

2012 | *A magazine for accountants in public practice*

IN PRACTICE

Upfront The future of Australian small business | APES 230 – Mortgage brokers beware

Practice management The lowdown on the accountants' exemption | Bridging the Tasman audit and reporting gap

The fine print Tax trusts – new year resolutions | Avoiding SMSF audit traps | FoFA's soft launch



“We provide a fully outsourced financial solution to franchisees and effectively become their finance and accounting department.”

Tanya Titman
CPA, public practitioner, Brisbane



Stuart Black FCPA: **“The profession is going through the biggest change in 40 years.”**

Meet a self-confessed business nerd | The practice with its own creche | Ethics: When relationships sour, who owns the documents? | Quality assurance: Top 10 audit breaches | Asset protection: The Personal Property Securities Act

Contents

3-12

UPFRONT

3 WELCOME

President CPA Australia John Cahill FCPA, CEO Alex Malley FCPA and General Manager Peter Docherty introduce INPRACTICE.

6 SHORT CUTS

Promoting CPA public practitioners; Audit guides revised; Registered BAS agents; Proposed standard 230; Useful websites; Future of small business.

8 TRENDS TO NOTE IN PUBLIC PRACTICE ACCOUNTING

Four gurus share their insights on the issues affecting public practice.

11 OPINION

Chris Cuffe on what's wrong with Australian superannuation.



12 PROFILE

Joss Fenton CPA, 4business, Hobart, Australia.

15-30

PRACTICE MANAGEMENT



15 GET A HEAD START

Transition to the new Australian financial services licence.

18 GLOBAL SOLUTION

The pros and cons of offshoring.

22 BRAVE NEW WORLD

Opportunities await practices prepared to step outside their comfort zones.

25 RULES OF ENGAGEMENT

Who owns what when a client decides to move to another accountant?

26 TOWARD AUDIT HARMONY

Bringing about trans-Tasman mutual

recognition of audit qualifications.

28 THE PRICE IS RIGHT

Interest from larger firms and financial planners is creating a boom in the market for accounting practices.

29 THE GLOVES ARE ON
Settling SME tax cases out of court requires a major mindset shift.

30 PARTNERS IN EXCELLENCE

CPA Australia's quality review program is based on the philosophy that education is the key to compliance.

33-42

THE FINE PRINT



33 RECENT DEVELOPMENTS AND NEW YEAR RESOLUTIONS

An overview of important changes in trust taxation rules inspires some practical resolutions.

36 THE FUTURE IS NOW

The new Australian Corporations Amendment (Future of Financial Advice) Act brings into force major changes for financial planners.

37 AVOID THE PITFALLS

Careful attention to detail throughout the audit process will help auditors avoid some common traps.

39 RISK TO ASSET-PROTECTION STRATEGIES

New rules on the perfecting of asset-protection structures.

42 PROFILE

Tanya Titman CPA, Consolid8, Brisbane, Australia.



Cover photography:
Mark Lobo

CPA Australia Publications Manager: Marisa Williams / CPA Australia Project Editor: Carly Greenwood / itdigital.com Editor: Aeve Baldwin / ACP Custom Media Publishing Manager: Andy Ford / Editor: Jacqueline Blandell / Subeditor: Sandy McPhie / Art Director: Ciria Yamane / Illustrator: Reg Lynch

The opinions expressed in this publication are not necessarily those of CPA Australia or the publisher. While CPA Australia and the publisher have taken all reasonable precautions and made all reasonable effort to ensure the accuracy of material in this publication, CPA Australia and the publisher do not assume any responsibility or liability for any loss or damage which may result from any inaccuracy or omission in the publication, or from the use of the information contained herein. CPA Australia and the publisher make no warranties expressed or implied, with respect to any of the material contained herein.



Tanya Titman

Profile | Tanya Titman CPA, Consolid8, Brisbane, Australia, mother of four.

Why do you have a creche on site?

When I had my first two children I was a partner in a mid-sized practice. That was a really tough period. I tried to give everything the balance that it needed. I had a nanny at home, but I was expressing milk all day to feed the baby.

That was part of the reason I decided I wanted to do things a little bit differently and set up child care at work. I didn't want my staff to have to go through that as part of being a working mum.

Right from the start we had a childcare room as part of our office space – although we've had to soundproof it a couple of times because babies' cries get through anything!

Our staff and also our clients, a lot of whom are small businesses, use it. The clients come to see us and if they've got their children with them, we can look after them. It takes the stress out of

the meetings because if they have to bring the children along, it's always quite stressful for them.

It's also allowed us to attract staff [now 18 full-timers] who are exceptionally good, who potentially we wouldn't have been able to attract being a suburban practice. That includes staff from city firms who have wanted a better work-life balance.

Initially I wanted to provide the child care at no cost to the staff, but now we have a model where the staff who use it pay a contribution that is salary-sacrificed.

How did your franchising focus develop?

Servicing franchises has been an area we've grown incredibly over the past few years, and we see that as probably the biggest area of growth we'll have for the next couple of years.

We provide a fully outsourced financial

solution to franchisees and effectively become their finance and accounting department.

We offer an end-to-end solution from source documents through to benchmarking for our franchise clients. We are using technology a whole lot more to do it, so it is quite powerful. We use a lot of cloud-type solutions and there are some really great software solutions available now.

Who are your business heroes?

Westpac chief executive Gail Kelly has four children like I do and what she has been able to achieve has been great. I also love the whole strategy that Richard Branson has adopted; he's been able to have fun in business as well as building his empire. I really love that concept. I take on a lot of that in what we do by trying to keep things real for staff and trying to still have fun at the end of the day. ■

WORDS CAROLYN BOYD PHOTO MARK LOBO