

MONTHLY AUDIO PROGRAM

B BUSINESS ESSENTIALS

JULY 2008



THE EXTRAS

Introduction



Happy New Financial Year!

At the start of this year we figured it was a good time to review our tax situation – particularly following changes made in the last Federal Budget. So we've asked Michael Jones of Cummings Flavel McCormack to give us a check list on this month's CD. For example we might need to re-examine our business structure so we're in the right position to make the most of the new small business Capital Gains Tax concessions. We may need to restructure debt, examine loans to shareholders, look at the new guidelines to FBT. Obviously it's best to approach these issues at the start of a new financial year.

Also on this month's program – do we have a family friendly business? We've often talked about the need for flexibility in our workplace but more and more issues are arising that make the need even more important. Yes, parents should be able to spend some time with

children at a school play or football match, but those same staff members might need to be carers for their ageing parents and require time for that. With modern technology more work can be done from home for example. Simon Brown-Greaves of Chandler Macleod tells us this month that a family friendly workplace will not only help us retain our staff but it will increase our bottom line.

As usual there's plenty on this month's program to help you grow your business – and improve that bottom line. I hope you find lots of value and the coming year is successful for you.

A handwritten signature in cursive script that reads "Michael".

Michael Schildberger
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PUBLISHER: Business Essentials Pty Ltd ABN: 98 006 144 449

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THIS MONTH'S

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Track 2

TAX: NEW YEAR CHECK LIST

Michael Jones, Cummings Flavel McCormack

- New rules on depreciation of in-house software may apply to your website construction costs
- FBT on laptops and blackberries? – get a declaration of business use from employees
- Expect the ATO to look more closely at loans to shareholders or their associates
- Get your asset ownership right in FY09, by taking advantage of small business CGT concessions to restructure
- Look closely at your arrangements for succession planning, superannuation and the tax efficiency of your business

Track 3

ECONOMIC UPDATE

Professor Neville Norman, Melbourne University

- Our mid-year review shows the US sub-prime crisis, the slackening of the American economy and growth in China are as expected
- But oil prices have surged more than was forecast in January
- There's been one more domestic interest rate rise than expected
- The May Budget produced the promised tax cuts, along with a bigger-than-expected surplus
- The sharemarket reflects the strengths and weaknesses seen elsewhere, with resources and finance the key sectors
- For business overall, risk factors remain but the base continues to be sound
- In prospect, still no US recession, the risk of interest rate and wage rises are the headline issues
- Smaller businesses need to budget carefully, allowing for some slowdowns, and being prepared to cope should interest rates rise once more

Quiz: If import volumes have risen 53% since 2000, by what percentage have export volumes increased? Answer: a miserable 2%.

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Track 4

INSTANT CASH-FLOW TIPS

Tony Gattari, Achievers Group

- Learn to increase your prices by at least the CPI rate each year
- Fear of price increases comes from the business owner, not the client
- Increase the speed of client payments by focusing on “accounts receivable”
- Someone who’s good at being a “tough bastard” is ideal for getting payments in
- Try to extend the time you make payments
- Spend less! Look at expenditure as a percentage of sales
- Measure your staff on their achievements, not their movement of stock

Track 5

HAZARDS OF MANAGING A MOBILE SALES FORCE

Joydeep Hor, Harmers Workplace Lawyers

- Mobile sales forces work in a unique environment, physically isolated from their colleagues and managers
- The main issues: occupational health & safety, protection of confidential information, management feedback, workplace behaviour
- Employers need first-hand knowledge of potential OH & S problems, to identify the risks
- Managers should make every effort to get out on the road themselves
- Systems must be in place to measure employee performance effectively, despite their isolation
- Bringing teams together for events like sales conferences can lead to risky workplace behaviour.. careful management is essential

THIS MONTH'S

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Track 6

ANIMAL BEHAVIOUR AT WORK

Arthur Shelley, The Organizational Zoo

- The animal world has a lot to teach us about individual behaviour in the workplace
- The lion provides the role model for the traditional or “old-fashioned” business leader, but eagles, bees, ants and others all have their roles
- It's important to identify the “animal types” you're dealing with
- Using animal metaphors in the debate about workplace change can defuse problems
- Different animal types require different styles of communication
- A diverse workforce, playing to their individual strengths, will produce the best results

Track 7

ARE YOU FAMILY FRIENDLY?

Simon Brown-Greaves, Chandler Macleod

- Economic pressure on families will drive the push for family friendly workplaces
- Changing family structures – higher divorce rates and the need to care for aged parents – will also be important
- Flexibility is the key – there's no “one size fits all”
- Salary sacrificing of long-term leave may be a way to provide paid parental leave
- More employees will want to work from home to balance family needs
- The cost of replacing workers may well outweigh the cost of retaining them

Track 8

TOP 8 MISTAKES IN MOVING OFFICE

Ted Fitzgerald, Property Works International

- Failing to plan ahead – at least 12 months if possible
- Failure to develop a clear property brief • You focus on costs rather than values
- The new premises diminish the business brand
- A staff project leader hasn't been appointed to control the move
- You've overlooked a requirement to “make good” your current premises
- You dither when selecting suitable office space
- Failure to conduct a “test fit”

THIS MONTH'S

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Track 9

SAVE ON BILLS

Luke Neale, Save on Bills

- Review your bills regularly – know what you're paying for
- Don't be afraid to change old habits
- Technology is your friend – embrace it
- Don't pay for things you don't need
- Beware the "bait" – free installation or a cheap first month
- Long-term contracts can be a slow, painful death

Track 10

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor

- Pessimistic "noise" surrounds the sharemarket but I choose to ignore it
- Some "noise" is justified because of external economic factors but many bargains remain
- I prefer to look at a company's shares on a micro level
- Dividend yielding companies with a stable share price provide good investment
- Stock favourites: Imdex, BHP, CSL, Leighton Holdings, Incitec Pivot, Campbell Brothers, Westpac

Track 11

TOUGH CHOICES IN LEADERSHIP

Carly Fiorina, former CEO, Hewlett-Packard

- Collaboration makes many people uncomfortable but it's essential
- It requires common understanding of the goal, measuring results, listening to and taking in another point of view, and rigour around decisions
- A leader's job is to change things. That needs a vision to see what's possible
- The only way for a vision to become possible is for others to embrace the same vision
- An idea without the collaboration of those who can make it happen is useless
- Leadership requires an equal balance of confidence and humility

i FOR MORE INFORMATION

about the topics discussed on this July 2008 program, please contact the relevant organisations as listed below.

TAX: NEW YEAR CHECK LIST

Michael Jones, Cummings Flavel McCormack
T: 03 9252 0800
enquiries@cfmc.com.au
www.cfmc.com.au

ECONOMIC UPDATE

Prof Neville Norman, Melbourne University
n.norman@unimelb.edu.au

INSTANT CASH-FLOW TIPS

Tony Gattari, Achievers Group
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HAZARDS OF MANAGING A MOBILE SALES FORCE

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ANIMAL BEHAVIOUR AT WORK

Arthur Shelley, The Organizational Zoo
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www.organizationalzoo.com

ARE YOU FAMILY FRIENDLY?

Simon Brown-Greaves, Chandler Macleod
simon.brown-greaves@chandlermacleod.com
Family Friendly Workplace Seminar 2008:
www.familyfriendlyworkplace.com.au

TOP 8 MISTAKES IN MOVING OFFICE

Ted Fitzgerald, Property Works International
www.propertyworks.biz

SAVE ON BILLS

Luke Neale, Save On Bills
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luke.neale@saveonbills.com.au
www.saveonbills.com.au

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor
T: 1300 676 332 or 03 9854 9444
Please contact Lincoln direct for details about its Stock Doctor fundamental analysis software or Managed Fund services
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What's on at AIM

AIM Victoria & Tasmania

Outstanding Women's Series with Vanya Cullen

Vanya Cullen has been winemaking at her family's Wilyabrup winery since 1989, transforming it into one of Australia's best boutique wineries. Cullen Wines remains a family business and produces quality wine from biodynamically grown grapes. Currently Chairperson of the Yarra Valley Wine Show, Vanya was the winner of the 2000 Qantas/ The Wine Magazine - Winemaker of the Year, making her the first West Australian and first woman ever to win this award.

Date: Friday 18th July

Duration: 7.00am - 9.00am

Venue: RACV Club, Level 17,
501 Bourke St, Melbourne

Cost: AIM Member \$72
Non-Member \$99

Bookings: Phone (03) 9534 8181 or
visit aimvic.com.au/events

AIM Victoria & Tasmania

AIM Member's Wine Dinner with Cullen Wines

AIM and RACV Club are presenting an exclusive Wine Dinner in association with winemaker Vanya Cullen, Managing Director of Cullen Wines. Join Vanya Cullen for a sumptuous five course dinner matched with the Cullen wine range including the famous Diana Madeline - classified as "exceptional" by Langton's. As there are limited seats available for this exclusive event, please book early to avoid disappointment.

Date: Saturday 19th July

Commences: 6.30pm

Venue: Bourke Rooms, Level 2,
501 Bourke Street, Melbourne

Cost: AIM Members \$149

Bookings: Call (03) 9534 8181 or visit
aimvic.com.au/events

AIM Western Australia

Don't Quote Me: Inside the media

Today's media, in one form or another, permeates all of our lives and affects all of our businesses. And the media itself is changing, with new forms challenging and transforming existing businesses. CEO of Western Australia's own daily newspaper, The West, Ken Steinke will provide an insight into how this 175-year-old newspaper is coping with these 21st century challenges, the particular issues involved in managing a media business, and some hints on how business people might deal with their own media challenges.

Date: Tuesday 4th July

Duration: 11.15am - 2.00pm

Venue: 76 Birkdale Street, Floreat

Cost: AIM Member \$55
Non-Members \$88

Bookings: Phone (08) 9383 8000 or
visit aimwa.com.au

AIM Canberra

Women in Management Great Debate

Six of Canberra's inspirational leaders and orators will get together to debate the topic "A Woman's Place is in the House". It promises to be the usual legendary exchange, with passions brought to bubbling point in an entertaining and engaging forum. Debaters this year include Brigadier Lyn McDade, Director of Military Prosecutions; Ms Katy Gallagher MLA, Deputy Chief Minister; Mr Steve Longford, Managing Director, New Intelligence and Mr Ross Solly, ABC Radio Presenter.

Date: Friday 17th July

Duration: 7.15am - 9.00am

Venue: Australian Institute of Sport
AIS Arena, Canberra

Cost: AIM Members \$105
Non-Members: \$135

Bookings: Phone 1300 651 811 or visit
aimsw.com.au



Definition of intaxication

(ĭn-tăk'sĭ-kă'shan)

1. 1. (n.) Euphoria at getting a refund from the Australian Tax office, which lasts until one realises it was one's own money to start with.

If you want to really understand tax call Michael Jones on **03 9252 0800** for a free consultation about how the latest developments in domestic and international tax and superannuation apply to you.

Visit: www.cfmc.com.au

CFMC KEY TAX DATES

July and August 2008

14 Jul 08	Employers to issue PAYG payment summaries to employees.
21 Jul 08	June 2008 monthly activity statements: final date for lodgement and payment.
28 Jul 08	Quarter 4 (April - June 2008) BAS statements: final date for lodgement and payment.
30 Jul 08	Last date for superannuation guarantee contribution for 4th quarter (1 April-30 June 2008) to superannuation funds.
14 Aug 08	PAYG withholding payment summary: final date for lodgement.
21 Aug 08	July 2008 monthly activity statement: final date for lodgement and payment.
28 Aug 08	Superannuation guarantee charge statement: final date for lodgement and payment.

Do you provide laptops or blackberries to employees?

Laptops, blackberries and similar devices provided to employees are now only exempt from FBT if they are used primarily for work purposes. It is therefore prudent for employers to obtain a signed declaration from employees regarding business use.

Email mjones@cfmc.com.au for a free declaration form.



Level 15, 390 St Kilda Road Melbourne VIC 3004
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Imagine if you could learn from a man who was instrumental in building an international franchise in over 33 countries in less than 11 years...

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- Your business has gone through the infancy stage and now you want to build a profitable enterprise without you doing the day-to-day stuff – **The Ignite Program is for You**
- You are a manager in company that seems to need new ideas and new ways of growing fast – **The Ignite Program is for You**
- Sales and profits have been eaten away by your competition and now you want to grow your business rapidly – **The Ignite Program is for You**
- Want to grow your business nationally or even internationally – **The Ignite Program is for You**

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This is not another two day junket delivered by some representatives of companies who are presenting on a topic because their company paid tens of thousands of dollars in sponsorship for the privilege. This is a real program, delivered by people who have done the hard yards and built businesses from scratch.

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Here is what you will learn at the **Ignite Program**:

- Rapidly increase your profits through low cost marketing strategies

- The key drivers that will rapidly improve the cash flow of your business
- Systemise your business to support and sustain growth
- Development of human resource systems for recruiting, training, and motivating the right employee
- Earn \$10,000s or even \$100,000s in profit through only a 30 minute meeting
- How to overcome all the obstacles in your business life by having a winners mindset
- Learn powerful sales techniques that will close more sales and increase your average transaction

Peter Irvine



Peter Irvine has over 40 years experience in business at a high profile level. In 1996 Peter established Gloria Jean's Coffees franchise in Australia with his business partner Nabi Saleh, and in the space of 10 years built a business which is in over 30 countries around the world and more than 850 coffee houses.

Tony Gattari



Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years.

Tony is also the co-author of ***The Pillars of Business Success***, ***Marketing Success*** and is a contributor for ***Secrets of Top Sales Professionals Exposed*** and ***Secrets of Marketing Experts Exposed***.

Other Important Details

Location: Crowne Plaza
30 Phillip St, Parramatta, NSW 2150

Day 1: Thursday 9th October (9.00am – 5.00pm)

Day 2: Friday 10th October (9.00am – 5.00pm)

To keep your investment down, we are only offering morning and afternoon tea. Being in the heart of Parramatta food district, there are plenty of places to sit down and have a great lunch.

Your Investment

\$597 inc. GST.

For bookings, please contact Erin (02) **9440 7373** (Group discounts available for 5 or more people for one company).

For more details, please visit the website: www.achieversgroup.com.au/ignite_program.html or contact Tony Gattari on **0410 538 521**

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