

Country conference

Building business for a brighter future

Three-day conference

22 – 24 April 2010 | Coffs Harbour, NSW
26 – 28 May 2010 | Townsville, QLD

The 'Country conference' is back and it's as jam-packed as ever. This annual event not only provides a great opportunity to update yourself with essential taxation, legislative and accounting standards changes, it is also an invaluable forum for building your business relationships.

Tackling topics such as performance management, business growth, funding, strategy deployment, marketing and risk management, the encompassing nature of this year's program ensures the all-round development of your business skills.

Key benefits

- + Discuss challenges and successes with your peers
- + Receive core legislative, tax and accounting standards updates
- + Build an understanding of the future economic and monetary outlook
- + Improve the effectiveness of performance management and appraisal
- + See how you can stop your super getting stung

Key speakers



Michael Knox

Chief Economist and Director of Strategy
RBS Morgans



Carey Ramm

Executive Chairman and Principal Economist
AECgroup



Jim Child

Managing Director
Wet-seal



Michael Searle CPA

Managing Director
Jetstar Gold Coast Titans
NRL Club



Tony Mowbray

Australia's fastest solo, non-stop and unassisted world circumnavigator

23 CLAIM UP TO CPD hours



think+create



Day two

NSW Friday 23 April

QLD Thursday 27 May

8.30am – 9.00am	Registration and arrival refreshments
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9.00am – 10.00am	Keynote 3
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KN3	Strategy development and deployment
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We all recognise the importance of strategic planning and having a business strategy for our own practices, and for the clients we advise. But are we simply 'ticking the box' – or helping our clients 'tick the box' – or are we really considering how that strategic plan has been developed and deployed? Are we using the strategic planning process to really help us achieve our strategic goals?

Kevin Riley will help you to 'unlock' the potential benefits of strategic planning by introducing you to tools designed to help you develop a business strategy that is more focused on strategic issues and more likely to be deployed.

Key content to be addressed includes:

- + Developing the strategic plan by:
 - Applying strategic planning tools to external and internal analysis
 - Identifying a strategic focus
 - Identifying the strategic financial indicators and strategic performance indicators for your business
- + Deploying the plan by:
 - Using KPIs to focus management attention on the strategy
 - Linking the strategic plan and strategic goals to operating plans and internal reporting
 - Communicating the strategic plan so that it becomes everyone's business



Kevin Riley FCPA
Managing Director
Riley & Riley

10.00am – 10.30am	Morning tea and networking break
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10.30am – 11.30am	Concurrent sessions B
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B1	Five financial 'must dos' for small to mid-market companies
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It's the year for shoring up your business in a downturn, whilst remaining ready for growth opportunities that arise, yet all the while bank lending for working capital is drying up!

Owners, managers and your in-house or external accountant advisers need to continue getting business's grass roots cash flow management systems in order for this new environment.

Small to mid-market companies are not alone in the challenge of getting their cash flow structure right. In this session Don will reveal the cash flow problems besetting a number of Australian listed companies.

Participants will come away with:

- + Immediate tools for calculating the cash flow structure of a business
- + A method for determining the working capital needs of a business over a period
- + Simplifications for sustainable budgeting and forecasting cycles so you stay on track

Don Graham FCPA

Managing Director
BusinessNAV

_____ **OR** _____

B2	Accounting standards update
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Will you be inundated by the 'IFRS Wave 2' changes? There are already over 25 new and revised standards on issue, and over 25 projects in the pipeline. This session will update you on the latest issues, interpretations and new changes coming through on the accounting standards front.

This session covers:

- + What has happened to the income statement and balance sheet
- + Potential traps of the 'third balance sheet'
- + Why you may be affected by AASB 8 Operating Segments requirements even if you are not listed
- + The plans to include operating leases on balance sheet
- + The plans to change the way liability provisions are measured
- + Proposed changes to the Corporations Act to eliminate parent entity financials if consolidated financials are prepared

NSW

Rob Mackay
Associate Director
Moore Stephens

QLD

David Hardidge CPA
Executive Director, Technical Consulting Group
Ernst & Young

11.40am – 12.35pm	Concurrent sessions C
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C1	Case study: Crunching numbers and crunching carbon
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On embarking on the challenge to become carbon neutral, accounting practice Highview were keen to ensure its efforts would become an integral part of its brand.

The company began by approaching the Carbon Reduction Institute (CRI), which measured the company's carbon footprint, including gas, electricity and water use, depreciation of office equipment and buildings, staff travel and the disposal of all waste.

In this case study session Simon takes you through how the organisation changed the way they do things in order to achieve certified carbon neutral status – all within the space of just nine months.

Simon Byers CPA

Accountant
Highview Accounting

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C2	Changes to reporting for SME's and Not-For-Profit entities
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The AASB is developing changes that will replace the current non-reporting entity/special purpose financial reports approach. Many SMEs are expected to be affected.

This session covers:

- + The proposed reduced disclosure regime
- + Will SMEs have to comply with all IFRS measurement standards including leases and tax-effect accounting
- + Why the IASB's IFRS for SMEs is not planned to be adopted

This session will also look at specific changes applying to not-for-profit entities:

- + Proposed changes to the Corporations Act to reduce the reporting obligation on companies limited by guarantees
- + Revenue/contribution recognition

NSW

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Moore Stephens

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12.35pm – 1.35pm	NL2: Lunch and networking break
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