

# ARA

AUSTRALASIAN REPORTING AWARDS

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## 2024 SEMINAR ON REPORTING THE CHANGING WORLD WE LIVE IN - MANAGEMENT AND REPORTING

74 YEARS OF PROVIDING EDUCATIVE SUPPORT IN REPORTING

8:45AM

REGISTRATION

9:10AM

ACKNOWLEDGEMENT OF COUNTRY AND OPENING REMARKS



Seminar Joint Chairs:

Morning: Tulip Penney, ARA Director and Chair of Awards Committee

Afternoon: Andrew Crawford, ARA Director

9:15-10:00AM

THE CHANGING WORLD WE LIVE IN



**Siti Aisah Adenan**, Senior Vice President Corporate Services, Sarawak Energy, Malaysia

Siti Aisah Adenan graduated from George Washington University in Washington DC, USA with a degree in Electrical Engineering and she has been with Sarawak Energy in Malaysia for more than thirty years. She has undertaken diverse roles in technical and non-technical fields including stints as Vice President for Distribution – the first woman to hold this key technical position.

In her current role she leads the following functions: Shared Services; Sustainability; Corporate Communication; and the Government Relations, Event Management and Protocol Divisions.

Her extensive leadership experience in a major international energy and fuel supply company with more than 6,000 employees provides a unique background for commenting on what is happening in the world, and the importance of effective communication.



**Moderator:** Tulip Penney, ARA Director and Chair of Awards Committee

10:00-10:30AM

MORNING TEA BREAK

10:30-11:30AM

PANEL SESSION - INTEGRATION OF ESG REPORTING



**Murali Sagi**, former Deputy and Acting CEO, Judicial Commission of NSW

Murali is a highly regarded senior executive with a proven track record of delivering value through innovative and disruptive solutions over a sustained period. He is a qualified management professional, computer expert, electronics and communications engineer and a lawyer with over 25 years of experience in successfully managing complex programs and policy challenges in both the government and private sectors. This presentation highlights the imperative for NGOs and NFPs to recognise and report on sustainability risks within a legal framework. It emphasises understanding ESG frameworks, stakeholder engagement, legal compliance, and the integration of sustainability into governance structures. By prioritising transparency and risk mitigation, NGOs and NFPs can enhance their impact and credibility in addressing environmental and social challenges.



**Robert Grieve**, Executive Manager Communications and Marketing, Blacktown City Council

After 15 years working in policy and communications in the NSW public sector, Robert Grieve joined Blacktown City Council in 2010. Robert is responsible for Council's community marketing and communications functions and media liaison, as well as engagement with local MPs and stakeholders. He also manages the Council's advocacy programs and the extensive community forum program for around 435,000 residents in 54 suburbs. Blacktown City is located in the heart of Western Sydney and has a vibrant and culturally-diverse community, featuring over 180 languages and countries of birth. The population of the City is projected to exceed 600,000. Robert will address the question: "What contribution can a local council make to combat climate change and build a sustainable future?"



**Nathan Kessey**, Director, CFO Advisory, KPMG

Nathan works in KPMG's Climate Change and Sustainability Practice and has a leadership role in the Better Business Reporting and Responsible Investments. He is experienced in strategic business partnering and assisting executive teams to improve decision making. He is also involved in developing corporate reporting strategies involving the integration of ESG and other non-financial information in consideration of the increasingly complex external environment. With the rapid pace of change in ESG, organisations of all types need to work out how to best provide ESG information to their key stakeholders. It's a great time to look at 'what matters' for your organisation and examine the availability and quality of the data you have to address these topics.

**Moderator:** Tulip Penney, Seminar Chair

11:30-12:30PM

PANEL SESSION: ARTIFICIAL INTELLIGENCE – IS HERE TO STAY



**Jannat Maqbool**, Smart Cities Adviser, Hamilton City Council, New Zealand

Jannat Maqbool is an accomplished academic, CPA and former CIO, with a Masters of Digital Business who is actively engaged in the technology and innovation sector in Australia and New Zealand. Since 2017 Jannat has been involved in, and led numerous projects focused on leveraging technology and data, including in smart cities, artificial intelligence, Fintech, IoT and digital twin. Jannat is Executive Director at the Artificial Intelligence Researchers Association, Strategic Advisor at Y5, Principal Advisor at Ecosystem, co-Chairs the Trusted Technology and Data as well as Sustainability steering panels at the IoT Alliance Australia, and is a member of the CPA Australia Digital Transformation Centre of Excellence.



**Patrick Viljoen**, Sustainability Leader, CPA Australia

Patrick works in the CPA Australia Policy and Advocacy team. Previously he had various roles in the CPA Finance and Business Services and Education units. Prior to joining CPA Australia, Patrick worked for the Chartered Institute of Management Accountants (CIMA) in London and Shanghai as Regional Finance Manager Africa / Asia.

Patrick has also lectured in Finance and Investment Management, and has had key finance positions in the wealth creation industry in the United Kingdom and South Africa.

**Moderator:** George Kapitelli FCPA, Chief Financial Officer, CPA Australia

12:30-1:15PM

BREAK FOR LUNCH

1:15-2:00PM

PANEL SESSION: DIVERSITY, EQUITY AND INCLUSIVENESS THINKING AHEAD FOR 2025 REPORTING

Reporting on Diversity, Equity and Inclusion (DEI) is not controversial. The main challenge is to implement DEI and drive real changes for the corporate and public interest. Susie Zhong and Dr. Sojen Pradhan will participate in a panel discussion to elucidate the nexus between DEI initiatives and leading practices in annual reporting. Set against the backdrop of 2025, this session will explore innovative strategies and frameworks aimed at fostering transparency, accountability, and social responsibility within organisational reporting structures. From addressing inherent biases to amplifying under-represented voices, the discussion will unveil practical approaches for corporations, associations and public entities to embrace DEI as a cornerstone of their reporting ethos. We envision a future where annual reporting will serve as a catalyst for systemic change towards a more equitable and inclusive society and do much more than reflect financial performances issues.



**Susie Zhong**, Company Secretary, Governance, Risk and Assurance at Independent Liquor Group Co-operative

Susie holds a Bachelor of Arts in English, a Master of Accounting, and Postgraduate Diploma in Financial Management and Applied Corporate Governance and is now studying law. She is a Chartered Secretary and NSW Councillor of the Governance Institute. She has 12 years' experience as Company Secretary in charge of governance, risk management and assurance for Australia's largest liquor wholesale co-operative. Born and raised in China, her journey of studying and working in Australia has provided her a worldview appreciation of the importance of good corporate governance.



**Dr Sojen Pradhan**, Senior Lecturer, School of Professional Practice and Leadership, Faculty of Engineering and IT, University of Technology Sydney (UTS)

Sojen is an advocate for volunteering and industry partnership, and is committed to promoting inclusive sustainable development. He has several years of experience in running volunteering programs. Sojen is a recipient of the UTS Human Rights Award and leader of the AusLEAP volunteering program for international students. Since 2022, he has been a member of the Multicultural Advisory Group at the Centre for Volunteering.

**Moderator:** Andrew Crawford, Seminar Chair

2:00-3:00PM

PANEL SESSION: KEY ASPECTS OF REPORTING IN DIFFERENT INDUSTRY SECTORS



**Michelle Wolsoncroft**, Manager Strategy & Performance, Stirling City Council  
2023 Industry Sector Award Winner

Michelle Wolsoncroft has more than 20 years of experience in local government and 10 years in strategic planning and policy. As Manager of Strategy and Performance for the City of Stirling, Michelle and her team align projects and service delivery to achieving the City's vision: to be "a sustainable City with a local focus". The City of Stirling Annual Report is a critical communication tool providing essential information about the City's progress toward achieving its objectives and visions. Michelle will share how the City of Stirling has reshaped its annual report in recent years to more clearly link its operational activities with its long-term strategy, increasing accountability and transparency for employees, the community, and the Council.



**Erwin Groenendal**, Co-Founder, Tangelo Software, The Netherlands

Erwin has a Masters in Information Technology and spent several years with Oracle before co-founding Tangelo Software. He is a recognised thought leader in IR and regularly shares original research on digital IR practices at international conferences. Tangelo's cloud-based platform simplifies the process of creating, managing and publishing annual reports and makes it easy to publish multiple formats from the same source.

Erwin has more than 15 years experience in helping organisations from different sectors in Europe, South Africa, South East Asia, Australia and New Zealand to produce annual reports using the Tangelo software platform. He will share his views on reporting trends and developments, and discuss the increasing complexity associated with new sustainability reporting requirements and electronic reporting.



**Alan Colegate**, Acting Executive Director Strategy and Communications Directorate, Main Roads WA.

Alan is responsible for Main Roads WA corporate strategic planning and policy, and customer-centred communications. He is also Executive lead for diversity equity and inclusion, including LGBTQIA+. He represents Australia and New Zealand on the World Road Association (PIARC) Technical Committee on Performance of Road and Transport Administrations. Alan has been involved in producing the Main Roads WA annual report for more than 15 years. This report has achieved more than ten consecutive ARA Gold Awards; was ARA Report of the Year in 2023; and received the IPAA Lonnie Award for Best Annual Report in the WA Public Sector in 2023 and 2024.

Alan will address changes that have occurred in Annual Reporting over the years and finish up with wrap-up of the broad range of topics discussed during the session.

**Moderator:** Alan Colegate, ARA Chair

3:00PM

CLOSE OF SEMINAR - ANDREW CRAWFORD, SEMINAR CHAIR

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The educative activities of the Australasian Reporting Awards are intended to facilitate informed discussion within organisations about actions that should to be taken to meet stakeholder and community expectations, and also how to inform stakeholders and the community about the actions that actually have been taken, and the outcomes. Please note, the upcoming 2024 ARA Seminar on Reporting addresses 'Reporting on Performance in the Era of Climate Change', which is pertinent to current media and community concerns.

Members of Professional Associations should confirm that the 2024 ARA Seminar on Reporting meets their Association's requirements for Continuing Professional Development.