
AgLink Academy: Training Capability Statement

Organisation: PwC

Key Contact: Andrew MacDonell, Director, Optimise Advisory, PwC Private

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Andrew is Brisbane based and part of a National team at PwC. Can travel nationally or internationally and has access to PwC offices nationally and globally.

Education & Qualifications

- Certificate of Public Practice, Chartered Accountants Australia and New Zealand
- Chartered Accountant, Chartered Accountants Australia and New Zealand
- Registered Facilitator, Colour Accounting (Wealthvox)
- Certified Chair & Faculty member, The Advisory Board Centre
- Graduate Diploma in Professional Accounting, Victoria University of Wellington
- Bachelor of Commerce and Administration, Victoria University of Wellington

Programs & Services

- Colour Accounting – a two-day tailored workshop for AgLink, which develops core accounting and financial literacy amongst attendees. The course then focuses on developing business acumen amongst attendees to facilitate better business decision making.
 - Content on day one includes
 - Developing a deep understanding of the balance sheet
 - Deriving the income statement (profit & loss) and understanding how it connects with the balance sheet
 - Defining assets, liabilities, equity, revenue and expenses to drive a deep and effective understanding of these five core elements
 - Integrating these five core elements into a holistic model called the BaSIS FrameworkTM
 - Understand the value cycle of business
 - Practising financial communication (understanding terminology and communication pitfalls)
 - Identifying the drivers of cash flow and how they relate to a set of financial statements
 - Analysing the financial statements of a business and identifying key risk areas, performance changes and opportunities for improvement
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- Content on Day 2 includes
 - Financial ratio analysis
 - Forecasting & budgeting
 - Mapping the financials of Agribusiness retail and understanding key business components
 - Margins and cost-volume-profit relationships
 - Working capital management – developing gold standard practise
 - ROI analysis and implementing learnings back in the workplace

 - Extension of Colour Accounting workshops for Branch Managers. Content includes:
 - Branch case studies
 - Ratio analysis
 - Interpretation of tailored branch management reports
 - Best practice development to drive operational initiatives and improve financial impact
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Facilitation & Workshops (sample of workshops previously facilitated):

- Colour Accounting – a two-day tailored workshop for AgLink
 - Engaging Board members with non-financial backgrounds to interpret financial information and make better business decisions
 - Quarterly Board facilitation with Financial X-ray™ analysis and strategic advice
 - Coherent strategy development and business planning
 - Business review and value chain assessment
 - Strategic financial management
 - Tailored design and delivery of branch-level management reporting
 - Leadership to Value: three-day series of workshops for Leaders across AgLink. Content included:
 - Value creation
 - Strategic financial management
 - Commercial negotiation
 - Leadership – analysing and getting the best out of you and your people – using Predictive Index <https://www.predictiveindex.com/>
 - Strategic planning & execution
 - Leadership to Value pathways
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Introduction & biography:

Andrew is an enthusiastic presenter and facilitator, leveraging his experience as a Director and PwC where he leads advisory services and initiatives for a wide variety of clients and industries. His Colour Accounting workshops are specifically targeted to suit larger organisations and national businesses.

Andrew started his career with BDO in 2007 and a qualified as a Chartered Accountant (CA) in 2009. He has depth of senior experience working with successful, high-growth privately owned business across New Zealand. Opportunities with clients expanding into Australia allowed Andrew

to move to Brisbane in 2017. He is solely focused on delivery of strategic and advisory services centred around value-enhancement for privately owned businesses and navigating the lifecycle of get fit, get funded, get big and get out. Andrew works closely with owners and leaders helping them to get clear on what they want to achieve and then helping them get there.

Andrew has led the relationship with Colour Accounting across New Zealand and Australia since 2016 and is a licensed trainer and facilitator of Colour Accounting workshops. Financial literacy development is a powerful enabler within business and Andrew genuinely enjoys dealing with people from a wide variety of backgrounds and skillsets encouraging them to engage successfully and confidently with accounting and finance fundamentals. The ability to be clear and precise when communicating in financial terms is central to effective decision making in business.

Colour Accounting clients and workshop groups have included large banks and financial institutions, legal and professional service firms, national hospitality and tourism businesses, national agricultural groups, public sector entities and listed energy firms along with public events to various business communities and networks.