# Introduction to CFO Access

## Private Peer Groups for CFOs Who Want Better Decisions, Better Perspective, and Better Connections

### You're Not Alone

Being a CFO or senior finance leader can be incredibly rewarding, but it can also be isolating.

You are expected to make high-impact decisions across finance, technology, systems, reporting, growth, risk, and strategy, often without having a trusted group of peers you can openly speak with.

Many finance leaders tell us:

- there are challenges they cannot discuss internally,
- they want broader perspective from experienced peers,
- and they value having a confidential sounding board outside their organisation.

CFO Access was created to solve this problem.

### What is CFO Access?

CFO Access is a curated peer community for CFOs and senior finance leaders from medium and large organisations.

Our groups are designed to create meaningful long-term relationships, practical insight-sharing, and confidential discussions around the real challenges facing finance leaders today.

This is not a traditional networking group.

It is a trusted community where experienced finance leaders support one another through candid discussion, shared experience, and collective thinking.

## What Makes CFO Access Different?

### One CFO Per Industry

Each group is limited to one CFO or senior finance leader per industry sector.

This creates a safe environment for open discussion without competitive concerns.

### Confidential by Design

All members sign a confidentiality agreement, allowing conversations to remain candid, practical, and valuable.

Members are encouraged to openly discuss the real challenges facing their organisations and leadership roles.

### Curated Membership

Membership is carefully curated to maintain the quality, trust, and diversity of perspectives within each group.

Most members join through referral or invitation, with all new members reviewed to ensure strong alignment with the existing group culture.

### Experienced Finance Leaders

Our members include CFOs from a broad range of industries including:

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| Mining & Mining Services | Manufacturing |
| Construction | Logistics |
| Technology | Property |
| Professional Services | Not-for-Profit |
| Healthcare | Retail & Consumer |
| Government & Utilities | Education |

Members may hold titles such as: CFO, Finance Director, Head of Finance, GM Finance, Commercial Finance Leader.

What matters most is that they lead the finance function within their organisation.

## What Happens at the Meetings?

Groups meet monthly over breakfast in a relaxed but highly professional setting.

Sessions are intentionally discussion-focused and designed to encourage:

- strategic thinking,
- practical insight-sharing,
- and meaningful peer connection.

Each month, a member raises a discussion topic, challenge, or opportunity for the group to explore together.

Topics often include:

- AI and finance transformation
- Systems and reporting challenges
- Leadership and team capability
- Commercial decision-making
- M&A and growth
- Process improvement and automation
- Strategy and organisational change

The focus is always on practical value, shared experience, and trusted discussion.

## Membership Benefits

### Gain Access to the Collective Experience of High-Performing Finance Leaders

Membership includes:

- Monthly CFO Access breakfast sessions
- Access to the private CFO Access WhatsApp community
- Priority invitations to selected Access Analytic executive events
- The CFO Access Podcast featuring conversations with leading CFOs and advisors
- The CFO Access Decision Brief, a weekly summary of key business, finance, AI, and technology developments tailored to you and your business
- An initial 1:1 Decision Session focused on opportunities around AI, reporting, systems, analytics, and finance transformation

The relationships built through CFO Access extend well beyond the monthly meetings.

## What Members Say

"*CFO Access gives me the opportunity to discuss commercial issues affecting my business with like-minded individuals. It's very topical and informative*."
— Mike Green, CFO, Genus Plus Group

"*Back in my CFO days, it was a very lonely job because you're not talking to any other CFOs. The key thing with the CFO Access Group is there's a community … and that community then becomes a support mechanism, but also somewhere where knowledge is shared.*"
— Rupen Kotecha, Founder of The CFO Centre & Former CFO of British Airways

## Enquire About Joining

Membership is intentionally curated to maintain the quality and integrity of each group.

Our process includes:

1. Initial enquiry
2. A short discussion to explore fit
3. Invitation to attend as a guest
4. Membership invitation if there is mutual alignment and industry availability within a suitable group

If you're interested in joining CFO Access or would like to learn more, we'd love to hear from you.

Contact Jeff Robson – 0412 581 486 or jrobson@accessanalytic.com.au

**Better finance leadership rarely happens in isolation.**

