



de Blonk Smith Young

ACCOUNTANTS + BUSINESS ADVISERS

Winter Edition 2013

SIGNAL

PARTNERS EDITORIAL

Welcome to the first edition of our new look Signal newsletter.

We have refreshed the look of Signal in line with our new logo and website and in this edition, we launch our new image.

Our *Outsourced CFO™* article provides some business ideas which should assist business owners and managers to make plans and achieve their goals over the next year.

The Tax Update refers to a number of issues that should be considered at the end and start of a financial year.

We hope you like our 'new image' and look forward to your feedback.

NEW LOGO, NEW WEBSITE, NEW SIGNAL

Will we be the next global brand?

We can see it now! *de Blonk Smith Young* brand on the tallest building in every major city across the world!

No, not really. Believe it or not, it's not really our style. But we have forged into 2013 with a new logo, a new website, and a new Signal newsletter - all designed with you in mind and to better reflect who we are and what we stand for.

Our logo

David Young said that he and John de Blonk Smith wanted the logo to be cleaner and more contemporary.

"Our name is not the easiest in the world to remember, but it is unique. To complement our

THIS EDITION:

- **Our new logo and website!**
- ***Outsourced CFO* — is your business ready for the new financial year?**
- **Tax update**
- **Team news**



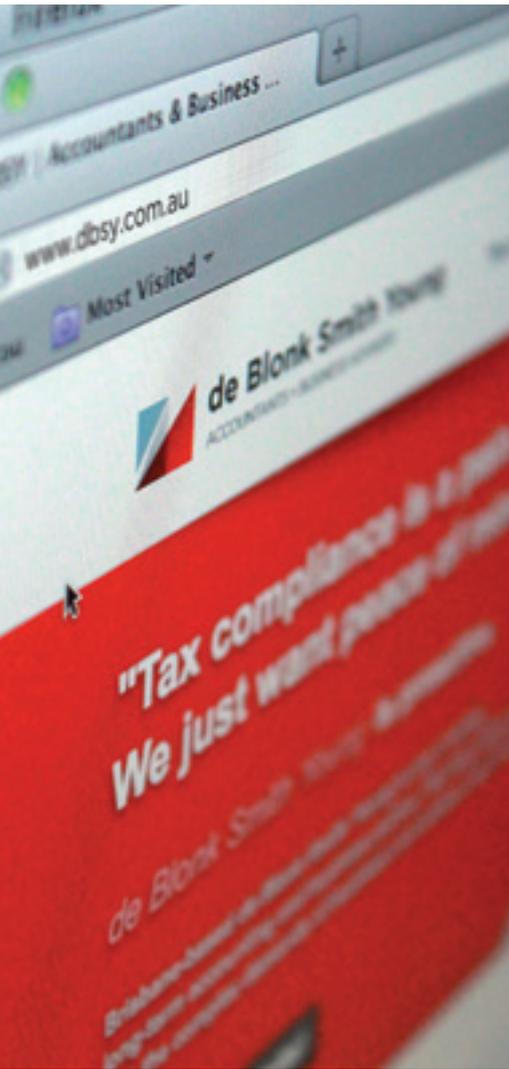
unique brand name, we wanted to make sure our logo was clear, professional, and easy to read," David said.

"We felt our name was getting lost in the old logo."

Together with Breed Design, David and John have evolved their logo into the new one that demonstrates some of *de Blonk Smith Young's* core values.

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NEW LOGO, NEW WEBSITE, NEW SIGNAL *(continued)*



Like us, the new logo is:

- **Transparent** – we are who we say we are and do what we say we do.
- **Flexible** – we are flexible with our service and what we offer.
- **Open** – we are open to new ideas, we are not boxed in.
- **Positive** – we take positive actions that go forward and upward.

Our website

Similarly, our website has been re-designed to match our new corporate brand. But we have also made some significant attempts to make the website more readable, useable, and informative for our clients.

John said he and David wanted the information to be written honestly, and really speak to clients.

“We wanted the website to speak to clients in their language, not in accountant and CFO language,” John said.

“Instead of just focusing on us, and what we provide, we have focused on the common problems that clients have and then shown how we can provide solutions to those problems.”

Take poor cash flow, for example. Our clients often say “I know my business makes a profit. Why don’t I have the cash to show for it?”

On the website we acknowledge these common problems and then guide the reader to our service solution showing how our service can benefit. We don’t just expect the client to know what our services mean and how they can benefit them.

WHAT DO YOU THINK?

We’d love to know what you think about our new look and our new website.

Please have a browse around dbsy.com.au or use the QR code on the back of this Signal.

Let us know what you think. The first five emails with comments to david@dbsy.com.au or john@dbsy.com.au will receive a bottle of wine!

BRAND TRIVIA – DID YOU KNOW?



NIKE was founded in 1964 as Blue Ribbon Sports. Growing quickly, the company made changes in 1971 and the “Nike Swoosh” logo was created by a graphic design student for \$35.

Without any better option at the time, the company accepted her logo suggestion. Today, the “swoosh” is a vital part of one of the world’s most famous brands.

Is your business ready for the new financial year?

We often hear people say you should ‘work on your business not in your business’, but what does that mean? As the business owner or manager there are so many competing pressures for your time, where do you start?

Well, as the new financial year draws near, it is a good time to take a few moments to reflect on the year that has been and think about the year that is coming.

Here are some key steps we believe you should be taking right now to focus on letting you ‘work on your business’ (don’t forget, these don’t have to be massive tasks – they just need you to put your thinking cap on and focus):

1. Analyse the financial results of the past year

– the year may not be over yet, but now is a good time to review your results with an impartial eye. What was the trend in sales? What has caused the trend? What has happened in key cost areas like cost of sales and wages? Take a step back and look hard at the results. Don’t be judgemental. Just seek to understand what has happened – GOOD and BAD – and the true reasons for why it has happened.

With that information at the ready, you can then start to look forward...

2. Prepare a budget for 2013/14

– what do you expect the new year to look like... more of the same... significant growth... hard times ahead...? Whatever it may look like for your business, the only way to be prepared for decision making is to prepare the most realistic budget you can.

Now you have a base to be strategic...

3. Review your strategy – even if it is not written down, every business has a strategy. What is yours? Is it relevant for the business conditions you are in now and the ones you foresee based on the budget you prepared? What do you want to achieve? Being clear about this will help you set the scene for a positive future.

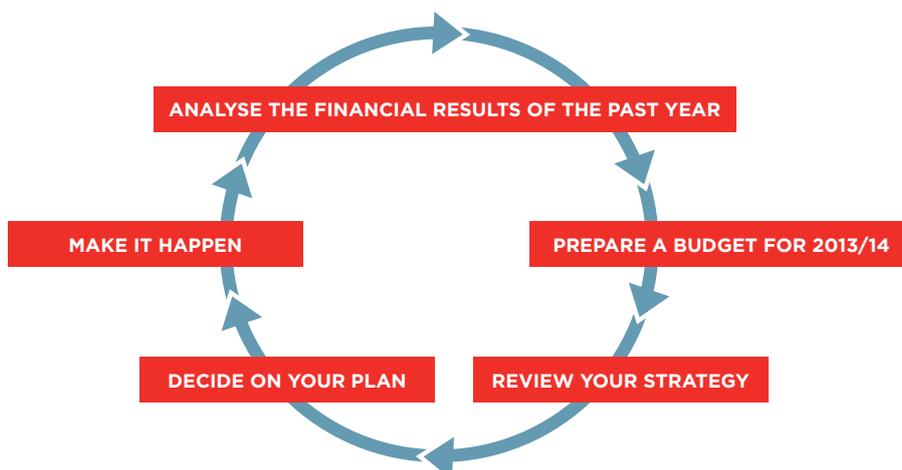
4. Decide on your plan – having decided where you are going in your strategy, now you need to be clear about how you are going to get there. A succinct and targeted business plan will enable your whole team to help you achieve your goals for the business. (Don’t forget, you may need to update your budget based on the new plan you have set!!)

Having put in all this good planning effort, now it is critical that you...

5. Make it happen – now you can focus on implementing your plan....one step at a time! This needs your ongoing focus for the rest of the year and the help of your whole team. The payoff should be a good one. But don’t forget that the world changes... so your plan may need to change too to meet new challenges. Be flexible, but stay focused and we think you will see the benefits in no time.

And if you need help...

Our **Outsourced CFO™** service assists business owners to maximize their return from their business. Please contact David or John on 07 3221 4465 if you have any questions about this article or need any assistance with working on your business.



TAX UPDATE

As the end of another financial year draws closer, it is now timely to consider what needs to be done before 30 June and any changes that are effective from 1 July.

- Superannuation contributions are deductible when paid, and therefore, must be received by the fund on or before 30 June 2013 to be deductible in that financial year.
- Bad Debts need to be written off before year end to be deductible in the 2013 year.
- Employee salary packaged arrangements should be reviewed prior to 1 July, and updated if necessary, to be effective in the 2014 financial year.
- Businesses in the Building and Construction Industry that pay contractors for building and construction services in the 2013 financial year are required to report these payments to the ATO by 21 July 2013.
- Small businesses (turnover less than \$2M) are eligible for an immediate write-off of an asset (costing \$6,500 or less) if acquired before 30 June 2013.
- Employer Superannuation Guarantee payments minimum rate increases from 9% to 9.25% from 1 July 2013.
- As from 1 July 2013, the ATO will deposit all refunds for individuals directly into a nominated bank account recorded in the Income Tax Return.

TEAM NEWS

These past few months have seen a few changes in the office.

If you have rung the office this year, you would have spoken to Brandon. He has been helping us with the administration role while having a break from university studies.

Brandon returns to university in July, so there will be a new face on the front desk and voice on the phone soon after you receive this Signal. Our thanks go to Brandon for all his help.

Zoe and Matt are now on the countdown to the end of their university studies. Keep up the good work – not long now!

If you have changed your address details or would like to discontinue receiving Signal, please contact us on (07) 3221 4465 or email info@dbsy.com.au



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PROFIT VALUE GROWTH CASH FLOW SUSTAINABILITY

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