

Chartered Accountants

# Business **in focus**

Monthly audio program > presented by Michael Schildberger

June 07

## The extras



Chartered  
Accountants

NUMBER ONE IN NUMBER ONE



We all take the Internet for granted nowadays as an important tool in running our businesses. We know our own web sites are valuable in promotions. But do we really know how to take full advantage? Do we know how best to use search engines to attract potential clients? And how to achieve results cost effectively? Peter Ball of EXA is an expert and gives us advice on this month's CD.

When you're marketing you need to know not only who your potential clients are but also what they're thinking. Advertising giant Grey Global has conducted another survey on the subject with results that will get you thinking. Chairman Paul Gardner gives us the seven deadly sins of marketing.

And there's the Federal Budget which actually has more benefits than we might appreciate. Michael Jones of Cummings Flavel McCormack explains.

The new Force of Law Auditing Standards are here, but many auditors may not have planned adequately for them. Graeme Rodda FCA, of mhm - A personal approach to business, has advice.

How do we manage motivation for success? Jennifer Harwood of Direct Incite has some answers. And Veni Chorafitis CA, of Mr. Espresso, tells us how he motivated himself to make the transition from chartered accountant to entrepreneur to CEO.

I hope you enjoy this month's program and get real value for your business.

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## Track 1

### NEW FORCE OF LAW AUDITING STANDARDS

Graeme Rodda FCA, mhm-A personal approach to Business Essentials

- > Auditors of small to medium-sized entities should have already begun or completed: Modifying their audit systems and processes, meeting clients to explain their impact on the audit work (and fees) and what the auditor requires
- > The new standards are not as difficult to comply with as you might first think
- > Systems and processes are meant to be documented and audit risks assessed, but in many cases this will not require extensive documentation
- > The new standards also provide an opportunity for SME clients to gain efficiencies in their own processes
- > It's an opportunity for all involved to revisit how they deal with the annual audit and gain benefits and efficiencies.

## Track 2

### MANAGING MOTIVATION FOR SUCCESS

Jennifer Harwood, Direct Incite

- > Motivation comes from "I WANT" - the wanting from the inspired picture in your mind
- > Inspiration is YOUR JOB. As a leader in your life and work, your PRIME responsibility is to remain truly inspired about what you are doing and share it with others so they are inspired to create their own motivations around you and your goals
- > If you don't like your results, YOU can change the picture in your mind at ANY TIME and inspire yourself which in turn will motivate you to be motivated and take action.

# This month's essentials

## Track 3

### THE BUDGET & THE ECONOMY

Professor Neville Norman, Melbourne University

- > The Budget built on a tax revenue harvest and stronger economic growth and stronger business profits
- > It spent hugely and politically-sensitively up to the limit of interest rate rises
- > It gave bracket limit increases in personal tax for two years ahead
- > Fiscal drag continues apace: Most taxpayers will pay more tax each year than in the year before - and a higher percentage of their taxable incomes in tax
- > It kept the Budget surplus at \$11bn or 1% of GDP so the budget effect is a net withdrawal of money and spending power
- > Almost zero business sweeteners were given, save some uplifts in smallest-firm GST exemption limits and invoice values
- > Business benefits only from the side effects of a responsible fiscal setting
- > If interest rates rise that will not be because of this budget

## Track 4

### THE BUDGET & TAX

Michael Jones, Cummings Flavel McCormack

- > Personal cuts and your family business income
- > GST compliance improvements from 1 July 2007
- > CGT changes - superannuation relief for marriage breakdowns
- > Year end tax planning tips

## Track 5

### THE BUDGET & THE SHAREMARKET

Tim Lincoln, Lincoln Stock Doctor

- > Federal Budget tax cuts mean that more money can flow into the sharemarket
- > The sharemarket has risen 22.5% in the past year
- > All boats don't float. More than one third of listed companies have returned negative growth, and more than half have performed under the All Ordinaries Index
- > You must have a disciplined and vigilant approach to stock selection
- > It's never too late to buy quality stocks

### Track 6

## FROM ACCOUNTANT TO ENTREPRENEUR TO CEO

Veni Chorafitis CA, Mr. Espresso Coffee

- > Any person starting their own business will take some form of risk to get their vision and idea off the ground
- > My time in insolvency and audit helped me deal with the numbers on a daily basis and commercial aspects of the business
- > It also gave me the heads up on cash flowing - my favourite tool
- > When it comes to ideas such as branding and leadership, dealing with people is critical and the centerpiece in any successful venture.
- > Branding is about communicating what you stand for and making everyone around you believe in it
- > Have a passion - measure, measure and measure

### Track 7

## WINNING BUSINESS WITH SEARCH ENGINES

Peter Ball, EXA

- > Search Engine Optimisation - SEO - is the process of getting your site to the top ahead of competitors
- > You can pay Google for sponsored links or optimise your website through SEO
- > To get top listings, you need to find the most effective generic keywords relating to your type of business
- > Improve the content of your site, targeting each page to the key words for that page
- > Don't use an in-house or back yard developer - they can't compete anymore. And don't expect instant results
- > Be prepared to provide input and involvement in the SEO process

## Track 8

### RESTRAINT OF TRADE WATCHOUTS

Paul Brennan, Brennans Solicitors

- > Sometimes sellers bounce back - beware when buying a business!
- > Judges look very carefully at restraint of trade clauses: What activity needs protecting, does the restraint protect that activity, does it go further than needed?
- > Judges will consider geographic range, the duration of the restraint, and the type of business being restrained
- > Draft the restraint very carefully - get a lawyer to draw up the contract
- > Take a very close look at the seller

## Track 9

### THE SEVEN DEADLY SINS OF MARKETING

Paul Gardner, Grey Global

- > The environment is a hot issue
- > Technology may not be the answer to everything
- > People still need to trust your business
- > Credit card excess looms as a big social problem
- > The way we recruit, train and retain staff is important

## Track 10

### INFLUENCING PEOPLE TO BUY

Pete Williams, On Hold Advertising

- > If you position your product cleverly you can name your price
- > Use publicity in conjunction with advertising - it's free!
- > You can then take a pre-eminent position in your marketing
- > You must be creative when seeking publicity
- > The 6 tools of influence: Social proof, personal likeability, authority, scarcity, reciprocity and consistency

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

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The Institute of Chartered Accountants in Australia

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## MANAGING MOTIVATION FOR SUCCESS

The Institute of Chartered Accountants in Australia

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## BUDGET 2007 & BUSINESS

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## BUDGET 2007 & TAX

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## BUDGET 2007 & THE SHAREMARKET

Tim Lincoln, Lincoln Stock Doctor

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

Please contact Lincoln direct for details about its Stock Doctor fundamental analysis

software or Managed Fund services.

**Tel:** 1300 676 332 or 03 9854 9444.

## FROM ACCOUNTANT TO ENTREPRENEUR TO CEO

The Institute of Chartered Accountants in Australia

**1300 137 322**

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

## WINNING BUSINESS WITH SEARCH ENGINES

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## THE SEVEN DEADLY SINS OF MARKETING

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## INFLUENCING PEOPLE TO BUY

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Yours sincerely,

**Tim Lincoln**  
Managing Director  
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