



**HOODSWEENEY**

# **ACCOUNTING & BUSINESS ADVISORY**



join the journey

# LIFE IS A JOURNEY WITH A THOUSAND CROSSROADS AND NO MAP.

## **You weren't born with an instruction manual.**

Yet, every crucial decision you take along this roller coaster ride has the power to change the course of your life.

It's not just the major path you choose in your profession, principles, passions and pastimes.

It's people, too.

Fortunately, with the right relationships, you don't have to walk that journey alone. Nor make your most courageous decisions without the strength, foresight and knowledge of a trusted adviser beside you.



join the journey

# HOODSWEENEY

## Join the journey with Hood Sweeney.

**Since 1976, Hood Sweeney has shared life's journey with every one of our clients.**

By getting to know them as people, we understand their needs, their hopes, their fears and their dreams.

With each year that passes, we find new ways to make those dreams a reality by adding new resources, intelligence and staying on the crest of our industry's innovation.

**That's why, today, we have over 100 staff in three offices serving over 3,000 clients throughout South Australia, including small-to medium-sized private businesses, agribusiness enterprises, health providers, not-for-profits and individuals, with services that encompass:**

- Accounting & Business Advisory
- Consulting and Performance Coaching
- Financial Planning\*
- Technology Services
- Finance<sup>#</sup>
- People & Culture Consulting
- Branding & Marketing Advisory

We know our success is merely a reflection of what we've helped our clients build for themselves.

No matter when you join us on your journey, it's the first step towards peace of mind and prosperity.

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\*Hood Sweeney Securities Pty Ltd  
AFSL No. 220897  
ABN 40 081 455 165

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<sup>#</sup>Hood Sweeney Finance Pty Ltd  
Australian Credit Licence  
No. 391396  
ABN 12 113 454 014

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## Accounting and business advice for your journey.

**The fundamental role of an accountant is undoubtedly to make sure the numbers add up.**

But beyond the ledger, an insightful accountant can add so much more to a relationship.

Do you make the deal, take the punt, sit and wait, expand or contract, look for a partner or go it alone? It's still always your call.

But, at least, you can make that call based on a reality check from someone who has the confidence, candour and knowledge to provide it without fear or favour.

Our privileged knowledge of your fiscal foundations combined with our integrity and objectivity make us a confidential counsel, business adviser, sounding board and mentor all rolled into one.

What should give you further confidence to trust an accountant from Hood Sweeney is the success we have managed to build over our own business journey.

Amongst our Accounting & Business Advisory team, Hood Sweeney has the people, the experience and the business nous to give you the counsel you need, whenever you need it.

Here, we can offer you everything from the basics of taxation and accounting, to consulting on key management decisions and generational planning, sharing every step of your journey, in good times and bad.

# AT HOOD SWEENEY YOU ENJOY A DIRECT RELATIONSHIP WITH YOUR ADVISER.

## So, here are the eight questions you need to ask yourself right now.

1. Is your accountant giving you proactive advice that looks ahead, rather than merely in the rear-view mirror at past results?
2. Has your business structure evolved with its growth?
3. Have you ironed out all the issues with your cash flow and working capital?
4. Are you sure you're claiming all your eligible business and personal taxation deductions?
5. Do you have a really good handle on all the performance metrics and financial indicators for your business?
6. Have you formalised a succession plan?
7. Would you be confident managing the complexity of buying or selling a business?
8. Do you have time to spend **on** your business or are you too busy **in** the business?

If you answered 'no' to any of these questions, you could have a lot to gain by talking to us.

## The security of trusting Hood Sweeney Accounting & Business Advisory.

- ✓ We have professional staff who are members of the Institute of Chartered Accountants and CPA Australia.
- ✓ Hood Sweeney is a member of leading industry groups, including Family Business Australia and the Australian Institute of Company Directors.
- ✓ We are listed in Australia's Top 100 accounting firms by BRW.

## What we do.

**Our client list now ranges from individuals and tiny start-ups to substantial not-for-profit organisations and medium-sized private enterprises with turnover in excess of \$50 million, some of which are South Australian flagship companies.**

The depth of this clientele is reflected in the ever-expanding scope of services Hood Sweeney's Accounting & Business Advisory team can offer.

### 1. Financial and management accounting.

This is about getting the basics right: making sure all the numbers add up and bringing the key metrics of your business into sharp focus.

### 2. Taxation advice and business structuring.

Your business may have a structure, but when was it last reviewed to ensure it has kept pace with any changes? We'll make sure the foundations are secure, based on an optimal taxation position.

### 3. Taxation compliance and reporting.

In 2010 Australia's taxation system was ranked highest in 'complexity' and second lowest in 'fairness' when compared to the UK, USA, Canada, Singapore and Hong Kong. That's why it takes dedicated professionals like our experts to keep up with the regulatory requirements of the Australian Taxation Office and other regulatory bodies.



#### **4. Budgeting, cash-flow forecasting and financial modelling.**

A little foresight is always better than 20/20 hindsight. The future of your business depends on reading the financial environment and being ready to respond to problems and capitalise on opportunities. We will work with you to manage your business proactively, especially your working capital.

#### **5. Merger, acquisition and divestment support.**

There is probably no greater challenge than the courtship dance of buying or selling a major asset, such as a business. Our experience will put you in the box seat, providing due diligence and financial modelling, as well as offering our analytical and negotiation skills to help you secure the best deal.

#### **6. Succession planning.**

Handing over the reigns to the next generation can be a complex and surprisingly emotional process. Our experience can help to ensure fairness and bring an objective perspective to these delicate transitions.

#### **7. Strategic business planning.**

The strategy of business is complex, requiring the ability to look beyond the horizon and identify future challenges and opportunities. Our team is ready to provide the analysis and intelligence, and help mobilise your business to respond.

#### **8. Business coaching and performance improvement.**

Our combination of leadership development and highly effective business-planning tools will drive your business to even higher performance.

Once you join the journey, you won't be shuffled to the back of the bus.

**One of the unique benefits of dealing with Hood Sweeney is that you enjoy a direct relationship with an adviser, who is one of our directors.**

This is in stark contrast to many firms, where the most senior individual might merely meet with you once a year to review your accounts.

Instead, our directors are hands-on, working synergistically with our senior accountants and their teams, so that they all know your business intimately and can therefore deal with any issues along the way.

The people who impress you when you meet us will be the same people who impress you throughout our relationship.



33	2946	45	31	2947
32	1813	21	16	1814
31	7467	21	43	7468
30	1527	36	14	1528
29	1489	11	13	1490
28	1872	52	12	1873
27	9125	34	11	9126
26	8113	5	10	8114
25	1036	342	10	1037
24	845	23	8	846

4	5418	4	5419
5	5507	4	5508
6	761	21	762
7	10358	7	10359

# A REAL LIFE JOURNEY:

Like Subway, you can have our services made just the way you like them.

## In 1976, Bruce Koehne was one of our first clients.

Together, since then, we've shared a journey that's led to unimagined growth and success.

For Bruce, that meant developing the Subway franchise from scratch in South Australia and Western Australia with his son, Martin.

Today, they have 280 stores with 3,000 staff and franchisees directly dependent on their business acumen and our total support, through our menu of business and accounting advice, risk management, technology support and wealth creation.

### **This is a relationship based on mutual trust and commitment.**

Our Accounting & Business Advisory team has always offered Bruce forward-looking business advice and guidance, whilst taking care of the day-to-day financial accounting, taxation planning and regulatory reporting.

On top of that, we've been delighted to contribute to Subway's phenomenal growth through our budgeting, cash-flow modelling and financing options.



**Hood Sweeney has been with us for the whole journey.**



join the journey



**HOODSWEENEY**

## Now, this is where your journey starts.

To join the journey with Hood Sweeney, or to find out more about what we can do for you, please contact us.

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Office hours are determined  
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