

# MAKING BETTER DECISIONS

Creel Price, Accelerate Global



## Chartered Accountants Business in Focus

March 2013

[charteredaccountants.com.au/bif](http://charteredaccountants.com.au/bif)



Institute of  
Chartered Accountants  
Australia



Welcome to this March 2013 edition.

Decisions, decisions, decisions. In business, we make plenty of them every day, ranging from whether to grab another cup of coffee to deciding how to advise a client on a financial transaction that could determine the future of their business. But how can we be sure we're arriving at the right decisions? Entrepreneur Creel Price, of Accelerate Global, believes decision-making is not just important, it's a critical skill for anyone running a business. And he tells us more – including a role of accountants – in this month's program.

Also, as you try to improve efficiency in your accounting practices, we look at technology-based solutions that will help. Raj Ray of Class Super looks at technology in the superannuation industry, while Chris Ridd of Xero Australia tells us about the growth of teleworking and how cloud-based technologies are driving big changes in how, and where, we work.

Then, there's the debt negotiation industry. How much do you know about it? Laurence Hugo, of Credit Mediation Service, brings us up to date as debt negotiation slowly carves a position for itself between those in financial strife and the long-established bankruptcy and liquidation industries.

Economist Professor Neville Norman of Melbourne University considers the implications of the early announcement of a Federal election date; tax expert Michael Jones of Cummings Flavel McCormack reminds us about a little generosity from the Taxation Commissioner in the important areas of pension payments and superannuation contributions; and if you're finding it hard to have a difficult conversation with an underperforming staff member, listen to Simon Dowling of 2Engage, for some helpful tips on getting your message across without causing a confrontation that only makes things worse.

I trust you'll enjoy the variety of topics this month.

**Nick Schildberger**  
Brand Director

**Brand Director**  
Nick Schildberger

**Advertising/Sponsorship**  
Nick Schildberger  
nschildberger@be.com.au

**Production Manager**  
Heather Dawson

**Producer**  
Bob Kearsley

**Technical Producer**  
Peter Letts

**Publisher**  
Business Essentials Pty Ltd  
ABN 73 658 681 585  
405 Riversdale Road,  
Hawthorn East VIC 3123

**Phone** 03 9882 8333  
**Fax** 03 9882 8017  
**Web** www.be.com.au

© Copyright 2013. Business Essentials Pty Ltd. ABN 73 658 681 585. Business Essentials and the BE logo are registered trademarks of Business Essentials Pty Ltd. Neither Business Essentials Pty Ltd. nor the Institute of Chartered Accountants Australia, nor sponsors of this program accept any form of liability, be it contractual, tortious or otherwise, for the contents of this CD or for any consequences arising from its use or any reliance placed upon it.

ABN 50 084 642 571 Institute of Chartered Accountants Australia Incorporated in Australia Members' Liability Limited. 0912-98

# Business in Focus/Tax in Focus Subscription

## Subscription Form

### Personal details

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

Family name					First name			
Company name					Position			
Address								
City				Country			Postcode	
Telephone				Fax				
Email				Member No.				
Age group	18 – 25 <input type="checkbox"/>	26 – 35 <input type="checkbox"/>	36 – 45 <input type="checkbox"/>	46 – 55 <input type="checkbox"/>	56 – 65 <input type="checkbox"/>	>65 <input type="checkbox"/>		
Type of business				Number of employees				

## Subscription Pricing

### Product

- Business in Focus – Online  
 Business in Focus – CD  
 Tax in Focus – Online  
 Tax in Focus – CD  
 Business in Focus + Tax in Focus – Online  
 Business in Focus + Tax in Focus – CD

### Australian Prices

Members	Non-Members
<input type="checkbox"/> \$375	<input type="checkbox"/> \$475
<input type="checkbox"/> \$445	<input type="checkbox"/> \$545
<input type="checkbox"/> \$374	<input type="checkbox"/> \$475
<input type="checkbox"/> \$445	<input type="checkbox"/> \$545
<input type="checkbox"/> \$635	<input type="checkbox"/> \$835
<input type="checkbox"/> \$795	<input type="checkbox"/> \$995

### Overseas Prices

(excl. GST)

Members	Non-Members
<input type="checkbox"/> \$340	<input type="checkbox"/> \$430
<input type="checkbox"/> N/A	<input type="checkbox"/> N/A
<input type="checkbox"/> \$340	<input type="checkbox"/> \$430
<input type="checkbox"/> N/A	<input type="checkbox"/> N/A
<input type="checkbox"/> \$577	<input type="checkbox"/> \$759
<input type="checkbox"/> N/A	<input type="checkbox"/> N/A

## Payment options

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

\$ \_\_\_\_\_

OR I wish to pay by

- Amex       Mastercard       Visa

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

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

Expiry \_\_\_\_ | \_\_\_\_

Signature \_\_\_\_\_

- To unsubscribe from further communication relating to  
Training & Development products tick here.

The Institute of Chartered Accountants 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/privacy\\_policy](http://charteredaccountants.com.au/privacy_policy)

### Free Post

Send this form, accompanied by a cheque to:

Business Essentials Pty Ltd  
Reply Paid 579  
Hawthorn East, VIC, 3123  
Australia

### Free Fax

1800 656 351

### Free Call

1800 039 098

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

**Business Essentials Pty Ltd** ABN 73 658 681 585  
405 Riversdale Rd Hawthorn East VIC 3123 Australia

The Institute of Chartered Accountants Australia, Incorporated in  
Australia Members' Liability Limited, ABN 50 084 642 571.



**Institute of  
Chartered Accountants  
Australia**

# Information

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

## **ECONOMIC UPDATE**

Professor Neville Norman,  
Melbourne University  
[neville.norman@unimelb.edu.au](mailto:neville.norman@unimelb.edu.au)

## **MAKING BETTER DECISIONS**

Creel Price, Accelerate Global  
[www.decisionship.com](http://www.decisionship.com)  
Accelerate Global  
T: 1300 464 388  
[www.accelerateglobal.com](http://www.accelerateglobal.com)

## **TELEWORKING: NEW OPPORTUNITIES IN ACCOUNTING**

Chris Ridd, Xero Australia  
[chris.ridd@xero.com](mailto:chris.ridd@xero.com)

## **TECHNOLOGY SOLUTIONS IN SMSF**

Rajarshi Ray, Class Super  
T: 1300 851 057  
[www.classsuper.com.au](http://www.classsuper.com.au)

## **THE GROWTH OF THE DEBT NEGOTIATION INDUSTRY**

Laurence Hugo, Credit Mediation Service  
T: 02 9899 6100  
[www.creditmediation.com.au](http://www.creditmediation.com.au)

## **OUT-OF-HOURS STAFF CONDUCT – NEW RISKS**

Joydeep Hor, People + Culture Strategies  
T: 02 8094 3100  
[www.peopleculture.com.au](http://www.peopleculture.com.au)

## **PPSA: PROTECTING ASSETS IF A CLIENT DEFAULTS**

Richard Hobson, Linchpin Legal management  
T: 0417 116 280  
[rhobson@llm.net.au](mailto:rhobson@llm.net.au)  
[www.llm.net.au](http://www.llm.net.au)

## **SOFTENING THE RULES ON SUPER COMPLIANCE**

Michael Jones, Cummings Flavel McCormack  
T: 03 9252 0800  
[enquiries@cfmc.com.au](mailto:enquiries@cfmc.com.au)  
[www.cfmc.com.au](http://www.cfmc.com.au)

## **SHAREMARKET UPDATE**

Elio D'Amato, Lincoln Stock Doctor  
T: 1300 676 333 or 03 9854 9444  
[www.lincolnindicators.com.au](http://www.lincolnindicators.com.au)

## **HOW TO HAVE A DIFFICULT CONVERSATION**

Simon Dowling, zengage  
T: 03 9005 6145  
[www.zengage.com.au](http://www.zengage.com.au)

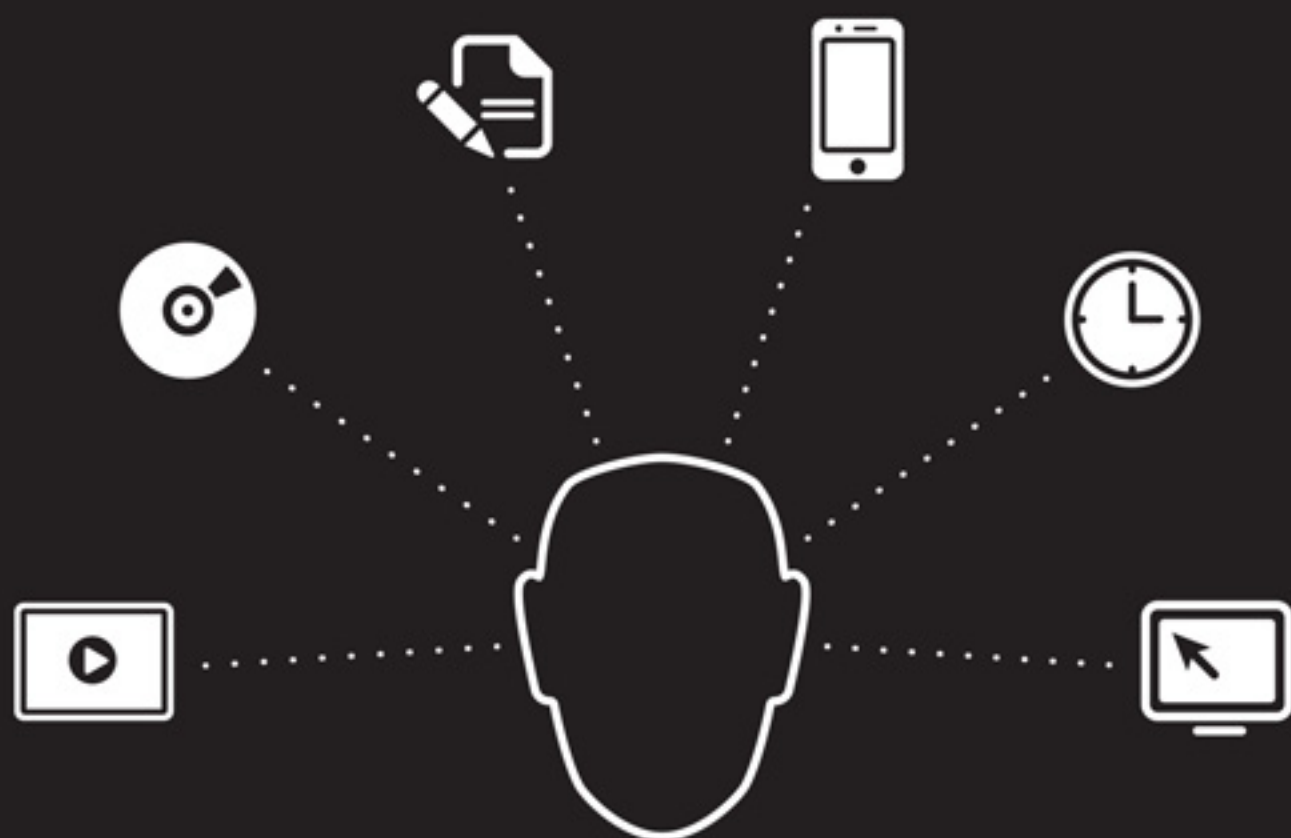
## Hear and now



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.



# Flexible learning solutions

The finance and accounting landscape is constantly changing and our **eLearning** portfolio makes staying ahead easy. The availability of a wide variety of online training options and topics allows you to complete your CPE hours with the flexibility you need.

To find out more about the flexible **eLearning** options visit [charteredaccountants.com.au/elearning](http://charteredaccountants.com.au/elearning)