively session, as you'll be sure to get some top tips to build and improve your business.

B3

## Communicating with Gen X and Y and Keeping Young Graduates



### Gretel Bakker

*Director  
Performance Frontiers, Queensland*

Gretel Bakker is a creative entrepreneur who specialises in Transformatory Performance in the corporate landscape. She has successfully merged high profile careers in both the business world and in performing arts. Her expertise is underpinned by an extensive training resume in addition to her experience as a multi-disciplinary artist, director, actor, business consultant and university lecturer.

Gretel knows you can't manage people you don't understand. Generation Y refers to those 4.5 million Australians born between 1978 – 1994. They are often the ambassadors of your brand and reputation. They are answering your phones and servicing your clients. But are they representing you in the way that you want? Or are these well educated young graduates leaving your organisation as fast as you can recruit them? Do you find them impossible to manage? Is communication your stumbling block? In this session Gretel helps you understand the X and Y's and provides some handy hints for effective management and winning results.

FREE

## TWILIGHT COMMUNITY EVENT 5.30PM – 7.00PM BUYING GREEN – Its getting personal now!



### Adrienne Stephens

*Executive Officer  
Eco Buy, Melbourne*

Many of us are fixated with chocolate and don't hesitate to satisfy that craving. But have you ever considered that our seemingly innocent chocolate purchase has a direct link to some of the world's most endangered forests? Today all the world's major cocoa areas are 'biodiversity hotspots' – regions that are unusually rich in biodiversity, but are also highly threatened. It's hard to believe, but in some cocoa regions labour abuse is common and there are reports of farmers enslaving thousands of child workers in places like Cote d'Ivoire.\* Food for thought indeed!

Thirsty, or need a quick coffee fix? Sure, it's a seductive aroma, but it may turn you off when you think about where coffee actually comes from and the significance its production has for the future of the planet. Like our friend chocolate, coffee is a tropical export that is produced almost entirely in the developing world, but consumed mainly in wealthy nations.

Still thirsty? Well before you reach for something cold, think about this: Americans consume more packaged drinks per capita than any other country. In 2002 they consumed over 189 billion cold beverages packaged in glass, aluminium or plastic. But they failed to recycle some 51 billion cans – enough to circle the earth 153 times if laid end-to-end! \*

Shall we talk about disposable nappies? What about clothes, mobile phones, soap, petrol? The list of environmental disaster products is endless.

As a consumer you have the choice and therefore the power to influence – As a manufacturer or service provider producing and buying green is the big business of the future!

Whether you are in business, government, the not for profit sector or you are a weekly household shopper, the business of going green is your business and your responsibility. As a consumer you have the power to integrate buying green into your every day life making a real difference to the sustainability of our global environment.

From saying no to plastic bags, to recycling, to solar systems and eco friendly fuel, everyday people are now, more than ever before, empowered to drive very real business and social changes.

**This is a not to be missed community session. It's a must for business leaders and concerned individuals alike. But it's not all bad news. In fact, by going green there's plenty of good news! Book now for this free session and be informed, inspired and motivated.**

*\*source: The Worldwatch Institute, 2004*



## DAY TWO FRIDAY 11 MARCH 2005

REGISTRATION

8.30AM – 9.00AM



## ENVIRONMENT

KEYNOTE THREE – ENVIRONMENT

9.00AM – 10.00AM

### The Bottom Line of Green is Black!



#### James McKnoulty

*Director and Chairman PMM Group of Companies  
National President-elect, Greening Australia*

Historically the development industry have focused too heavily on engineering infrastructure and the built environment in design and construction of our residential communities, with only secondary consideration of the impacts of that development on our natural environment.

This history has led to conflict with green groups and the community who perceive that development must destroy our natural environmental assets and therefore oppose all development projects on the basis that they cannot make a positive contribution to the environment.

**This keynote address examines an evolution in a number of projects which place increasing emphasis on preserving the natural assets of development sites in the design and marketing of residential and industrial development projects. This evolution has been achieved through innovative developers partnering with Greening Australia, The Australian Green Development Forum and Councils to create paradigm shifts. The presentation will demonstrate how cleverly designed development projects can actually make a positive contribution to our natural environment as well as gain a marketing edge.**

Jim McKnoulty is a leading consultant in the Development Industry of South East Queensland. He is Chairman of the PMM Group, employing over 150 staff operating from offices in Brisbane, on the Gold and Sunshine Coasts and in Papua New Guinea. The Group practice as Town Planners, Urban Designers, Land Surveyors and Aerial Mapping Consultants. As Queensland President and National President elect of Greening Australia, Jim has worked hard to establish links between the development industry and the environment movement to create positive partnerships working to restore natural environments surrounding Urban Development projects.

Jim is also on the board of Greening Australia's Rural Futures Fund which is a venture capital investment vehicle to promote sustainable farming projects in regional Australia.

As one of five national finalists in the 2004 Prime Minister's "Environmentalists of the Year Awards" Jim continues to promote and advance the adoption of sustainable practices in Australia's development industry.

MORNING NETWORKING BREAK

10.00AM – 10.30AM

CONCURRENT SESSIONS C – ENVIRONMENT

10.30AM – 12.15PM

C1

### The Urban Environment – Building a Sustainable Future?



#### Bob & Chris Cameron

*Rockcote Design, Queensland*

Managing Director Bob Cameron and Marketing & Sales Director and 2004 Telstra Business Women's Award winner Chris Cameron present Rockcote's successful Gold Coast Design Centre as a case study demonstrating the financial benefits of sustainable urban development. It's the first commercial building of its kind in Australia. In this session we showcase sustainable design options other developers can incorporate to help minimise the impact of urban sprawl.

Bob and Chris Cameron live and breathe sustainable solutions. Their passion is construction materials that don't exploit the natural environment...yet they own a company that makes paints and surface coatings – traditionally one of the most toxic industries on the planet! But, their products win awards from environmental authorities and they have their sights set on making history in 2016 when Rockcote plans to become the world's first fully regenerative company on the planet.

Rockcote has been developing building products in harmony with the environment for over twenty years. In this session Bob and Chris demonstrate it is possible to minimise our ecological footprint both through construction and throughout the life of a building.

A focus on energy efficiency and sustainability measures can produce a 30 per cent return on investment. Bob and Chris can prove sustainable development practices are commercially viable, stylish and of benefit to the community.

This presentation combines Chris's passion for communicating and Bob's expert technical delivery - making this a session not to be missed. 2004 was the International Year of the Built Environ. Bob and Chris demonstrate we are well and truly along the track of creating a sustainable future.

C2

### Corporate Citizenship: What are the Social Responsibilities of Australian Businesses?



#### Professor David Birch

*Professor of Communication and Director,  
Corporate Citizenship Unit, Deakin University*

Business is under increasing pressure to report on its social, environmental and economic performance. Codes of conduct and socially responsible investment funds are emerging; talk is of stakeholder engagement and not just shareholder return; measures of sustainability and Triple Bottom Line are a feature of annual reports.

But how 'real' is all of this? Is this a new fad, is it just rhetoric and PR spin, or is there some substance to a newly emerging business ethic?

Using action research conducted by the Corporate Citizenship Research Unit at Deakin University, this presentation will explore some of the imperatives being put upon business to engage as corporate citizens.

David Birch is a Professor of Communication and Director of the Corporate Citizenship Research Unit at Deakin University, Melbourne. He has been involved in research partnerships with leading organisations and corporations in Australia, such as Rio Tinto, Ernst & Young, World Vision, ANZ, Telstra, The Business Council of Australia and others. He organised the first National Conference on Corporate Citizenship in 1998.

C3

## Developing and Implementing Green Purchasing and How to Develop Green Tender Documents

### Michael Oke

*CCP Rural Victoria and Green Purchasing Manager  
Cities for Climate Protection Australia  
International Council of Environment Initiatives (ICLEI)*

Have you thought about implementing a green purchasing program in your organisation? In this session we examine how Local Governments are leading the way in this area. This is also an opportunity to discuss:

- The technical and social aspects of a “green” purchasing program
- How it affects your bottom line
- How to communicate your green purchasing program to your stakeholder groups

Michael Oke presented to the First International Conference on Green Purchasing held recently in Sendai, Japan.

Michael believes that international collaboration is essential for green purchasing to help resolve global environmental issues. ICLEI is an international not-for-profit, non-Government membership organisation of local governments and their associations. ICLEI was launched in 1990 as the international agency for local governments under the sponsorship of the United Nations Environment Program. The Australia/New Zealand office was established in 1999 in Melbourne with the City of Melbourne acting as host. ICLEI can empower local government by helping to build their capacity for sustainable development.

C4

## Environmental Reporting: The Current Research Agenda



### Associate Professor Carol Tilt CPA

*School of Commerce, Flinders University*

This session will comprise a presentation overview of some of the current research being conducted by academics in the field of Environmental Reporting. It will be followed by an open floor discussion about how we might develop the nexus between practitioners and academics working in this area.

Topic covered will include:

- Global Trends in Environmental Reporting
- The Triple Bottom Line
- The Global Reporting Initiative

Compare the theory with what you think really works in your organisation. Additionally, your participation in this session offers a fantastic opportunity to challenge Carol to pursue what you feel to be underdeveloped research in this area.

Environmental Reporting is going to play an integral part in your

organisation’s future – so don’t miss this lively interactive session. *Carol Tilt is a leading academic in the field of Environmental Accounting.*

NETWORKING LUNCHEON

12.15PM – 1.15PM



## EMPOWERED PEOPLE

CONCURRENT SESSIONS D – EMPOWERED PEOPLE 1.15PM-3.00PM

D1

## Whistleblowers – Heroes or Villains?

### Wayne Bruce CPA

*Chief Executive Officer  
STOPline Pty Ltd*

Time Magazine named its Persons of the Year 2002 as “The Whistleblowers -: Cynthia Cooper (of WorldCom), Colleen Rowley, (FBI Agent) and Sherron Watkins (Enron Executive)”

These women took huge professional and personal risks, but in blowing the whistle reminded us what courage and values are all about. Some of their colleagues now despise them, but Australian surveys suggest that Whistleblowers are no longer regarded as traitors - even though many still lose their jobs, or if not, are marginalised.

With the push towards transparency and ethical business management increasing numbers of employees now feel empowered to expose what they see as illegal or unethical.

The introduction of the Whistleblowers Protection Act 2001 in Victoria, ASX Guidelines, CLERP 9, Australian Standard AS 8004 combined with recent corporate scandals have highlighted the role of whistleblowers in today’s corporate governance environment.

In this session our presenter Wayne Bruce will discuss:

- What is today’s best practice and how is your organisation recognising whistleblowers? As Heroes or Villains?
- How are you addressing the challenges that face all levels and sections of your business with the receipt of information on the management of whistleblowers?
- Managing whistleblowing to improve your day-to-day management, good governance and brand protection.

Wayne is a Director and CEO of STOPline, a leading provider of whistleblowing systems for both the public and private sectors. For 10 years he was a Director of the highly successful Crime Stoppers Program in Victoria

D2

## Creating Sustainable Communities – The Bendigo Community Bank Good News Story



### Rob Hunt

*Managing Director  
Bendigo Bank Group*

In 1858 Bendigo Building Society was born from the need for community development and “the Bendigo” has continued this focus throughout its long history.

Rob Hunt is Managing Director of Bendigo Bank and (since his

appointment as MD in 1990) has guided the Bendigo through many innovations in development of strategy as a regional and community banking organisation. He is reportedly one of the lowest paid chief executives in the banking industry, despite his long serving career in the industry and his successful overseeing of one of the Industry's most recent great success stories.

As well as being the architect of the Community Bank model, he has been actively involved in developing plans for regional development initiatives (often in conjunction with government agencies). In addition, Rob has been instrumental in developing a community-owned enterprise model for a telephony and technology platform, as well as a youth community engagement model – to provide communities with a framework, the strength, and flexibility to address new economy opportunities (Community Telco Australia / Lead On Australia).

Bendigo Bank has over 277 branches around the country with 131 operated under the franchised based “community bank” model. The community bank model is expanding at a rapid pace and developed in response to the closing of many commercially operated banks in rural and regional Australia, yet surprisingly almost half its community banks are located in cities. 40 community banks are located in Melbourne alone.

The success and proven popularity and versatility of the model has demonstrated the need to recognise and understand the empowered consumer. Consumers know what they want and are voting with their wallets.

In this session we look at:

- Understanding the concept of a community bank
- The structure
- The challenges and difficulties
- Benefits
- The results/rewards - empowered people
- The future

## D3

## Working the Foyer

### Gretel Bakker

*Director  
Performance Frontiers*

This workshop session was extremely popular at our recent CPA Queensland Congress. Gretel Baker will explore the value of creating mutually beneficial relationships in both professional and social milieu. Join Gretel and her interactive characters and work through:

- The uncomfortable zone: observe ways others communicate and where you are uncomfortable in your own process
- Networking as opposed to networking: The importance of creating mutually beneficial relationships
- Explore outward signs that create interpretations by others

Gretel Baker is a highly sought after presenter. Based in Brisbane she is a creative entrepreneur who specialises in Transformatory Performance in the corporate landscape. She has successfully merged high profile careers in both the business world and in performing arts. Her expertise is underpinned by an extensive training resume in addition to her experience as a multi-disciplinary artist, director, actor, business consultant and university lecturer.

## D4

## Buying Green is Big Business – Get on Board!

### Adrienne Stephens

*Executive Officer  
Eco-Buy, Melbourne*

Consumers are the empowered people of the future. They make the choices and therefore have the power to influence – as a manufacturer or service provider buying green is the future!

Consumers are voting with their hip pocket and are choosing to integrate buying green into their every day life. Consumers are finally realising that they can make a real difference to the sustainability of our global environment. Whether you are in business, government or the not for profit sector the business of going green is your business.

What does this mean for businesses in SA – it means get on board now!

In this session, specifically tailored for the business leader, Adrienne Stephens focuses on:

- Empowered people taking a stand on green business
- What you can do to implement buying or manufacturing green into your business.
- The pitfalls and the benefits
- Case studies

ECO-Buy is an expansion of the Victorian Local Government Buy Recycled Alliance (LGBRA), which was established in April 2000. The change of name occurred late 2002 to reflect the expanded focus of the program bought about by the additional funds provided through Victoria's Greenhouse Strategy. The Local Government Buy Recycled Alliance focused solely on purchasing products with recycled content. ECO-Buy has expanded this focus to also include greenhouse friendly and environmentally preferred products.

AFTERNOON NETWORKING BREAK 3.00PM – 3.30PM

KEYNOTE FOUR – EMPOWERED PEOPLE 3.30PM – 5.00PM

## Empowered People



### Mark Williams

*Premiership Coach  
Port Adelaide Football Club*

With a decorated playing career that spanned 16 years and some 389 matches to his name, Mark Williams is not only one of South Australia's greatest footballers, but through his strength of character, commitment and leadership he has now been recognised as one of our greatest coaches.

Prior to winning the coveted 2004 AFL Premiership, Mark Williams had led Port Power to consecutive minor premierships. Following the loss of the 2003 preliminary final a major shift occurred at Port Adelaide. Although perhaps a control person by nature, Mark bravely gave more responsibility to assistant coaches and more responsibility to the players. His empowerment of others has certainly paid off.

Mark will close the conference with an inspiring keynote session when he shares his passion, intensity, honesty and thoughts on how to empower others.

CLOSING CONFERENCE DRINKS 5:00PM – 6:00PM

**10-11 March, 2005**

Holiday Inn Adelaide

Enquiries: 1300 85 77 05 (8am - 6pm EST Mon-Fri)

**HOW TO REGISTER**

Fax to: 1300 65 81 56 **OR**

Mail to: Member Services Centre

CPA Australia

GPO Box 2820AA Melbourne VIC 3001

ACTIVITY CODE: SA051027

Source Code **0411** 16 17 18 19 20 21 22 23 **MA**

**CORPORATE TICKET CO-ORDINATOR DETAILS**

\* Required information to ensure that we are able to contact you regarding your registration (All correspondence will be sent to the corporate ticket coordinator)

Mr  Miss  Mrs  Ms. First Name\*: \_\_\_\_\_

Surname\*: \_\_\_\_\_

Organisation: \_\_\_\_\_

Position\* \_\_\_\_\_

Mailing Address\*: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Is this your preferred mailing address for future communication?  Yes  No

Telephone (BH)\*: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail\*: \_\_\_\_\_

**REGISTRATION OPTIONS**  
(All prices include GST)

**CORPORATE TICKET REGISTRATION**

**ADVANCE**  
Register and pay by 31/12/04

**EARLY BIRD**  
Register and pay by 2/2/05

**STANDARD**  
Register and pay after 2/2/05

\$770

\$880

\$935

**PAYMENT DETAILS**

All cheques and money orders to be made payable to CPA Australia.

Payment Method:  Cheque  Bankcard  MasterCard  Visa  Amex  Diners

Card No: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_ Total Amount Payable \$ \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**CORPORATE TICKET ALLOCATION**

Please complete this form, indicating the technical and plenary session/s that each person is attending. List the preferred full names and record the CPA Member No. or Non-member No. (if known) for each attendee. This is especially important to ensure CPD hours are allocated correctly. Please retain a copy for your records.

TECHNICAL SESSION NO	ATTENDEE'S PREFERRED FULL NAME (FOR NAME BADGE)	CPA MEMBER NO	NON-MEMBER NO. (IF known)
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____
7	_____	_____	_____
8	_____	_____	_____

**Terms & Conditions – please see page 12 for details**

**PRIVACY STATEMENT** CPA Australia protects the privacy and security of information provided by you. By completing this form, you agree to the use of your personal information by CPA Australia: to process your registration form; to contact you about our products and services; to disclose to third parties providing services to CPA Australia; and for internal purposes. For more information on our privacy policy visit [www.cpaustralia.com.au](http://www.cpaustralia.com.au). CPA Australia processes payments for CPD Events using online technologies. All transactions processed by CPA Australia meet industry security standards to ensure your details and payments are protected.

If you do not wish to receive further CPD information via mail, please tick the box and fax back to CPA Australia on 1300 78 76 73. ABN 64 008 392 452

# CPA BUSINESS JIGSAW 2005

## GENERAL INFORMATION

### Conference Dates

Thursday 10 & Friday 11 March, 2005

### Conference Venue

Holiday Inn  
65 Hindley Street,  
Adelaide

### Registration Times

Thursday March 10, 2004	8.30am – 7.00pm
Friday March 11, 2004	8.30am – 5.00pm

### Closing Date for Registrations

Registration for CPA Business Jigsaw 2005 closes 3 working days prior to the event on Friday 4 March, 2005.

### Early Bird Registrations Discount and Prize

Register and pay by 2 February 2005 to save \$55 off your registration fee and be in the draw to win overnight accommodation for 2 in a luxury room at the Holiday Inn Adelaide including a full buffet breakfast for two in Oli's Brasserie and late checkout (Subject to availability at time of booking - Valid to 30 June 2005)

### Confirmation of Registration

Entrance to CPA Business Jigsaw 2005 will be by confirmation letter only. Upon registration for CPA Business Jigsaw 2005, you will be issued with your confirmation letter and tax invoice. Please check this information. If there are any discrepancies or the information requires amendment, or you have not received your confirmation letter by Monday 7 March, 2005, please call the Member Services Centre on 1300 85 77 05.

### Registration Changes and Substitutions

Attendance to CPA Business Jigsaw 2005 is fully transferable. Attendee substitutions can be made at any time prior to the event if a registrant is unable to attend the conference.

Session changes can be made subject to availability. Any changes must be made in writing. Please email changes to [msc-cpd@cpaustralia.com.au](mailto:msc-cpd@cpaustralia.com.au) by Monday March 7, 2005 to ensure a revised confirmation letter can be mailed or faxed to you. Once CPA Business Jigsaw 2005 has commenced, any changes will need to be made at the onsite registration desk.

### Continuing Professional Development (CPD) Hours

Attendees may claim up to 14.5 CPD hours for attending the full two days of CPA Business Jigsaw 2005

### Dress

Conference room temperature may vary, we suggest you wear layered clothing to ensure you are comfortable. Corporate or smart casual is suitable attire for the conference.

### Presenter Papers

Presenter papers (subject to submission by presenters), will be handed out prior to each session.

### CPA Australia's Responsible Service of Alcohol Statement

CPA Australia holds a Responsible Service of Alcohol Policy and has a legal and social obligation to ensure the safety of all participants during CPA Australia functions. For further details on the full policy, please check with onsite staff.

### Special Dietary Requirements

If you have special dietary requirements please indicate your needs on the registration form.

### Unemployed and Retired Member Discount

Unemployed members of CPA Australia will be eligible to a 50% reduction of registration fees excluding the Lunches upon submission of CentreLink and/or Social Security documentation. Retired members also receive the same discount, please state this on the registration form and it will be verified at the time of booking.

### Car Parking

Parking is available at Secure Parking, Clubhouse Lane and Car Park, Blyth Street, Adelaide. The current daily rate is \$7.00 (subject to change).

### Disclaimer of Liability

CPA Australia reserves the right to alter any part of this program at any time without notice.

### Accommodation

Special overnight accommodation rates are available at the Holiday Inn Adelaide for attendees of CPA Business Jigsaw 2005:

Rates - \$135.00 room only, single/twin/double  
or \$145.00 including one breakfast, single.

Please book direct with the Holiday Inn:

Email: [res@holidayinnhindley.com.au](mailto:res@holidayinnhindley.com.au) and quote conference name - CPA Business Jigsaw Tel: (08) 8231 5552 Fax:(08) 8237 3800

### Registration Options

#### Two Day Ticket

Entitles individual to:

- Attend all 4 Keynote sessions and your choice of 4 concurrent sessions
- Attend networking luncheons, morning and afternoon teas
- Attend the Community Twilight Session
- One full set of presenter papers

#### One Day Ticket

Entitles an individual to:

- Attend either Day One or Day Two of the Conference (2 Keynote sessions and a choice of 2 concurrent sessions)
- Attend the luncheon on the selected day
- Attend the Community Twilight Session
- A full set of presenter papers for the selected day

#### Flexi Ticket

Entitles an individual to your choice of any 2 Keynote sessions, 2 concurrent sessions, the Community Twilight Session and 1 lunch over the two days of the Conference.

#### Single Sessions

Entitles an individual to:

- Attend the session/s registered
- Presenter paper for that session/s
- Please complete the individual registration form on page 12

#### Corporate Ticket

The Corporate Ticket offers excellent value and flexibility for your organisation, allowing you to cater for the diverse training needs of your staff. Purchase the quantity of sessions that suit your training needs and access significant savings by purchasing more sessions.

The Corporate Ticket entitles your organisation to:

- Register for your selection of any combination of 8 keynote or concurrent sessions, 2 lunches, morning and afternoon teas over the duration of the conference
- Attend the Community Twilight Session

Each individual registered for the Corporate Ticket will receive papers for the sessions they are attending

#### Corporate Ticket Co-ordinator

Each organisation purchasing a Corporate Ticket must allocate a Corporate Ticket Co-ordinator. This person will be the main contact for all communications regarding CPA Business Jigsaw. Please complete the Registration Form on Page 10 with the Corporate Ticket Co-ordinator's name and details.

## 10-11 March, 2005

Holiday Inn Adelaide

Enquiries: 1300 85 77 05 (8am - 6pm EST Mon-Fri)

ACTIVITY CODE: SA051027

### HOW TO REGISTER

Fax to: 1300 65 81 56 **OR**  
 Mail to: Member Services Centre  
 CPA Australia GPO Box 2820AA Melbourne VIC 3001

Source Code **0411 16 17 18 19 20 21 22 23 MA**

### INDIVIDUAL REGISTRATION DETAILS

\* Required information to ensure that we are able to contact you regarding your registration

CPA Member No.: \_\_\_\_\_ Non-member ID.(if avail): \_\_\_\_\_

Mr  Miss  Mrs  Ms. First Name\*: \_\_\_\_\_

Surname\*: \_\_\_\_\_

Preferred Name on Badge\*: \_\_\_\_\_ Initials: \_\_\_\_\_

Company/Organisation\*: \_\_\_\_\_

Position\* \_\_\_\_\_

Mailing Address\* (  Bus  Priv): \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Is this your preferred mailing address for future communication?  Yes  No

Telephone (BH)\*: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail\*: \_\_\_\_\_

Special Requirements (eg. dietary): \_\_\_\_\_

Have you attended a CPD event previously?  Yes  No

### SESSION SELECTION

Please indicate each session/s you would like to attend at Business Jigsaw 2005

#### Day One Thursday 10th March 2005

9.00am – 10.00am **Keynote One - Globalisation: Defining Globalisation**

#### 10.30am – 12.15pm Concurrent Sessions A – Globalisation (please choose one)

- A1 Global Terrorism – A Fact of Life We Can't Ignore
- A2 How to Maintain a Global Culture
- A3 Organisational Sustainability and Knowledge Management

12.15pm -1.15pm **Networking Luncheon**

1.15pm – 3.00pm **Keynote Two – Demographics: Gens X & Y and Population Ageing: Connecting with its Challenges and Captivating its Opportunities**

#### 3.30pm – 5.00pm Concurrent Sessions B - Demographics (please choose one)

- B1 Are You a Baby Boomer Dreaming of a Sea Change? Don't Just Dream, Make it Happen!
- B2 Is your Target Audience Playing Games? Marketing Your Business to Your Ideal Demographic
- B3 Communicate with Gens X & Y and Keeping Young Graduates

5.30pm – 7.00pm **FREE COMMUNITY TWILIGHT SESSION: Buying Green – It's Getting Personal Now!**

#### Day Two Friday 11th March 2005

9.00am – 10.00am **Keynote Three – Environment: The Bottom Line of Green is Black**

#### 10.30am – 12.15pm Concurrent Sessions C – Environment (please choose one)

- C1 The Urban Environment – Building A Sustainable Future
- C2: Corporate Citizenship: What are the Social Responsibilities of Australian Businesses?
- C3 Developing Green Tender Documents and Purchasing Programs
- C4 Environmental Reporting: The Current Research Agenda

12.15pm -1.15pm **Networking Luncheon**

#### 1.15pm – 3.00pm Concurrent Sessions D – Empowered People (please choose one)

- D1 Whistleblowers – Heroes or Villains?
- D2 Creating Sustainable Communities – The Bendigo Community Bank Good News Story
- D3 Working the Foyer
- D4 Buying Green is Big Business – Get on Board!

3.30pm – 4.45pm **Keynote Four - Empowered People: Empowering People**

### PAYMENT DETAILS

All cheques and money orders to be made payable to CPA Australia.  
 Payment Method:  Cheque  Bankcard  MasterCard  Visa  Amex  Diners  
 Card No: \_\_\_\_\_  
 Expiry Date: \_\_\_\_ / \_\_\_\_ **Total Amount Payable \$** \_\_\_\_\_  
 Cardholder's Name: \_\_\_\_\_  
 Signature: \_\_\_\_\_

### REGISTRATION OPTIONS

(All prices include GST)

	ADVANCE Register and pay by 31/12/04	EARLY BIRD Register and pay by 2/2/05	STANDARD Register and pay after 2/2/05
<b>TWO DAY TICKET</b>			
Member	\$715 <input type="checkbox"/>	\$825 <input type="checkbox"/>	\$880 <input type="checkbox"/>
Non-Member	\$825 <input type="checkbox"/>	\$935 <input type="checkbox"/>	\$990 <input type="checkbox"/>
<b>ONE DAY TICKET</b>			\$495 <input type="checkbox"/>
<input type="checkbox"/> Day One - Thursday 10 March, 2005			
<input type="checkbox"/> Day Two - Friday 11 March, 2005			
<b>FLEXI TICKET</b>			\$495 <input type="checkbox"/>
<b>OTHER REGISTRATION OPTIONS</b>			
Single Session (Keynote/Concurrent)			
Number of tickets	_____		\$165 each <input type="checkbox"/>
Networking Lunch			
<input type="checkbox"/> Day One <input type="checkbox"/> Day Two			\$55 each <input type="checkbox"/>

**TERMS AND CONDITIONS OF REGISTRATION** 1. CPA Australia reserves the right to alter this program or presenter(s) without further notice, however the program is intended to run as advertised. CPA Australia reserves the right to cancel this activity due to insufficient numbers - registrants will be notified if this occurs and payment refunded in full. 2. Registrations for CPD activities must be accompanied by payment. Registrants will be liable for payment in the event of non-attendance unless cancellation or request for transfer is made in accordance with no. 3 below. 3. Cancellations or transfers must be advised in writing and received by CPA Australia at least 5 working days prior to the activity. Refunds will not be granted if a registrant fails to attend an activity, or cancels/transfers within 5 working days of the activity. Substitutions may be made at any time

**PRIVACY STATEMENT** CPA Australia protects the privacy and security of information provided by you. By completing this form, you agree to the use of your personal information by CPA Australia: to process your registration form; to contact you about our products and services; to disclose to third parties providing services to CPA Australia; and for internal purposes. For more information on our privacy policy visit [www.cpaaustralia.com.au](http://www.cpaaustralia.com.au). CPA Australia processes payments for CPD Events using online technologies. All transactions processed by CPA Australia meet industry security standards to ensure your details and payments are protected.  
 If you do not wish to receive further CPD information via mail, please tick the box and fax back to CPA Australia on 1300 78 76 73. ABN 64 008 392 452