



ACTA

AUSTRALIAN CORPORATE
TREASURY ASSOCIATION

**MEDIA
kit**

2022



Message From the CEO

Ben Leaver - CEO

Australian Corporate Treasury Association



For more than 33 years, the Australian Corporate Treasury Association (ACTA), more recently known as the Finance and Treasury Association, has been dedicated to providing its members with the latest and most up-to-date news and professional development opportunities within the industry.

The unprecedented events from the pandemic has really challenged the association in its ability to deliver face to face events and networking. Making the decision to postpone the 34th Annual Conference, scheduled for end of November 2021, was difficult, however we are extremely pleased we were able to push it out to encourage more attendees in a safer environment, now to be held in person from 4th – 6th May 2022 in Melbourne. Despite these obstacles, our team pushed through, producing 36 webinars in 2021 with an additional 21 events held for courses and networking nationally.

Our membership base also continued to grow, with over 100 new individual members joining within the past financial year. This together with 29 major company affiliates who hold corporate membership for over 200 of their employees, was a fantastic result.

We are committed to continuing to build on the foundations of this organisation to provide a relevant, enjoyable and productive membership offering for all of our members.

Our annual and online publication, the EXCHANGE Magazine delivers in-depth technical and issue-based articles that practitioners are unlikely to get elsewhere. These include articles on economic conditions, technology, international markets, working capital, debt markets, careers, professional development, cash management, treasury, regulation and so much more.

Every year we will bring together the finest and most knowledgeable technical experts to provide our members and industry subscribers, with a valuable and lasting resource. We look forward to your contribution in making this a deeper member experience and showcasing your expertise to the finance and treasury community.



ACTA - A New Beginning

The Finance and Treasury Association now known as the Australian Corporate Treasury Association (ACTA).

Steven Cunico FFTP - President

Australian Corporate Treasury Association

Firstly a brief history lesson. The Australian Corporate Treasury Association (ACTA) started in 1982 as The Currency Club. The Aussie dollar was floated in the early 80's, and with financial deregulation there was a need in those early years to bring a community together to help each other navigate the new world (sound familiar?). It grew quickly, and in 1985 the Australian Society of Corporate Treasurers was born. In 1988 it hosted its First Annual Congress and has run continuously now for 33 years straight.

In 1998, with the continued evolution of the Treasury role, the name was changed to the Finance and Treasury Association, the FTA. The Finance part of the name was introduced to reflect the broader Financial Risk Management role of treasurers, and to try to broaden the appeal of the Association to the finance community. However, over the years the FTA has never strayed too far from its core purpose – treasury.

Last year, we reviewed and confirmed the purpose of the Association to be “Australia's Treasury Community”, and therefore it was felt that the name of the Association no longer fit its purpose. Through both the GFC of 2008 and now the great pandemic of 2020, we have been reminded twice in recent memory of the importance and value of Treasury and treasury professionals in Corporate Australia. As a result, and through consultation with various member committees and senior treasurers, the board have proposed to change the name to “Australian Corporate Treasury Association Limited”.

The board and staff are excited to start a new Chapter for the association – with a clear purpose, a new name, and a clear brand – confidently and proudly taking our rightful place as an important and respected part of the broader finance world.

AUSTRALIAN CORPORATE TREASURY ASSOCIATION is the leading organisation in Australia facilitating the sharing of knowledge, information and experiences amongst Corporate Treasury and Financial Risk Professionals. Our members consist primarily of senior managers from the top 300 corporations including Group Treasurers, Treasury Managers, CFO's and Chief Risk Officers.

With a membership of over 600 and an engaged network of over 3000, the ACTA is the optimal platform to expand your reach, build greater awareness for your products and/or services, as well as generating new contacts and leads for your organisation.

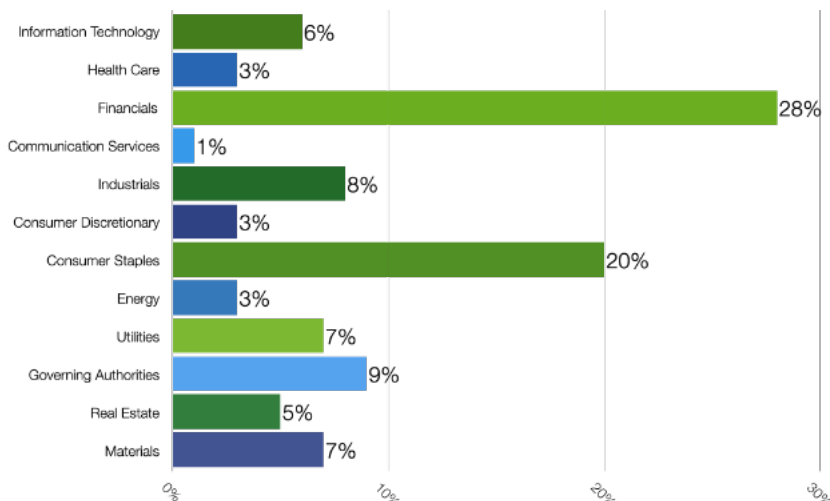
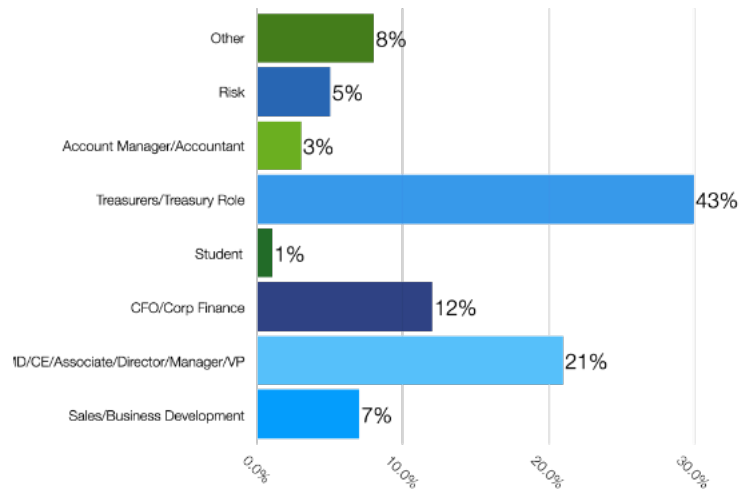
The EXCHANGE magazine is the official magazine of the Association and is created specifically for Treasury professionals in Australia.

Our magazine is an effective way for you to generate awareness around your brand and promote your organisation's service or product to the treasury leaders of today.

The EXCHANGE is available in digital versions and is distributed annually. It is extensively promoted within the Treasury network of the ACTA and via external social network channels.

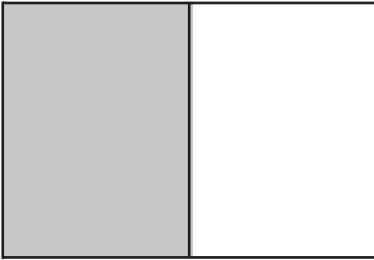


Positions Held By Members



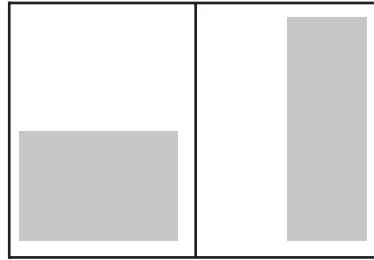
Breakdown Of Members By Industry

SPECIFICATIONS - ADVERTS AND EDITORIAL



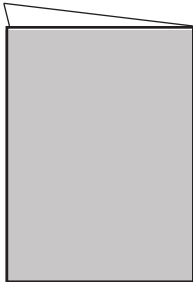
Full Page Inside Covers - Colour
INSIDE COVER PAGE - \$800
INSIDE BACK COVER - \$800

297mm (H) x 210mm (W)
No Bleed - Edge to Edge




Half Page Ads - Landscape or Portrait
HALF PAGE - \$350

132mm (H) x 180mm (W) 267mm (H) x 87.5mm (W)
No Bleed - Inset to Page Margins



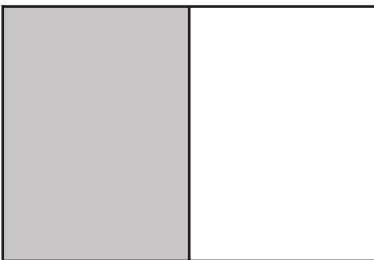
Full Page Back Cover - Colour
FULL PAGE - \$900

297mm (H) x 210mm (W)
No Bleed - Edge to Edge



Quarter Page Ads - Landscape or Portrait
QUARTER PAGE - \$250

65mm (H) x 180mm (W)
No Bleed - Inset to Page Margins



Full Page Ads - Portrait
FULL PAGE - \$700

297mm (H) x 210mm (W)
No Bleed - Edge to Edge

PROPOSED LAYOUT

Including:

- Headline
- Photo of Author, Name, Title and Organisation
- Supporting Imagery

IMAGE SPECIFICATIONS

All Images to be supplied in CMYK Format as Print Quality .PDF in the specified advert dimensions

WORD COUNT

- 1pg - word count 500 and 1 x supporting image
- 2pg - word count 1000 and up to 2 x supporting images
- 3pg - word count 1500 and up to 3 x supporting images

EDITORIAL AND ADVERTISEMENT DEADLINE

Editorial deadline including photo of author: 11 March 2022
Magazine Launch: 4 April 2022

EDITORIAL CONTACT AND QUESTIONS

KE Creative Events
Suite 38, 456 St Kilda Road Melbourne VIC 3004
Tel: 03 9866 4111 e: cara@kecreative.com.au

EDITORIAL SUBMISSION

Please email your editorial, photos and supporting imagery by the deadline to:
tian@kecreative.com.au / Tian Jay - 0411 355 921




15 / Exchange Magazine

**Reward With Risk:
Use of "Reverse Factoring"
To Free Up Funds**

Minh Hoang
Associate Director, Corporate Ratings
S&P Global Ratings

As more and more Australian corporates look to unlock cash flow through a practice known as "reverse factoring," S&P Global Ratings believes the risk is that companies use reverse factoring for long-term needs, and if this uncommitted arrangement unwinds, it could result in a large hit to working capital. In times of market stress, this financing may not be available, and the buyer may have to settle the accounts payable liability faster. This would force the buyer to draw down cash or take on additional debt. Moreover, investors may be unaware of the amount of risk a company has taken on since reverse factoring is a means of financing growth without appearing on the balance sheet.

Also known as "supply chain financing," reverse factoring allows companies and buyers to delay payments to suppliers, because the suppliers themselves have obtained financing from a third party—typically a financial institution (see illustration). The financial institution makes money on the discounted receivable sold to it by the supplier; the supplier benefits because it receives financing earlier in the process and often at a lower financing cost than it otherwise would. This is because the financiers take into consideration the buyer's (typically higher) credit rating, and the buyer can push out its accounts payable, thus allowing it to use funds to invest in growth, mergers and acquisitions (M&A) or other projects. The result of this growing financing trend on the balance sheets of these companies is lower accounts payable, and therefore, reduced working capital. Indeed, S&P Global Ratings has observed changes in accounts payable have been the largest driver to positive working capital in recent years.

The market for reverse factoring has grown because of historically low interest rates and technological advancements that enable companies to efficiently process invoices to suppliers and financial institutions. Total global trade was approximately US\$10 trillion in 2016 and forecast to grow to US\$19 trillion by next year, according to the International Chamber of Commerce. Reverse factoring is a small but growing subset of that, about 3% as quoted by Trade Finance Global. PricewaterhouseCoopers estimates the reverse factoring market could grow to US\$1.45 trillion, and other sources estimate it could reach more than US\$5 trillion.

What Factors Would Reverse Reverse Factoring?

Rising interest rates would make reverse factoring less attractive to suppliers because selling their accounts receivable would be more expensive. However, in many cases, accounts payable terms are part of an overall negotiated agreement with a manufacturer. Therefore, to change terms, a supplier might need to either wait until the end of its contract with a manufacturer or break the contract.

Financial institutions, meanwhile, could pull back if a company's supply base showed signs of deterioration—it, for example, manufacturers return a large amount of goods because of quality issues because the buyer can return the goods to the supplier and the supplier would have to reimburse the company for the returned goods and repay the bank for the receivable sold.

Reverse Factoring—A Supply Production



The diagram illustrates the reverse factoring process. It shows a flow from 'Supplier' to 'Buyer' (Invoice). From 'Buyer', an 'Invoice' is sent to 'Financial Institution'. The 'Financial Institution' then issues a 'Receivable' to the 'Supplier'. The 'Supplier' then provides 'Goods' to the 'Buyer'. The 'Financial Institution' also provides 'Financing' to the 'Supplier'.