

Driving the business behind your business

Sound advice builds better business



A name worth noting

Only Chartered Accountants have CA™ after their name. Behind these simple letters are years of study, ongoing training and a professional body that ensures CAs comply with the highest professional standards.

Businesses are faced with complex decisions every day, these decisions are made easier, with the help of a Chartered Accountant. Whether you're just starting out or have been in business for years, a Chartered Accountant can provide expert advice to help set your business up for ongoing success.

Chartered accountants are:

- bound by a code of ethics and required to follow professional standards
- trained for a minimum of six years to achieve the Chartered Accountant designation*
- required to undertake professional development training
- members of Chartered Accountants Australia and New Zealand are subject to its disciplinary procedures and periodic reviews
- eligible to obtain a Certificate of Public Practice which enables them to offer services to the public as a Chartered Accountant.



CHARTERED ACCOUNTANTS™
AUSTRALIA + NEW ZEALAND

Chartered Accountants are members of Chartered Accountants Australia and New Zealand, an internationally recognised network of approximately 120,000 professionals who each use their skills to help businesses like yours build successful, sustainable and prosperous futures.

* The Chartered Accountants Program is the only professional accounting education programme recognised as a formal Post Graduate qualification in Australia and New Zealand (Graduate Diploma in Chartered Accounting).



- 1 Are you focused on running a small business?
- 2 Looking for new opportunities?
- 3 Wanting to build an even bigger business?

Understanding how to be successful is essential

Chartered Accountants use their expert knowledge and experience to help many small businesses succeed through improving business practices and profits in areas they might not have considered.

Partnering with a Chartered Accountant enables you to access advice you can trust from someone who can understand your business, what you do, and how it fits into the wider business environment.

More than you think

*A CA can help your business
through a wide range of services:*

Business advice

- Strategic business plans
- Budgets and cash flow projections
- Financial statements and management reports
- Obtaining local and offshore finance
- Financial structuring
- Risk management
- Data analytics and accounting software advice
- Purchase or sale of businesses
- Valuation of businesses and company shares
- Planning and structuring prospectuses
- Accounting services.

Financial advice*

- Personal financial planning
- Superannuation and retirement planning
- Investment in equities, property and fixed interest
- Business investments.

Taxation services**

- Income tax planning
- GST and other indirect taxes
- International tax
- Estate planning
- Trusts and asset protection
- Charities
- Assisting with audit disputes.

*CAs in Australia will require an Australian Financial Services Licence, from 1 July 2016 onwards, to provide the services listed under the heading, "Financial Advice". CAs in New Zealand will need to consider their obligations under the Financial Advisers Act 2008 (NZ). **Subject to CAs in Australia registering with the Tax Practitioners Board.

