



Local accounting firm celebrates 10 years in business in Wagga

BOYCE Chartered Accountants is celebrating not one, but two milestone anniversaries this year. It is 40 years since the firm was first established in 1973 by the legendary Michael Boyce and ten years since it 'set up shop' in Wagga Wagga.

The firm's proud history of rural practice began in the Monaro region of New South Wales in July 1973. Today Boyce has five offices located in major regional centres across NSW and a staff of more than 140 – making it the largest independent accounting practice in regional Australia.

Under the leadership of director Simon Sellars, the Wagga Wagga branch of the firm was opened on March 31, 2003.

"We leased the historic bank building on the corner of Fitzmaurice and Johnston Streets and opened for business in a city which we believed offered fantastic opportunities for us to meet the region's growing need for management accounting services," Mr Sellars said.

Admitting the timing may not have been ideal given much of the state was in the middle of one of the longest droughts in over 100 years, Mr Sellars was philosophical.

"Looking back, it seems to have paid dividends as the farmers and local businesses really needed the type of accounting services we were offering to help them remain viable and come through what were, for many, desperate times."

More than simply the usual compliance accounting services, Mr Sellars described how Boyce specialises in providing management accounting and business advisory services to assist clients to closely monitor the performance of their business and understand their true financial position.

"Our approach ensures that our clients know at any time how their business is travelling and can make strategic and insightful business decisions around this information," he said.

Initially many of the Wagga clients were farmers and agribusinesses, but over the past ten years this has expanded to now



EXPERT SERVICE AND ADVICE: Members of the Boyce Wagga team are here to help. Picture: Les Smith

include retail and wholesale businesses, professional firms, construction and medical services. The business has achieved a compounded growth rate of 10 per cent per annum since July 1, 2004. Mr Sellars said gradual consistent growth allowed the firm to develop its most important asset – its people – while delivering first-class service to its existing and new clients.

Soon after establishment of the Wagga Wagga office, Mr Sellars was joined by his former colleague from Moree, Linda Mackellar, who quickly became an integral

part of the Boyce Wagga Wagga leadership team. Mrs Mackellar was appointed as a director of the firm in July 2006 at just 28 years of age.

Signalling a firm commitment to the city and to the Riverina, in 2008 Boyce purchased the graceful 120-year-old building from which it operates.

"It is part of the culture and philosophy of the firm that we invest in the towns in which we do business," Mrs Mackellar explained.

"We are very proud to own such a significant building and it is our intention to

respect its integrity."

Mrs Mackellar likened this guardianship attitude to the building to the general philosophy of the firm, that is very much focused toward care for clients. In its ten years in the region, the Boyce team has built an enduring reputation for combining knowledge, insight and experience with personalised country service.

Boyce was again ranked in the Top 40 of the BRW 2012 Survey of Accounting Firms and is recognised as offering a level of professionalism that many would expect to find only in the larger metropolitan-based firms.

"As directors we, and our team, live and work in the region, so we are very intent on ensuring we help to keep the local business community strong," said Mrs Mackellar.

"We are also very aware of our role in the general community so as a firm and individually we are involved in many different aspects of life in Wagga and the surrounding areas."

In 2008 the firm established a financial advisory division – Boyce Financial Services (BFS) – the head office of which is located in Wagga.

Director of BFS, Lindsay Garnock, admitted that although the timing was not great as the global financial crisis hit exactly when this new business was launched, the business has gone from strength to strength and has a client retention rate of 98 per cent. He attributes this to a business model that from the very start offered clients "fee for service" rather than the commission based models used by many in the industry at that time.

The Boyce directors are rightly proud of a firm with such a long history, and extraordinarily pleased with the growth and development of the Wagga Wagga branch.

"We have a great team of people, we work with some of the best businesses in the country, and we live in one of the most beautiful inland cities in Australia in a diverse and thriving region," said Mr Sellars. "We couldn't ask for anything more."



Director of Boyce Financial Services, Lindsay Garnock

Get great advice at Boyce Financial Services' head office – here in Wagga

MAXIMISING and protecting wealth is not a straight-forward process, that's why it's important to seek assistance from a trusted financial advisor.

Backed by industry renowned research and analysis the Boyce Financial Services (BFS) team are specialists in providing individually tailored, strategic financial solutions for individuals, families and businesses.

Director, Lindsay Garnock, said BFS has had a "fee for service" pricing structure from establishment, in contrast to many in the industry who may have to restructure their business models to

meet recent financial industry reforms.

The client-focused BFS advisors can assist if you:

- Need help with your retirement and superannuation planning
- Would like to establish an investment portfolio including direct shares or managed funds
- Require assistance with your SMSF investment portfolio
- Have recently sold a business or farm
- Wish to set up an education savings plan
- Require insurance and asset protection.

Boyce offers a "big city" level of expertise and range of services including:

- Management reporting and budgeting
- Tax planning
- Family reorganisations and business restructures
- Business planning and benchmarking
- Superannuation strategic advice and compliance
- Succession and estate planning
- Sophisticated, practical tax advice.

KNOWLEDGE. INSIGHT. EXPERIENCE.

Boyce has been a trusted advisor to rural families and businesses across NSW for more than 40 years and we are proud to be now celebrating 10 years in Wagga Wagga.

We strive to not simply make your business compliant but truly aim to make it the most successful it can be.

Our unique approach to management accounting and strategic, insightful business advice means we deliver real value.

If it's investment advice you require - Boyce Financial Services (BFS) provides individually tailored portfolios and transparent 'fee for service' pricing.

Contact us to find out how we can assist you.

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