



#### Contact

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“This isn’t about false hope or blind optimism. There needs to be a formal objective, a plan for achieving that objective, and a clear understanding that you can’t turn a business around by continuing to do the same things as before.”

#### Lloyd Kerr *Partner*

##### SPECIALIST SKILLS

Lloyd developed an appreciation of the commercial sector and its demands during a number of years working in commerce prior to joining the insolvency profession. As part of his transition to an insolvency career, he was involved in several workout situations as a contractor, both in New Zealand and Australia. This has provided an in depth understanding of the stresses and demands of SME’s.

##### *Specialist skills include:*

Workout solutions  
Hospitality  
Retail & wholesale  
Rural and regional concerns  
Transport and storage  
Credit appraisal reports  
Dispute resolution  
Building and construction

##### PROFESSIONAL QUALIFICATIONS

The Institute of Chartered Accountants of New Zealand

##### MEMBERSHIPS & ASSOCIATIONS

The Insolvency Practitioners Association of Australia  
The Australian Institute of Credit Management  
The Institute of Chartered Accountants of New Zealand

##### CAREER & INDUSTRY HIGHLIGHTS

Lloyd has been associated with Jirsch Sutherland since 1990, and established the first of the Jirsch Sutherland expansion offices, in Newcastle three years later which, at the time was the only purely reconstruction and insolvency practice in the Hunter Valley.

##### PERSONAL INTERESTS

With a keen interest in many sports Lloyd’s true sporting love is Rugby Union. With his competitive playing days behind him Lloyd took the whistle for over ten years and still assists on the board of the Referee’s Association. When time away from his growing family permits Lloyd has an interest in fine wine as a member of a number of clubs and societies.

##### PROFESSIONAL PROFILE