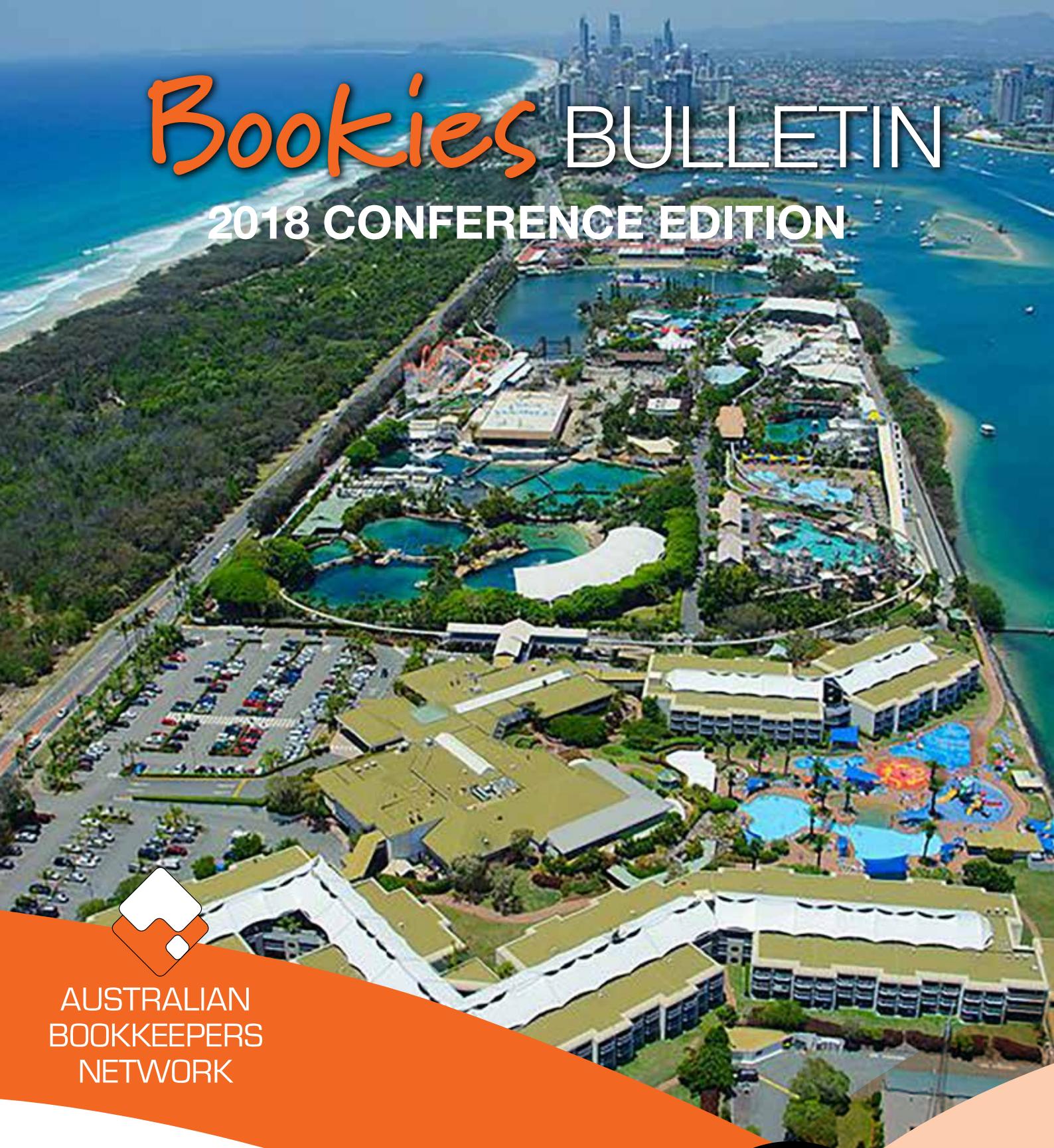


Bookies BULLETIN

2018 CONFERENCE EDITION



AUSTRALIAN
BOOKKEEPERS
NETWORK

You said

"Wow - Alisa Camplin was amazing. So was Amanda Gore. Loved the speakers and presentations!!"

"Great variety of speakers, and presentation was excellent."

"Catching up with friends and vendors, making new acquaintances."



ABN THE BOOKKEEPER EVENT

12-13 OCTOBER 2018



THIS YEAR THE CONFERENCE WAS HELD ON THE GOLD COAST,
AT SEA WORLD RESORT CONFERENCE CENTRE.

DELEGATES TRAVELED FROM ALL OVER THE COUNTRY TO TAKE PART
IN THE EVENT – AND BY ALL REPORTS IT WAS WELL WORTH ATTENDING!



THIS YEAR'S PRESENTERS



The inspiring Alisa Camplin



The energetic Amanda Gore



MYOB's head honcho Tim Reed



The ever-popular Clayton Oates



The ATO session is always a highlight with
Colin Walker and Alan Gaskill



Our event MCs, ABN's Peter Thorp
and Kelvin Deer

...and many more.

In this edition

SO YOU DIDN'T MAKE IT TO THIS YEAR'S EVENT? DON'T WORRY! IN THIS VERY SPECIAL EDITION WE HAVE PUT TOGETHER ALL THE EVENT HIGHLIGHTS, PLENTY OF EVENT SNAPSHOTs, AND SOME GREAT NEW MATERIAL FROM AMANDA GORE.

FROM THE BOTTOM OF OUR HEARTS,
THE ABN TEAM WOULD LIKE TO THANK
THE FOLLOWING PEOPLE...

thank you!

.....

The delegates

Thank you to each of you. You all travelled from far and wide, and took time out of your businesses and from your families to take part in this event. With the competition in the bookkeeping industry event space, it is a true honour that you chose to be a part of The Bookkeeper Event.

The presenters

The event was filled with so many “lightbulb moments”. It is our presenters who generously give their time and shared their wisdom with us. You provided us with so many HOW insights and encouragement which delegates will take with them for years to come.

The sponsors

It is no exaggeration that an event of this size could not go ahead without the invaluable contribution and support from our sponsors. Thank you for your support and involvement in The Bookkeeper Event 2018.

The on-site team

Thank you to the crew from 1 Event and the staff at Sea World Resort for your incredible efforts, both pre and post-event. You really did an amazing job!

THANK YOU ALL FROM THE ABN TEAM :)



From left to right: Kathy Crew, Kellie Powell, Leanne Lewis, Ming Zhang, Peter Thorp, Kelvin Deer, Andrew Bradley, Darren Hagarty, Alexis Michael and Amelia Wigley.

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Disclaimer: The information contained in this edition is current as at time of writing (Nov 2018). Information contained herein is general in nature and is intended to provide guidance to bookkeepers in providing bookkeeping services for their clients. It is not intended to be taken as a substitute for you or your clients seeking professional advice in relation to their own specific circumstances.



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HOW it all went down



The team at ABN were over-the-moon at HOW the 2018 Bookkeeper Event held at Seaworld Nara went down; and I mean literally on the HOW. This year's event was themed with one word "HOW". We wanted to take bookkeeper conversations a bit further than other events. There are plenty of people out there telling you WHAT you should be doing; some even sharing WHY you should be doing it, but we decided to go a step further. We wanted delegates to leave with useful directional material on HOW to do it. To that end, we tasked our speakers to bring plenty of HOW to their presentations and they did not let us down.

Our keynotes were awesome. Tim Reed gave us a different perspective on HOW bookkeepers should view technology, and assured us that technology won't be taking over our roles it will just provide us with more tools. It is not to be feared, and he challenged us to think about the scary technology prospect of driverless cars where there had been a recent death at the hands of this technology. If it were fact that driverless cars were proven to be 10 times safer than driven cars; then hasn't technology actually saved 9 lives?

Alisa Camplin was inspiring in terms of the limits one person was prepared to go to achieve their dreams. Perhaps some of the strongest messaging (and is applicable to us all) was the unbelievably detailed preparation process that went into her success. With a driven desire to achieve and extremely thorough planning and monitoring, dreams do come true. Before the 2018 Bookkeeper Event I never dreamed I could land a double twisting backflip; I now know HOW.

Amanda Gore was one of the most amazing and inspiring speakers I have heard, sung with and danced with and judging from the 300 bookkeepers who left the final conference session singing and dancing up the road, I was not alone. I think plenty of us have a

different perspective on HOW we look at ourselves and our lives. Don't forget to hand out regular Tadars, remember to use your Orange Gratitude Glasses, and to regularly touch base with your newfound Joy Buddies.

Every speaker contributed to the HOW messaging, and I saw lots of very full "Its All About The HOW" workbooks, so delegates took plenty away to implement when they got home. Our exhibitors have handed us tremendous feedback about the constructive conversations they had with delegates across the two days, and we thank each and every one of them. A special mention to MYOB who contributed BIG Time with the Thursday MYOB Half-Day event, major sponsorship and helping us get 5 bookkeepers from drought-affected rural communities to this year's Bookkeeper Event.

A great Conference is defined balancing excellent learning with healthy doses of networking and fun. Delegate feedback was that session content was absolutely on the mark, so the learning imperative was well and truly ticked. A magnificent group of delegates ensured there was plenty of networking, and I think we served up plenty of fun culminating in the magnificent Saturday Night Gala Event. The venue was great, as were the efforts of our Event Co-ordinator and ABN Events Team. The superlatives in feedback from delegates was that the Event balance was spot on. We look forward to our next Bookkeeper Event, and hope we can lift the bar one notch higher again next time. Above all, we thank our delegates for their support; you sold out our event a month early. Your energy made the event very special for everyone, and we hope to see you again next time.

Peter Thorp
ABN Director

A WORD FROM OUR conference sponsors



MYOB Tom Gavens & Nick Wilson

MYOB

Two days stuck behind an expo stand at a conference can feel like a long time... but not at The Bookkeeper Event!

ABN's members are among the most engaged, interesting and to be honest, fun crowds we get to engage with. There was rarely a quiet moment. If we weren't listening to insightful feedback from members we were busy dealing with leads and signing people up to our new partner program.

The ABN team did a fantastic job organising the whole event but especially the expo space. It was a great... and very productive... 2 days.

Nick and Tom

www.myob.com.au

myob



Hugh Walker & Trent McLaren

PRACTICE IGNITION

The Practice Ignition team were so happy and proud to be involved with the ABN Conference this year. We were happy to be able to share best practice advice on how bookkeepers can fully automate their client on-boarding using our platform and awesome workflow tools like Zapier. The event gave us a real understanding of how we can better support the bookkeeping industry moving forward.

www.practiceignition.com

PRACTICE Ignition



Robin Beauchamp & Dean Martin

PAYVU

The ABN Bookkeeper Event 2018 was great. SeaWorld is a good venue and, between session times, members were engaged and engaging. With PayVu refocused and relaunched for bookkeepers, the Bookkeeper Event 2018 was the perfect conference to launch PayVu's new Bookkeepers-focused functionality; particularly as ABN members were involved in refining PayVu for bookkeepers. Finally and crucially, we were able to connect with many new bookkeepers to start using PayVu for their businesses and clients www.payvu.com.au

 **payvu**



Karen McDonald & Bronwyn Greenwood

ACCOUNTANCY INSURANCE

This was our first attendance at The Bookkeeper Event and we received a very warm welcome from the delegates and organisers. There was certainly a lot of interest in our new Cyber insurance scheme specifically for members of Australian Bookkeepers Network following on from the panel session on Cyber crime. Thank you for having us!

www.accountancyinsurance.com.au

 accountancy
insurance
cyber shield

A WORD FROM OUR *conference* SPONSORS



Nicholas Ogilvy, Will Gilbert, Andrew Hellier and Gary Kendrick

RECKON

The Reckon team thoroughly enjoyed being an exhibitor at the ABN Bookkeepers conference on the Gold Coast. It was a fantastic couple of days (weather aside) speaking to bookkeepers all over the country about the bookkeeping industry, technology and how we collaborate to assist the thriving small business industry. The team would like to thank everybody at ABN for putting on a superb conference and all the visitors that came by the Reckon stand, especially the Reckon partners. We look forward to ABN Conference 2020!.

www.reckon.com.au



Mick Devine

CALXA

ABN Bookkeeper Events are always something special. For us it was a chance to catch up and reconnect with many people we hadn't seen for a couple of years. Yes, we talked business but we also built on personal relationships. We made new friends, talked until the early hours of the morning (Shhhh! Don't tell everyone!). I personally was too busy talking and meeting people and didn't have time to see many presentations, but there was a constant positive buzz from those who did. Next time I'll have to plan my time better – but in an event like this with so many good people to talk to, we can't do everything.

www.calxa.com



Katrina Aarsman, Debbie Roberts & Sharon Francisco

PURE BOOKKEEPING

ABN have done it again! Two days of fascinating quality speakers, and a room full of exceptional bookkeepers who are passionate about their industry and the direction it's going. The Pure Bookkeeping team loved this opportunity to catch up with some old friends and make some new ones.

Thanks again ABN for a quality event!
www.purebookkeeping.com.au



Candil Rowett, Sonya Farrarwell, Sue Maxwell & Paula Gilbard

GROUP 314

Wow! What a terrific Conference for the team at Group314 all thanks to the ABN team. There was a huge response for our educational courses, particularly all things payroll and we really enjoyed interacting with professional bookkeepers keen to upskill.

Ian Taylor, the Chairman of the TPB, supported our recommendation that the Diploma of Payroll Services or the Payroll Administrator Skill Set constitutes excellent Continuing Professional Education (CPE) and we agree that upskilling in payroll is essential in the current environment. Congratulations to the three winners of our Payroll Quiz who shared a prize pool of over \$3,000 worth of education, compliments of Group314. We look forward to working with you.

It is fair to conclude that the conference was a great success, the presenters were excellent, the sessions were well attended and we have heard only praise from attendees and exhibitors. Congratulations ABN on both a successful and impressive conference.

www.group314.com



A WORD FROM OUR *conference* sponsors



Jack Kay & Jackson Brigg

PRACTICE PROTECT

When arriving at The Bookkeeping Event we expected to be walking into "just another conference", what we found however far exceeded any and all expectations we may have had.

Almost every single person we engaged with was a passionate and motivated professional simply looking for solutions on ways to improve their clients' lives and secure their data; this was significantly different than the standard "how do you make me money?" attitude that we are used to.

Thank you so much to the ABN team, our fellow vendors, and all of the wonderful Bookkeepers that now use Practice Protect on the daily!

www.practiceprotectonline.com



Bruce Carr & Darren White

WEB NINJA

Went to the GC with a bookkeeping crew
Lots of familiar faces and loads that were new

They checked the stand of Ninja and our cool integration
Then asked us for some numbers with some slight indignation

They said the Ninja better balance in that fancy Ninja app
Cos if our ledgers don't add up
You old blokes won't be back
But we'll be back and mighty soon
Cos Ninjas rule the land
With online orders for your clients
Linked to your Accounting Brands
www.webninja.com.au



Debbie Severiny & Kerry Bowden

XERO

Of all the bookkeeper events we've attended, the "vibe" here was up with the best. There were so many happy faces! We were kept busy having great conversations with many of the delegates, everyone was so engaged. ABN members are a very forward-thinking lot. There was plenty of learning going on, plenty of networking, and certainly plenty of laughs!

Grateful for the opportunity to work with some of the bookkeeping industry's finest.

www.xero.com/au/



AUTO ENTRY

Due to a delayed flight and some confusion about our accommodation, we arrived slightly late when checking in to set up at the ABN Conference on the Thursday evening. Fortunately, the ABN staff were warm and welcoming then, and throughout the entire event. Despite the unusually wet weather, we found the atmosphere at the Sea World ABN Conference warm and hospitable. It was a great opportunity to meet the various industry professionals, Add-on Partners and of course, the 300+ attendees learning how to grow their own practices and help their client's businesses. As the event was spread over two days, it allowed attendees to explore at their own pace and exhibitors to have more in-depth conversations with both existing and potential new customers. We found the experience valuable and we greatly appreciate all the hard work the ABN team put in over the weekend, especially having to change the dinner venue at late notice due to the inclement weather!

Thank you once again ABN, we cannot wait for the next conference!

www.autoentry.com/



Sam Jupiter & Katherine Port

A WORD FROM OUR *conference sponsors*



Jack Kay & Jackson Brigg

HUBDOC

"The Bookkeeper Event" was an amazing experience for our team. We had the opportunity to meet with so many of our partners, which is easily our favourite part about attending any conference. We loved catching up and learning new ways that their practices are evolving face-to-face, which is especially valuable in our cloud age!

More highlights included introducing bookkeepers to Hubdoc for the first time and connecting with the other world class apps attending the conference.

Thank you to everyone who came to say hello – we look forward to seeing you again soon!"

www.hubdoc.com



Mel Power

MY PROSPERITY

The ABN Bookkeeper Event was a wonderful opportunity to be able to connect directly with Bookkeepers and discuss the importance of the role they play in the lives of small businesses and most importantly the lives of the people who run them. The myprosperity platform is unique in the fact that it is the one place where an individual and an advisor can come together to get sorted in the personal financial world!

We are also proud to announce the launch of our new Certified Consultant Program for Bookkeepers! You can find out more about it here www.myprosperity.com.au/certified-consultants



Nicky Stuart & Mark Ballantyne

SAM COMPUTERS

This is the first time Nicky & Mark have attended an ABN event and had a great time. The event was well run with a lot of great speakers. We met a lot of fantastic people who had an interest in the workshop and dealership management software we have to offer. There is a huge opportunity for members to specialise in the automotive/service industry where business owners will improve their businesses by focusing on labour efficiency, customer retention, and accurate tracking of margins on every job completed. We look forward to working with members more in the future.

www.sam.co.nz



Shaun Haque & Damien Pigott

INTUIT

The Bookkeeper Event was a great opportunity for Intuit QuickBooks to spend time with the essential advisors of small business, the mighty Aussie bookkeeper! Our session focused on the struggling small business owner (in this case Damien the Pizza Shop owner) who needed the insights and guidance of his bookkeeper (Shaun from Shaun's Accounts) who utilised the reports of QuickBooks to help provide certainty and knowledge.

It was great to have a conversation with so many bookkeepers as they dropped by our stand en route to the mighty Intuit QuickBooks coffee stand. We loved talking about the impact of Single Touch Payroll, the benefits of our pro advisor program and the way clients love the simplicity and power of our mobile app. The Gala Dinner on Saturday night topped off a superb couple of days on the Gold Coast, and we look forward to maintaining our strong and dynamic relationship with ABN in the future.

www.intuit.com



A WORD FROM OUR *conference sponsors*



Andrew Gholizadeh & Max Piltiaev

DEAR INVENTORY

We had a great time at the ABN Conference, we had the opportunity to finally meet and mingle with current DEAR Partners and users and be introduced to many more ABN members and start the fruitful conversation on how we can work together to drive greater value to their clients with the use of technology in the ecosystem. A truly wonderful event.

www.dearsystems.com/inventory-software/



Li & Michael Fitzmaurice

EZZYBILLS

It was such a great pleasure meeting many ABN members at Sea World! We realised from talking to you that bookkeepers are such a group of hardworking people – same as us in tech industry.

Get your clients to use EzzyBills. They send in invoices and receipts. EzzyBills does data entry and document storage. Why use us? Best at extracting line details. Such as for your tradies and retail clients. 100% Automatic.

You will get more time to relax!

EzzyBills shall be the “appliance” for bookkeepers, just like washing machine to a household. Email to support@ezzydoc.com for our special ABN offer.

www.ezzybills.com



Sam Nocross & James Murdoch

GO CARDLESS

It was brilliant to meet so many new Bookkeepers and catch up with our existing partners. The conference was immaculately hosted, with a great program of exhibitors and speakers!

Attending helped us gain a deeper understanding of the Australian market. For us to get a really positive reaction was a huge validation, and it was hugely exciting to talk through the value we could bring to Bookkeepers and their clients.

www.gocardless.com/en-au



Patrick & Alistair Lamond

Skippr CASHFLOW

A fantastic conference that gave us a great opportunity to network with such engaged members. We had many interesting conversations which we look forward to developing into new long-term relationships.

www.skippr.com.au



Beatriz Sanchez, Paul Stasinowski, Mel Oxman and Leanne Conroy

ATO

Conferences are a fantastic avenue for the ATO to connect with tax professionals. The Bookkeeper Event 2018 was no exception. Our delegation thoroughly enjoyed networking with BAS Agents and bookkeepers, while sharing information on products and services to assist the profession. We provided information on Single Touch Payroll, Cash Flow Coaching Kit and promoted the Complex Issues Resolution service available for members.

www.ato.gov.au



Sofian Saoudi & Luke Rowlinson

RECEIPT BANK

Luke and I had great pleasure at the ABN conference on the Gold Coast.

All ABN delegates were super helpful and lovely, and it was great a unique opportunity to network with engaged ABN members.

We're looking forward to attending the next ABN conference.

www.receipt-bank.com



CONFERENCE *Speakers*

WE ASKED OUR SPEAKERS TO SHARE THEIR NUMBER ONE TAKE HOME MESSAGE FROM THEIR SESSION AT THE BOOKKEEPER EVENT.



Kerrie Jarius

on behalf of the ABA Directors

ABA Directors Sophie Andrews, Sonya Farrawell, Ben Kelly and Kerrie Jarius presented a session called the Solutions Room. Delegates had the opportunity to ask questions that were directly relevant to them. A big thanks to all delegates that put forward questions for our expert panel to answer.

The response was amazing, we were able to cover topics ranging from fixed billings to marketing and some technical training questions as well. Due to time constraints we could not get to all your questions, so please contact the ABN Helpline and we will get them answered for you. Also, don't forget to utilise the extensive resources available to members on the ABN website in your member section www.austbook.net/login

The big take-home for ABA Directors and delegates was how giving and generous our bookie community is. If you don't know the answer, you can rely on our ABN community to come to the rescue.



Tim Reed

The data is in, the analysis complete the future of bookkeeping is bright... but different. As more businesses seek your services, trusted relationships will be more critical – both with your clients and your technology partners. You'll need to own the end-to-end financial management system and must take responsibility for continuous improvement to that system. Being the most efficient will be both the price to play and your ticket to win. Leveraging technology for every tiny efficiency, training your clients to embrace continuous change, and moving from client-centric to bureau work approaches will free you to enable your clients' success.



Colin Walker & Allan Gaskill

Sometimes it's the little things that matter most. A clear take-away from the event was the importance of getting the basics right and the feedback received on the new Online services for agents indicates we are on the right track. It was a pleasure to speak with a group of highly engaged, outcome driven, client-focussed professionals who are genuinely excited to embrace change.

Allan

As usual what a wonderful opportunity to make new friends and meet up with old friends at the Bookkeeper Event. I have been so privileged to be offered so many opportunities to keep coming back to talk to such a friendly and respectful group of professionals and for this year to be able to show how we have worked with our BAS agents and solved some of those nagging problems. Thanks for a great time.

Colin



Peter Thorp

Top Take Home Points - from cyber session:

- Commission a cyber-security review and implement recommendations
- Review Insurances (PI and Cyber)
- Read more about the cyber threat and understand the risks (see various ABN Resources produced to date)



Amanda Gore

See page 16 for more from Amanda Gore.



Alisa Camplin

Relive one of the inspiring moments from Alisa's presentation. Take a look at this [video](#).



Tanya Gray

It was great to speak at The Bookkeeper Event. During my session I shared with you why today's customer is frazzled, and overwhelmed with information and because of this, trustworthiness is most critical in winning new clients. Trustworthiness, as defined by Harvard Professor David Maister is built through credibility, reliability, intimacy and always remaining customer-centric. The quickest way to be build presumed trustworthiness and value is when someone refers you. My session covered where to find referrals from your current raving fan clients and how to ask them great deep-diving questions to uncover their challenges, and to make you a great fit to solve them.



Simon Dennis

It was a great pleasure to be invited to speak at The Bookkeeper Event. Bookkeepers are an integral part in the MYOB community and we feel extremely fortunate to be able to strengthen those ties through the fantastic relationship we enjoy with ABN and its members.

I hope that throughout my presentation, the audience got a real sense of how the needs of Bookkeepers are playing out in our current and future product development. In particular, how our move towards a truly integrated platform is coming together to provide a holistic solution to manage all key workflows in one place.



Karen Vercoe & Karen Howe

It was great getting the opportunity to present to you at your Conference. We hope that you took something home from our presentation. We did see a lot of people taking notes, which is great!! Just don't forget that if your clients don't pay their staff correctly, sending them a cut and paste from Section 550 from the Fair Work Act might make them think twice. All the best.

Karen Vercoe

I loved this platform as it provided an opportunity to share a wealth of relevant information to the masses so our bookkeepers nationally can be kept up-to-date on HR and Payroll related matters! Thank you for the invitation to share.

Karen Howe



Clayton Oates

It's not just what you make but how you make it, that can be the difference between creating a business you despise and one you enjoy and want to keep.

Bookkeepers are uniquely positioned to extend service offerings to existing clients in the form of software advisory, consulting, training and ongoing support. Successful long-term partnering with software vendors requires alignment of core values, continued product innovation and shared revenue models that fully respect the independence of the professional bookkeeper.

Always seek out ways to deliver more value to your clients whilst considering the recurring nature of your income in order to build a business that is sustainable, fulfilling and able to grow and continue to serve others.



Trent McLaren

I was so excited to be speaking and contributing to the growth of the bookkeeping industry up on the Gold Coast! The amount of support and feedback I've had regarding my talk on "Viewing technology as employee's" has been positively overwhelming. It really seems like the talk has hit a chord and bookkeepers are keen to find better ways to streamline and automate their businesses using the right mix of technology and staff resources where required. Thanks again for having me along, and I look forward to supporting the ABN Conference for years to come



Diane Lucas

Building a strong team takes leadership. To become the leader your team deserves, it is critical that you understand the direction you want your business to be heading in, why you are in business, and over-archingly that you are doing what you love doing.

Without a clear understanding of your objectives and a deep love for what you do, the message you convey to your team will not carry weight. Once you believe in yourself, then others will automatically follow. Be strong of vision, have conviction, but always maintain empathy and humility. Enjoy the journey to success!



Darren Hagarty

Social media can enrich our personal lives by providing a global connectivity with friends and family and the real-time sharing of information. In the business arena, it enables a broadening of reach for minimal cost, the ability to target particular groups of customers, and the ability to deepen your relationship with existing customers. But we must be acutely aware of its limitations and challenges. Our best strategy for dealing with the "dark side" of social media – issues such as staff abuse, customer criticism, malicious posts, etc. - is to have thought about how we will deal with these issues before they arise, so that when we do, we can react swiftly and appropriately.



Trent Innes



Sonya Farrawell

Remember.... Compliant + Professional + Educated = CPE

- Complete CPE on a WEEKLY basis
- Go for quality versus quantity
- Seek CPE that delivers a learning opportunity not just CPE hours
- Assess which CPE activities will enhance your skills and knowledge to enable you to perform the services you deliver not just competently, but with expertise your clients will respect and appreciate.
- Develop a STRATEGY and PLAN for CPE.

If you missed the CPE session shared by Sonya Farrawell (Group314 Program Co-Ordinator), and Ian Taylor (Chairman of the TPB) you can still download our free CPE Tool Kit to help you manage your CPE obligations. Visit <https://group314.com/cpe-tool-kit/>



Damien Piggot & Shawn Hague

The Intuit QuickBooks team thoroughly enjoyed the opportunity to share with Bookkeepers the great power and insights that the reports within QuickBooks Online provides to small businesses. As bookkeepers are now recognised as the essential advisors (yes, more important than trusted!) for small businesses, the ability to provide rich, data-backed insights becomes imperative. Apart from a few technical difficulties and a lame joke or two, the QuickBooks team provided clear examples of how the questions that small business owners have a round cash flow, ATO compliance and even the power of apps are answered and supported through the power of our cloud accounting software. The interactivity of the session was enhanced by the great and practical questions from the many participants.



it's time ACCOUNTANTS AND BOOKKEEPERS TEAM UP IN THE CONNECTED PRACTICE

AS AUTOMATION REDEFINES THE ROLES OF ACCOUNTANTS AND BOOKKEEPERS,
FIRMS WILL BE BETTER OFF ENGAGING IN WHO DOES WHAT. THEN ALL
PARTICIPANTS CAN HAVE THEIR SLICE OF THE CONNECTED PRACTICE ACTION.

More innovation in the past decade means accountants and bookkeepers are talking about what their future holds. And this has triggered a few sparks between the two groups.

For accounting practice consultant Amanda Gascoigne, part of the problem lies in the widening gap between tech-savvy firms and the laggards.

"Some accountants think if their clients see those traditional functions have become automated, they'll question what they're actually getting for their money," she said. "But I've found the opposite occurs. Clients appreciate advice on how they can simplify their bookkeeping without firing their accountant or bookkeeper."

Gascoigne, who introduced paperless accounting to her own practice in 2008, said firms would find greater reward by encouraging clients to embrace new technologies.

"When you make these tasks easier, it empowers clients. They get hungry for information they can extract from their software. They are more likely to contact you for advice that they value and are prepared to pay for."

So tech disruption through automation opens up new revenue streams for advisors willing to connect with this Brave New World.

BIG OPPORTUNITIES WITH BUSINESS ADVISORY

Some accountants may fear that bookkeepers who've embraced automation are ahead of the curve when it comes to offering business advisory.

Karen Groves, Director of bookkeeping firm Successful Alliances, sees bookkeepers lead the charge in tech adoption.

"On one hand, it's easy to see how accountants and bookkeepers are in competition for clients," Groves told The Pulse. "They're both producing reporting that they use to feed into their advice for the business owner.

"And where, traditionally, bookkeepers were expected to provide insight on a regular – often monthly – basis, we're now seeing accountants starting to do the same."

But for the bookkeeper who has come to grips with the lightning speed of tech changes, this offers new consulting opportunities.

"At Successful Alliances, we're spending more time appraising the various applications our clients use and advising them on what new software to adopt, or how to better integrate their current setup.



"There is a huge opportunity for bookkeepers to collaborate with accountants in the tech space to provide a better overall service for clients."

This is a big win for bookkeepers who save their clients time and money, and implement systems that give the client, bookkeeper and accountant more visibility on a daily basis.

OUTSOURCING CFO SERVICES AND MORE

So where does this leave accountants?

The final challenge for accounting firms morphing into the Connected Practice is where they find the time and resources to integrate the right tech platforms.

"Like any business, accountants have hired the staff they need to resource business as usual. This doesn't leave much bandwidth for finding, installing and learning new software platforms," Gascoigne said.

"But the combined benefits and the risk inherent in not doing it should justify any short-term pain."

Accounting firms can be proactive consultants to their clients and develop referrals, leads and onboard new clients.

"It's that high-level advisory space that accountants can seek out," Gascoigne said. "We're good at detecting issues – often well in advance of the issue becoming a real problem."

"Small businesses and start-ups need to outsource that traditional role of CFO. Accountants are in the best place to offer those services. The challenge is combining an optimal mix of compliance and advisory work."

Accountants need to craft their own Connected Practice with the same dedication they have when helping their clients.

Here's where partnering with forward-thinking bookkeepers kicks in.

"There are real benefits of accountants and bookkeepers working collaboratively together to achieve great outcomes for clients, and themselves as business owner," Gascoigne said. "There needs to be mutual respect and trust and a clear understanding what each can bring to the table."

"When we all work in our 'zone of genius' we enjoy greater work satisfaction. We add more value to the client and we can charge for that value. There is enough work for everyone – we just need to identify the best person to do that work so the client feels valued."

EVENING EVENTS & *happy snaps*



On Friday night, after a big but inspiring day, delegates unwound and networked in the expo area with drinks and canapés.

On Saturday night the rain played a little havoc with our plans but we pulled together a star studded Hollywood-themed event. Delegates were greeted by Bugs Bunny, Marilyn Monroe and our live red carpet. Delegates enjoyed a buffet with tastes from around the globe, and then danced up a storm to the sounds of Grove Elements Band.

Check out the happy snaps below!



EVENING EVENTS & *happy snaps*



SATURDAY
NIGHT'S
STAR-STUDDED
HOLLYWOOD-
THEMED
EVENT



THE POWER OF *feelings* IN BUSINESS

By Amanda Gore

“ There is a mismatch between what science knows and business does. ”

DANIEL PINK

Ask yourself this question...how much have humans really fundamentally changed in the last 1000 years?

What still really matters when all the trappings of the western world are taken away?

What are the most current problems for people at work?

Who was the best boss you ever had – and why?

More and more science is proving the power of beliefs and feelings. Humans are feeling beings. The most important thing for a healthy, long life turns out to be (not really a surprise) social support. Social support means relationships – with family, friends, colleagues and bosses. It means feeling connected to a tribe or group or family (blood or friends). To belong.

Loneliness is lethal for humans. A sense of belonging is not only important (actually critical) for heart health but also for great performance. Buckminster Fuller said ‘the whole is greater than the sum of the parts.’ Which really means when we work together with others we achieve much more. We speak and write about teams and teamwork all the time, but we forget that to be a team means a group of connected people. All the people in the teams want to feel comfortable in the group, accepted vs judged, that they have a place and a purpose that is important. In short – that they matter.

Do people leave jobs – or bosses, colleagues or a culture? Bosses and colleagues are people with feelings! A culture is the environment in which people can be their best – or not. The power of a team is in how well people relate to each other. The first time the New England Patriots (an American football team) won the Super Bowl in 30 years or so was the first time any football team in American history ran onto the field as a team – rather than a series of individual ‘champions’.

Everything in business (and life) is about feelings.

People won’t buy from you unless they trust you (a feeling).

People won’t work well with you if they don’t trust you – or don’t like you. They are too busy protecting themselves.

People who don’t feel good about themselves don’t acknowledge or encourage others – they try to pull others down so they don’t feel so inadequate.

People won’t follow a leader who doesn’t seem to care about them – they might look like they are doing it – but they won’t!

People will avoid working with colleagues who don’t carry their weight – they feel abused, used and under recognised.

People won’t like working with a boss who takes all the credit.

A boss who doesn’t feel good about themselves does not have the patience, compassion and insight to help others be the best they can be.

People will do all they can to undermine in subtle and not so subtle ways if they feel ignored, targeted, uncared for, disliked, unacknowledged or unimportant.

People who are punished for making a mistake when they were not properly prepared for the work not only disengage themselves, the treatment makes everyone feel unsafe.

People won’t take responsibility if they feel they will be attacked or acknowledged for it.

People are not creative or innovative if they are not encouraged or if the culture does not support them.

People do not open up if they don’t feel safe.

And so on!

continued

THE POWER OF *feelings* IN BUSINESS

continued



Everything in business is about feelings. Engagement is all about feelings.

Much of the recent literature or business books are written on happiness; on having a sense of purpose; on feeling safe; of having meaning in your work; on engaging people; on motivating and inspiring others; on finding their “why”.

Emotional Intelligence is almost ‘old hat’ now yet it’s fundamental for great leaders, relationships and cultures.

Engagement is used as a strong measure of a company’s health or a leader’s effectiveness – but what IS engagement? It’s when people feel engaged – when they feel inspired or motivated or enthusiastic at work. They want to contribute and make a difference. They want to belong. They want to know they matter – that someone cares for them, and is interested in growth and development.

My ex-husband wrote a book called The People Pill several years ago now, and I still think it’s the best leadership book I have read. It’s simple and practical, and allows people to easily implement the strategies that work to engage people – that is, make them feel good about not only themselves but also about their work. Ken used to increase profitability by 200-300% wherever he went (true!) by using the principles in the book. And it’s not rocket science. It’s remembering that you are leading or working with humans!

And all humans want to feel good about themselves.

They want a culture in which they feel they can be the best they can be.

They want to feel that their hard work and effort is recognised.

They want to feel the boss cares about them and that their colleagues care about them.

They want to feel safe, and that they can trust those around them.

Politics in an organisation destroys trust, as do many other elements in workplaces – and in relationships.

Feeling safe, not just from physical harm or bullies – but emotionally safe; believing in themselves (feeling confident); feeling good about themselves; feeling they can rely on and trust their colleagues and leaders; feeling they are not just making widgets but building safe buildings or machinery; feeling there is someone they can talk to if things are not going well; feeling that it’s ok to not know something and ask for help; feeling energised by work; feeling inspired and enthusiastic...I could go on and on about the importance of feelings at work!

Yet we don’t focus on how people feel! We focus on values – and mission statements – which are attempts to get people to feel they have a purpose in what they are doing.

But when do we talk about creating a culture of caring; of encouragement; of growth and development; of acknowledgement; of gratitude? All of which increase engagement of course and therefore the bottom line.

We have lost sight of the fact that no matter how many people are in an organisation, they are still people with hearts. And those hearts want to connect; to be inspired or lit up; to be seen; to be challenged and nurtured; to feel safe; to feel part of a tribe.

Perhaps the short path to helping people feel better about themselves and their work is to create a culture of gratitude. Consciously create a culture of gratitude.

Gratitude for each other and for what every person does; gratitude for the work they do and the difference they make; gratitude for a boss who cares and creates a great environment; gratitude for the challenges as they are such wonderful chances to grow; gratitude for change and the opportunities it brings; gratitude for a workplace that encourages diversity and helps everyone feel included; gratitude for a workplace that is fun and encourages laughter; gratitude for your team and the connection and relationships you create – basically gratitude for everything!

Gratitude is the master re-framer. If you consciously choose gratitude (a feeling!) everything changes.

For every person you have a challenge with, find something about them for which to be grateful. Be grateful for kindness at work. Be grateful for difficult situations because they teach you stuff! Be grateful for bosses who challenge you – they teach you to grow and develop. Be grateful for any work you have or the job you have and do it to the very best level you can. Start off every meeting with people talking about things for which they are grateful since you last met – watch how it transforms your meetings.

We have so much to be grateful for every day.

Ask yourself this last question – what really matters to you at work? It’s not the money, the power, the position, the status or kudos. It’s how you feel about yourself at work and what you do and how you feel about the people around you.

It’s the environment which is created by the boss and the people!

In short – focus on the feelings in business – how you feel about yourself and how others feel around you – and the rest will flow!



5 WAYS YOU CAN **SAVE TIME** ON SOCIAL MEDIA *(And Still Grow Your Business)*

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SOCIAL MEDIA CAN BE GREAT FOR GETTING YOUR BRAND IN FRONT OF NEW AUDIENCES, BUT IT CAN EASILY BECOME A TIME VAMPIRE.

ON THE NEXT PAGE ARE 5 TIPS TO HELP YOU SAVE TIME ON SOCIAL MEDIA.

1. Choose the Right Platform

Ideally, you have a fantastic digital strategy and you know where social media fits into your overall marketing plan. That's the first place to start. Failing that, at least think about where your target market is hanging out online and where is the appropriate place for you to be interacting with them.

So for example, if your target market is an older demographic, you might be more likely to find them on Facebook. If they're younger, they might be more likely to be found on Snapchat or Instagram. If they have a particular profession that you are trying to single out, perhaps the easiest way to find those people is via LinkedIn.

Choosing the right place to be is a great place to start. I'm not saying that you shouldn't be on the other platforms and share your content there. But in order to build a successful following, you need to hone in and focus and understand the etiquette. So, choosing the right place to be is the best way to save time.



2. Set Some Boundaries with Your Time

The next thing is about setting boundaries with your time. I have seen a lot of people "working" by being on social media and I've done this myself. It's easy to convince yourself that you're doing something productive by hanging out on social media. Now, we all know that sometimes that's true. But there's probably some better uses of your time.

I personally like to set aside an hour either at the start of the day or at the end of the day just going over my social media. This could be developing a system where you post, check in on the comments that you've received and respond to those, engage with your audience etc. etc. so, whatever works for you with the system that you develop at the time of the day that suits you best. You don't want to constantly be going back into social media and interrupting your workflow throughout the day.

Once you know what type of content works for your audience, you can also have some of your posts going out on repeat. I have developed a system called Autopilot so I never have to interrupt my dinner or workflow and I know that content is going out to my audience every day.



3. Create Evergreen Content

The third tip is to create evergreen content. Evergreen content is content that is not time dependent. So for example, a Christmas special is NOT evergreen content. An informative video like this one is evergreen content www.youtube.com/watch?v=vUgvIMgs5P8. It can be used again and again regardless of the time and doesn't age.

By creating evergreen content, you are giving yourself the ability to repeat the use of the content so that you can use the same content again and again. So, this video might go out today, it might go out in 3 months' time when my audience is larger, it might go out a year from now. It's still going to be relevant and helpful to people and it's not going to age as some other content would.

Again, when you are ready, a system like Autopilot can make sure your posts go out on repeat without you needing to reschedule

them.

4. User-Generated Content

User-generated content is content that is created by someone in your audience or community and shared with your permission.

The most common way we see this is with feature posts. A community member will share their content and use a particular hashtag or tag to let the owner of the account know that they're happy for that content to be shared. I'll do another post about creative comment licenses and the legalities around sharing other people's content. But I just wanted to introduce you to the concept of user-generated content so that you can start to think of some creative ways you might be able to use that in your business.



5. Repurpose Content

There are two ways that you can do this.

The first is by changing the medium itself.

If you start with a video, the audio could be stripped back to create a podcast. We could also take screenshots of a video to create still images (perfect for how-tos or recipes) or have the text transcribed and it could be turned into a written text blog (exactly what I did here :) :).

So, by starting with the medium that has the most information, we can derive all these other forms of content from it. So, that's a fantastic thing if you're a solopreneur. If you start with the video, you can then generate all the other different types of content from that.

As well as the medium, we can also talk about re-purpose in the same modality in different platforms.

So for example, the video above is filmed in landscape, but I know that it's also going to go on IGTV which is vertical. So I have left enough space around me so that I can easily crop it and still be in the centre of the frame and upload it to a totally different platform. I don't have to remake content. I can share it and I can even take snippets of this to be used either in my Instagram stories or my Instagram feed or share them on Facebook etc.

So, it's about being versatile. This is also true for images.

Often business owners don't know all the scenarios they are going to need to use an image in and end up with a photo where the subject takes up the entire shot. This can be difficult for creating banners of various shapes and sizes when you don't have any room to move. You have to constantly be creative about how you're going to come up, how you're going to use that extra space. It would be much wiser to have more of the background in your images which you can crop as needed for different scenarios.

So, when you're creating content, just making sure that you have ample room around you, whether that's a photo or a video, so that it can be more versatile and used in a variety of different contexts.

Hopefully, that's helped you think about some ways that you can save time in your social media. Just to recap, be in the right place, set boundaries around the time that you're going to spend there, create evergreen content, consider doing user-generated content, and make sure that you're creating content that is versatile to be used either in a range of different modalities or in a range of different platforms.



WHAT WAS YOUR favourite thing ABOUT ABN CONFERENCE 2018?

"Everyone was very friendly and seemed to be enjoying themselves."

"Catching up with friends from previous ABN Events. Also, pretty happy with the content - there was a lot of stuff useful for me.

Not only did we receive technical information and updates to enable us, we got the motivational speeches and enlightenment to keep going."

"Connecting with other bookkeepers, and got information how to improve and stay in touch with the changes we're facing."

"It was my first one - I loved the keynote speakers, the intended or unintentional nod to mental health in the industry, and the ease of making new friends/contacts using the app. (And the orange sunnies!!)."

"Loved the ability to speak with peers, industry reps and the ABN team. I learnt a lot over the course of the conference from the wonderful presenters, but the welcoming vibe made it a pleasure to be there. Thank you."

"I've taken away really useful, important information. I really enjoyed almost all of the sessions. My favourite thing was the connection with other bookkeepers.

Outstanding bunch this year. The whole thing really but I love the networking and catching up with colleagues from around Australia."

"Being a sole trader bookkeeper can be quite solitary. I loved meeting like-minded bookkeepers and I now have a network around the country, they are just a phone call or email away. I just love that. Also loved most of the content (not all relevant to me but that is just fine) and Amanda Gore was amazing. Heard the song a number of times since, and it takes me right back there dancing with my peers in orange sunglasses. Would love to see the video."

"EVERYTHING!!!! We came all the way from WA and we were 1st timers. We will be back in 2 years' time, wherever it is."

"The keynote speakers were amazing, and I felt so motivated listening to them both. The other thing I LOVED was the fun aspect and the relaxed nature of the Directors - I told someone the other day if I could describe this event with colours it would be orange with pink and a touch of fluorescent yellow - bright and cheerful for the entire time. It was the first time I attended and travelled from Perth - it was worth every cent and we will definitely be back in 2020."

"It ended on a really high note."

