IVSC
STANDARDS BUILT ON
GLOBAL EXPERTISE
Credibility of experienced valuation practitioners, diversity of experience and cultural background, a focus on the public interest aspects of standard setting, a sound and transparent standard setting process, and a track record of standards which advance good valuation practice.

WHAT ARE THE CHARACTERISTICS OF THE BOARD THAT YOU THINK ENABLE IT TO DEVELOP AND SET STANDARDS EFFECTIVELY?
What area(s) of valuation do you specialise in?
Business valuations, with particular emphasis in the mining sector; value advisory for transaction and management decisions and transactions; valuation disputes.

Can you summarise your day job and/or other relevant standard-setting activities?
My day job is co-leading PwC’s Australian valuation practice as well as providing value advice to my clients. We have a value advisory and modelling practice of 10 partners and over 100 staff across Australia. I also sit on the Business Valuation committee of Chartered Accountants – Australia and New Zealand, and have served on that body (or its predecessors) since 2003, and was chair (including the founding chair) for more than 5 years. During my time as chair the body introduced the Business Valuation specialisation to the Australian market to improve valuation practice across the country. I am also an Adjunct Professor in Business Valuation at the University of Technology Sydney.

Why did you put yourself forward to join the Board?
The Business Valuation committee discussed above put me forward. The purpose of my nomination was and is to promote the IVS as relevant standards that Australian practitioners can both have input to and rely on for credible standards of practice.

What are the characteristics of the Board that you think enable it to develop and set standards effectively?
Credibility of experienced valuation practitioners, diversity of experience and cultural background, a focus on the public interest aspects of standard setting, a sound and transparent standard setting process, and a track record of standards which advance good valuation practice.

What area(s) of valuation do you specialise in?
Thinking about the geographic market you are based in; how well established is it globally?
It is most advanced in the US, but varies widely around the world. There remains confusion in the user community about the role, scope and work required to produce fit for purpose valuations in most markets.

How/in what ways do you think the valuation profession needs to evolve to achieve greater impact in the future?
Recognition of the expertise required to produce sound valuations; improve the relevance of valuation as a key commercial skill and not just a technical one, adoption of high quality universally accepted standards (IVS), and clarity around valuation qualifications to reduce consumer confusion. These factors need to be supplemented by review and sanction processes to maintain the implied claims of the standards of quality across the valuation market.

In what ways do you think the valuation profession has grown/matured since you started your own career?
In so many ways. Standards were not a feature when I did my first valuation in 1992. The improvements in public and private market data access and analysis tools has also changed the focus of valuation work from assembling the data to performing much richer analysis on that data. What has remained a constant is that valuations have to be well reasoned and supported by appropriate data.

What are some of the emerging areas/specific issues that you think the Board will be interested in considering in the near future?
We are exploring some of them already but they will likely include how and when that intangible assets are valued for financial reporting in the context of transactions and internally generated situations. Another topics we are exploring is how valuers could or should include ESG issues in their views of value.

Thinking about the geographic market you are based in; how well established is the valuation profession?
If an area of practice, it has been established for some time. However, the establishment of business valuation as a standalone profession is still in its early days compared to other professions.

How/in what ways do you think the valuation profession needs to evolve to achieve greater impact in the future?
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How can IVS make a difference to valuers and the clients they work with?
IVS can continue to promote adoption of the standards around the world. This will enhance the quality of valuation practice and enhance the gravitas of the global profession. In addition, maintaining the currency of standard and offering worthwhile thoughts on value relevant issues as they emerge are a key way that the IVS can add value over time.

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