



Awakening new businesses – why we can't sit still

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The accounting profession - realities, perceptions and opportunities

- + The accounting profession as strategic resource advisers
- + Market and community views of the profession (perception v reality)
- + Does the profession recognise the need to remain relevant?
- + Is the profession as strong an influencer as it can be?

Global and social economic context

- + GFC – challenges/opportunities of interdependence
- + Increasing level of small enterprise and individual entrepreneurship
- + Increasing evidence of multiple professional skill enterprises/combinations
- + Impacts of educational empowerment - flexibility, mobility, range
- + Battleground for talent recruitment and retention

Positioning for the future - the successful firm within the Financial Services Hub

- + Strategic culture and mindset
- + Global application
- + Sustainability (strategic resource advice)
- + Compliance (built within a sustainability frame)
- + Technology/ knowledge leverage
- + Mobility
- + Succession/mentoring
- + Specialisation
- + Consolidation

Sustainability – the greatest opportunity for global leadership and respect

+ It's about meeting the need of the present without compromising the ability of future generations to meet their own needs.

from the 1983 Brundtland Commission

- + The profession as economic, political and social influencers (a new breadth)
- + The role of the strategic resource adviser
- + Culture, compliance, communication and integration (regulatory benefits)
- + Influencing investor expectations on unrealistic financial return timelines
- + Our future - *a wider vision from a broader mind*



Guide to Practice Management for small and medium sized Practices

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