



# 2020 ASIA PACIFIC

Part of the world's largest organisation of Professional Accountants...

## PROVIDING SUPERIOR STRATEGIC SOLUTIONS FOR PROFESSIONAL ACCOUNTANTS

2020 Asia Pacific is part of 2020 International, the leading membership organisation for progressive accountants and tax professionals in the UK, Ireland, Canada and USA.

As a 'volunteer' membership group for accountants, CA's, CPA's, and PNA's from the region, 2020 Asia Pacific is designed to appeal to small and medium-size practitioners interested in improving their practices through improved efficiencies, expanded offerings and marketing initiatives that result in improved bottom lines.

The 2020 Group first started in the UK in the 1990s, founded by three of the best-known consultants and seminar leaders in the profession, Ian Fletcher, Chris Frederiksen, and Gordon Gilchrist. They recognised historical compliance services were likely to be limited growth areas for accountants and that progressive firms would need to offer their clients more value-added services. For that, new tools and ideas would be needed. 2020 membership will give you access to the latest tools for marketing and managing your practice and improving profits.

2020 Asia Pacific offers Professional Development courses through webinars, seminars and conferences, focusing primarily in non-compliance areas:

- Business advisory services
- Business valuation and succession planning services
- Business coaching and development
- Practice management services
- Sales, marketing and customer service mentoring.



## MEMBERSHIP

The benefits of membership in 2020 Asia Pacific are many and are more extensively outlined overleaf. The principle benefit of membership, however, is the fellowship of similar professionals happy and willing to share fresh ideas and successful experiences that can benefit the overall membership

I invite you to join 2020 Asia Pacific and be part of the world's largest voluntary membership group for accountants. Let us help you unleash the potential within your business!

Visit our website [www.2020AsiaPacific.com](http://www.2020AsiaPacific.com) to join 2020 Asia Pacific or feel free to call me personally on **1300 796647**.



Mark Holton  
CEO 2020 Asia Pacific



# The benefits of membership...

## MEMBERSHIP BENEFITS

Membership in 2020 Asia Pacific entitles you to discounts on various products and services including a wide range of technical, practice management and development seminars plus access to a wide range of management tools, marketing materials, and methodologies for offering added value services.

- Member Newsletters - receive our e-newsletter full of useful business advisory and marketing ideas.
- Bi-monthly CDs developed by Chris Frederiksen from the 2020 Group on variety of topics related to accounting practices
- Free Downloads - a selection of Business Advisory letters, checklists and tools for you to download, customise and implement in your practice
- Business Management Summaries - a list of handpicked business summaries guaranteed to make a difference to your practice
- 1 Free online Practice Efficiency Review for all new members
- 1 Free online Business Energizer session, for all new members, with a Business Coach
- 1 Free online Business Energizer session, for a members selected client, with a Business Coach
- Discounts of 25% on 2020 Asia Pacific Professional Development Courses
- Discounts of 10% on 2020 Asia Pacific Approved Partner Business Tools and Services
- Discounts of 25% on 2020 Asia Pacific Training Webinars
- Discounts of 25% on 2020 Asia Pacific Conferences and Seminars



## WEBINARS

2020 Asia Pacific will source the top individuals in their respective fields to present topics of a practical nature such as Business Advisory – Value Added services, Strategic Planning, Human Resources and Wealth Management - a great way to earn practical Professional Development hours in the comfort of your office.

## SEMINARS/CONFERENCES

2020 Asia Pacific will recruit experts to help accountants in areas of Practice Development, Small Business Advisory, and Value Added Services. These seminars will provide you with the tools and necessary expertise to meet the needs of your clients and offer solid business advice to generate improved bottom lines for your clients and additional fees for you.

## MARKETING

We can help you develop a marketing plan that reflects the quality of your firm.

Membership in 2020 Asia Pacific is open to all Professional Accountants. To join now please visit our website



# Our Approved Service Partners

As a 2020 Asia Pacific member you will have access to preferential pricing on a variety of professional products and services

## BUSINESS ADVISORY & VALUE ADDED SERVICE SEMINARS AND WEBINARS

Have access to ongoing professional development seminars & webinars with **Mark Holton of Dynamic Taxation & Training Services**. Mark will be running regular sessions on implementing value added services in your practice, including:

- Effective consulting with your client
- Implementation processes and procedures
- Selling and marketing your value added services
- Developing specialist KPI's & industry benchmarks
- Customising industry templates
- Explaining formula outcomes in a manner the client understands
- Extending your clients financial literacy and decision making skills
- Interfacing your practice with Lenders
- Comparative and consolidated analysis techniques
- Scenario planning models and solutions

## PEARL FINANCE BANKING SERVICE REVIEW

A client on a journey to increased cash flow and return will need help to optimise their banking relationship.

**Pearl Financial Services** offers you and your clients experienced Corporate and Business Bankers who can work as a partner to improve banking relationships and provide additional revenue source to your business.

The Bank Check Report is a low cost diagnostic report that highlights aspects of a clients business that will alarm a bank and need to be addressed and proactively communicated to ensure that the business stays on top of its bank relationship.

The report is a great tool for businesses about to embark on a negotiation with a bank, be it for new facilities or simply an annually review. Understand the bank's perspective before engaging with them.

## EXPERT MYOB TRAINING FOR YOUR TEAM

Time is precious in an accounting practice so, in just one day, **Computer Accounting & Training Services (CATS)** can provide your staff with a sound working knowledge of MYOB accounting software at introductory, intermediate and advanced levels.

**CATS** are Australia's most established MYOB training organisation, having successfully conducted MYOB training workshops and seminars throughout Australia for over 15 years. They can train your staff in the optimum use of the latest MYOB software and offer valuable advice and lots of helpful hints to assist your clients to better manage MYOB.

## BSTAR BUSINESS VALUATIONS & SUCCESSION PLANNING

Generate and expand value-adding advisory services revenue by bridging the gap between engagement and action through materials, tools and programs from **Bstar**, the developer of award-winning programs for Accountants. Bstar's services include:

- Marketing materials to improve customer awareness, education and engagement
- Patented business valuation and "expectations" value gap tools
- Online Programs for effective business planning, profitable growth, succession planning and staff retention & motivation

## BUSINESS MANAGEMENT & DEVELOPMENT

Take your clients' business from 'Chaos to Control' with a **Business Coaching Centre** workshop. Have your staff and clients work through a series of dynamic, interactive workshops:

- Business mastery
- Financial mastery
- Vision and goals
- Team skills and customer service
- Systems, recruitment, marketing and sales



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## MONEY MANAGER... FOR BUDGETS & CASH FLOW FORECASTING

Money Manager is an easy-to-use financial management tool specifically designed to integrate with MYOB accounting software. Money Manager simplifies your clients' budgeting process by linking to and extracting up-to-date data from their MYOB file thus saving double-entry of budget data. Once P&L and Balance Sheet budgets have been entered, Money Manager will easily produce detailed cash flow forecasts for months and years ahead – critically important for your clients' banking relationships.

**Red Fern Management Systems**, the distributor of Money Manager, will offer software re-seller status to all members at special rates.

## EXPERT ASSISTANCE WITH IMPLEMENTING VALUE-ADD ADVISORY SERVICES

Accountants sometimes struggle to successfully implement value adding business advisory opportunities such as MYOB ProfitOptimiser and other services, often due to time constraints... but mostly because of uncertainty with the marketing and promotional process.

**On Target Business Services** will take the pain out of promoting and organising your practice's financial and business advisory services - show you how to work your financial advisory magic without missing a beat on billable time. Some the services provided include:

- ProfitOptimiser implementation services
- Marketing & advertising practice services
- Sales coaching/mentoring for practice & clients
- Credit control for accounting practices
- Special rates for all 2020 Asia Pacific members

## SECURE RETURNS

### GET DOCUMENTS TO AND FROM CLIENTS INSTANTLY

How much time do you waste printing, copying, posting and/or emailing important documents to your clients?

**Secure Returns** is an innovative new concept that allows your clients to upload or download critical documents such as Tax Returns from a safe and secure web site. It's safe, simple and requires no servers or technical know-how. Secure Returns will provide you with a website or connect to your existing one. You simply upload a document for a client who is automatically emailed a link. Your client logs in and ONLY sees their own documents.

- Simple to administer, quick to upload
- Options to notify you about client activity
- Simple process to setup
- Low upfront cost
- User pay system
- Documents are backed up and available 24/7

## MYOB DATAFILE REVIEWS

A major frustration for many accounting practices is the inappropriate setup and operation of their client's MYOB system. It often results in unreliable business reporting by the client, inconsistency between the Accountant's and client's accounts structure and tedious end-of-year balancing & adjustments.

**An Evolution MYOB Datafile Review & Report** is an ideal cost-effective solution. It provides you and your client with a detailed report highlighting all the potential problem areas and recommends the ideal corrective actions

The review and report is carried out by Robert Horn, of Evolution Business Management Solutions, an MYOB Certified Consultant and one of Australia's most experienced MYOB trainers.



# Membership Application

## Your practice details:

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Partner: 1. \_\_\_\_\_

Partner: 2. \_\_\_\_\_

Partner: 3. \_\_\_\_\_

Other Partners: \_\_\_\_\_

## Membership category (Fees per annum)

- Sole Practitioner: \$440.00 (incl. GST)
- 2-5 Partner Firm: \$550.00 (incl. GST)
- 5-10 Partner Firm: \$770.00 (incl. GST)
- 10+ Partners: \$990.00 (incl. GST)

## I wish to pay by:

- Monthly Credit Card Direct Debit – Please send me a direct debit authorisation form
- Cheque for \$ \_\_\_\_\_  Direct Bank Transfer to BSB: 062-668 A/C No: 1020-0862

-  Mastercard   Visa   Amex   Diners Club

Card No.

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

## Send this application to:

**2020 Asia Pacific Pty Ltd**  
**ABN: 44 133 641 415**  
PO Box 722 Terrigal NSW Australia 2260  
Fax: 1300 796649  
Email: [admin@2020AsiaPacific.com](mailto:admin@2020AsiaPacific.com)