



ON THE PULSE

Bi-monthly e-Newsletter

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Fortuna Bookkeeping Takes Off

In yet another champion move, Dinesh Agarwal, MD, Fortuna ABA announced the formal launch of Fortuna's New Bookkeeping Division on Feb 27. The announcement was made during a breakfast event organized in collaboration with Xero at the HBF Arena, Joondalup. Ben Johnson, Senior Account Manager for Xero in WA was also present at the event.

In his address, Dinesh said, "We've been extending Bookkeeping support to clients for a very long time now; just that the formalization will help us have a more organized approach toward providing hassle-free bookkeeping service to clients".

Ben also shared the dais with a brief and focused presentation on Xero as 'beautiful accounting software'. He highlighted the various features of the software and demonstrated its benefits in practical business situations. Fortuna ABA is a Silver Partner with Xero and offers a range of services aimed at streamlining the entire book-keeping and accounting process. Although Xero is a vibrant and the most preferable software in present small business context, Fortuna

Bookkeeping also caters to clients on other similar platforms including MYOB and QuickBooks.

Sarah Edwards, Practice Manager, Fortuna ABA explained how Fortuna came about with the decision of offering Bookkeeping services as a breather for those who complain about not getting enough time for their businesses. Briefly mentioning about the various packages offered, she invited people to discover how Fortuna can help in partnering their success.

Bookkeeping is an integral part of any business. While it is a growing trend among visionary businesses to approach professional bookkeepers, there is still a gap between them and Accountants, especially during the end of year. This is caused mainly due to lack of communication and working order. Fulfilling these gaps are often costly, both in terms of time and money. Fortuna Book-keeping is an initiative to reduce this gap to near-zero levels and bring about total efficiency in the system, in turn leaving clients stress-free and with more time to focus on their businesses. Although launched formally only now, Fortuna Book-keeping has been known to several clients for some time, many of who have already subscribed to receive regular support.



Xero Seminar in progress. Inset: Ben Johnson



Dinesh announcing launch of Fortuna Bookkeeping

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"I have known Dinesh since he started working for Noble & Associates, and have remained a customer of his even at Fortuna ABA.

I have had more than the usual dealings with Fortuna ABA lately, while I have been going through a very complicated and difficult case. The team at Fortuna has conducted itself professionally and showed high ethical standards.

Given the complexities involved, the team demonstrated high level of technical expertise and advised me on the best way of setting up my new entities being a Family Trust and Self Managed Superannuation Fund (SMSF). This was done so that the best outcome was achieved taking into account income tax, capital gains tax and stamp duty issues around property settlement and allocation of other assets and liabilities."

*- Jane Hawkins
Business Manager, Western Biomedical*

Do you have BEAUTIFUL ACCOUNTING SOFTWARE?



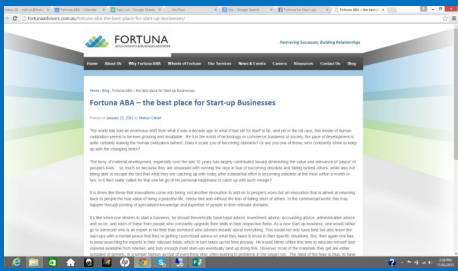
Xero is a cloud solution that will make your books work simple and easy to manage with low monthly costs tailored to your needs. As a value-added service, Fortuna Book-keeping is a Xero Silver Partner and provides Certified Xero Advisory to clients.

Fortuna for Start-ups

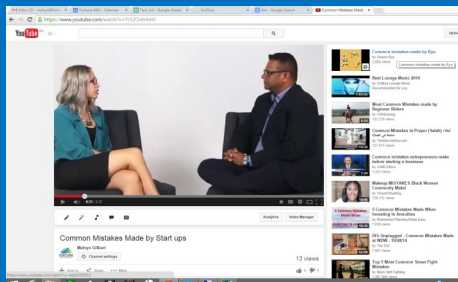
With an aim to helping more businesses grow in and around WA, Fortuna ABA, in a recent organizational decision has renewed its focus on Start-ups. The company will now reach out to those interested to start up their own businesses with an easy to understand and implement approach. This will be done through short videos, articles & blogs, free of cost introductory seminars and one to one interactions.

The proposal, which is to be put in place over the next few weeks will see Fortuna as a one stop platform for all Start-up issues. The company, as per the plan will hand-hold new businesses right through their journey from the pre-set up stage right up to their goal. This will cover major aspects including legal advice like structuring, and various registrations, common mistakes made by start-ups, financing options, business planning and tax advisory.

For more information, visit our website, call us or connect with us through Social Media.



Blog on Start-up on Fortuna's website



Smart informative videos on YouTube

Industry Trends & Updates

Unemployment hits 6.4% but falls in WA

The national unemployment rate has hit a 12.5 year high, increasing the chances of a second RBA rate cut in March. The figure rose to 6.4% in January from 6.1% in December. The total number of people with jobs fell by 12,200 in January and full time employment fell by 28,100, the ABS reported.

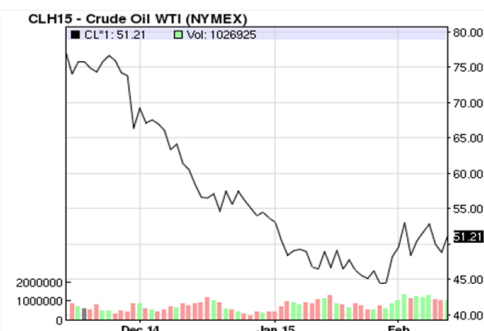
Western Australia was the only state to report a decline in unemployment, down 0.3 percent to 5.6 percent. (Source: BN WA)

Oil prices up as Producers cut Investment

Global oil prices rebounded as more leading petroleum producers announced that they would curtail investments because of tumbling crude prices. Analysts said the cut-backs were positive omen for the market in the long term, but would have a minor impact in addressing a supply glut in the short run. (Source: NASDAQ)

WTI (NYMEX) Price

End of day Commodity Futures Price Quotes for Crude Oil WTI (NYMEX)



Australia attracts more global retailers

A new report by Deloitte has found 37 of the world's top 250 retailers are now operating in Australia against 30 last year, 23 of which have set up shop in WA. "With a weakening of the Australian dollar and ever increasing competitive pressures, we expect to see further interest by overseas retailers in the Australian retail market", said Deloitte Australia partner David White.

Of the top 25 global retailers, five have established operation in WA viz, Woolworths, (West farmers), Seven Group Holdings, Lowes and Amazon.com. (Source: BN WA)

Regional WA Property Sales Trends

House sales in regional WA have remained stable for the past 3 quarters but this figure is still down 21% on the long-term average. Mandurah recorded 5% rise in activity in the latest quarter along with 4% for Albany, while Bunbury and Busselton remained stable. Projected sales are down 10% in Kalgoorlie-Boulder and 30% in Geraldton-Greenough. For those nervous investors, Karratha has had its best quarter of sales since early 2012 although the median house price is down 45% since then. Likewise, Broome is likely to record its best activity since its slump to a 25 year low in the March quarter 2014. The overall median house price for regional WA is also holding steady around \$380,000 after the preliminary September quarter figure lifted from \$375,000 to \$379,000.

Joondalup goes high rise

Joondalup's skyline is soon expected to change. The City of Joondalup has recently removed all height restrictions in its CBD to encourage high-density living. The first project under new development guidelines has been given the green light to proceed, with the 18-storey apartment block expected to be a significant catalyst for further high density and high rise building in the city's town centre. The guidelines are designed to help significantly increase the population, with the city also aiming to facilitate development to allow for the establishment of more than 2000 new businesses and 20,000 local jobs by 2031.



The Skyline of Joondalup is set to change soon

Our Valued Client

Based in Wanneroo, New Dimension Mechanical Services (NDMS) has over the years established itself as a hallmark of excellence, providing a range of outstanding services to businesses throughout the Metropolitan and Regional areas. A 100% Western Australian family owned business, New Dimension offers facilities including Refrigeration, Air Conditioning, Ventilation, Exhaust, Dust & Fume Extraction, Chillers, Commercial Kitchens and much more ..

All HVAC aspects covered by Mechanical Services. With the aim of 'Making your building a better place to work'. New Dimension

caters primarily to the Commercial & Industrial sector but we are also Authorized Service & Warranty agents in Perth for Toshiba & Carrier air conditioning equipment.

As it stands today, New Dimension strives to ensure comfortable workplaces for people using the latest technology and green solutions where applicable. With a large number of extremely happy clients North and South,

New Dimension strives to offer Solutions for our valued clients to meet their exacting needs.



Air-conditioning systems installed by NDMS



Complicated network of ventilation systems

From the Desk of Gary Mort

Is there anything that makes your organization different from any others? If so, what is it?

Apart from the normal day to day functions, we pride ourselves on working outside of the box to provide turnkey solutions for our valued clients. Where a solution that has to be developed or designed we look to meet those needs of our clients.

What is the single toughest challenge that your organization has been faced with and how did you overcome the same?

Growth. We all experience this in our business. Coping with that growth and managing it so that it is controlled and balanced is a challenge. This is not easy. We have engaged qualified people to assist with our development so that the business stays focused on the goals ahead.

What is your company's agenda/ vision over the next 3 to 5 years?

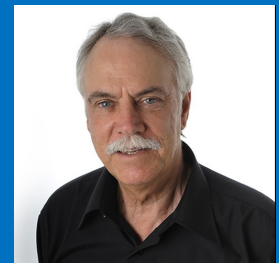
The agenda for the next 5 years will be to achieve a gradual and controlled growth. This will be done with diversification into other areas, that will make the company more dynamic and also allow us to offer to our valued clients more options with regard to projects (small and large).

What in your opinion can small and medium business owners learn from your organization?

Without being presumptuous, generally we all want to grow our businesses. What one should make sure is that you have the right and qualified people with and around you to achieve your goal. Mostly, you cannot do it by yourself.

Fortuna ABA has been acting as your Accountants and Tax Advisors. What do you feel are its key contributions toward your business?

You need advice and guidance from qualified people to ensure that you are on the right track ... all of the time ... As I indicated in the last statement. "You cannot do it by yourself".



Gary Mort (M.AIRAH)
Director

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Tips from the Expert

Small Changes Burn BIG Calories

Imagine yourself confident, leaner, stronger, fitter and vibrant. Now imagine what you'd have to do to achieve that state? Most people would believe they have to spend long hours in the gym, eat like a bird, and have no social life. If you're one of those people, thank goodness you're reading this article because you are now going to learn three new tips on how you can achieve such a state by doing the complete opposite! In order to reach a healthy and fit state of being, one thing needs to change about your body. Your metabolism. It needs to increase and essentially what that means is your daily calories burned at rest needs to increase. Once you understand how you can make changes to achieve simply that, you can reap the benefits and feel the higher state of health that is prized amongst many!

Eat meals rather than snacks

Instead of snacking on solely nuts, solely fruit, aim to eat a proper meal. Your body needs a proper macronutrient balance of carbs, protein and fat to function optimally. If you choose to eat whole meals, you can avoid falling out of balance and boost your metabolism as well as energy levels.

Exercise less but efficiently

-If you thought you could get away without exercising, while sitting for 10-12 hours a day in the office, think again. Your body is designed to move, so it is important for you

to do just that. However due to long working hours and high stress levels, it's actually healthier for you to focus on shorter work outs at higher intensity levels to increase your metabolism. If you exercise too long while not having enough personal time for yourself, you risk burning yourself out. Try scheduling in your work outs similarly to how you schedule work appointments. Don't be late for them and don't spend any more time than you need to. Less is more.

Drink more water and less stimulants

-Coffee is a favourite for many office workers and when you work long hours, a good stimulant helps get the job done. However, more often than not, many big coffee drinkers/stimulant users aren't drinking enough water. When you're not hydrated properly, your performance is lower which results into sluggish behaviour and productivity. No wonder the brain screams for coffee and your body shuts down at the thought of exercise. Natural energy and productivity levels can be improved by drinking more water. A common recommendation is to drink at least 8 cups of water/day, however from my personal experience drinking at least 2-3 litres of water/day is optimal especially for active individuals. It can vary from person to person, so I strongly recommend increasing your water intake day by day and measure your perfect dose that makes you feel at your peak. Once your body starts feeling better, your metabolism will increase because you'll have the ability to get moving!



Celinda Beaudry

Holistic Lifestyle Coach & Fitness Expert

Don't Miss

Approaching Deadlines:

21 March	Feb '15 IAS
31 March	Tax Returns for companies/SMSF with income > \$ 2 mn.
28 April	Q3 BAS (Paper lodgement)
28 April	Last date for Q3 Super guarantee contribution payment
15 May	2014 Tax Returns for all remaining entities

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W: www.fortunaadvisors.com.au

Infinity Wealth Management (Our Financial Planning Division)

P/F: 6161 5699

W: www.infinitywm.com.au

What's on

3 days, 3 breakfasts, 1 objective

IMPROVING YOUR COMPANY'S HUMAN CAPITAL MANAGEMENT

Fortuna ABA, through a series of its popular breakfast events, this time focuses on how you can further improve your company's Human Capital. A panel of three experts will provide comprehensive advice on how to best manage your team, over a delicious breakfast and a great opportunity to network.

Our Panel of Experts



Heather Warner

HR Consultant with years of international experience



Dr Jenny Brockis

Acclaimed Author and Brain Fitness Expert



Melitta Hardenberg

Expert in career development & well-being

For their detailed profile, visit our website

RECRUIT

RETAIN

RELEASE

APRIL 1

MAY 1

JUNE 12

7 am (for 7.30 am start) to 9 am

Joondalup Resort, CONOLLY WA

If you have not already got an invite and would like to attend these sessions, please give us a call or visit our website



On The Pulse

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