CLIENT WELCOME PACK

The first step to forging a long and successful relationship together

east partners

ACCOUNTING | BUSINESS DEVELOPMENT | FINANCIAL PLANNING

Contents

Working together

Before you make the decision to change accountants, you really need to think about what you want from your accountant.

Do you just want tax returns and compliance or are you looking for an adviser who really is a part of your team; an integral part to the success of your business.

Let's face it, you are dealing with not just your numbers but the wishes, desires and emotions that you have for your business. Therefore, it is a relationship that requires a high degree of trust.

Having an accountant that delivers proactive advice not just when you need it but before it is required, is one of the key ingredients behind successful business and their owners. A proactive accountant should be helping you with;

1. GROWTH – help me grow my revenue and my wealth
2. PROFIT – help me improve the profitability of my business
3. CASHFLOW – help me understand and grow my cash flow
4. ASSET PROTECTION – help me protect my asset
5. SUCCESSION – help me plan my business sale & succession

Ask yourself, is my accountant really part of my team?

If not, perhaps you then need to ask yourself, is it time to change accountants?

Given that you have made it this far, it is likely that you are looking for a new direction for yourself and your business. This document explains how we can work together to help you start getting the results you want.

WHO TO SPEAK TO

The team to serve you

You are free to speak to whoever you want to when it comes to phoning in and arranging your meetings. The choice is entirely yours.

Here is a list of our people together with brief details of what they're good at. You can have a regular contact, speak to the person dealing with a particular matter, or speak to the person most specialised in the area you wish to discuss... whatever is easiest and preferable for you.

Your Support Team...

Christopher East
Director & Financial Adviser
Telephone: 8362 3488 or 0418 810 339
E-mail: chris@eastpartners.com.au

Melanie Smith
Client Manager
Telephone: 8362 3488
E-mail: melanie@eastpartners.com.au

Luye Wang
Accountant
Telephone: 8362 3488
E-mail: louise@eastpartners.com.au

Heather Laughton
Client Services Co-ordinator
Telephone: 8362 3488
E-mail: heather@eastpartners.com.au

Bernadette Jackson
Client Services Assistant
Telephone: 8362 3488
E-mail: bernni@eastpartners.com.au

Ling East
Client Services Assistant
Telephone: 8362 3488
E-mail: ling@eastpartners.com.au

Client Charter

Our commitment to you

Without clients we don't have a business. So here is our 7-point promise to you.

1. We will at all times be honest, open, professional, polite, respectful and diligent in our dealings with you.
2. We will always endeavour to make life as simple as possible for you.
3. We will always stick to agreed timetables within our control and keep you informed as we work on your affairs.
4. We will always return your calls and deal promptly with all communication from you.
5. You will never receive an invoice from us that you haven't been aware of and agreed in advance.
6. If, at any time, the quality of our work falls short of what you were entitled to expect for the agreed fee, then you decide how much you should pay. We will not quibble.
7. We will always put our mistakes right.

We are fully committed to ensuring our relationship stands the test of time!

But, above all else...

We will always be bright, positive, creative, supportive, enthusiastic and YOUR accountant.

What We Ask Of You…

Making it work together

A successful relationship requires effort and consideration on both sides. We've given you our commitment in our Client Charter.

Here's what we ask of you in return.

1. At all times to be honest, open and diligent in your dealings with us.
2. To treat our team politely and with respect.
3. To keep us informed of changes in your circumstances and business that you think we should know about.
4. We know you're busy, but to respond promptly to requests from us.
5. To read our communications.
6. To remember that, on occasions, we are only the messenger.
7. To pay our fees promptly and within agreed terms.

Working together as a team will ensure the best results for both our businesses each year.

Thank you.

We genuinely appreciate your help in making sure that we can support you as effectively as possible.

How We Can Help You – Our Services…

Our services are designed to help you succeed and get to your goals and objectives in the quickest time possible!

Our services (ready for you when you need them)

Our agreed services will be outlined in your proposal/service package and engagement document. A copy of this will be uploaded to your Client Portal account for future reference.

We offer a wide variety of services, some which may be in your initial service package and others may be more suitable later on. Below is a summary of the various ways that we can assist you.

What's Included	Elevate package	Growth package	Essentials package
Support			
○ Unlimited support	✓	✓	✓
○ Client Newsletter	✓	✓	✓
Compliance			
○ Financial statements	✓	✓	✓
○ Income tax return	✓	✓	✓
○ GST reporting	✓	✓	✓
○ FBT reporting	✓	✓	✓
○ ASIC reporting	✓	✓	✓
Software			
○ Xero setup	✓	✓	✓
○ Xero subscription	✓	✓	✓
○ Xero training	✓	✓	✓
Advisory			
○ Tax planning	✓	✓	✓
○ Profit improvement potential	✓	✓	✗
○ Profit builder workshops	✓	✗	✗
○ Business planning	✓	✗	✗
○ Cash flow forecasting	✓	✗	✗
○ Quarterly coaching	✓	✗	✗
Bookkeeping			
○ Cash book reconciliation	✓	✓	✗
○ Payroll support	✓	✓	✗

Unlimited Client Support Service

How it works...

Our aim is to help take the hassle out of your business life and to help increase your rewards and enjoyment along the way.

We therefore want to make it as easy as possible for you to get help and support from us. We operate an unlimited support service exclusively for our clients. This means that you can contact us as often as you like during normal office hours by phone, e-mail or in person **completely free of charge**.

This service can be used for any quick query when you want advice on a particular issue such as coding queries, clarifying if an expense is deductible, potential asset purchases, etc.

We do this to make sure you always feel confident about turning to us for help and advice. You no longer need sit there on your own mulling over a problem or worrying about an issue. Simply turn to us and we'll help.

Yes, our support service is FREE to you!

Of course, we are a business like you. The first contact from you on any matter will always be free. If the subject matter turns out to be more complex or if it looks like it will require us to go away and do some research, then we may need to make it more formal and charge you. **But we will never start incurring costs on your behalf without telling you first and agreeing it with you – and that's a promise.**

Similarly, if you suddenly decide that we are your only friend in the world and want to come in and see us every day and phone us every hour, we may point out to you that the service is subject to a fair usage policy... and recommend that you maybe get out a bit more!

The Business Growth Workshop Series

Our range of unique Business Growth workshops are designed for helping you to grow your business

"Give a man to fish and you will feed him for a day. Teach a man to fish and you feed him for a lifetime".

We are all familiar with this Chinese proverb but have you thought how it could apply to your business?

Our Business Growth Workshop Series is designed to educate you as the business owner in how to both understand and apply financial and marketing techniques in growing your business.

Some examples of the Workshops we run include Towards Awesome Service, Practice Financial Management and the Seven Steps to a Better Business.

Towards Awesome Service

There is no doubt that businesses that distinguish themselves through service excellence also distinguish themselves with far higher levels of sales and profits.

Towards Awesome service is a facilitated training session that aims to help you create this distinction in your business so it's more profitable and more enjoyable – for you, your team and most importantly, your customers!

Practice Financial Management

Managing your business' finances need not be a headache!

As the name suggests, Practical Financial Management will give you the practical skills and knowledge you need to analyse and interpret the financial performance of your business so you're more in control of your own profitability and success.

The Wally Interview

At this seminar, you will be literally astounded by the opportunities that are in your business right now just waiting to be unleashed. Opportunities that will make your business prosper so you can finally enjoy the freedom you have worked towards from day one.

These workshops are run periodically so keep an eye out for your invitation to participate and expand your mind!

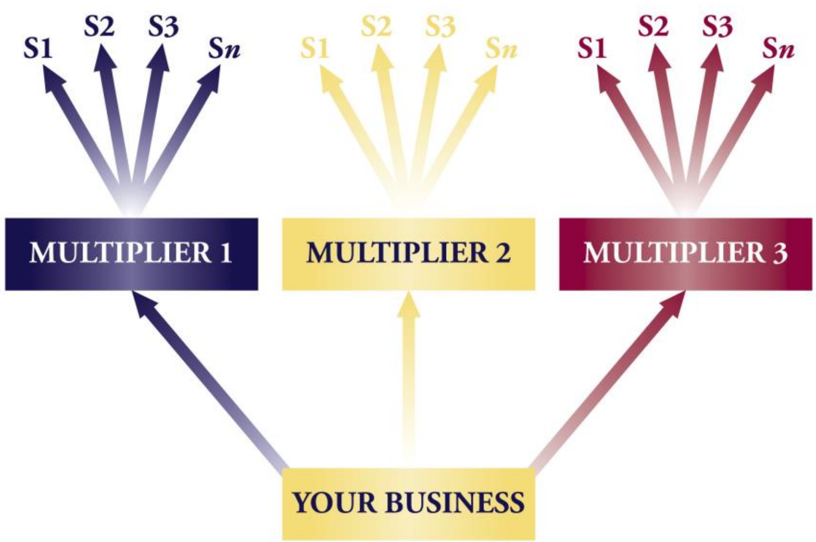
Business Growth Calculator

The difference that the right action makes

One of the most important foundations outlined in the Business Growth Workshop Series is that there are only 3 ways to grow any business…

- Generating more enquiries
- Converting more enquiries into sales and new customers
- Maximising sales and profits from existing customers

These are known as the '3 Business Multipliers'.



Launching a number of strategies across each business multiplier adds security, strength and multiple income streams to your business. The Business Growth Calculator shows you exactly what you need to take your business to the next level. You'll be shocked by the effects of just improving each multiplier by small amounts!

What many people don't realise is that if you focus on all 3 of the multipliers and improve each of them by just a few percent each, it makes an incredible difference to the growth of your business.

Using the power of all 3 'Business Multipliers' has an exponential effect on growth. The Business Growth Calculator shows you what effect just small improvements can have on YOUR OWN BUSINESS. Enter your existing numbers and see what happens as you adjust the improvements to each of the multipliers.

You have to see it to believe it!

Your Client Portal Account

A better way to send, receive and sign documents

We utilise our own custom designed client portal account to bring you the following benefits;

- Real time access to your documents such as financial statements, income tax returns and other important information
- Superior security compared with email
- Easy ability to transfer files – no need to deliver your data or documents to our office, simply upload from your location
- Ability to sign documents electronically and have the signed document immediately sent back to us

Accessing the Portal

You will receive an email invitation from us to access the Portal. Once received, click on the link in the email to take you to an area to enter your password. Please note that passwords must contain at least one capital letter, one number and be at least 8 characters in length.

Once you have entered your password, you will be redirected to a Portal login page. Simply enter your email address and password to access the Portal.

Using the Portal

For further details on how to use the Portal, please refer to the following link https://eastpartners.com.au/client-portal/

Your Service Package

Your annual service package

Let's explore the services that are most suitable for your requirements below;

What's Included	Yes/No
Support	
○ Unlimited support	✓
○ Client newsletters	✓
Compliance	
○ Financial statements	
○ Income tax return	
○ GST reporting	
○ FBT reporting	
○ ASIC reporting	
Software	
○ Xero setup	
○ Xero subscription	
○ Xero training	
Advisory	
○ Tax planning	
○ Profit improvement potential	
○ Profit builder workshops	
○ Business planning	
○ Cash flow forecasting	
○ Quarterly coaching	
Bookkeeping	
○ Cash book reconciliation	
○ Payroll support	
Other services	
○	

Based on the services required, we recommend you take up the Elevate/Growth/Essentials package. The cost for this package will be
$ per annum.

Please note that your service agreement will be reviewed annually (or earlier if there is a change to the scope of services to be provided). Where there is a change of scope, the terms (including price) will be agreed in writing prior to any work being undertaken. Your agreed Service Package, including your Terms of Engagement, will be uploaded to your Client Portal account for future reference.

I/we agree to the above services and agree that the Terms of Engagement will be signed upon receipt on my Client Portal account.

______________________________ ______________________________

Name: **Name:**
Date: **Date:**

Terms of Engagement

Thank you for the opportunity to provide our professional services to you.

The following explains our understanding of the terms of the engagement and we ask you to sign and return the attached declaration to confirm that it is in accordance with your understanding of the agreed arrangements.

This letter will be effective for future years unless we advise you of any change to our arrangements or there is a significant change in your circumstances, in which case a new letter of engagement will be prepared.

Objectives and Scope of the Engagement

We will conduct the services listed above in accordance with the relevant professional and ethical standards issued by the Accounting Professional and Ethical Standards Board (APESB) and the Tax Agent Services Act 2009. Our services are limited to those listed only, we will not perform any audit or review and accordingly, no assurance will be expressed.

We will prepare financial statements and income tax returns for the purposes agreed to in this engagement. Our services are limited for this purpose only, we will not perform any audit or review and accordingly, no assurance will be expressed.

The disclosure of irregularities including fraud or other illegal acts or errors that may exist cannot be relied upon by this engagement. Any such matters that come to our attention in this regard will be communicated to you.

We make no assumption of responsibility for reliance on the documents listed above by any person or entity other than yourself. The documents shall not be used for any purpose other than the purpose for which they are prepared; where necessary they will include a disclaimer to this effect.

Included in the scope of this engagement is corporate secretarial work, including preparation and lodgement of the ASIC annual review and notifying ASIC of any changes to the company's details as required.

Professional Standards in Relation to Taxation Services

As required by Accounting Professional and Ethical Standard APES 220 – Taxation Services we make the following statement regarding taxation services:

- The responsibility for the accuracy and completeness of the particulars and information provided by you rests with you;
- Any advice given to you in the course of the above services is only an opinion based on our knowledge of your particular circumstances; and

As a taxpayer, you have obligations under self assessment to keep full and proper records in order to facilitate the preparation of accurate returns.

Superannuation/Financial Advice

We are required to hold and Australian Financial Services Licence (AFSL), or be an authorised representative of the holder of an AFSL, in order to provide you with financial advice in relation to your superannuation.

Details of our licence are as follows:

- Licence Type Full
- Licence Provider Interprac Financial Planning Pty Ltd
- AFSL 288364

Advice provided will always be in your best interests. Where required, we also provide the following documentation:

- Financial Services Guide (FSG)
- Statement of Advice (SOA)
- Product Disclosure Statements (PDS) or short form PDS.

Conflict of Interest

Prior to entering the engagement and during the engagement we will attempt to ensure there is no conflict of interest.

You must immediately advise us if, during the engagement you become aware of any conflict of interest or potential conflict of interest or there is a change of circumstances which may result in a conflict.

If a conflict of interest does arise during the engagement, we will take appropriate steps to resolve the conflict as agreed by all parties involved and permitted by law.

Responsibilities

In conducting this engagement, information acquired by us in the course of the engagement, including any information relating to your affairs whether it belongs to you or not or is provided by you or not, is subject to strict confidentiality requirements. That information will not be disclosed by us to other parties except as required or allowed for by law or regulations, or with your express consent unless, we determine that disclosure of the non-compliance or suspected non-compliance to an appropriate authority is an appropriate course of action in the circumstances.

We wish to draw your attention to our firm's system of quality control which has been established and maintained in accordance with the relevant APESB standard. As a result, our files may be subject to review under the CPA Australia quality review program which monitors compliance with relevant professional standards by its members. We advise you that by accepting our engagement, you acknowledge that, if requested, our files relating to this engagement will be made available under this program.

We may collect Personal Information about you, your representatives, your clients and others when we provide services to you. If we do, you agree to work with us to ensure that we both meet the obligations that we each may have under the Privacy Act 1988 (CTH) (as amended) (**Privacy Act**). The obligations may include notifying the relevant person to whom the personal information relates who we are and how we propose to use their personal information. Where you have collected personal information, you confirm that you have collected the personal information in accordance with the Privacy Act, that you are entitled to provide this personal information to us and that we may use and disclose the personal information for the purpose/s we provide our services to you. We will handle personal information in accordance with the Privacy Act.

You are responsible for the reliability, accuracy and completeness of the accounting records, particulars and information provided and disclosure of all materials and relevant information. You are required to arrange for reasonable access by us to relevant individuals and documents and shall be responsible for both the completeness and accuracy of the information supplied to us. Any advice given to us is only an opinion based on our knowledge of your particular circumstances. You or your staff are responsible for maintaining and regularly balancing all books of account and the maintenance of an adequate accounting and internal control system. You have obligations under self assessment to keep full and proper records in order to facilitate the preparation of accurate returns. It is your responsibility to keep those records for five (5) years.

A taxpayer is responsible under self assessment to keep full and property records in order to facilitate the preparation of a correct return. Whilst the Commissioner of Taxation will accept claims made by a taxpayer in an income tax return and issue a notice of assessment, usually without adjustment, the return may be subject to later review. Under the taxation law such a review may take place within a period of up to four (4) years after tax becomes due and payable under the assessment. Furthermore, where there is fraud or evasion there is no time limit on amending the assessment. Accordingly, you should check the return before it is signed to ensure that the information in the return is accurate.

Where the application of a taxation law to your particular circumstances is uncertain, you also have the right to request a private ruling which will set out the Commissioner's opinion about the way a taxation law applies, or would apply, to you in those circumstances. You must provide a description of all of the facts (with supporting documentation) that are relevant to your scheme of circumstances in your private ruling application. If there is any material difference between the facts set out in the ruling and what you actually do, the private ruling is ineffective.

Failure to keep appropriate records on tax claims may involve imposition of penalties and interest, including not maintaining the appropriate records and documents for up to five years. Where those assessments submitted later are found to be incorrect, the Commissioner may amend your income tax assessments. In addition to any tax assessed, you may be liable for penalties and interest charges.

Involvement of Others

Where, as part of our engagement, the services of an external consultant or expert is required, an estimated cost and timeframe of involvement will be provided to you for your approval.

Storage of Personal Information

By signing this letter and accepting these services, you acknowledge and agree that your personal information may be (but not necessarily be) stored overseas.

Fees

Our fee for this assignment is detailed in your Service Agreement as outlined above.

Our payment terms are that you are required to settle accounts within 14 days from the date of issue of the invoice. If you have any query with the service provided or the extent of the fee, please advise us as soon as practicable but no later than 7 days from receipt of the invoice. If we have not received payment by the due date we will begin our standard collection procedures.

To assist you in paying your accounts we provide the following options for payment: cash, cheque, credit card, direct debit or EFTPOS. We are also pleased to offer you the QuickFee facility for invoices of more than $500, enabling you to pay in 3 to 12 monthly instalments (please note that we cannot use this facility for Self Managed Superannuation Funds).

Ownership of Documents

All original documents obtained from you in respect to this engagement shall remain your property. However, we reserve the right to make electronic copies of the original documents for our records.

Our engagement will result in the production of electronic document or files such as financial statements and compliance returns (income tax, Business Activity Statements, etc).

Ownership of the documents produced by us as part of this engagement will vest in you. All other documentation produced by us in respect of the engagement will remain the property of the firm, subject to any statutory obligations.

We have a policy of exploring legal rights of liens over any client documents in our possession in the event of a dispute. The firm has also established dispute resolution procedures.

Confirmation of terms

An electronic version of these terms will be provided to you for signing. We ask that you sign this once received.

These terms will be effective for future years unless we advise you of any change.