

**Are you an Accountant and worried
about the future security of your
family?**

Concerned and frustrated by office politics?

**About to be “outsourced” into
unemployment?**

**Or worse, now over 38 and unemployable
because you know too much?**

**Or do you simply seeking a “sea
change”?**

If you answered “YES” then you’re about to...

**Discover How to Join Our Accounting
Revolution**

**Make an Excellent Income using the Latest
Technology and take Advantage of the
Looming Demographic Cliff as the Baby
Boomers Retire**

Now that I’ve kept our Marketing Guru and Copy Writer happy with snappy lines, and provocative headlines, you and I, being accountants, are both serious people (albeit with a sense of humour), so let’s get on to the serious matters.



***“We transform Accountants into
Registered Tax Agents”***

The Accounting Industry in Australia & the Smarter Advisory & Accounting Model



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And, finally, let's connect.

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And, before we start, here are our Mission, Vision and Values – if these do not appeal, then I've just saved you an hour or so of reading.

Mission:

Everyday our thoughts and actions assist our clients and fellow network members to achieve greater success, helping to build and protect their wealth. Our focused skills increase their profits and cashflow, legally minimise taxation and encourage a great work-life balance.

Vision:

Our network's reputation for making a difference attracts highly motivated people who aspire to reach their maximum potential. We play a pivotal role in assisting them to achieve their goals.

Values:

Trust, Integrity, Leadership, Mentoring, Commitment, Accountability, Fun

Fig 1 – Mission, Vision & Values

Thank you for turning the page. Now read on and enjoy.

1 Introduction

This brief series of documents reviews the current Accounting industry in Australia. The views expressed herein are my views, based on experience and such evidence as is available.

My intentions are simple. To raise awareness of the opportunities which are being created by the digital disruption, **AND** the areas of the industry which are to be avoided.

This paper consists of a number of sections, as listed in the Contents above.

History – My take on the evolution of the accounting industry in Australia, and the environment we operate in.

In the separate Section 2:

The Industry - Essential reading to understand the opportunity that awaits as the Baby Boomers retire.

The Future - Whereas the “**History**” explains how we got to where we are today, and “**The Industry**” reviews the current position, this section looks forward and reviews the impact of technology & demographics on what the industry will look like in coming decades.

Then in Section 3:

Questions you should ask - Based on my personal experience when we invested in our first franchise. Basically, what to look for, and what to avoid.

And in Section 4:

FAQ's - Over the past few years I've spoken to many aspiring candidates. This is a distillation of the questions they ask, and our answers.

Then in Section 5:

How to become a member - This comprises:

- The process required by the Franchise Code – in legalese the “Competition and Consumer (Industry Codes – Franchising) Regulation 2014”.

- What we provide for your investment.
- How to apply & application form.

Enjoy your read.

2 History

Let's set the scene – understand your roots and you have the basis for going forward.

The accounting industry in Australia started as an adjunct of the British Imperial system – accountants worked for merchants and traders, then as the economy grew, for industrial enterprises, and, of course, some worked with wealthy individuals. As in the UK, tax was an annual event, after the completion of the profit accounting for the business owner.

But Australia had a distinct and growing difference – as initially a prison settlement, the culture was set early as “what can I get away with?” – avoidance and evasion were rife. So the authorities in each of the separate Colonies, needing funding for the administration of their burgeoning colony, introduced anti-avoidance and anti-evasion stratagems to the tax legislation. The populace then become more inventive. And so on it went.

Then Federation introduced another layer of Government.

And both the Federal Government and State & Territory Governments love to be innovative, always finding new ways to tax the population, At last report, there were 225 taxes and levies, of which a mere 10 garner the vast majority of the Government's income – the others are primarily focused on “social engineering”. I don't blame the ATO, I blame the citizens for voting in these people who desire power, and then use the power to meddle with our lives.

Today we have an unwieldy, unnecessarily complicated taxation system that begs for a “zero based budget” approach to the levying, collection and use of taxes. The Constitution segregates power between the Federal and State Governments to the point of ossifying the tax process.

I have seen at first hand the tax systems of the UK, France, the US, NZ and Australia,

Australians be proud! You undoubtedly have the worlds' worst, most complicated system. The US is a close second, with the European Union jealously catching up.....

Now please turn to section #2.