



## *Joanne Palmer BSc FCA*

**Business Appointment:** Executive Director (Partner), Pitcher Partners Baker Tilly

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**Personal introduction:**

I have over 24 years of experience, including as a former equity partner of EY (a role I held for 7 years) with my appointment in 2008 making me one of the youngest partners in the global firm after less than 12 years of employment.

During my 19 years at EY before leaving by choice to start a family in 2015, I worked primarily in the Assurance practice and most recently led EY's Financial Accounting Advisory Services team in Perth, while continuing to support an audit portfolio. Mainly working in the resources sector I assisted multinational companies, mid-caps and junior explorers by providing external audit services, technical accounting, regulatory advice and finance function support.

In 2011, I was appointed EY's Client Service Partner on the BHP account for WA in recognition of my business development cross divisional focus in the preceding 3 years of involvement on the account. This role comprised BHP's Iron Ore and Aluminium, Manganese & Nickel businesses, which accounted for over 50% of BHP global revenues. In this role, I acted in a commercial, governance and relationship management capacity overseeing the 19 Partners and Executive Directors active on the BHP account, and was primarily responsible for driving the significant growth of account during my tenure.

I am diligent, goal orientated and resilient individual with a strong focus on evidence based decision making. Specifically, my strengths lie in leadership, deriving commercial pragmatic accounting outcomes based on a strong commercial acumen with excellent communication skills.

I joined Pitcher Partners part time in late 2017 following a career break, with a view to pursuing Non-Executive Director roles, something I was unable to do at EY due to partnership restrictions. My role at Pitcher Partners provides me with the diversity and breadth of opportunities and clients as Australia's 7<sup>th</sup> largest firm and its membership of the global Baker Tilly international network. At Pitcher Partners I specialise in Assurance, Transaction Support, Independent Expert Reports, Independent Accountant Reports, Due Diligence, Technical Accounting and CFO advisory.

In addition to my part time executive role, I am a council member of the Association of Mining and Exploration Companies in Australia (AMEC) and a Non-Executive Director/Company Secretary of Perth Symphony Orchestra, having held NFP board positions since 2005 as a graduate of the Australian Institute of Company Directors from that time.

<https://www.linkedin.com/in/joanne-palmer-428418/>

## **Your involvement with ICAEW:**

I have attended the majority of local ICAEW networking events held in Perth since the local ICAEW membership came together. The only events that I did not attend usually involved a conflict of interest, for example, a training event held by a competitor member with local ICAEW members invited to participate.

## **Motivation and ability to be a member of Council:**

I can summarise my reasons as follows:

- Satisfaction from serving the representative local ICAEW community and the chance to play an important role in the changes occurring in our profession.
- As an elected council member in Australia (excluding NSW and ACT), there is a special responsibility to connect the geographically separate regions under the constituency, something I am passionate about already in my existing roles as national Natural Resources sector group leader for Pitcher Partners Baker Tilly and as a councillor at AMEC.
- To be able to put to good use two of my strengths, namely:
  - a) technically or professionally as an advocate for the organisation and the role Chartered Accountants have in society and improving business outcomes as well as;
  - b) networking and business development.

In addition, in order to be an effective council or board member, I believe having both passion and time are important. As I hold only a part time executive role, I believe I am able to contribute the time role expects and needs.

## **Strategic focus:**

- There are a number of competing bodies in Australia, members of ICAEW are also likely members of Australian Institute of Company Directors (AICD), Governance Institute and CAANZ. This results in information overload. AICD also does great job and is seen a thought leader in the governance space, with the Governance Institute supporting the company secretary designation. Equally, the CAANZ supports its members locally with Australian based technical support and regulatory matters. Despite this, the principal direction of Australian regulatory, governance and audit matters historically, including those arising in recent years from findings from John Kingman, Sir Donald Brydon and other audit-related changes, are largely being driven from regulatory changes implemented in the UK. This, in my view, necessitates the need to consolidate the impact of such changes for those in professional and commercial roles and the ICAEW to communicate those changes succinctly to non-UK based members.
- The majority, if not all, Australian based ICAEW members I know supported ICAEW historical marketing campaigns by using their qualification as a ticket to travelling the world - taking up residence in Australia through secondments or other work opportunities, meaning that elderly parents or relatives remain in the UK. Whilst expat tax support may be a real and necessary need in the early part of transition (amongst other needs), the value proposition is different for each member depending on age and time in Australia or whether they intend on returning to the UK. For example, the focus for my twin sister and I (also an FCA of the ICAEW) is to remain relevant in Inheritance tax and other tax changes that would be impact our diversely located family/siblings as a whole.
- As an elected council member, I would seek to solicit the views of my consistency, in conjunction with my fellow NSW/ACT councillor to ensure that the ICAEW has clearly

understood, articulated and ultimately delivered on what is its Value Proposition for Australian based members.

- In Australia, in my view the reputation of the profession (and specifically the Chartered Accountant designation) is not fully understood by the general public or even by non-relevant directors of some of Australia's listed/ public interest entities. This is supported, by perception anyway, by fewer Chartered Accountants leading Australia's leading companies than in the UK. This goes some way in support of Australian members continuing their membership of what is considered a global stronger designation than that of the CAANZ (and certainly one members such of myself are hugely proud of). This is despite, to the best of my knowledge, the CAANZ removing the requirement for ICAEW members who joined the CAANZ through by-law 12 to continue to hold onto their ICAEW membership.
- As a 15 year graduate of the AICD, strong support of the NFP sector through community and NFP roles, assurance practitioner, advisor to CFOs of public interest entities both large and small as well as my 24 years in the professional in both London and Australia, I have seen Chartered Accountants in a range of roles from traditional professional services, investment banking, private equity, business development, governance, as well as those combining their former skills to take on operational roles. In addition, as Client Service Partner on BHP I therefore believe I have a well-rounded experience to drive a growth/ sales strategy and implement such a strategy growing the BHP account substantially increasing EY Perth's revenue during my tenure through strategic direction, discipline, good communication, teamwork and accountability.

### **Communication with members in your constituency:**

- The council position is appointed by, and represents the views, of the constituency. I would therefore use my committed time the ICAEW to ensure that I reach out regularly to the members (e.g. touch base calls), create and share ICAEW insights and use all forms of media and communication to engage with my constituency. This would include making myself available to members to support them where appropriate, including coordinating introductions where appropriate.
- The representative constituency of Australia (excluding NSW and the ACT) is a significant one in terms of geography but my strong expectation would be that the majority of members reside or work in Melbourne with lessor representation in Perth/Brisbane/Adelaide and minor representations in Darwin and other regional areas surrounding major cities. Similar to any member based organisation (and I consider here my experience on Australia's national mining and exploration company member body's council as relevant) it is important that member's needs in each location are understood and the organisation is clearly able to articulate the Value Proposition to members in each of those states.
- As a partner at Pitcher Partners, Australia's 7th largest accountancy firm, working closely with my colleagues in Melbourne (our largest national office as the 5th largest firm in Melbourne), as regularly with my colleagues in Queensland, as the national leader of Pitcher Partner's Natural Resources sector group (and with extended family in the State), I regularly travel to the Eastern states for both professional and personal reasons.
- I would work closely with the state ICAEW representatives to ensure that members needs are being met as well as reaching out to those not regularly attending networking events.
- As previously described a good broad understanding of the membership base and well as being able to clearly articulate the ICAEW's strategic direction such that the members can provide input through their council member underpins the governance model at the ICAEW.

### **Nominators**

Michael Fay  
Penelope Pink  
Martha Allen

Stephen Allen  
Justin Audcent

## ***Declaration of interests which are relevant to the business of ICAEW***

Membership of, or interests in, formal bodies or groups, including other professional bodies <sup>i</sup> :	Fellow of the Chartered Accountants Australia & New Zealand (2004) Graduate of the Australian Institute of Company Directors (2005-2006)
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	None
Partnerships, Directorships or beneficial interests in companies:	Pitcher Partners BA&A Pty Limited (a private registered audit company forming part of Pitcher Partners and its related entities) Director of Perth Symphony Orchestra Limited (a public company limited by guarantee)
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	Distant professional relationship with Peter Rupp as fellow ICAEW members (completing our CAANZ conversion exams together in 2003). Peter is the current CAANZ President and one of my nominators for this candidacy.
Any other matters you feel should be identified:	None.

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<sup>i</sup> This includes employment by a professional body.