



# Why get involved in a cause?

**Ken Morgan, OAM**

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**Chartered Accountants Business in Focus**  
Monthly audio program

**March, 2012**

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Advising business people how to give money away, rather than make it, is not something we at Business Essentials usually do. But we're making an exception this month. Former high-profile car dealer Ken Morgan OAM is the founder and guiding spirit behind a charity called Kids Under Cover, which has a proud record of providing safe housing and opportunities in life for youngsters with no homes and few prospects. He tells us why it's not only a worthwhile and immensely satisfying course to follow, but a sound business proposition as well.

Interest rates – on hold when everyone expected them to go down, or rising because the big banks say they can't sustain margins any other way – are focusing attention on what we can expect from the economy for the rest of the year. Professor Neville Norman puts it all into a business perspective for us.

Then, we pose the question for you: how do you become your SME clients' most trusted adviser? Grant Bloxham, of Bstar, has some wise words on the topic, including ways you can move to more advisory work. Business valuation expert Brendan Halligan takes us through a comprehensive list of things to consider when your clients ask you for a valuation. And BankLink's John Dunkerley says technology is making small business bookwork an attractive proposition for accountants, with all sorts of added-benefits. If you've spent years trying to avoid it, you may like to re-consider.

Meanwhile, tax expert Michael Jones, of Cummings Flavel McCormack, takes us through the taxation legislation that we can expect to be put through Federal Parliament during the course of this year. And if you or your clients are tempted to cut back on labour costs during these tough economic times, workplace relations lawyer Joydeep Hor tells us how to avoid the legal pitfalls of things like demotions, salary freezes and contract variations.

As always, there's a lot to think about for you and your practice this month. Enjoy the CD.

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# Information

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

## **ECONOMIC UPDATE**

Professor Neville Norman,  
Melbourne University  
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## **BECOMING A CLIENT'S MOST TRUSTED ADVISER**

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For more information on this topic, please refer to the Value Improvement Benchmarking Advice White Paper at [www.bstar.com.au/viba\\_intro](http://www.bstar.com.au/viba_intro)

## **UNDERTAKING VALUATIONS FOR CLIENTS – TREAD CAREFULLY!**

Brendan Halligan, Halligan & Co.  
T: 02 8923 7201  
brendan.halligan@halligan.com.au  
www.halligan.com.au

Brendan will be presenting at the Institute's Public Practitioners Conference this month, and at the Sydney event in June. For more information, please contact the Institute on 1300 137 322

## **TAKING ON SMALL BUSINESS BOOKWORK**

John Dunkerley, BankLink  
T: 1800 123 242  
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www.banklink.com.au

BankLink has sponsored the Institute's Public Practitioners Conference for several years. For more information on this year's event, please contact the Institute on 1300 137 322

## **WHY GET INVOLVED IN A CAUSE?**

Ken Morgan OAM, Kids Under Cover  
For corporate partnerships, please contact Kerry Butcher:  
T: 1800 801 633  
Kerry@kuc.org.au  
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## **DEMOTIONS, SALARY FREEZES, CONTRACT VARIATIONS: HOW FAR CAN YOU GO?**

Joydeep Hor, People+Culture Strategies  
T: 02 9440 7373  
www.peopleculture.com.au

## **NEW TAX LEGISLATION IN 2012**

Michael Jones,  
Cummings Flavel McCormack  
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www.cfmc.com.au

## **SHAREMARKET UPDATE**

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

## **LIFTING COMMITMENT FROM THE TEAM**

Rod Matthews,  
Impact Human Performance Management  
T: 02 9487 4822  
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