



Perspectives, Challenges and Responses for 2021

A CEO Panel Discussion

Bevington Group “What’s Next” Series

March 2021

www.bevingtongroup.com

Business Model Design • Process Improvement • Change Management

US, Australia and NZ patents apply to XeP3, Canadian patents pending
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Panel Discussion – Guest Speakers

Chair: Roger Perry – CEO and Managing Director, Bevington Group

Panel Discussion – Guest Speakers



Bernard Dwyer
Chief Executive Officer
Spirit of Tasmania



Ged Foley
Chief Executive Officer
Sonic Clinical Services



David Marshall
Chief Executive Officer
Defence Bank

Panel Chair: Roger Perry – Managing Director, Bevington Group



Roger has provided productivity improvement services for many of Asia Pacific's most respected companies and institutions including: ANZ; AMCOR; Downer; NAB; Perpetual; Qantas; Red Cross Blood Bank; Shell; University of Melbourne; University of Sydney; Virgin Australia; and Westpac.

Roger has been an assignment Director and Steering Committee member on over 60 transformation programs.

Roger has published widely on productivity improvement and restructuring including in Boss Magazine, CEO Magazine, Management Today, Retail World, Marketing Magazine, and The Institute Journal.

He is an experienced company Director having sat on the Boards of a range of enterprises including: E*TRADE Australia; ANZ International Ltd (Singapore); Greenfleet; Lean Planning Services Pty Ltd; and Bevington Consulting Pty Ltd.

He is also a very active contributor to Australia's charitable sector as Chair of the World Vision Business Advisory Councils in both Melbourne and Sydney, and as Chair of Greenfleet's Business Advisory Council.

Prior to joining the Bevington Group, Roger was a Group Senior Executive with the ANZ Bank, responsible for financial performance management (Head of Group Performance Management), as well as having major project governance accountabilities (Head of Group Project Centre of Excellence).

Panel Speaker: Bernard Dwyer – Chief Executive Officer, Spirit of Tasmania



Bernard Dwyer has been the Chief Executive Officer TT-Line Company Pty. Ltd. since 3 November 2014.

Bernard serves as a Director of the Tourism Industry Council Tasmania, a member of the Brand Tasmanian Board and a member of the Tasmanian State Government's Access Working Group with significant experience in the Tasmanian tourism sector, working in various senior management positions with the Federal Group, including nearly nine years as its Director of Tourism.

During his tenure at Federal Group, Bernard oversaw the development of the Saffire property on the east coast and assisted in developing the Federal Group's tourism portfolio under the nationally awarded Pure Tasmania brand.

Prior to joining the Federal Group in 2000, Mr Dwyer worked as a management consultant for KPMG Tasmania and Price Waterhouse Coopers in Sydney and in various senior management roles with the former Trust Bank and SBT Bank – Tasmania.

Panel Speaker: Ged Foley – Chief Executive Officer, Sonic Clinical Services



Ged obtained his medical degree at the University of Liverpool, UK, in 1988.

Having moved to Australia, Ged initially held the position of Chief Medical Officer at IPN, a role that supported GPs working with IPN through a collaborative approach to clinical advice, mentoring and on-going training.

Ged became CEO of IPN Medical Centres in 2015, bringing an extensive knowledge of rural and metropolitan general practice, both in Australia and abroad.

In May 2017, Ged was appointed as CEO, Sonic Clinical Services.

Panel Speaker: David Marshall - Chief Executive Officer, Defence Bank



David Marshall commenced as CEO at Defence Bank in February 2018.

Since joining Australia's Defence Bank, David has initiated a people-led, technology-enabled transformation program to deliver highly relevant products and services and to reduce member effort at every touch point.

Previously, David was CEO at Hume Bank, a regional customer-owned bank based in New South Wales (NSW) and Victoria (VIC). He continues to be a passionate and influential advocate for the member-owned banking sector and its leadership role within the contemporary financial services landscape within Australia.

David spent more than 30 years in the financial services sector in New Zealand and Australia where he led major divisions in retail and business banking at national and regional banks.

As CEO of Australia's Defence Bank, David continues to build on the bank's partnership and bond with the Defence community. "It is with a high degree of pride and honour that our members entrust us to serve those who protect us, and we are deeply committed to ensuring members are provided their banking needs when they want it, where they want it, how they want it."

David grew up on a farming property in the South Island of New Zealand and has three adult children all living in Australia. David has studied at Lincoln College (Canterbury University), London Business School and Wharton Business School.

Starting questions for panel discussion

Can you please tell us a little about your organisation

How has your market changed as a result of COVID-19?

What challenges and opportunities do you see for your organisation in the year ahead?

How have you thought about/resolved those challenges and opportunities?

What do you think we should collectively learn from the pandemic experience?

Contact details and disclaimer

Contact points for any questions or clarification of the content of this report can be directed to:

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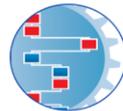
Bevington Group is a specialist consultancy providing the following services:

BUSINESS OPERATING MODEL DESIGN



- 1. Operating Model Design**
 - Create an aspirational view of how the enterprise will deliver against future expectations
- 2. Restructuring and Role Design**
 - Create structures and roles that sustainably deliver value

PROCESS IMPROVEMENT



- 3. Strategic Lean Process Improvement**
 - Concurrently transform end-to-end processes, structures, roles and systems
 - Design radical changes aligned to customer outcomes and business strategy
- 4. Tactical Lean Process Improvement**
 - Deliver incremental lean process improvement
 - Use and teach a proven, client-centric, process improvement methodology

CHANGE MANAGEMENT



- 5. Agile Deployment**
 - Deploy process changes rapidly to address top priority issues
 - Deploy technology solutions with Agile methods
- 6. Change Management**
 - Utilise and teach a structured approach to understanding the impacts of change and transitioning organisations to the future state
- 7. Connect Program**
 - Connect clients to each other
 - Understand and compare solutions from other industries
 - Inspire through knowledge transfer and networking events

Disclaimer:

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