



## **In-House Training that really measures up**

For tailored In-House Training that provides your business with a competitive edge – turn to the experts at the Institute of Chartered Accountants in Australia.

We now offer customised training in three main areas – technical, general business and people skills.

If you would like more details about this or other products and services provided by Training and Development please contact us directly at:

The Institute of Chartered Accountants  
in Australia, 37 York Street,  
Sydney NSW 2000  
Ph: 1300 137 322  
Email: [support@icaa.org.au](mailto:support@icaa.org.au)  
[charteredaccountants.com.au/training](http://charteredaccountants.com.au/training)



Chartered Accountants

# Business **in focus**

Monthly audio program > presented by Michael Schildberger

January 07

**The extras**



Chartered  
Accountants

NUMBER ONE IN NUMBERS



We're often told to work on our businesses more than in them. This is one time of the year when, without spoiling a holiday too much, we can spend time "contemplating". How can we improve, increase revenue and cut costs?

On this month's CD we try to help. First, an area we can't do much about but we're directly affected - the economy. Professor Neville Norman gives us his traditional January forecast for the year.

And, we might pick up some thought-provoking tips from other successful business people on this CD, such as award winner Terrill Riley-Gibson and her Balcony Living concept, or Mark Perissinotto with global on-line success.

There's a word of warning from Michael Jones of Cummings Flavel McCormack about the potential of super being a new death duty.

You might also enjoy some research findings that suggest we should "nap" at work!

Not "napping", so many of us are uncomfortable with networking, but professional trainer Wendy Buckingham tells us it's vital for accountants and has some hints on how to make it work best.

Giving teams of any description the power to win is the recipe for winning results. And former Olympian, Bo Hanson, has good advice to chartered accountants.

And Lawrie Stanford of the Australian Wine & Brandy Corporation has spoken at conferences for the Institute of Chartered Accountants in Australia. We'll hear his outlook on the CD.

Enjoy the CD and this Extras booklet and above all, I wish you a successful 2007.

Michael Schildberger

website  
www.be.com.au  
Chief Editor  
John Hounslow  
Production Manager  
Heather Dawson  
Studio Manager  
Peter Letts  
Advertising/Sponsorship  
Nick Schildberger  
nschildberger@be.com.au  
Manager Director  
Michael Schildberger  
Publisher  
Business Essentials Pty Ltd  
ABN 98 006 144 449  
405 Riversdale Road,  
Hawthorn East VIC 3123  
Phone (03) 9882 8333  
Fax (03) 9882 8017

## Track 1

### SECRETS OF EFFECTIVE NETWORKING

Wendy Buckingham

- > Mastering effective networking is an essential skill for building and retaining good business relationships. People like to do business with someone they know and trust or who is recommended by someone they know and trust.
- > A common trap is to concentrate on finding out what you can get from the people you meet in the way of new business, rather than what you can give them in the way of information and contacts.
- > Choose a networking environment that has the sort of people in it that you want to meet. Is it the local Chamber of Commerce, an industry association or even the local golf club?
- > Don't try to talk to lots of people. Aim to have meaningful conversations with three or four - exchange business cards and follow up with a short note.
- > Even if you are shy and hate the idea of networking, there are lots of conversation openers that can smooth the way. Conversely, it's handy to have some "exit" strategies for when you get trapped by someone and want to move on elegantly.

## Track 2

### EMPOWERING TEAMS FOR WINNING RESULTS

Bo Hanson, Xplore

- > High performance teams have a distinct purpose in terms of why the team exists, the goals it needs to achieve and how to achieve them
- > The team also has roles clearly defined and team members understand what their roles and areas of responsibility are. They have a great understanding of each other's strengths and limitations and this allows them to compliment each other
- > Take for example a successful sporting team like the Australian Olympic Team. Young kids dream of being a part of this unique group. Imagine within an organisation where people have that level of desire to want to be in their own team.
- > When a team member is "off the boil", others go beyond their role description to add value to the team's success. A selfless act could be answering someone else's phone when they are absent, or encouraging others to push themselves. These acts will not be counted in your stats page

## Track 3

### THE ECONOMY IN 2007

Professor Neville Norman, Melbourne University

Most likely outcomes:

- > Overall economic growth 1.9% (5-year average 3.2%)
- > Housing starts 5% down (5YA: 8% rise)
- > Vehicle registrations 2% down (5YA: 6% rise)
- > Consumer price inflation 2.8% (5YA: 2.4%)
- > Wages growth 3.8% (5YA: 4.3%)
- > Key interest rates: 0.25% down by June; 0.75% down by December
- > Dollar: up to 81c US by June, back to 76c in December, Euro holds at 60.
- > Budget cash surplus \$13b., primed by tax cuts
- > Net foreign debt \$560b end 07; TBS 43mm! (up 5%)

Watch-outs:

Drought bites harder; wages scramble; no May tax cuts; ALP wins election.

## Track 4

### AWARD WINNING SUCCESS

Terrill Riley-Gibson, BalconyLIVING

- > It's good to show appreciation of the unsung heroes in your business
- > Planning and expert advice prior to opening was very important
- > We've deliberately engaged with customers and the local community
- > Our vision includes setting trends and creating confidence in this part of Sydney
- > We live the life of our customers - we're credible to them
- > Finding an alternative business model has been critical - the same old retail model would not have worked
- > We look for growth through partnerships with suppliers and designers
- > Being determined, persistent and assertive makes people believe in you
- > We aim to make BalconyLIVING a top destination shop
- > Long, long term, we hope to have a business that someone will buy - so we can move to our next big dream

## Track 5

**AUST. WINE INDUSTRY OUTLOOK**

Lawrie Stanford, Aust. Wine & Brandy Corp.

- > There's a strong prospect of a low yielding 2007 season
- > If yields reduce by 20%, the current stock "overhang" would not be eliminated but "balance" would come forward a year earlier
- > A return to supply/demand balance in 2009/10 is expected through the combined effects of an eased national oversupply and slowing in export growth

## Track 6

**MANAGING DEBT IN PROPERTY**

Steve McKnight, Author, "From 0 to 260+ Properties In 7 Years"

- > There's no such thing as "good debt"
- > Debt must be managed carefully. Have a plan to eliminate it
- > Invest believing the worst-case scenarios on interest rates
- > There's a difference between how much skilled and novice investors should borrow, depending on the state of the market. Consider a loan-to-valuation ratio benchmark
- > Don't react to the market - learn to understand it so you can be proactive
- > Understand the ups, downs and flats of the property "clock"
- > In a downturn, reduce debt and increase cash - survival strategies are important
- > Don't be afraid to sell if your money is better off elsewhere.

## Track 7

**SHAREMARKET UPDATE**

Tim Lincoln, Lincoln Stock Doctor

- > 2007 looks set to be another great year for the sharemarket
- > Tim's prediction still holds: the All Ords will reach 6000 points by mid-2007
- > There's no better time than now to assess your portfolio
- > It takes discipline and a long-term focus
- > Review what has worked, or not worked, for you in 2006
- > Follow Lincoln's Golden Rules of investing
- > Star stock highlights: ANZ, St George, Westpac, Rinker
- > Tips: Oakton, Cabcharge, Iress, SMS Management, Rio, BHP, Kagara Zinc, Austin Engineering and Structural Systems.

## Track 8

### SUPER: A NEW DEATH DUTY?

Michael Jones, Cummings Flavel McCormack

- > Beware of disguised death duty
- > Your superannuation benefit may be taxed at 16.5% when you die
- > Claiming a tax deduction on your New Year's resolution - self-education
- > Tax treatment of travel and meal expenditure
- > Special rules for educational institution costs
- > Tax treatment of executive coaching expenses.

## Track 9

### TAKING A NAP AT WORK

Thea O'Connor

- > With each generation we're sleeping less
- > Our circadian rhythms dip twice: 2am-5am and 2pm-5pm - the afternoon slump!
- > Workplace accidents and errors peak at those times
- > A 10 minute nap with alleviate tiredness, improve mood and concentration, reduce workplace accidents and errors
- > Research shows that napping can also improve creative and innovative thinking
- > Workplace napping must be endorsed from the top
- > Work with managers first, consult with staff, educate about sleep hygiene and daytime alertness
- > Establish a group to oversee your napping policy, include nap training

## Track 10

### GLOBAL SUCCESS ONLINE

Mark Perrisinotto, VetShopOnline

- > Your front page is like a regular shop front: ask yourself if customers want to spend time there. Will they feel safe to buy? Will privacy be respected?
  - > Pay-per-click marketing has benefits
  - > Currency fluctuations are a real risk
  - > Competition is huge - a lot of time is spent researching other sites
  - > Credit card fraud is a risk and requires security measures
  - > Reputation and credibility are everything
- To succeed:
- > Have faith in your product
  - > Buy the best software systems that you can afford
  - > Constantly test and improve your site
  - > Margins are very tight - so run a tight ship

For more information about the topics discussed on this January 2007 program, please contact the relevant organisations listed below.

## SECRETS OF EFFECTIVE NETWORKING

The Institute of Chartered Accountants in Australia

**1300 137 322**

**[www.charteredaccountants.com.au/training](http://www.charteredaccountants.com.au/training)**

## EMPOWERING TEAMS FOR WINNING RESULTS

The Institute of Chartered Accountants in Australia

**1300 137 322**

**[www.charteredaccountants.com.au/training](http://www.charteredaccountants.com.au/training)**

## THE ECONOMY IN 2007

Professor Neville Norman.

**Email:** [n.norman@unimelb.edu.au](mailto:n.norman@unimelb.edu.au)

## AWARD WINNING SUCCESS

Terrill Riley-Gibson, BalconyLIVING.

**Tel:** 02 8765 1789 or 0414 911 412

**Email:** [greetings@balconyliving.com.au](mailto:greetings@balconyliving.com.au)

**Website:** [www.balconyliving.com.au](http://www.balconyliving.com.au)

## AUST. WINE INDUSTRY OUTLOOK

The Institute of Chartered Accountants in Australia

**1300 137 322**

**[www.charteredaccountants.com.au/training](http://www.charteredaccountants.com.au/training)**

## MANAGING DEBT IN PROPERTY

Steve McKnight.

**Website:** [www.PropertyInvesting.com/Essentials](http://www.PropertyInvesting.com/Essentials)

## SUPER: A NEW DEATH DUTY?

Michael Jones, Cummings Flavel McCormack.

**Tel:** 03 9882 3268

**Website:** [www.cfm.com.au](http://www.cfm.com.au)

## SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor.

**Website:** [www.stockdoctor.com.au](http://www.stockdoctor.com.au)

Please contact Lincoln direct for more details about its STOCKdoctor investment software or managed fund services on 1800 676 332

## TAKING A NAP AT WORK

Thea O'Connor.

**Tel:** 0412 190 860

**Email:** [enquiries@thea.com.au](mailto:enquiries@thea.com.au)

**Website:** [www.thea.com.au](http://www.thea.com.au) for more details about the Napping project.

## GLOBAL SUCCESS ONLINE

Mark Perrisinotto, VetShopOnline.

**Tel:** 07 5441 2187

**Email:** [mark@vetshoponline.com](mailto:mark@vetshoponline.com)

**Website:** [www.vetshoponline.com](http://www.vetshoponline.com)



# Subscription Form

I would like to subscribe to Chartered Accountants Business in Focus and/or Tax in Focus:

Family name: \_\_\_\_\_ First Name: \_\_\_\_\_

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

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

City: \_\_\_\_\_ Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Member No: \_\_\_\_\_

Age Group (please tick one):  18-25  26-35  36-45  46-55  56-65  >65

Type of Business: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

## Subscription Pricing (GST Inclusive)

Product	Australian Rates		Overseas Rates	
	Members	Standard	Members	Standard
<input type="checkbox"/> Business In Focus – CD	\$385	\$485	\$385	\$485
<input type="checkbox"/> Tax In Focus – CD	\$385	\$485	\$385	\$485
<input type="checkbox"/> Combined (Business in Focus + Tax in Focus) – CD	\$695	\$875	\$695	\$875
<input type="checkbox"/> Business in Focus - Online	\$250	\$300	\$230	\$280
<input type="checkbox"/> Tax in Focus – Online	\$250	\$300	\$230	\$280
<input type="checkbox"/> Combined (Business in Focus + Tax in Focus) – Online	\$450	\$540	\$420	\$500

## Payment Options

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

OR debit my:  Amex  Mastercard  Visa  Diners Club  Bankcard

Cardholder's name \_\_\_\_\_

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

Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

Please send your order details to:

Free Fax: **1800 656 351**

Free Call: **1800 039 098**

Free Post: *send this form, (accompanied by a cheque to)*

Business Essentials Pty Ltd,  
Reply Paid 579, Hawthorn East,  
VIC 3123, Australia  
Tel: +61 3 9882 8333  
Fax: +61 3 9882 8017

Please Note: Upon payment this notice becomes a **TAX INVOICE**. Please retain a copy for your records.

**Business Essentials Pty Ltd** ABN 98 006 144 449

405 Riversdale Rd Hawthorn East Vic 3123 Australia

**Privacy Notification** - The Institute of Chartered Accountants in Australia respects the privacy of individuals and acknowledges that the information you provide on this form is protected by the Privacy Amendment (Private Sector Act) 2000. The information collected by the Institute is used for the purpose of processing your registration and providing you information (via email and/or mail) on upcoming events, specific products and services provided by or associated with the Institute. To access a full copy of our policy visit [charteredaccountants.com.au/privacypolicy](http://charteredaccountants.com.au/privacypolicy)



## **Training and Development – at your fingertips**

Keep abreast of the latest development in business and tax in your car, at your desk, or even on the bus!

Your annual subscription will consist of monthly audio updates either on hot topics in business or the latest tax news.

You can choose to have your subscription delivered each month on CD or online. The online version has an optional MP3 download capability enabling you to keep up-to-date via your iPod®, compatible mobile phone, PDA or any other MP3 device.



# Who can you trust during good times and bad?

"It has been my family's vision for the past 20 years to provide sharemarket investors with the means to invest successfully in the Sharemarket with increased confidence and peace of mind. Through Dr Merv Lincoln's PHD research, our vision is now a reality.

**Q: In these uncertain times how can we turn short term volatility into long term opportunity?**

**A:** By selecting quality companies, basing our decisions on a sound framework, and having access to the right tools to allow us to make fully informed and rewarding decisions.

You too can access our family's work and use it to empower yourself to take control of your share investing future. All you have to do is choose what's right for you..."



## **EITHER do it yourself with Stock Doctor**

- Australia's premier sharemarket investment tool
- Trusted by thousands of investors
- Essential foundation for all Sharemarket investment decisions
- Complete investors tool kit including industry renowned training and support

  
**Stock  
Doctor**<sup>®</sup>

## **OR Let us do it all for you**

- Invest directly in the Lincoln Australian Share Fund
- Benefit from our proven investment approach
- Utilises Stock Doctor Methodology
- Ideal for the time poor investor
- Regular and detailed performance reports

  
**Managed  
Investments**

**Call us now about our special offer on 1300 676 332**

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

  
Intelligent sharemarket solutions

Lincoln Australian Share Fund (Fund) - Investment Manager: Lincoln Indicators Pty Ltd ACN 006 715 573 AFSL 237740.  
Responsible Entity/ Issuer: Equity Trustees Limited ABN 46 004 031 298, AFSL 240975. This communication may contain general financial product advice. The advice has been prepared without taking account of your personal circumstances. You should therefore consider its appropriateness, in light of your objectives, financial situation and needs, before acting on it. Where we refer to the Fund, information provided should be read in conjunction with the Product Disclosure Statement of the Fund, which can be obtained by contacting us, or via our website. You should read and consider this document before making any investment decision about whether to acquire or continue to hold the product. Investments can go up and down. Past performance is not a reliable indicator of future performance. Neither Lincoln Indicators Pty Ltd, Equity Trustees Ltd, or their directors, employees or agents guarantees the performance of, or the repayment of capital or income invested in the Fund.

# Suit your self! Workout anytime, anywhere with Donna Aston and get in shape for summer.

**NEW!**

**COMPLETE  
10-WEEK  
PROGRAM**

**PLAY IT AT  
HOME ON YOUR  
DVD PLAYER  
OR DOWNLOAD  
THE FILES  
TO YOUR MP3  
PLAYER**

**\$250.00  
VALUE  
NOW ONLY  
\$39.95**

AS SEEN ON

9

DVD  
Video



This is your opportunity to follow the same program that Donna Aston has designed for the Channel Nine participants of The Great Weight Debate. This time-efficient program means you can now workout anywhere, anytime, with your own celebrity trainer! To help you put it all together, this **three disc set**, complete with calendar, provides you with a unique step-by-step approach to establish a healthy new lifestyle and create a stronger, leaner, healthier body for life.

**GET YOUR COPY TODAY AT  
[WWW.FITNESSTOGO.COM](http://WWW.FITNESSTOGO.COM)**



**FITNESSTOGO.com**  
CELEBRITY WORKOUTS FOR 'EVERY BODY'