

Industry & niche market specialisation

Grant Bloxham, Bstar



Chartered Accountants Business in Focus

September 2013

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Institute of
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Welcome to this September 2013 edition.

Yes, not long to wait now till we see who will govern the country after 7th September. After a frenzied bid for our votes from all sides of politics, we'll all be relieved to get back to business without the almighty distraction that this Federal election has been.

With our sights set firmly on your accountancy practices and ways to help them grow, we look this month at industry and niche market specialisation. Bstar offers advice in the area and has recently launched a new tool to help you reach one lucrative market – general practitioners. Bstar CEO Grant Bloxham tells us why specialisation has real benefits for your practice.

We also look at the rapid uptake in integrated reporting, as more and more firms around the world look for more comprehensive ways to assess the true worth of an organisation over time. Liz Prescott of the International Integrated Reporting Council brings the detail.

Looking inside your own practice, have you been stung by hiring the wrong person for the job? The ramifications can be wide-reaching, time-consuming and expensive, but Andrew Morris of recruitment specialists Robert Half will tell you how to avoid recruitment mistakes so you won't be hit by a "bad hire", and all that entails as you try to unravel it.

Plus, we discuss first-hand experiences of doing business in China, we have our regular tax and sharemarket updates, and we look at ways to move mountains! Yes, that's what it often feels like for companies trying to introduce change to a workforce happy to stick with what it knows. It's not easy, but manufacturing expert Jason Furness shows, step-by-step, how to break down the barriers.

Enjoy this month's mix of interviews.

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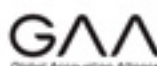
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HOW TO AVOID RECRUITMENT DISASTERS

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MANAGING MENTAL HEALTH AND STRESS LEAVE

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FIRST-HAND PERSPECTIVES ON DOING BUSINESS IN CHINA

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OVERCOMING RESISTANCE TO CHANGE

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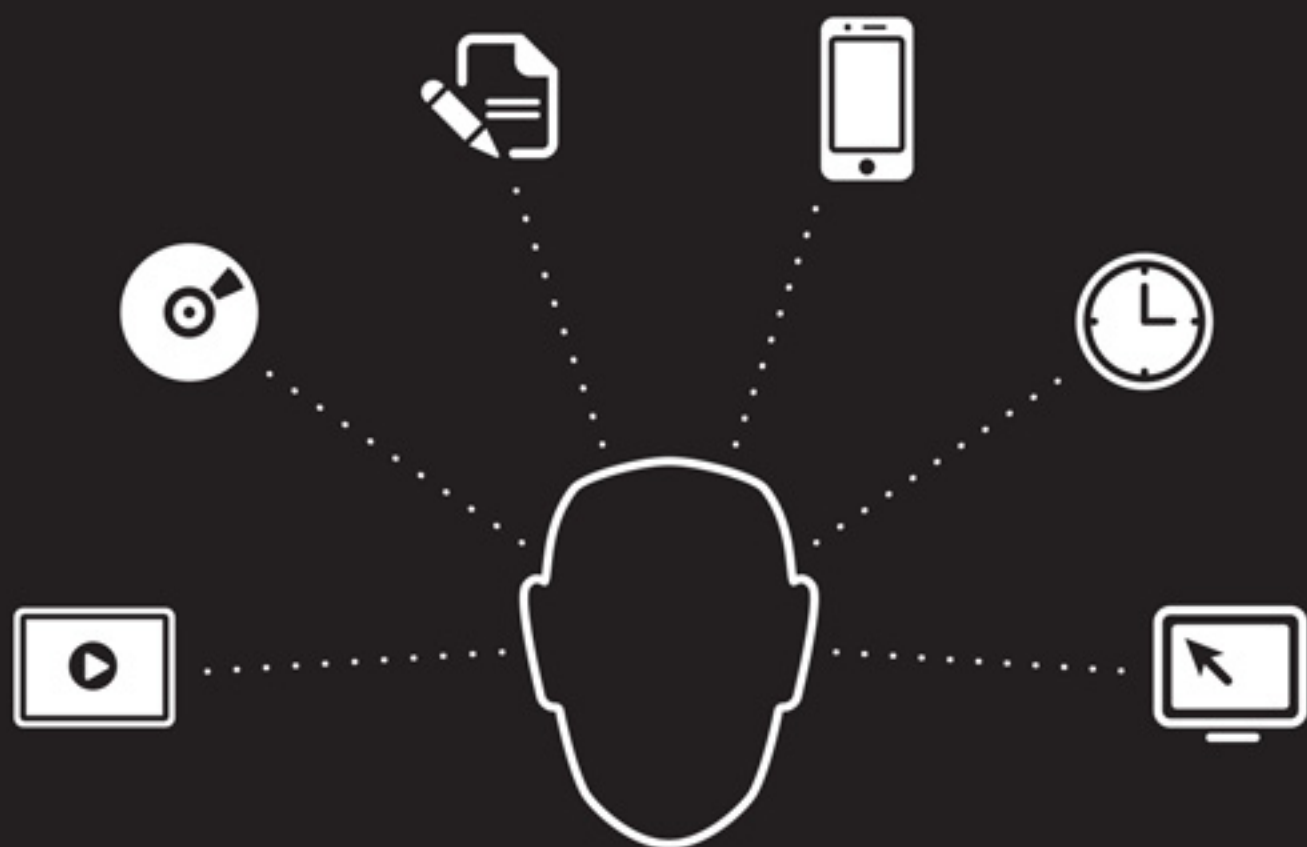
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