

Our Alliance Partners are **GROWING & GOING** forward into the future. How about you?

Bstar can show you how to become the BUSINESS ADVISER OF THE FUTURE so that you can grow your business by offering world class advisory solutions to your SME and Farming clients.

- Limitless opportunities
- Satisfied clients
- NEW clients
- More fees
- Increased profits



GROWING OR GOING?®

5 REASONS YOU MUST ATTEND:

- 1. 7 BUSINESS ADVISORY SUCCESS STORIES**
- 2. KEY NOTES**
 - Adviser of the Future
 - Franchise Industry Opportunities
- 3. LAUNCHES**
 - New Industry Specialisation Package
 - Value Improvement Benchmarking Advice (VIBA)
- 4. INDUSTRY / NICHE SPECIALISATION PACKAGE SUCCESSES**
 - Hoteliers
 - Farming
- 5. INNOVATIVE GROWTH WORKSHOPS**
 - Managing your clients' future succession plans
 - Building your board of advice services
 - Enhancing your marketing & sales skills
 - Valuing, benchmarking & improving your business

BSTAR INTERNATIONAL CONFERENCE 5-6 MARCH, 2012

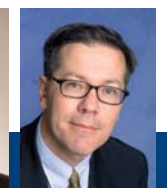
**Crowne Plaza Hunter Valley,
430 Wine Country Drive, Lovedale NSW**

2 Day Conference Package and Conference Celebration Function, PLUS Golf day or a wine tour on Sunday 4 March, followed by a gourmet BBQ dinner.

\$1650 including GST

See page 4 for registration form.

Email: conference@bstar.com.au - Toll Free: 1300 552 577 - Fax: 07 4755 0818



David Johnstone
Centrepoint
Alliance Limited

Ana Johnson
MBS Financial Group

Harold Johnson
MBS Financial Group

Samantha Dean
McConachie
Stedman

Peter Fowler
Collins Hume
Accountants and
Business Advisers

Wayne Patten
PJT Accountants

Paul Prowse
Business Buying
Services

Sam Allert
Advanced
Professional
Solutions

Steve Wright
Franchise Council
of Australia

DAY 1			
	MC Scott Monotti		
8.15am - 8.35am	Conference Registration and Welcome Day 1		
8.35am - 9.20am	<p>Key Note Presenter, Sam Allert, Managing Director Advanced Professional Solutions (APS) AUS: Business Adviser of the Future</p> <p>In this session, Sam will present his ideas on the future of professional services. In particular, Sam will outline the characteristics of a successful accounting business and the steps required to take advantage of future growth advisory opportunities in professional services industries.</p>		
9.20am - 10.00am	<p>Launch: Value Improvement Benchmarking Advice ('viba')</p> <p>In this session, Grant will present the most forward thinking, fully developed strategy on how Advisers to businesses can build a sustainable and profitable advisory services offering. He will introduce a proven advice process, viba, so you can become your client's most trusted business adviser.</p>		
10.00am - 10.50am	<p>Peter Fowler and Collins Hume Accountants and Business Advisers (www.collinshume.com.au)</p> <p>Collins Hume does not fit the box as an ordinary accounting business. They are recognised as the 'go to' firm for specialised business growth, improvement and succession planning advice. In this session, Peter will discuss how Collins Hume made the successful transition to their market leading position and the key success factors to secure fee growth and new client opportunities in the SME market.</p>		
Morning Tea 10.50am - 11.05am			
11.05am - 11.10am	Sponsor Session		
11.10am - 11.45am	<p>David Johnstone, Group Head of Corporate Development: Centrepoint Alliance Limited</p> <p>Centrepoint Alliance Limited is one of the largest non institutionally-owned financial services organisations in Australia and is listed on the Australian Securities Exchange (ASX). Like many in the financial services sector the group is facing many challenges on a variety of fronts. Through its alliance partnership with Bstar the group is providing the critical support and services to the Professional Investment Services (PIS) and Associated Advisory Practices (AAP) networks. In this session David will discuss how the group is:</p> <ul style="list-style-type: none"> • Using the Business Capitalisation Rate Calculator to determine the true commercial value of financial planning practices. • Accessing the Bstar Knowledge Bank to extract real-time benchmarking information including market valuations, profit performance, capitalisation rates and the top 18 KPIs banks focus on to assess credit risk. • Using the Business Life Plan program to build FOFA ready practices and create succession and exit strategies. 		
11.45am - 12.30pm	<p>Industry and Niche Market Specialisation Packages Update: David Tombs (Bstar) and Wayne Patten PJT Accountants (Hoteliers)</p> <p>In this session, David will provide an update on Bstar's current and planned industry/niche market specialisation packages. David will interview Wayne Patten from PJT Accountants on the success of their Hoteliers Niche Market Package and PJT's plans to use the Bstar niche market package to grow their business with a large national independent liquor group.</p>		
12.30pm - 1pm	<p>Paul Prowse, Business Buying Services</p> <p>Paul Prowse is a principal of Business Buying Services and is a qualified valuer with over 30 years experience in the brokerage and agency profession. In this session he will present why Bstar's Knowledge Bank is a vital tool for his business and how he uses it to assist clients and enable them to make the "right call" when making investment decisions.</p>		
Lunch 1pm - 1.50pm			
1.50pm - 3.00pm	<p>Training and Business Development Workshops</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><i>Building your board of advice services</i> Ian Mortley, Bstar</p> </td> <td style="width: 50%; vertical-align: top;"> <p><i>Valuing, benchmarking and improving your business</i> David Tombs, Bstar</p> </td> </tr> </table>	<p><i>Building your board of advice services</i> Ian Mortley, Bstar</p>	<p><i>Valuing, benchmarking and improving your business</i> David Tombs, Bstar</p>
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Afternoon Tea 3.00pm - 3.15pm			
3.15pm - 3.25pm	Sponsor Session		
3.25pm - 4.00pm	<p>Bstar New Zealand – the strength of a 'like minded' network</p> <p>Nikki Kent has been managing Bstar's New Zealand operation for a year and a half and realised very early on that the success of Bstar hung on creating a network of like minded Advisers working together, to improve the value and future of business and farming clients.</p> <p>Creating this group has led to many exciting opportunities which Nikki will discuss including:</p> <ul style="list-style-type: none"> • Government funding for Bstar Alliance Partner client fees. • New national alliances. • Foundation valuation and benchmarking partner with exciting new network for accountants. • Future events associated with farm succession planning. 		
4.00pm - 4.30pm	<p>Samantha Dean and McConachie Stedman ABS (www.mcconachiestedman.com.au)</p> <p>Most Accountants realise they need to establish a structured business advisory services offering if they want to grow their fee revenue and profits in the SME market. Starting with a passion for business valuations, Sam will explain how MCSABS valuation services successes provided the framework/processes for MCSABS to establish a new business division focussed solely on advisory services.</p>		
4.30pm - 5.00pm	<p>Q & A Session</p> <p>In this session you can ask questions to our Key Note/Guest Speakers and Alliance Partners.</p>		
Conference Close Day 1 and Networking Drinks			

8.30am - 8.35am	Welcome Day 2	
8.35am - 9.30am	<p>Key Note Presenter, Steve Wright, Franchise Council of Australia: Opportunities in the Franchise sector The Franchise Council of Australia Limited (FCA) is the peak body for the \$128 billion franchise sector in Australia, representing franchisees, franchisors and service providers to the sector. In his presentation Steve Wright, FCA Executive Director will provide valuable information on this important and growing sector and discuss the opportunities for advisers to grow their business by providing value improvement advice to franchise businesses.</p>	
9.30am - 10.00am	<p>Succession Planning for Farming Enterprises This AUS and NZ joint session will feature discussions on opportunities in several farming sectors using Bstar's Farming Industry Specialisation Packages. In particular, how Bstar's regionally based Alliance Partners have used the Packages to:</p> <ul style="list-style-type: none"> • Help their farming clients successfully address and resolve their farm succession plans. • Create new client opportunities from COI relationships. • Secure participation at the largest agribusiness exhibition in the Southern Hemisphere. 	
10.00am - 10.35am	<p>Centres of Influence (COI) Growth Opportunities: Partner Sites demonstration Receiving new client referrals from Banks, Chambers of Commerce, Industry/Brand Groups is a key growth opportunity for the Business Adviser of the Future. This session features a demonstration of customised Partner Sites that can be created for these and other specific strategic market opportunities. Opportunity - offer a benchmarking platform to your COIs!</p>	
10.35am - 10.45am	Sponsor Session	
Morning Tea 10.45am - 11.15am		
11.15am - 12.15pm	<p>Business Adviser of the Future Checklist The Business Adviser of the Future needs to be forward looking, proactive, offer solutions based advice with integrated services featuring business valuations, benchmarking and industry/niche market specialisations. To meet the changing needs of the Business Adviser of the Future we will present a range of new Program enhancements including:</p> <ul style="list-style-type: none"> • Valuation Tool - 'What if' and 'revaluation' functionalities and online worksheets. • Profit Optimiser - data import/export. • Data Integration - Attaché and other Platforms. • Bstar TV - new web video's to improve client engagement. 	
12.15pm - 1.00pm	<p>Bstar Canada Success Story: How MBS created a Practice within a Practice Even though Canada is the newest Bstar region, we have already achieved numerous successes. New Bstar team member, Steve Orlob from Toronto, Canada will introduce MBS Financial Group located in Mississauga to share one of the early successes for Bstar in Canada.</p>	
	<p>Ana and Harold Johnson of MBS Financial Group (www.mbsbusiness.ca) As a leader in Practice innovation, MBS wanted to shift away from compliance work into helping their clients reach their full financial potential. Ana and Harold implemented Bstar to provide Business Advisory Services to their diverse client base, helping them gain a deeper and broader understanding of financial, planning and tax solutions. Ana will introduce how Bstar has become the cornerstone of MBS and Harold will share how he helps their clients reach their full financial potential using the Alliance Partner Program materials and tools.</p>	
1.00pm - 1.10pm	Sponsor Session	
Lunch 1.10pm - 2.15pm		
2.15pm - 3.30pm	<p>Training and Business Development Workshops <i>Managing your client's succession plans</i> Dave Carney, Bstar</p>	<p><i>Enhancing your marketing/sales skills and improving client engagement</i> Darren Williams, at+m integrated marketing</p>
Afternoon Tea 3.30pm - 3.45pm		
3.45pm - 4.15pm	<p>Future Developments In this session, we will seek your advice on future growth initiatives including a pre-lending assessment product, industry specific benchmarking modules, Profit Optimiser benchmarking and value improvement reporting. We will also briefly discuss our expansion into the UK and USA.</p>	
4.15pm - 4.45pm	<p>Q & A Session In this session you can ask questions to our Key Note/Guest Speakers and Alliance Partners.</p>	
Conference Close Day 2		

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SECURE YOUR FUTURE GROWTH REGISTRATION FORM

BSTAR INTERNATIONAL CONFERENCE

5-6 MARCH, 2012
Crowne Plaza Hunter Valley,
430 Wine Country Drive, Lovedale NSW

Please print clearly

Mr/Mrs/Ms/Dr: _____ First Name: _____ Surname: _____

Position: _____ Organisation: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Attendee Name (1): _____ (3): _____ (5): _____

Attendee Name (2): _____ (4): _____ (6): _____

TWO DAY CONFERENCE PACKAGE

Includes 2 Day Conference Package and Conference Celebration Function, PLUS Golf day or a wine tour on Sunday 4 March, followed by a gourmet BBQ dinner.

Package Price \$1650 Inc GST per attendee

Early Bird Special \$1375 Inc GST if booked before 31 January 2012

Discounts apply for businesses with multi registrations. Please contact us for details.

PAYMENT DETAILS (Tax invoice will be forwarded with official receipt)

Bstar's International Alliance Partner Conference TOTAL \$ _____

Please Tick

Please find enclosed cheque made payable to Bstar Pty Ltd

Direct Deposit (EFT) Name: Bstar Pty Ltd | BSB: 304-123 | ACC: 226115

Please charge my credit card total \$ _____

Card No: _____ Visa

Mastercard

*Only Visa and Mastercard accepted. A service fee of 2% will be added to the overall charge

Card Holder's Name: _____ Expiry: _____ / _____

Signature: _____

Please tick which of the following you will be attending on Sunday 4 March:

Golf Day

Wine Tour

Gourmet BBQ Dinner

Attendees are responsible for their own accommodation and travel charges



GROWING OR GOING?®

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