



# ANDRESEN M<sup>C</sup>CARTHY PARTNERS

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## LEADING THE WAY



## Christmas Edition 2024 INSIDE:

- Strategic Planning Tips for Business Growth In The New Year
- 2024 Yearly Wrap-Up
- Christmas Q&A with Our Team!

## Strategic Planning Tips for Business Growth In The New Year

As the end of the calendar year approaches, it's the perfect time to reflect on your business's progress and set the stage for growth. Strategic planning is essential to ensure your business thrives in the coming year.

Whether you aim to expand your customer base, increase revenue, or streamline operations, here are some key tips to help you get started.

### Budgeting for the Year Ahead

A well-structured budget is the foundation of your business's financial health. Start off by reviewing your current financial statements to understand where your money is going. Look for areas where you can cut costs without compromising quality or efficiency.

Consider forecasting your revenue for the year ahead, considering any anticipated market changes or business developments.

This will help you set realistic financial goals and allocate resources effectively. Don't forget to create flexibility for unexpected expenses or potential opportunities.

### Setting Clear and Achievable Goals

Goal setting is crucial for driving your business forward. Begin by assessing what you've achieved this year and identifying areas for improvement. Your goals should be specific, measurable, achievable, relevant and time-bound (also known as SMART goals).



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## ANDRESEN MCCARTHY PARTNERS



714 MAIN ROAD  
ELTHAM VIC 3095

TEL (03) 9439 4455

EMAIL  
admin@amcp.net.au

WEBSITE  
www.andresen-mccarthy.com.au

PARTNERS  
Paul Jenkin  
David Cassarino  
Michael Gigliotti  
Kris Kernke  
Denise Sullivan

SERVICES  
Taxation  
Business Advice  
Self Managed Super Funds

# Strategic Planning Tips for Business Growth In The New Year (Cont.)

For example, instead of setting a vague goal like "increase sales," aim for something more precise like "increase sales by 15% in the first quarter by expanding our online presence." This approach gives you a clear target to work towards and a way to measure success.

## Reviewing and Optimising Operations

Taking a closer look at your day-to-day operations can reveal opportunities for efficiency improvements. Start by evaluating your current processes—are any bottlenecks or outdated practices slowing you down?

Consider investing in technology or tools that can automate routine tasks, freeing up your time to focus on strategic initiatives. Review your supply chain and vendor relationships to ensure you're getting the best value and service.

## Engaging Your Team

Your team plays a vital role in your business's success. As you plan for the New Year, involve your employees in goal-setting. This fosters a sense of ownership and ensures that everyone is aligned with the company's vision.

Provide opportunities for professional development and encourage open communication to keep your team motivated and engaged. A committed and skilled workforce is one of your most valuable assets.


## Monitoring Progress and Adjusting Plans

Once your plan is in place, it's essential to monitor your progress regularly. Set a schedule for reviewing your financials, goals and operational metrics. If things aren't going as planned, be prepared to make adjustments.



Flexibility is crucial in navigating the challenges and opportunities that the new calendar year will bring. The new year is a fresh start and an opportunity to set your business on a path to success.

By budgeting wisely, setting clear goals, optimising operations, engaging your team and staying flexible, you'll be well-positioned to achieve your business objectives. Take the time to plan strategically now and you'll reap the rewards in the coming months.



## We are here to help

Make use of us! This guide is merely a starting point, designed to help you identify areas that might have a significant impact on your personal and business planning. We are always pleased to discuss matters with you and advise in any way we can.



# 2024 Yearly Wrap-Up: Reflecting on a Year of Growth and Connection at Andresen McCarthy Partners



As 2024 draws to a close, we're thrilled to look back on an incredible year of growth, teamwork and shared success. This year, we welcomed new members to the Andresen McCarthy Partners family and celebrated with team bonding outings, milestone events and countless memorable moments together.



We're sharing some of our favourite snapshots from this year, capturing the spirit of camaraderie, laughter and hard work that define our team. Each event, from welcome get-togethers to team outings, has strengthened our commitment to not only growing as a firm but also fostering a workplace that feels like home.



We would like to wish you a Merry Christmas and a Happy New Year from all of us at Andresen McCarthy Partners! Thank you for being part of our journey this year, and we look forward to serving you in 2025. Please note our office will be closed from Friday, 20th December 2024, and we will reopen on Monday, 6th January 2025. We hope you enjoy a joyful and restful festive season and we'll see you in the New Year!



As we head into 2025, we're excited for what lies ahead. With more growth on the horizon, we look forward to deepening our relationships with you and continuing to build a firm that you can always rely on. Here's to another year of collaboration, success and shared adventures!

**The Andresen McCarthy Partners Team.**



From exciting additions to our practice - Outside in Finance, to unforgettable team-building outings, we've enjoyed every opportunity to connect with each other - and with you, our clients. It's been our pleasure to serve your needs and bring our team closer together in the process.



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**CPA** Andresen McCarthy Partners is a CPA practice





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# Merry Christmas

FROM AMCP

**Daniel Caraffa**  
What I love most  
about Xmas is?

Spending time with family  
and friends. Travelling  
somewhere by the beach  
and putting on a  
few kilos.



**Rachel Stoecker**

Favourite Christmas Song?  
Seeing as I can't insert my entire  
Christmas Playlist on here I'll  
narrow it down to  
Last Christmas - Wham and  
Happy Xmas (war is over)  
- Celine Dion Version



**Yemi Gunn**

Favourite Christmas song?  
Christmas Conga -  
Cyndi Lauper.  
It's a classic



**Jackson Mill**  
Favourite  
Christmas tradition?

Going to the cricket on  
Boxing day and drinking  
a thousand beers.



**Ruth Kemp**

Travel at Christmas or  
stay home?  
Christmas at home, it's a  
great opportunity to  
share a lovely meal  
with family and  
friends.



**Leo Lou**

Favourite Christmas song?  
All I Want for Christmas Is You  
by Mariah Carey. The song is  
timeless & infectious feel-good  
sound. It makes everyone  
remember that you are  
strong and amazing!!!



## Christmas Q&A with Our Team!

As the holiday season approaches, we're bringing a little festive cheer to the office! To help us all get into the Christmas spirit, we asked a few of our team members to share their holiday favourites, traditions and maybe even a few quirky confessions! Enjoy these festive insights as you get to know our team a little better.

