

Tell Me A Story

Effective communication with staff is vital. Too often, the manager's message is lost in complex and technical language.

The answer is: Tell them a story. An Australian firm, One Thousand & One, teaches business leaders when and how to tell a story.

For example:

You need to improve productivity –

Find an example of a firm which has achieved significant improvement and tell its story. Or, if you can't find an example, use your imagination and ask the question – “What if we ... ? What would be the result?”

You need to explain a new technical process – “A business like ours adopted this new process and introduced it step by step like this - ...”.

You need your senior staff to show better leadership – “A business found they could improve their performance by introducing better leadership methods. This is how they did it ...”

Look for stories in the media which can be adapted for use in your business. Keep reports of success stories and use them when appropriate.

Feats of endurance, success in overcoming setbacks, applications of effective innovation, instances of outstanding leadership – these stories can be a real treasure, properly used.



Promotion to **Principal**

Please join with us in congratulating Chris Humphrey, Ruth Annett and Jim Ennor on this important career advancement, and the recognition of their outstanding contribution to the firm.



Jim Ennor – Principal Lending & Finance - Colac

Jim joined WHK's Colac Office in October 2002, and his efforts have been a key reason why our Lending & Finance Division has developed and grown to what it is today. Prior to joining WHK, Jim was with ANZ Banking Group for 21 years, handling all types of lending including commercial lending, rural lending and personal lending. He was a Senior Lending Manager and Branch Manger at various branches around the region.

Jim has a Diploma of Finance/Mortgage Broking, and a Diploma in Financial Services. He was the PLAN Australia # 1 Loan writer for WHK Group 2007 and he holds, or has held, numerous community/school board positions.



Ruth Annett – Principal Business Services - Geelong

Ruth commenced with WHK in 2005 and has been Team Leader of her own Tax and Business Services team since 2006. Since completing her Economics and Commerce degree at Monash University in 1992, Ruth has worked in Melbourne based accounting firms such as KPMG and Pitcher Partners. After moving to live in Torquay, Ruth has worked predominantly in Taxation roles and she holds a Graduate Diploma in Financial Planning and is a qualified Chartered Accountant.



Chris Humphrey – Principal Lending & Finance - Geelong

Chris joined WHK in 2003 to establish the Lending & Finance division in Geelong, which now boasts a staff of 6. He was previously with the NAB for 19 years where he progressed to Senior Commercial Lending Manager of the NAB Geelong Business Bank. Chris holds a Diploma in Financial Services and is a member of PLAN Australia and MFAA professional associations. Married with 3 children, Chris is actively involved in many sporting clubs and community groups.

Retaining Good Staff

Surveys reveal that job satisfaction rates higher than money in retaining good staff.

Put yourself in your employees' position and ask –

- Has my employer fulfilled initial promises?
- Have I been clearly told about the firm's mission and goals?
- Is my contribution recognized and appreciated?
- Am I treated with respect?
- Is my performance meaningfully reviewed and discussed with me?
- Is my work environment attractive and pleasant?
- Is it a happy workplace?
- Are my duties varied and challenging?
- Am I given the opportunity to learn and improve my skills?
- Can I participate in decision making?
- Is a career path being provided?
- Am I accepted as part of a team?
- Are the senior staff to whom I am responsible, people I can respect and admire?



One of the most important duties of managers is to provide staff with an environment in which they can answer "yes" to these questions.

Would your employees answer "yes"?

Where to Find Us

Our firm now spans a vast geographical area of Western Victoria, meaning when you deal with WHK, you deal with local people who are trained to provide you with specialist national and international best practice quality business solutions.



Geelong - 1st Flr 200 Malop St, Geelong 3220. Tel: 03 5224 7700
Ocean Grove - 1st Flr, 72 The Terrace, Ocean Grove 3226. Tel: 03 5255 5077
Stawell - 3-5 St George St, Stawell 3380. Tel: 03 5358 1733
Ballarat - 9 Creswick Rd, Ballarat 3350. Tel: 03 5331 4044
- 7 Lyons St North, Ballarat 3350. Tel: 5331 2911
- 615 Sturt Street, Ballarat 3350. Tel: 5332 3155

Colac - 89 Bromfield St, Colac 3250. Tel: 03 5234 0200
Warrnambool - 144 Fairy St, Warrnambool 3280. Tel: 03 5564 2100
Hamilton - 48 Thompson St, Hamilton 3300. Tel: 03 5551 2200
Casterton - 63 Henty St, Casterton 3311. Tel: 03 5581 1783
Coleraine - 88a Whyte St, Coleraine 3315. Tel: 03 5575 2633
Portland - 36 Gawler St, Portland 3305. Tel: 03 5523 8444
Ararat - 99 Barkly St, Ararat 3377. Tel: 03 5352 4544

DISCLAIMER: Please refer to the Straight Talk newsletter.

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Briefings

- The top Victorian land tax rate has been reduced to 2.25 per cent and the thresholds increased by about 10 per cent. ¹
- The Victorian Pay-Roll Tax rate was reduced to 4.95 per cent from 1 July 2008. ¹
- The low income tax offset (or rebate) is \$1,200 for 2008-09 (up from \$750). ²
- The income level at which the Medicare levy is imposed if there is no private health cover was raised from 1 July 2008 to \$100,000 (single) or \$150,000 (couple). ²
- The dependant tax offsets are subject to income threshold of \$150,000 from 1 July 2008. ²
- The fringe benefits car parking threshold is \$7.07 from 1 April 2008. ³
- The benchmark interest rate for Division 7A private company loans is 9.45 per cent for 2008-09. ⁴
- Thomson has calculated (based on the March 2008 CPI figures) the dependant spouse maximum tax offset for 2008-09 to be \$2,159, pending an official Tax Office announcement. ⁵
- The employment termination payment ETP cap amount for 2008-09 is \$145,000. ⁶

1. Thomson Weekly Tax Bulletin 9 May 2008
2. Budget announcement
3. Tax Determination 2008/12
4. Thomson Weekly Tax Bulletin 20 June 2008
5. Thomson Weekly Tax Bulletin 27 June 2008
6. Thomson Weekly Tax Bulletin 13 June 2008

Note – The above summaries of items appearing in publications and other material received by WHK should not be relied upon without reference to the firm as often the context in which the item appears needs to be understood, and summarising may distort the meaning.