

# businessessentials<sup>®</sup>

Advice and ideas to grow your business - presented by Nick Schildberger

April 2012 | Audio CD



the extras

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We're all familiar with the phrase, the two-speed economy – it's become a buzzword for the current state of affairs in Australia. But what about the two-PHASE economy? That's the term our resident economist Professor Neville Norman of Melbourne University has coined this month to help him explain where we are now, and where we can expect to be in a year's time.

We've talked a lot on these programs about preparing your business for sale – making sure it's in the best possible shape, and getting the timing right. Well, this month we meet someone who's done just that - Leanne Faulkner, of Billie Goat Soap. She has some valuable lessons about how she did it, and how she sees her future.

It's hardly news that the Australian workforce is getting older, as life expectations increase and more people find they need to keep working longer. But did you know that workers are getting fatter and sicker as well? Workplace lawyer and OH&S expert Andrew Douglas says it's true, and it has important implications for our businesses.

Then, there's the residential property market. What's going on? It's hard to tell given the conflicting opinions about a bubble that's going to burst, or a boom that's set to take off again. John Fitzgerald of Custodian WealthBuilders has a wealth of experience, as an investor himself and an adviser to many hundreds of others. He gives us the benefit of that experience.

Also in this program – how happy are you with your marketing and the results it's achieving? Debbie Richardson, of marketing firm 9Strategic, tells us that a recent survey showed that 82 percent of business owners felt they weren't getting value for money. She offers us some advice on how to fix that.

And tax expert Michael Jones of Cummings Flavel McCormack has some timely thoughts on proposed changes to the rules governing self-managed super funds. Take stock now, he recommends, before the end of the financial year.

Enjoy this month's CD!

A handwritten signature in black ink that reads "Nick Schildberger". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Nick Schildberger**

Managing Director

For more information about the topics discussed on this April 2012 program, please contact the relevant organisations listed below.

### ECONOMIC UPDATE

**Professor Neville Norman,**  
Melbourne University  
neville.norman@unimelb.edu.au

### FROM START-UP TO SALE: A WINNING TRANSITION

**Leanne Faulkner, Billie Goat Soap**  
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### WHY BRAND CONSISTENCY COUNTS

**Alan Hargreaves**  
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### EMPLOYEE HEALTH: IT'S AN OH&S ISSUE

**Andrew Douglas, M+K Lawyers**  
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Andrew is editor-in-chief of The OH&S Handbook, published by Partner Press  
T: 1300 782 911

### PROPERTY INVESTING UPDATE

**John Fitzgerald, JLF Corporation**  
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### GETTING BETTER RETURNS FROM YOUR MARKETING

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For more details about the 20% discount to attend a 9Strategic workshop, visit [www.9strategic.com.au/business-essentials](http://www.9strategic.com.au/business-essentials)

### THE POWER OF TESTIMONIALS

**Tony Gattari, Achievers Group**  
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### THINK NOW ABOUT PROPOSED CHANGES TO SUPER

**Michael Jones,**  
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### SHAREMARKET UPDATE

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## Accountants Who Help You See Further

**Cummings Flavel McCormack are accountants who provide accounting, auditing and business advice to business owners. Cummings Flavel McCormack also provides tax consulting services.**

### Tax Consulting

Tax law is relevant to every major business and investment decision. Understanding the latest developments in tax is difficult.

The Cummings Flavel McCormack tax consulting practice works with clients to evaluate the taxation risks and benefits applicable to their business and investment plans.

We are proud of our ability to untangle the complexities of tax law to produce commercially practical tax advice that the client can understand and act on with confidence.

We have significant breadth of experience, having worked with successive governments in tax law development and holding key positions on advisory and education committees with professional tax bodies.

David Kent, Michael Jones and Neil Flavel lead a group of dedicated taxation professionals.



*see further*

# Super News

## Proposed changes 1 July 2012 to concessional super contributions.

### Proposed change in cap

The concessional contribution cap for pre-tax contributions will remain at \$50,000 for people aged 50 and over, and with super balance totalling less than \$500,000. This is proposed to apply from 1 July 2012 for the 2012/13 financial year and is higher than the \$25,000 concessional cap for everyone else.

This proposed change has not yet been passed by parliament.

### Minimum annual super pension payments

Age of beneficiary (years)	Minimum annual drawdown 2008-09, 2009-10 and 2010-11 %	Minimum annual drawdown 2011-12 (Reduced) %	Minimum annual drawdown 2012-13 (Reduced) %	Standard Minimum annual drawdown %
0-64	2	3	3	4
65-74	2.5	3.75	3.75	5
75-79	3	4.5	4.5	6
80-84	3.5	5.25	5.25	7
85-89	4.5	6.75	6.75	9
90-94	5.5	8.25	8.25	11
95+	7	10.5	10.5	14

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The logo for Lincoln Managed Investments features a stylized bar chart icon to the left of the text. The word 'lincoln' is in a smaller, lowercase font with a registered trademark symbol, 'Managed' is in a larger, bold, uppercase font, and 'Investments' is in a large, bold, uppercase font below it. The background of the top half of the page consists of overlapping geometric shapes in shades of purple and yellow.

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### Contact us for more information

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Call 1300 676 333

Email [managedinvestments@lincolnindicators.com.au](mailto:managedinvestments@lincolnindicators.com.au)

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