

Accounting growth heads north

MAROOCHYDORE'S Accounting North has thumbed its nose at the global economic crisis and blasted its way onto the 2008 BRW Fast 100 list of fastest growing companies in the country.

To appear on the list, a business must have achieved an average annual turnover growth in the three years to June 2008 of 44.43%. Companies on this year's list averaged a healthy 89.1% turnover growth in that period.

Managing director Matt Richards said all 24 staff members were proud of the result, which

he said was partly due to a company restructure four years ago.

"We made significant changes to our business to be very focused about the clients we wanted to work with and the type of work we wanted to do," he said.

"We've actually reduced the number of clients, and yet we are doing three to four times the revenue. It was one of the most significant decisions we made to only deal with a certain type of high net worth client and not everyone that walked through the door."

Mr Richards said another reason for their success was a

business partnership with the MYOB computer program that enabled them to sell specialised high end accounting software.

He said there was no secret to performing well at times of broader economic downturn.

"People get caught in a comfort zone and they don't want to go outside of that," he said.

"Sometimes you should do things which are counter intuitive to change for the better. If you turn up to work every day and do the same thing, you will get the same result. If you want to get a different result, you have to do things differently."



TOP TRAINERS: Dr Roger Morris, Nicky Jardine and Dr Michael Ryan are the directors of a new medical staff training facility. PHOTO: WARREN LYNAM/179264

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New recruits

ANOTHER Innovation Centre success story has opened its doors.

RecruitTrain is a new medical recruitment agency formed by Medicine On Second staffers Dr Roger Morris, Nicky Jardine and Dr Michael Ryan with a view to improving the standard and quality of medical receptionists, practice managers and admin staff.

The agency already has 250 students ready to train from January.

One side of the business offers certificates in business through a partnership with TAFE and other training programs, while the other side places people in jobs.

Director Nicky Jardine said RecruitTrain's point of difference was the fact that it actually took students into a real, working practice for hands-on experience.

"We are possibly the first live training practice in Australia," she said. "Our students can go live into a medical centre and experience it all first-hand."

The RecruitTrain founders approached the Innovation Centre in March and met with CEO Colin Graham once a week for six months in the start-up phase, before launching in September.

For more information go to www.recruittrain.com.au



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