

# Using data for better decision making

Dr Andrew Pratley, University of Sydney



## Chartered Accountants Business in Focus

September 2015

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Welcome to this September 2015 edition.

Success is a recurring theme with each edition of 'Business in Focus'.

It's something most of us strive for - not only in business but in life generally. The path to success is never easy. It takes a lot of hard work, long hours, perseverance, determination, and of course, passion. Along the way you face criticism from others, and you battle your own negative thoughts and uncertainty. But it's these very challenges that make achieving success so much more rewarding, and the only sure way to get there is to just do it.

This month, we talk with Tim Bishop, a man who's found success through his removalist company, Man With A Van. From humble beginnings driving a dilapidated van as a student, to now forging a market in Melbourne with a fleet of 34 trucks, Tim shares the lessons he learnt, including a costly one centred on trademark issues.

And, while Tim enjoys an exciting growth phase, we hear from a successful individual who not only has been there and done that ... he's still doing it! Peter Ivany took the Hoyts Cinema chain from 40 theatres in 1988 to more than 2000 a decade later, catapulting it to a leading global chain.

We ask Alan Rodway if success comes naturally or if there's more to it. He says negative emotions hold a lot of people back, and you need discipline and courage to even begin a task. He says if you want to be successful you need to do the very things that create it. Sounds simple, but it's far from easy. Alan gives some valuable tips on how we can program ourselves for success.

Our regular tax advisor Michael Jones takes a look at family company profits. He guides us through the scenario of lending money to a shareholder or associate without triggering a tax penalty.

We hear from Stock Doctor Elio D'Amato at the back end of the reporting season, we turn to Tim Farr of Midpoint Wealth Management for advice on measuring a company's value through benchmarking, and we speak with marketing guru, Antony Gaddie, who suggests we go back to the old notepad and pen if we want that special potential client to meet with us.

Enjoy the program!

Nick Schildberger  
Managing Director

**Managing Director**

Nick Schildberger

**Executive Producer**

Heather Dawson

**Senior Producer**

Bob Kearsley

**Director Audio/Video**

Peter Letts

**Producer/Business Development**

Chris Ashmore

**Subscriptions Manager**

Maureen Payne

**Publisher**

Business Essentials Media Production Pty Ltd

ABN 98 006 144 449

106/12 Cato Street,

Hawthorn East VIC 3123

**Phone** 03 9882 8333

**Fax** 03 9882 8017

**Web** [www.be.com.au](http://www.be.com.au)

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# Information

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

## **USING DATA FOR BETTER DECISION-MAKING**

Dr David Pratley, University of Sydney  
T: +61 438 623 077  
andrew@drandrewpratley.com  
www.drandrewpratley.com

## **LESSONS ON GROWTH AND SUCCESS**

Peter Ivany, Ivany Investment Group,  
former CEO, Hoyts Cinemas  
T: 02 9358 6366  
info@ivanyinvest.com.au  
www.ivanyinvest.com.au

## **MAN WITH A BIG GROWTH PLAN**

Tim Bishop, Man With A Van  
tim@manwithavan.com.au  
www.manwithavan.com.au

## **DOES SUCCESS COME NATURALLY?**

Alan Rodway, Your Coach Online  
T: 0404 177 094  
alan@alanrodway.com.au  
www.yourcoachonline.com.au

## **ACCESSING COMPANY PROFITS WITHOUT PAYING DIVIDENDS**

Michael Jones, Cummings Flavel McCormack  
T: 03 9252 0800  
enquiries@cfmc.com.au  
www.cfmc.com.au

## **HIRING THE RIGHT STAFF EVERY TIME**

Marita Ryan, Red Hot Go Enterprises  
T: 0428 401 834  
marita@redhotgo.net.au  
www.redhotgo.net.au

## **BENCHMARKING FOR BUSINESS SUCCESS**

Tim Farr, Midpoint Wealth Management  
T: 1300 887 337  
tim@midpointwealth.com.au  
www.midpointwealth.com.au

## **SHAREMARKET UPDATE**

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

## **GETTING YOUR FOOT IN THE CLIENT'S DOOR**

Antony Gaddie, Green Ant Marketing  
T: 0400 009 006  
antony@greenantmarketing.com  
www.greenantmarketing.com



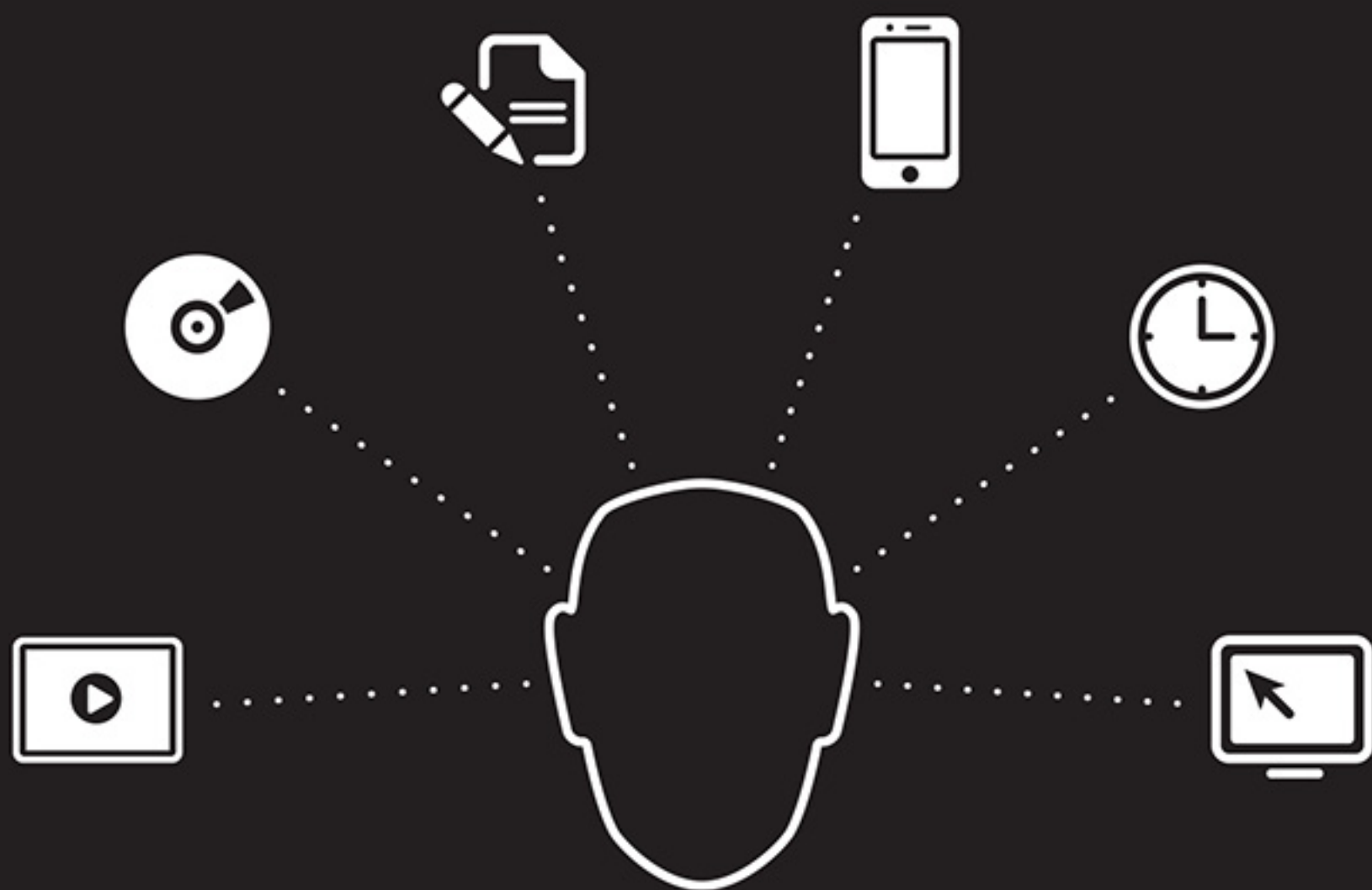
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