

NFPs enhancing the relationship

Want to build your firm's brand? Demonstrate your expertise in the not-for-profit sector?

GAAP Consulting can show you how to enhance client relationships and business opportunities through a simple newsletter.

We supply the content. You brand the newsletter.

New material is supplied quarterly. It's comprehensive and expert, some of the best advice available. And it comes to you direct from GAAP Consulting's experts.

Australia has more than 600,000 not-for-profit entities. More are being set up each day. Indeed, more than 60,000 of them are registered with the Australian Charities and Not-for-profits Commission.

Within your client base there are bound to be NFPs to reach out to. Opportunities in the sector abound, and a newsletter is one way of enhancing them.

The concept – our 'NFP Risks and Compliance' newsletter becomes yours

Every quarter, GAAP Consulting's experts send you a summary of NFP risks and compliance developments.

They might have arisen from regulators' edicts, from new and revised accounting and auditing standards or changes to laws. They might simply be new corporate-governance insights.

In old racecourse parlance, the information will be as good as if you were in the mounting yard and the horses were whispering in your ear.

The content will come to you in Word format. All you do is add a masthead and check the copy for its consistency with your firm's style. You may tailor the content to meet your specific needs.

Add your own news items, for instance, about your firm's involvement with the NFP sector. You could use the newsletter to advertise NFP seminars, report on sponsorship developments, new clients, or news of NFP-client activities.

You can, of course, include your own graphics and images. You might even like to use the material in your blog.

Using our content saves you hours of research, writing and editing. All you have to is:

- Decide on a masthead
- Tailor the content to suit your specific needs
- Add your own personal touches, and
- Send to your clients – existing and potential

Some typical content

Each quarter, GAAP Consulting will send you 15 to 20 news items totalling between 3500 and 4000 words.

They'll be listed under headings such as Governance, ACNC news, Auditing developments, and Changes to watch.

Recent news items have included:

- *NFPs expect to break even or lose money*
- *Pascoe hails AICD report*
- *Registrar lays charges against former CEO*
- *Myth-busting on charity admin costs*
- *Related-party transactions*
- *New answers to FAQs on fundraising*
- *Red-tape reduction for ancillary funds registered as charities*
- *ACNC corrects charities' errors*
- *Charity statuses revoked*
- *NFP income-recognition rules closer*
- *ATO reviews NFPs' legitimacy*
- *ATO courts NFPs*

The authors

The GAAP Consulting authors are:

- Colin Parker (financial reporting, risk management, audit; former member of the AASB)
- Sonya Sinclair (audit, risk management and ethics)
- Jim Dixon (public and NFP sectors),
- Stephen Downes (clarity in communication).

The content is edited by Stephen Downes, our leader in corporate communications. Stephen is a prize-winning writer and journalist. He has covered a war for the French news agency and an insurrection for *The Age*. Three of his books have been translated into a total of five languages. For 11 years he contributed a weekly column to *The Australian Financial Review*. He ensures that technical content is readily understood by even non-specialist readers.

Let's hear from some of our subscribers

"We gain great benefit from GAAP Consulting's NFP Newsletter – both our people and our clients enjoy the information provided, and that it is specifically prepared for NFPs."

Darryl Swindells, Head of Not-for-Profits, HLB Australasia

"The Not For Profit Newsletter keeps our clients informed and promotes our firm as the NFP specialist who can really help."

Ryk Eksteen Audit Principal, Collins and Co

"We have been trying to send a regular newsletter to our NFP clients for a very long time. Due to client commitments we were unable to do this on a regular basis. We managed to send a few newsletters on an ad-hoc basis. Thanks to GAAP Consulting team, we now send a NFP newsletter on-time, every quarter covering current issues. Our NFP clients value this highly. This also helps us with client meetings and proposals."

Rupa Dharmasiri, Partner, LBW and Partners

Low subscription price

The cost of the newsletter is a low \$500 plus GST per issue (per office). Enquire about our multi-office discount.

Our subscribers consider that the fair value of such an informed and expert quarterly ranges from \$750 to \$1000 plus GST.

You can cancel the service at any time. And it's up to you how or how much of the content you want to use, how you want to lay it out and if you want to charge for it.

Subscription

☐

Yes.

Tax Invoice

Accountnet Pty Ltd
ABN 26 007 315 791

Date:

Your Details

Title:

First Name:

Surname:

Position:

Company:

Address:

Suburb:

State:

Postcode:

Phone – Office:

Mobile:

Fax:

Email:

Payment Details

☐

Cheque payable to "Accountnet Pty Ltd"

☐

Please invoice me.

☐

Visa

☐

Mastercard

☐

American Express

Card Number:

Expiry Date:

Cardholder Name

Signature:

This document is your tax invoice upon payment.

Please complete and send:

Fax to 03 9399 8224

Email colin@gaap.com.au

27 Brigden Cresnet, Theodore ACT 2905



Colin Parker

Principal, *GAAP Consulting*
Head of the GAAP Consulting Network
Email colin@gaap.com.au
Mobile 0421 088 611
Postal GPO Box 1497,
Melbourne, Victoria 3001
Website www.gaap.com.au



GAAP Consulting



GAAP Consulting



Colin Parker

Contact Us

Please direct enquires to Colin Parker, Head of the GAAP Consulting Network.



This communication provides general information current at the time of release. It is not intended that the information provide advice and should not be relied on as such. Professional advice should be sought prior to actions on any of the information contained herein.