


# businessessentials<sup>®</sup>

Advice and ideas to grow your business

January 2013

Audio CD



**the extras**



**Brand Director**  
Nick Schildberger

**Production Manager**  
Heather Dawson

**Senior Producer**  
Bob Kearsley

**Technical Producer**  
Peter Letts



## Publisher

Business Essentials Pty Ltd  
ABN: 73 658 681 585  
405 Riversdale Road  
Hawthorn East Vic 3123  
**Telephone:** 03 9882 8333  
**Facsimile:** 03 9883 8017  
**Email:** info@be.com.au  
**Website:** www.be.com.au

Welcome to the January 2013 edition of Business Essentials.

If this is the first time you've received a Business Essentials CD, we hope it will be a thoroughly enjoyable experience for you - and that you'll come back for more!

### TURN DRIVE TIME INTO PROFIT TIME

We suggest that you put this CD straight into your car's CD player and start listening. These CDs are designed to inform, update, motivate and inspire. And we know they work. Just check out what others say about us on our website at [www.be.com.au](http://www.be.com.au) and you'll see why Business Essentials has become such a valuable learning tool for thousands of business operators around Australia.

To subscribe, please complete the form below and send it to us, or order online at [www.be.com.au/plans](http://www.be.com.au/plans). Straight away you'll start receiving your own monthly CDs, as well as downloadable access to all our interviews online. We look forward to hearing from you!

### Business Essentials Subscription Form

1 year (12 editions) \$425

2 years (24 editions) \$800 **(SAVE \$50)**

Prices include GST & P/H

Order online: [www.be.com.au/plans](http://www.be.com.au/plans)

### Your Details

Dr / Mr / Mrs / Miss Full name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ P/Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Options

Cheque

Please find enclosed a cheque made to Business Essentials Pty Ltd for \$\_\_\_\_\_

Credit Card

Please charge my credit card for the amount of \$\_\_\_\_\_

Card type (Please circle):      VISA      MASTERCARD      Expiry: \_\_\_\_/\_\_\_\_

Card number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

### Returning this form

*Telephone enquiries please call Maureen Payne (03 9882 8333)*



Fax: 03 9882 8017



Mail: PO Box 579  
Hawthorn Vic 3122



Online orders:  
[www.be.com.au/plans](http://www.be.com.au/plans)

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

### **2013: YEAR OF CLARIFICATION**

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

### **DO YOU HAVE THE CHARACTER TO SUCCEED?**

**Neil Jenman**  
www.neiljenman.com.au

### **WHY ISN'T YOUR BUSINESS PLAN WORKING?**

**Adele Crane,**  
**Sales Focus International**  
T: 03 9678 9212  
www.salesfocusintl.com

### **SETTING YOUR PRICING STRATEGIES FOR 2013**

**Jon Manning, Pricing Prophets**  
jon@pricingprophets.com  
www.pricingprophets.com

### **GOING COUNTER-CYCLICAL TO SURVIVE**

**Garry Holloway,**  
**Holloway Diamonds**  
T: 03 9593 2197 or 03 9880 9012  
holloway.garry@gmail.com  
www.hollowaydiamonds.com.au

### **LESSONS ON DIRECTORS' RESPONSIBILITIES: BE WARNED!**

**Richard Hobson,**  
**Linchpin Legal Management**  
T: 0417 116 280  
rhobson@llm.net.au  
www.llm.net.au

### **TACKLING INTERNAL BARRIERS TO GROWTH**

**David Henderson, ROCG**  
www.rocg/asiapacific

### **WRITING OFF PURCHASED ASSETS**

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

### **SHAREMARKET OUTLOOK FOR 2013**

**Elio D'Amato, Lincoln Stock Doctor**  
T: 1300 676 333 or 03 9854 9444  
www.lincolnindicators.com.au

### **HOW TO NEGOTIATE LIKE A WINNER**

**Tony Gattari, Achievers Group**  
T: 0410 538 521  
tony@achieversgroup.com.au  
www.achieversgroup.com.au

## 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.



## Individual resident marginal tax rates for the year ended 30 June 2013

Income year 2013 Taxable Income \$	Income year 2013 Tax Payable (excluding Medicare levy 1.5%)
0 – 18,200	Nil
18,201 – 37,000	19% of excess over 18,200
37,001 – 80,000	3,572 + 32.5% of excess over 37,000
80,001 – 180,000	17,547 + 37% of excess over 80,000
180,001 +	54,547 + 45% of excess over 180,000

For more visit our website, [www.cfmc.com.au](http://www.cfmc.com.au)

### Office Details

Level 15, 390 St Kilda Road  
Melbourne VIC 3004

T: 61 3 9252 0800 F: 61 3 9252 0801

E: [enquiries@cfmc.com.au](mailto:enquiries@cfmc.com.au)

E: [careers@cfmc.com.au](mailto:careers@cfmc.com.au)

[www.cfmc.com.au](http://www.cfmc.com.au)

cummings  
mccormack  
flavel



# businessessentials®

## Economic Forecasts for 2013/2014

Professor Neville Norman

	Previous Year	Gov't/Treasury	RBA	Private Forecasters	NRN/BE	Rosier	Rotten
Growth 2013	2.30%	3.0%	2.3-3.3%	2.40%	<b>2.80%</b>	3.30%	1.80%
Growth 2014		3.0%	2.5-3.5%	2.70%	<b>4.10%</b>	4.80%	2.50%
Bus Investment 2013	12.20%	9.0%	*DNF	10%	<b>10.50%</b>	12%	9%
Bus Investment 2014		7.5%	DNF	6.50%	<b>9.50%</b>	11%	7%
Budget 2013	\$-44.5bn	\$1.2bn	DNF	\$-5bn	<b>\$-12bn</b>	\$0bn	\$-22bn
Budget 2014		\$4.3bn	DNF	\$15bn	<b>\$25bn</b>	\$30bn	\$-12bn
Cash Rate-June 2013	3.50%	DNF	DNF	3.25%	<b>3.25%</b>	3.50%	3.00%
Cash Rate-June 2014		DNF	DNF	3.25%	<b>5.25%</b>	6.00%	3.25%
Carbon Price Mar 2014	\$23.0	\$24.5	DNF	Abol.	<b>\$26</b>	\$26	\$26
CPI Growth to Dec 2013	2.40%	2.25%	2-3%	2.25%	<b>2.5-3.25%</b>	3.25%	2.75%
CPI Growth to Dec 2014		2.50%	2-3%	2.25%	<b>3-3.5%</b>	4%	3.25%
Rosier	Electoral and Euro debt uncertainties clarified						
Rotten	Hung Parliament prevails; industrial issues; world uncertainties; mining/China drops						
*DNF	Does not forecast						